

buyers and sellers of radio advertising

US RADIO

ANNIVERSARY
ISSUE

OCTOBER
1959
VOL. 3—NO. 10
35 CENTS

Two minutes — that's all it takes for NBC Radio's "Hotline Service" to bring any major news event from anywhere in the world to every home in America. Every NBC affiliated radio station is specially equipped to make possible this rapid transmission of today's important news stories.

400 NBC News correspondents are spread through more than 75 foreign countries (in NBC Radio News Bureaus in the capital cities of the world) and in news-important locations throughout the United States. Experienced reporters and commentators, backed by accredited local reporters at NBC affiliated stations, report all major news breaks directly to NBC's Radio Central in New York.

It all adds up to the largest broadcast news-gathering organization anywhere in the world. Facilities, equipment, staff and operating procedure are designed to condense miles into seconds. NBC Radio's extensive news programming demands this kind of complete news service.

HERE IS THE NBC RADIO NEWS LINEUP: News On The Hour, seventeen times a day, eighty-five times a week, Monday through Friday. Monitor News, every hour on the hour, throughout the weekend. World News Roundup, 7:30 AM Monday through Saturday and 9:06 AM Sundays. Three Star Extra, Editor-in-Chief Ray Henle reports from Washington on NBC Radio's award-winning "newspaper of the air," 6:45 PM Monday through Friday. News Of The World, with Morgan Beatty, 7:30 to 8:00 PM Monday through Friday.

And here's how NBC Radio News delivers audiences: News On The Hour provides 46,586,000 listener commercial impressions per week for the one-quarter sponsor. Monitor News offers the one-half sponsor 24,282,000 listener commercial impressions per weekend. News Of The World advertisers, sponsoring just five minutes each weekday, score 7,317,000 listener commercial impressions per week.

Only a network can provide the facilities and staff for the alert, full news coverage America receives on the

NBC RADIO NETWORK



two minutes away... ..from anything in the world



PAGE
 Directed by
 Howard McMillon

• page 41

WORLD HABIT
 William Shaw, Leggett
 and
 William Shaw

• page 48

WIRE DRIVE
 in Times Radio
 California Service

• page 52

VIEW
 in Times Radio
 California Service

• page 53



Special Time Commercial
 Program on Coast
 California Service

WHY...

WIN



THERE MUST BE A REASON...

**1240
LOUISVILLE, KY.**

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 stock 'em... We don't
sell 'em... We Sell 'em!*

GLEN & HARMON, GENERAL MANAGERS

WINN
1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Presented by
AVERT & MOORE

This
is
the spot for a commercial



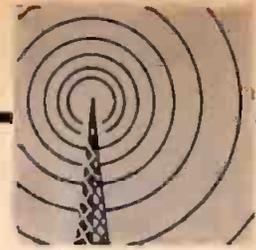
She has to keep her *eyes* on her mirror, but her *mind* is all yours! Multiply this receptivity by thousands of nightly pin-ups and millions of daily household duties . . . and you'll see why Spot Radio pays off **BIG** for advertisers.

KOB Albuquerque	WISH Indianapolis	WRNL Richmond
WSB Atlanta	KARK Little Rock	KCRA Sacramento
WGR Buffalo	WINZ Miami	WOAI San Antonio
WGN Chicago	WISN Milwaukee	KFMB San Diego
WFAA Dallas-Ft. Worth	KSTP Minneapolis-St. Paul	KOBY San Francisco
WKMH Detroit	WTAR Norfolk	KMA Shenandoah
WANE Fort Wayne	KFAB Omaha	KREM Spokane
WSVA Harrisonburg	WIP Philadelphia	WGTO Tampa-Orlando
KPRC Houston	KPOJ Portland	KVOO Tulsa
	WJAR Providence	

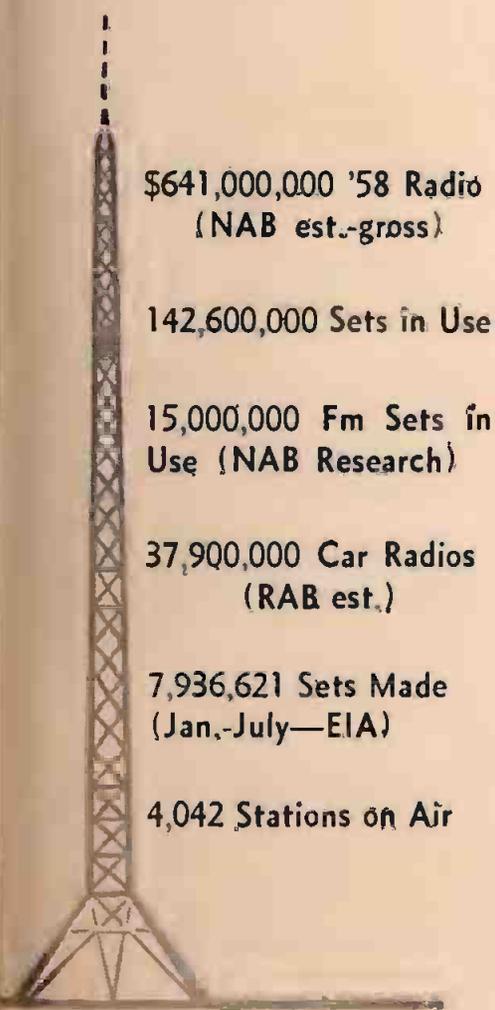
Radio Division
Edward Petry & Co., Inc.

*The Original Station
Representative*

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



Radio's Barometer



Spot: According to the Federal Communications Commission's annual radio report on 1958 station and network operations, the total revenue from spot time sales covering national and regional advertisers was \$171,939,000. This was a 1.4 percent increase over 1957. The report covered data from 3,197 stations. The total broadcast time sales for 1958 was \$523.1 million, a one percent increase over 1957's \$517.9 million.

Network: The total revenues from the sale of time alone for networks, according to the FCC, was \$46,519,000. The four nationwide networks accounted for \$42,786,000, an 8.7 percent decrease compared with 1957. Three regional networks, Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc., accounted for \$2,861,000, a 1.6 percent decrease, while other networks and station groupings accounted for \$872,000, an increase of 8.7 percent over 1957.

Local: The total revenues from time sales through local advertisers and sponsors, according to the FCC, was \$323,207,000 in 1958, an increase of two percent over the previous year.

Two stations—WINN Louisville, Ky., and WPBC Minneapolis—report sales increases. WINN states that during the first eight months of 1959, the station's national business was up 32 percent compared with 1958. Also, WINN's national business last month was up 55 percent ahead of September 1958. WPBC reports that this year it will gross three times what it grossed in 1956. The station states, for example, that June 1959 broke all previous sales records by more than doubling June 1958—with a 122 percent sales increase.

Stations: The number of am and fm stations on the air at the end of August totaled 4,042, an increase of 26 (18 am and 8 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,406	636
Applications pending	478	61
Under construction	107	148

Sets: Total radio set production including car radios in July was 829,035; seven-month total was 7,936,621, according to the Electronics Industries Association. Total auto radio production for July was 254,725; seven-month total was 3,154,921. Total radio sales in July, excluding car radios, was 526,827 units; seven-month total sales were 3,685,708. Fm set production for July totaled 24,553. • • •

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



Looking to set new radio time sales records in your market? Using only *one* RCA Thesaurus commercial feature, KMA, Shenandoah, Iowa, hit new sales heights recently. Here's what Station Manager Anthony J. Koelker says about his Thesaurus experience: "85,000 listeners, registered at sponsoring stores in 4-week SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR campaign ... 86 new accounts ... all delighted with results! Promotion made March 1959 KMA's *BEST BILLING MONTH IN TEN YEARS!*" RCA Thesaurus will push your sales graphs up! Write for the complete Thesaurus details today.

RCA THE SAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER - 1959

VOL. 3 - NO. 10

... IN THIS ISSUE ...

What Do Advertisers Think of Radio?	41
An Analysis of What 25 Firms Think Of Programming, Effectiveness, Research	
Can Radio Crack a Tv Agency?	44
Parkson Advertising Gives Sound A Chance to Sell Conti Shampoo	
Housewives Listen, Too	48
Market Planning Study for H-R Shows Housewives are Loyal Radio Fans	
Butter-Nut Tries Radio Welcome	52
Hits Heavily With Sound in Introducing Coffee Line to Northern California	
Merely a Legal Necessity?	56
Westinghouse Conference Shows Radio How Public Service Boosts Business	
Agencies and Public Service	58
Agencies Comment on Role Public Service Can Play as Advertising Vehicle	

... DEPARTMENTS ...

Airwaves	3	Report from Canada	88
BPA Memo	72	Report on Fm	85
Commercial Clinic	67	Report from Networks	82
Editorial	92	Report from RAB	76
Focus on Radio	60	Report from Representatives	78
Hometown U.S.A.	63	Silver Mike	33
Letters to Editor	34	Soundings	7
Names and Faces	90	Station Log	70
Radio Registers	74	Time Buys	8
Radio Research	89	Washington	15
Report from Agencies	80		

Arnold Alpert *Editor and Publisher*
Jonah Gitlitz *Managing Editor*
Rollie Devendorf *Art Editor*
Carol Murdock Scinto *Senior Editor*
Sten Walker *Assistant Editor*
Patty Kirsch *Assistant Editor*
Blanche Stein
Administration-Production
Seymour Weber *Office Manager*
Jo Gancz *Secretary to Publisher*

West Coast Representative—
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583
% Edith K. Whaley
3493 Cahuenga Blvd.
Los Angeles 28, HOLlywood 3-2215

Member of Business Publications
Audit of Circulations Inc.



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

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.
SState 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 or the network... a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



"Wow! How about the dramatic growth of audience on KEWB?!"

"It's no surprise to me. I was one of the smart ones who bought KEWB first. Creative, business-like management; exciting programming and hard-hitting promotion like KEWB's always builds fast audience acceptance."



Does Hooper tell Pulse? Look for yourself at their July-August reports... and see that both services agree on the smashing, significant and colorful increase in the KEWB "Big Bay Radio" audience,

So buy KEWB first... and be big in the Bay Area.

CHANNEL
91  **KEWB**

Bermuda Building • 2150 Franklin • Oakland 12, California • EX 7-2891 • TE 6-0910

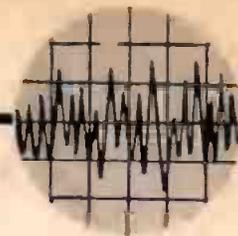
ROBERT M. PURCELL, president MILTON H. KLEIN, general manager
 THE KATZ AGENCY, INC., national sales representatives

A Service of Crowell-Collier

KEWB
 Channel 91
 San Francisco
 Oakland

KEWB
 Channel 58
 Los Angeles

ROBERT M. PURCELL
 President
 and
 General Manager



Radio a "Ladies' Medium," Research Reports Indicate

A sound grip on the woman listener, as evidenced by two recent studies, is giving radio increasing stature with agencies and advertisers who may have relied heretofore on sight appeal to sell the ladies' market. A report by Market Planning Corp., subsidiary of McCann-Erickson, and a recent survey of the Family Advisory Staff, research adjunct to J. Walter Thompson Co., point up radio's strong appeal for the gentle sex (see *Housewives Listen, Too*, p. 48). Matching market potential to radio's female audience profile, Parkson Advertising Agency is departing its tv-dominated tradition to sample the sound medium for Conti shampoo (see *Can Radio Move In on a Tv Agency?* p. 44).

Fm Has Advertiser Plan To Raise Fm War Chest

The newly-established National Association of Fm Broadcasters has formulated a special plan to raise a minimum of \$250,000 for research and sales promotion. Each of the more than 75 members has agreed to turn over three spots a day, seven days a week, to a national advertiser for six months or more. The revenue from this would go to the fm war chest. (See *Report on Fm*, p. 85.)

Teenage Market Seen As Big Sales and Radio Potential

The 18 million teenagers in America today represent about \$10 billion in sales annually, according to a Radio Advertising Bureau report that quotes from a *Life Magazine* study. RAB adds that, based on a Pulse study conducted for the bureau, "some 97.5 percent of teenagers listen to radio every week." By 1970, the *Life* analysis states, the teenage market should top \$20 billion.

Box Looks Ahead To Radio's Future

A sharp reduction in "top 40" programming in the next two years is predicted by John Box, managing director of the Balaban Stations. In two speeches last month, he said, "As the battle of the alikes become more furious, stations with the broadcast appeal and audience loyalty will emerge dominant." He called for more advertising and promotion to make media group heads and advertising directors aware of radio.

Butter-Nut Coffee Takes Radio For North California Entre

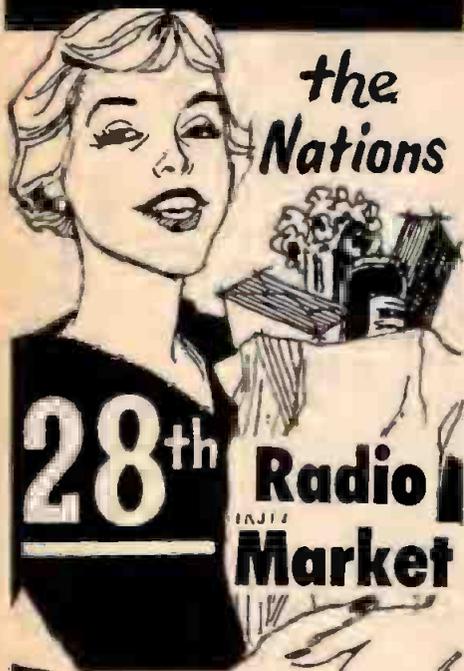
Already a steady radio user primarily in the Midwest, Butter-Nut Coffee, through D'Arcy, St. Louis, has moved into the northern California area with "sound" advertising support (see *Welcome Mat of Sound*, p. 52). An example of the way stations are promoting the campaign is a report from KYA San Francisco which says it is taping dealer welcomes that follow the Butter-Nut commercial.

AIMS' Fall Meeting Sees Upward Climb in Business

The annual fall meeting of the Association of Independent Metropolitan Stations, held in New York, showed that its members have seen an upward trend in business for the past six months, both local and national. With 22 stations in attendance, the group concerned itself with the question, "What impression do we leave with the listener?" A "quiet movement" was observed in favor of the bigger sound in musical programming. Roy Albertson, WBNY Buffalo, N. Y., was elected chairman for the coming year, and Bill Hughes, CKNW New Westminster, Canada, was named vice chairman.

WPTF

Raleigh-Durham



**has Greater
Food SALES
than the 12th
Metropolitan
Market**

**28th Radio Market - WPTF
\$541,043,000**

**28th Metropolitan Market
\$193,673,000**

**12th Metropolitan Market
\$479,519,000**

**NATION'S
28th RADIO
MARKET**

NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



time buys

American Heritage Publishing Co.
Agency: *Joe Gans & Co., New York*
Product: AMERICAN HERITAGE
MAGAZINE

The literary listener is the object of this publication's radio schedule, which started last month and is expected to continue through the winter on am and fm "good music" stations in about 30 markets. Two stations are being used in each market.

American Tobacco Co.
Agency: *Sullivan Stauffer, Colwell & Bayles Inc., New York*
Product: PALL MALL CIGARETTES

Taking a deep breath of air time, this smoke starts a 13-week radio schedule the middle of this month. The campaign is reportedly a heavy one, using stations in major markets. Fred Sprautenburg is timebuyer.

Bakers Franchise Corp.
Agency: *Mogul Williams & Saylor Inc., New York*
Product: LITE-DIET BREAD

A high volume of radio is on the menu until late November for this product, which is using 15 to 30 announcements a week over 150 stations throughout the country. A new jingle is being utilized "extensively" for the one-minute and 30-second spots. Lynn Diamond is timebuyer.

Champion Spark Plug Co.
Agency: *J. Walter Thompson Co., New York*

Completing the circuit with the concluding flight of its 1959 radio campaign, this company is on the air as of October 12 with light to medium frequencies in about 50 markets. The eight-week schedule is the second half of a 17-week buy which started last March, then took time out from May through September. Bob Gorby is timebuyer.

d-Con Co.
Agency: *The Thompson-Koch Co., New York*
Product: MOUSE PRUFE

Supplementary to network buy on Mutual, a 13-week spot schedule starts this month in about 30 markets. Approximately three announcements a week are being used over stations with "area coverage" to reach suburban households most likely to be prey to mice. Bob Hall is timebuyer.

d-Con Co.
Agency: *The Thompson-Koch Co., New York*
Product: RODENTACIDE

After time out for summer, this product is back on farm radio as of late last month with a schedule to finish out the year. Broadcasts are heard in 125 farm markets according to schedules which vary according to the locale. Bob Hall is timebuyer.

Ford Motor Co.
Agency: *J. Walter Thompson Co., New York*
Products: TRUCKS. DEALER
ADVERTISING

Taking a short but heavy haul on radio, Ford is advertising its trucks via the air medium in approximately 50 markets. The run, which started October 7, will continue for one to two weeks, depending on the station, with varying frequencies. Considerable radio activity on behalf of the Ford Dealer Advertising Association is reported by the agency, with differing schedules from one district to another among the 35 which participate in the mutual pooling of advertising funds. Down the line, there is evidence of big radio spending by Ford. Timebuyer is Bob Gorby.

[Cont'd on p. 10]

NEW

5000- WATT

AM

TRANSMITTER

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS



Type BTA-5R/5R1

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from -4 to $+113$ degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ± 1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. Z-337, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance



Tmk(s)®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY



time buys

(Cont'd from p. 8)

General Motors Corp.,
Fisher Body Div.

Agency: *Kudner Agency Inc., New York*

Product: AUTOMOBILE
BODIES

Taking shape for a follow-up on the new car announcements is a radio drive emphasizing GM's automotive underpinnings. The campaign starts the end of November for two weeks in about 100 markets, with a maximum of 100 and a minimum of 20 announcements per market. One-minute and 30-second spots are being used. Mal Murray is timebuyer.

General Telephone System,
Sylvania Div.

Agency: *Kudner Agency Inc., New York*

Product: TELEVISION SETS

The one-eyed temptress will get a "sound" selling on radio in a campaign starting the end of this month and continuing for six weeks in selected markets. Approximately 30 announcements a week per market will be used. Mal Murray is timebuyer.

Harper & Brothers

Agency: *Joe Gans & Co., New York*

Product: HARPER'S MAGAZINE

Warming up to cold-climate radio, the magazine is airing a winter campaign over Canadian and Alaskan stations as well as those in 45 markets south of the 49th parallel. The campaign started last month, is using two stations per market in the lower latitudes. An "adult, serious-minded audience" is the target; advertising strategy calls for an expansion to the north of the publication's "sphere of influence."

King Merritt & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: MUTUAL FUNDS

Attuning itself to radio, the firm will begin later this month the sponsorship of a 15-minute program to be aired in markets where it has offices. An investment securities house, it is reported to have nation-wide coverage. Larry Butner is timebuyer.

Kiplinger Washington Editors Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Products: CHANGING TIMES,
WASHINGTON
LETTER

Resuming its radio voice as of last month, the firm is back on the air until mid-December with its weekly 15-minute business-news program. The schedule is placed in about 35 markets on a short-term basis in some, with extensions pending if response is high. Marilyn Schiels is handling the timebuying.

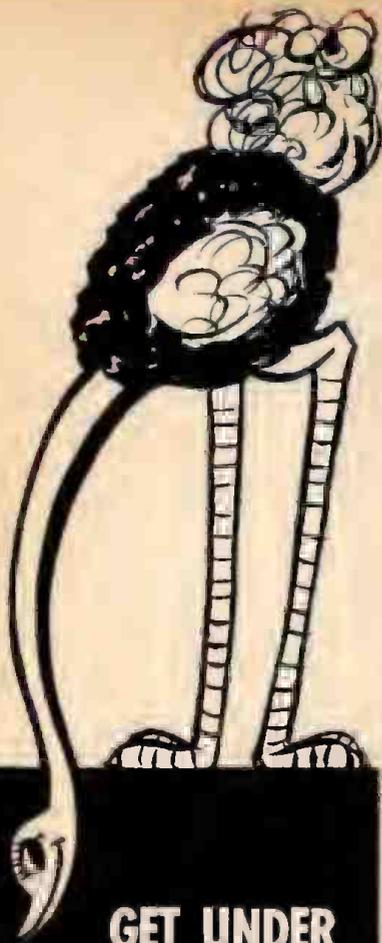
V. LaRosa & Sons

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI & PRE-
PARED FOODS

On the air with a fall campaign for its Italian specialties, the company is broadcasting 248 one-minute announcements per week over 29 stations in 12 markets. Aimed at the housewife, the aerial messages are timed between 7 a.m. and 7 p.m. The drive continues until the first of the year, possibly longer. Timebuyer is Vince Daraio.

(Cont'd on p. 12)



GET UNDER THE SURFACE . . .

for market facts in the

San Antonio area.

The cost per 1000 is
lower on KONO radio . . . per
1000 men . . . per 1000
women . . . per 1000 families.

For facts and figures

call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

Radio

SAN ANTONIO, TEXAS



It's what's between the music that counts!

"THE NUTS AND BOLTS OF RADIO," by George Skinner,
The Katz Agency's Director of Radio Programming Services, could easily
have been titled "It's What's Between The Music That Counts."

For this book discusses in detail *all* the elements that
go into the creation of a successful station "sound image":
what they are and how to make them work.

Because we believe that effective programming patterns should
not be locked in vaults but should be passed around for the
improvement of the medium as a whole, The Katz Agency is making
"The Nuts and Bolts of Radio" available, upon request, to all
those in the business of radio broadcasting and advertising.

THE KATZ AGENCY INC

RADIO DIVISION

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

→
 — SOLD
 — NOT
 the
 — WARM
 perfect
 — LUKEWARM
 sales
 — COOL
 climate
 — COLD

KBIG provides an atmosphere of believability. It's a refreshing oasis from irritating pitches, frenzied music, over-crowded spots. Advertising stands out... gains the confidence of higher income listeners (Pulse). To sell a 91% adult audience (Pulse) in 234 Southern California markets, plant your campaign on KBIG. America's leading advertisers are moving to the perfect "climate" that makes sales grow... for an average of 71% less cost than stations with comparable coverage.

Use Radio Catalina for all Southern California
 740 kc/10,000 watts
 Santa Barbara
 Los Angeles
 San Bernardino

KBIG
 The refreshing sound of radio

JOHN POOLE BROADCASTING CO., INC.
 6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205
 NATIONAL REPRESENTATIVES: WEID & CO.

time buys

(Cont'd from p. 10)

Liggett & Myers Tobacco Co.
 Agency: *McCann-Erickson Inc., New York*
 Product: DUKE CIGARETTES

As the smoke spreads, Duke's radio coverage is expanding across the country in an intensive campaign that includes at present about 16 markets. What started September 21 as a month-long drive may extend for a short or long run, depending on results in given markets. The schedule calls for from 100 to 300 announcements per week per market. Gini Conway is timebuyer.

Mentholatum Co.
 Agency: *J. Walter Thompson Co., New York*
 Product: COLBAN COLD REMEDY

It's still a question whether spot or network radio will be used later this month in a campaign about to break for the product—but radio in one form or another is sure. Joseph Stone, vice president and copy group head, has created the jingle which will be used on the sound medium. Peg McAulay is timebuyer.

Salada-Shirriff-Horsey Ltd.
 Agencies: *Leo Burnett Co. of Canada Ltd., Vickers & Benson Ltd. of Montreal*
 Products: TEA, FOOD ITEMS

Local daytime radio in Canada has been designated by the parent firm in Toronto as a major advertising vehicle for its impending campaign. A company record of \$2,000,000 is reported set for the total advertising budget for the Canadian operation in the next 12 months, with an estimated \$250,000 allotted to its instant mashed potato product. Prospects for radio for S-S-H in the United States are still up in the air; specific media plans await Doyle Dane Bernbach's assumption of duties for its new client on October 15.

Standard Brands Inc.
 Agency: *J. Walter Thompson Co., New York*
 Product: CHASE AND SANBORN COFFEE

A coffee-break in radio is scheduled for October 19, when five weeks of aerial time in 40 markets will commence. About 12 announcements will be used per market each week, aimed to catch the housewife's ear (see *Housewives Listen, Too*, p. 48). Carrie Senatore is timebuyer.

Sterling Drug Inc., National Brands Div.
 Agency: *The Thompson-Koch Co., New York*
 Product: MIDOL TABLETS

A six-week extension of this radio plan goes into effect this month for the pain killer. The revised schedule will run into the latter half of November in about six markets. Timebuyer is Bola Hall.

Studebaker-Packard Corp.
 Agency: *D'Arcy Advertising Co., New York*
 Product: LARK

On the wing aurally as of October 15, advertising for the new model will be broadcast in approximately 1,200 markets over about 1,250 stations, averaging 10 announcements a week per station. This is the third such radio campaign Lark has conducted this year. Fran Velthuys is timebuyer.

Ward Baking Co.
 Agency: *Grey Advertising Agency Inc., New York*
 Product: TIP TOP BREAD

More than 65 markets are "on the spot" with radio for a campaign which started late last month over multiple stations per market. Frequency of announcements is "heavy." duration of the buy is not disclosed. Mary Lou Benjamin is timebuyer.



"Listen to this, Bill", said the WeeReBeL as he sat on the desk to chat with Bill Hinman, Lambert & Feasley, Inc., New York.

Have you heard what the WeeReBeL said to Lambert & Feasley?

"We're a combination hard to beat..."

Metropolitan Columbus, Georgia is the 25th market in the U. S. for per family income ... over a million people can watch us in our 47 county coverage area ... WRBL-TV and WRBL Radio are the stations that consistently pay off for advertisers. CALL HOLLINGBERRY for top ratings, rate details ... package plans ... market data ... programming information ... penetration data ... and prime availabilities.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

 **COLUMBUS, GA.** 

Represented by George P. Hollingbery Co.





SAFE AND SOUND WAY



"The 'Sound of Quality' on WRC Radio has been a most successful medium of advertising for Safeway's quality products in the Washington market for over a decade." (signed) Burton R. Warner, Advertising Manager, Safeway Stores Inc. Washington, D. C.

Further proof that there are greater sales in store in the nation's capital for advertisers who rely on the "Sound of Quality" on **WRC**
NBC Owned—980 in Washington, D. C.
Sold by NBC Spot Sales



Chairman Doerfer Cites Limitations of FCC Power

Seeking to find new ways and means to increase and improve public service programs, one must ask, according to John C. Doerfer, chairman of the Federal Communications Commission, "by whom should improvements be made and how?"

Speaking at the third annual Public Service Programming Conference, sponsored by the Westinghouse Broadcasting Co. at Palo Alto, Calif., Chairman Doerfer told broadcasters that "we must all be candid and admit certain realities. One of the most important is that the FCC does not have quite as much power as many people believe—and well that it does not." (See *Legal Necessity or Boost for Business?*, p. 56.)

One of the factors limiting the commission's over-all power is the current reviewing method at renewal time. The present program-reporting forms, states Chairman Doerfer, are not entirely satisfactory. "They are designed to give more of a quantitative analysis than a qualitative report." This creates a problem for the renewal staff because of the difficulty in writing precise and easily understood definitions or standards as to what constitutes public service or public affair programs.

Essence of Program Determines Public Service

According to Chairman Doerfer, "It is the essence of the program or its predominant characteristic which should govern its classification" as a public service program. He says that although most of the programs may be sustaining programs—furnished at the broadcasters' own expense—it would not be fair to deny broadcasters a public service credit merely because they were sponsored or paid for by others, including advertisers.

Another misleading factor concerning the FCC's control is its monitoring of programs. Contrary to popular belief, states Chairman Doerfer, "the commission does not have any of its staff monitoring broadcasting programs for the purpose of classifying them into various categories . . . let alone evaluating them into good, bad, indifferent, or out-of-balance programs."

The American people, he states, want their broadcasting stations, as well as their movies, churches and newspapers, "outside the pale of government operation and the over-weening chaperonage of government regulation. And I am quite in tune with that sentiment." Therefore, all that the FCC does regarding past programming is to attempt to evaluate, upon a statistical base, the over-all programming of station licensees at renewal time.

Regulating Programming Lacks Statutory Directions

The extent of the power of the commission to regulate programming is frequently cast in doubt, says Chairman Doerfer. Except for "proscription against obscenities, indecencies, profanities and lotteries, there are not specific statutory directions."

[Cont'd on p. 18]



Before you buy, check

*grand new,
brand new*

WKLO

with three times as many

listeners as one year ago.*

In Louisville it's the trend, friend.

**All details yours for asking your
nearest Robert E. Eastman office,
or Bill Spencer, WKLO.**

*Trendex—August '59-'58

SOLD NATIONALLY BY:



robert e. eastman & co., inc.

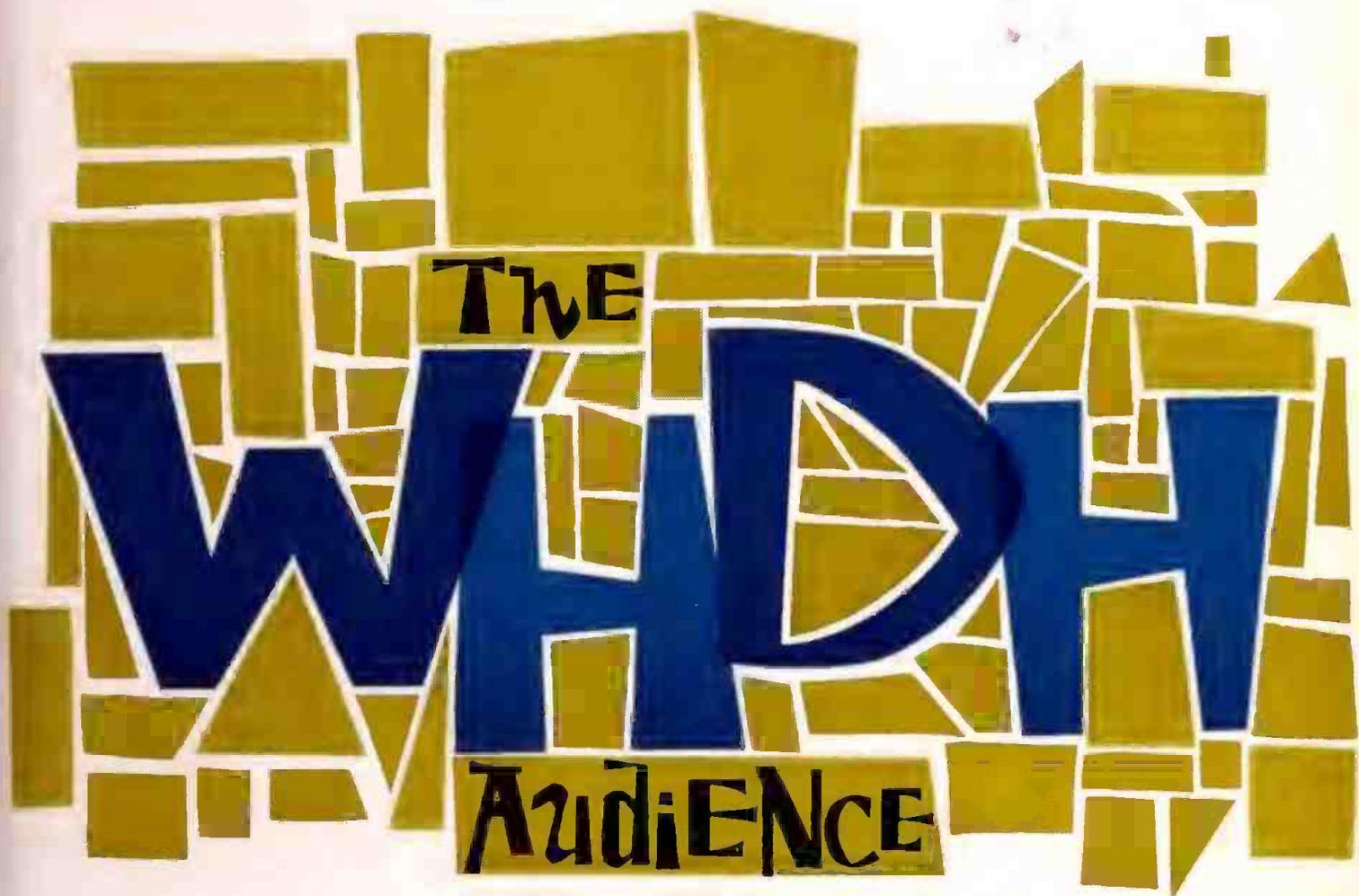
There are a number of lower court decisions which have upheld the FCC's actions in refusing to grant licenses and, according to Chairman Doerfer, one Supreme Court decision—National Broadcasting Co. versus United States, in 1943—stated that the commission is more than a traffic cop "policing the wave lengths to prevent stations from interfering with each other. But the act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply."

Aside from such instances, Chairman Doerfer states, no cases have actually decided that the FCC has direct legal power to draw distinctions between different kinds of ordinarily acceptable programming. "For example, can we tell a licensee that he must program all, or part, of his presentations a little above the cultural level of the masses so as to raise their tastes? . . . Can we *compel* the broadcasting of programs for minority groups of various cultural or intellectual levels?"

Refusing License For Programming Is Rare

When the commission refuses to renew a license on programming grounds, states the chairman, "it must give some reasonable and logical reason. . . . I am aware of only about one-half dozen court cases, apart from those termed comparative cases, in which the court upheld the commission in exercising a modicum of power over programming."

Chairman Doerfer states that "I have no way of knowing what test the court would approve in a case in which the precise issue is whether a program format by a licensee, not in a comparative case, lacked balance, or adequate public service programs. . . . But I do suggest the problem to be a formidable one for a governmental regulatory agency."



THE
WHDH
AudIENCE

WHDH-Radio reaches an audience of over one million five hundred thousand families. On the following pages is an **IMAGE STUDY** of more than one million unduplicated families who listen to 50,000 Watt WHDH every week.

This is a New Era of Radio.

There are now three radios for every family in the United States — car radios in seven out of ten automobiles — ten million portable radios — a staggering total of 146,200,000 radios that reach an audience EVERYWHERE.

Yet in this New Era of Radio there is a vast difference among radio stations. It is a measurable difference. It is a difference that is the result of management, programming, personnel and attitude. It is a difference that attracts a different audience to different stations. It is a difference of tremendous importance to advertisers. To measure this difference and to determine the character of the WHDH audience, Pulse, Inc. has recently completed an Image Study Of The New England Radio Audience.

The study was conducted in the WHDH 25 county coverage area where during the past seven years 663,800 Pulse interviews have been completed. These interviews have consistently shown WHDH to have the largest audience of any New England station.

It was this area that formed the basis of the recent WHDH study "Radio's Five Years Of Great Change" published in the summer of 1958. The extensive interest in our original research was the determining factor in our decision to further "Probe In Depth" the character of the more than one million five hundred thousand families who listen to WHDH. Of the 8,000 families surveyed in the 1959 WHDH area study, a representative sample of 1,000 men and women 15 years of age and older were interviewed in depth. This research was undertaken to answer the question generally asked as to what kind of people listen to any given radio station. The results of this study, the first of its kind ever undertaken, are shown on the following pages.



OF THE MORE THAN ONE MILLION UNDUPLICATED
FAMILIES WHO LISTEN TO WHDH EVERY WEEK

469,800

SPEND MORE THAN



EVERY WEEK FOR FOOD



HOW MUCH MONEY DID YOU (YOUR WIFE, LADY OF THE HOUSE)
SPEND FOR FOOD AND GROCERIES IN THE PAST SEVEN DAYS?

	WHDH	*AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than \$21.00	252,200	214,900
\$21.00 to \$29.00	319,900	219,980
\$30.00 to \$39.00	297,900	183,360
\$40.00 & Over	171,900	98,200
\$30.00 & Over	469,800	281,560

Of the more than one million independent families who listen to WHDH every week

632,400

MAINTAIN CHARGE OR CREDIT ACCOUNTS IN DEPARTMENT STORES

Q

SOME PEOPLE FIND IT MORE CONVENIENT TO USE CHARGE ACCOUNTS TO PAY BILLS BY THE MONTH WHILE SOME PEOPLE PREFER TO PAY FOR EACH PURCHASE AT THE TIME THEY BUY. DO YOU, OR ANY MEMBER OF YOUR FAMILY HAPPEN TO HAVE A CHARGE ACCOUNT OR CREDIT PLAN IN ANY DEPARTMENT STORE?



Have an Account

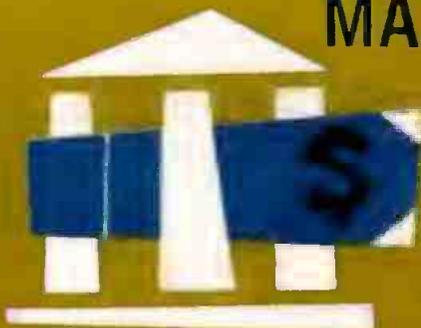
WHDH
632,400

AVERAGE OF THE
NEXT FIVE LEADING
BOSTON STATIONS

382,200

518,900

MAINTAIN A CHECKING ACCOUNT



Q

Have Checking Account

WHDH
518,900

AVERAGE OF THE
NEXT FIVE LEADING
BOSTON STATIONS

278,380

286,500

OWN STOCKS AND BONDS

Q

SOME BIG CORPORATIONS PRIDE THEMSELVES IN KNOWING HOW MANY AMERICANS OWN STOCK IN THE COMPANY. DO YOU, OR THE HEAD OF THE FAMILY OWN STOCKS OR BONDS OR SECURITIES IN ANY COMPANY?



Owner

WHDH
286,500

AVERAGE OF THE
NEXT FIVE LEADING
BOSTON STATIONS

158,620

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

542,800

EARN \$5,000 A YEAR OR MORE



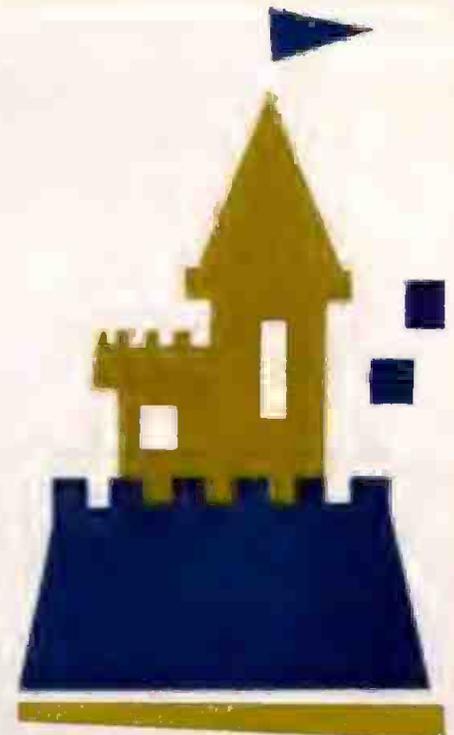
Q WHAT IS THE TOTAL AMOUNT OF YOUR ENTIRE FAMILY INCOME A YEAR? THAT IS, THE SALARIES OF ALL THE WORKING MEMBERS AND THEIR INCOME SUCH AS INVESTMENTS AND BUSINESS OPERATIONS.

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than \$2,000	28,100	28,700
\$2000 to \$2999	77,100	64,600
\$3000 to \$4999	362,600	297,840
\$5000 to \$7499	368,800	239,260
\$7500 or More	174,000	68,580
\$5000 & Over	542,800	307,840

433,400

OWN THEIR OWN HOME

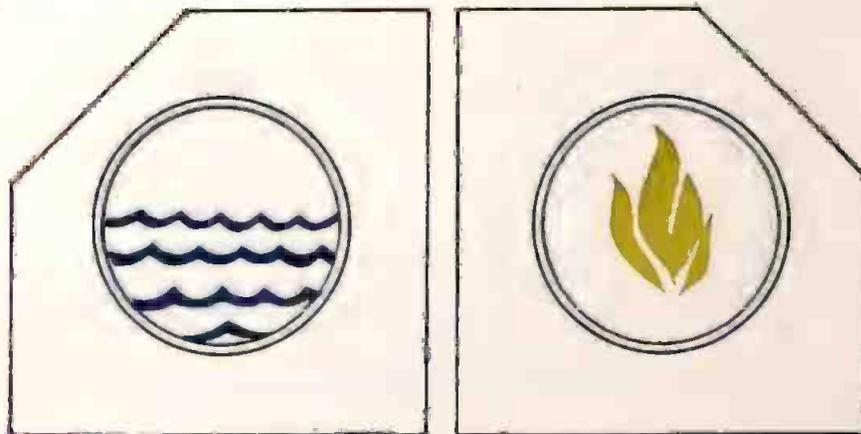
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Home Owner	433,400	297,020



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

838,800

OWN EITHER
AN AUTOMATIC WASHER OR DRYER
OR BOTH



	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Air Conditioning	12,500	5,260
Freezer	57,300	32,860
Dishwasher	37,500	23,640
Washing Machine	712,700	461,680
Laundry Dryer	126,100	66,840

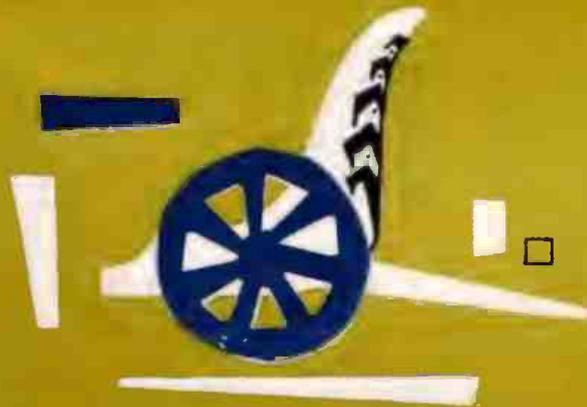
OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

826,200

OWN THEIR OWN AUTOMOBILE

Q DO YOU, OR ANY MEMBERS OF YOUR FAMILY, OWN AN AUTOMOBILE?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have Automobile	826,200	484,280



491,600

BOUGHT THEIR CAR NEW

Q WAS IT BOUGHT NEW OR USED?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
New	491,600	243,540
Used	334,600	240,740

OF THE MORE THAN ONE MILLION UNDUPLICATED
FAMILIES WHO LISTEN TO WHDH EVERY WEEK

322,200

OWN A 1956 MODEL AUTOMOBILE
OR NEWER



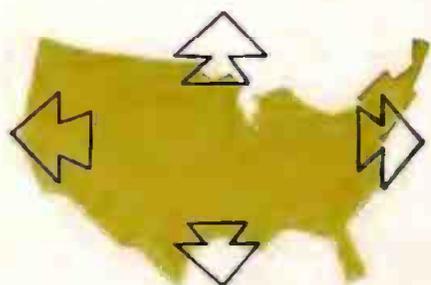
WHAT YEAR MODEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
1958-1959	101,600	56,280
1956-1957	220,600	97,100
1954-1955	166,900	119,820
1952-1953	142,900	101,360
1950-1951	125,600	64,220
1949 & Under	68,600	45,500
1956-1959	322,200	153,380

OF THE MORE THAN ONE MILLION UNIDENTIFIED
FAMILIES WHO LISTEN TO WHDH EVERY WEEK

116,300

TRAVELLED BEYOND THE CONTINENTAL LIMITS OF THE UNITED STATES

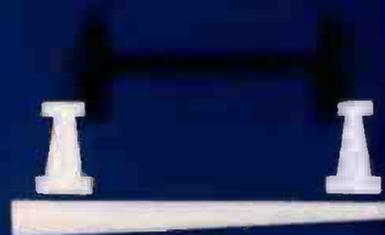


	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Massachusetts	116,300	65,360
Other New England	189,700	128,160
Other Travel Within Continental Limits.	125,600	100,180
Beyond Continental United States	116,300	35,500



HOW DID YOU (HE) TRAVEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Auto	393,800	228,840
Railroad	21,700	29,340
Plane	80,100	41,160
Bus	24,800	12,020
Ship	12,400	9,760



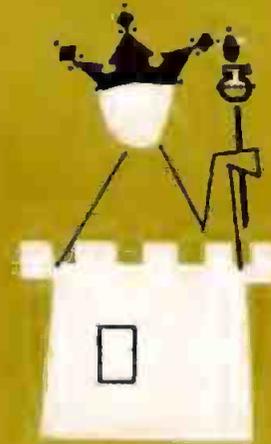
OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

854,400

HOUSEWIVES DO NOT WORK AND ARE AT HOME

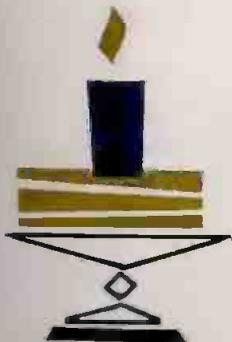
Q DOES THE HOUSEWIFE (LADY OF THE HOUSE) GO TO WORK OR BUSINESS?

Employment	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Full Time	107,300	62,280
Part Time	80,200	47,020
Not Employed	854,400	607,120



780,400

HOUSEWIVES ARE LESS THAN 50 YEARS OF AGE



	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Under 25	49,000	38,000
25 to 34	276,100	152,420
35 to 49	455,300	300,880
50 & Over	261,500	225,100

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

590,800

HAVE CHILDREN 11 YEARS OF AGE OR YOUNGER



Q HOW MANY CHILDREN IN YOUR FAMILY ARE 11 YEARS AND YOUNGER?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Younger Children	590,800	356,040
No Younger Children	451,100	360,380
<hr/>		
Number of Children		
One	179,000	123,820
Two	199,700	120,860
Three & More	212,100	111,360

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

461,600

REGULARLY OR OCCASIONALLY ATTEND SPORTING EVENTS

Q DO YOU GO TO SEE SPORTING EVENTS SUCH AS BASEBALL, FOOTBALL, BOXING, HOCKEY, BASKETBALL, ETC?

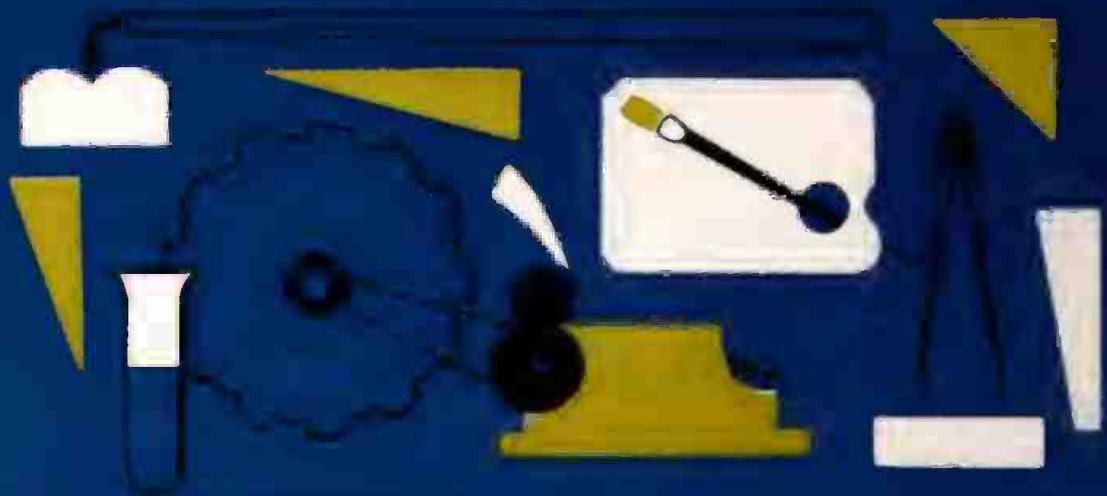
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Regularly	89,600	30,620
Occasionally	372,000	199,320
Seldom	506,400	346,760
Never	74,000	139,700



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

405,300

ARE EMPLOYED PROFESSIONALLY -
SEMI-PROFESSIONALLY -
AS AN EXECUTIVE OR CLERICALLY



WHAT KIND OF WORK DOES THE HEAD OF THE FAMILY DO?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Professional & Semi-Professional	122,900	64,860
Executive, Proprietor, Manager	107,300	51,060
Clerical & Sales	175,100	104,460
Craftsmen	181,300	137,560
Operators & Manual	199,000	142,780
Service Worker	64,600	53,780
Farmer, Farm Work	12,500	9,860
Police & Military	12,500	18,280
Retired, Student, Unemployed	122,900	108,880
Not Reported	43,800	24,880
Professional, Semi-Professional, Executive & Clerical	405,300	220,380

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

725,100

ARE GRADUATES OF HIGH SCHOOL OR BEYOND



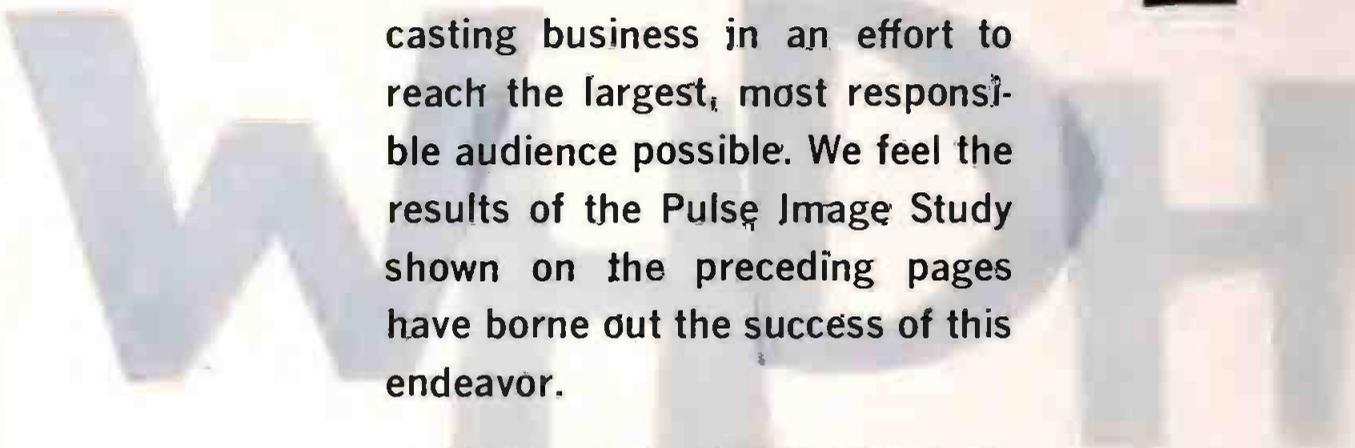
WHAT WAS THE LAST GRADE IN SCHOOL OF THE HEAD OF THE FAMILY?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Some Grade School Or Less	55,200	57,620
Grade School Graduate	58,300	87,280
Some High School	203,200	178,500
High School Graduate	528,200	294,220
College & Beyond	196,900	98,780
High School Graduate, College & Beyond	725,100	393,000





CONCLUSION



For more than a decade WHDH has conducted all facets of its broadcasting business in an effort to reach the largest, most responsible audience possible. We feel the results of the Pulse Image Study shown on the preceding pages have borne out the success of this endeavor.



To an advertiser, WHDH offers not only the **LARGEST** radio audience in New England but a more mature, dynamic audience with money to spend and the desire to live better. The WHDH audience buys new products, takes pride in its ownership of homes and cars, travels, enjoys sports, and forms a responsible, receptive audience to radio advertising.



Represented Nationally
By
John Blair and Company

the

Silver Mike



THIS MONTH:

JOHN R. BOWERS

Car Advertising Manager
Ford Division, Ford Motor Co.

Radio 'Ideal' for Introducing New Automobile Line for Fall

Young man with a "driving" impact on radio is John R. Bowers, car advertising manager for the Ford Division of the Ford Motor Co. The recommendations of this 39-year-old executive have been an important factor in boosting the parent company's name to the head of the list as a radio advertiser—spending an estimated \$3,250,000 in spot alone for the first half of this year.

"The immediacy of radio is ideally suited for new car announcements," Mr. Bowers says. "This medium gets to people fast."

Bear in mind, he adds, that local dealers place considerable emphasis on radio, too, turning up cumulatively perhaps more spot money for the medium than the Dearborn plant itself.

Two years ago, when Mr. Bowers joined the automotive firm in his present capacity, the *Ford Road Show* on CBS was providing day in, day out aural advertising for the product. Determined not to get caught in one-way traffic, Mr. Bowers and his division shifted speed last year to radio emphasis for special periods. Currently Ford is using *NBC Monitor* to support its cross-country *Falcon Experience Run*—"Radio is the ideal medium to implement such an advertising campaign; in this case, network is just

the right vehicle to provide the required simultaneous nationwide coverage."

A Detroit born and bred, Mr. Bowers has departed his home town for any length of time only for such missions as schooling and wartime service in the U.S. Navy. Graduated from Dartmouth in 1941 and the Tuck School of Business Administration in 1942, he thereupon undertook four years of military life.

Back in Detroit after the war, he joined Brooke, Smith, French & Dorrance Inc. for what turned out to be 10 years of all-around agency work. Upon his departure in 1957 to join Ford, he was vice president and manager of media and research and an account executive. Among his principal accounts, he notes, was American Motors Co.

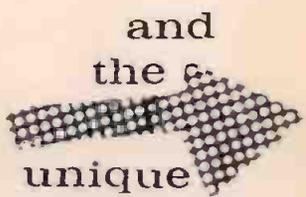
Married to the former Nancy Hughes, Mr. Bowers has an eight-year-old daughter and a four-year-old son. His hobby, he claims, is "more work."

Ups and downs in the usage of radio by Ford, the executive declares, match the ups and downs in production. On the flood tide of the automotive season now, radio is serving again in what Mr. Bowers terms an unbeatable capacity to spearhead the introduction of a new model. • • •



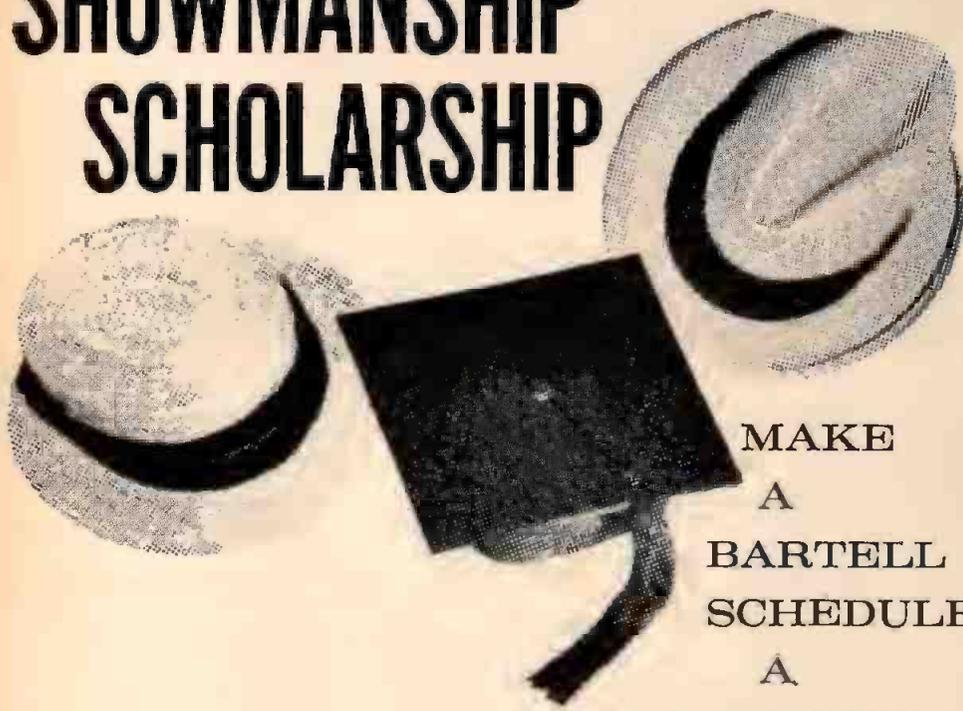
spots
are the
vehicle...
not the
campaign

only
a
carefully
sifted
schedule
combined
with
your
ideas...



unique
Bartell
touch
of...

SALESMANSHIP SHOWMANSHIP SCHOLARSHIP



MAKE A BARTELL SCHEDULE A CAMPAIGN

Six stations in six cities. Each with a snap, a sound, a "feel" jigsawed within its own community. Yet each has a quality of creativity that is akin to all others and common only to Bartell Family Radio.

SALESMANSHIP is ingrained in every air personality and a part of the Bartell station acceptance that puts every campaign in orbit.

SHOWMANSHIP is in the production that arrests, sparks and entertains,



SCHOLARSHIP is inherent in the thought, planning and pre-testing of every unit of sound that is broadcast.



These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity — or even sympathy — you'll get good ideas! (Ask Needham Louis & Brorby in Chicago.)

LETTERS TO THE EDITOR

Happy Birthday

Just a note of congratulations "re" the second anniversary of U. S. RADIO. It is a point of pride for all within our industry that there is a radio-only book, and especially one that is as good and as successful as yours,

Frank Knight
Vice President
World Broadcasting System

(Two years ago) I watched you with fingers crossed and much hope for you, but didn't exactly know whether or not the magazine would make it. The fact that you have is a tribute to you as well as a tribute to the vitality of this particular medium.

Gordon Davis
General Manager
WIND Chicago

I have subscribed to U. S. RADIO since the first issue, and we here at KBHS wish to compliment (you) for this timely, complete radio presentation.

I have used various issues from time to time in selling and find they are competent and convincing.

Our hearty congratulations for continued success and a bigger U. S. RADIO.

E. J. Kelley
Vice President
KBHS Hot Springs, Ark.

We at the new KAKC would like to be one of the first to congratulate you on your second anniversary. The job that U. S. RADIO has done for the last two years has been nothing short of fabulous. . . .

Bob Hoth
Vice President & General Manager
KAKC Tulsa, Okla.

. . . We have used this publication many times as a source of reference.

Jane M. Sarin
Account Exec. in Charge of Radio
Eldridge Inc.
Trenton, N. J.

(Cont'd on p. 38)

are these influential people talking about **YOUR STATION?**

Agency man: "Definitely the number one station in the market by every measure."

Sponsor: "They achieve exceptional results. Our sales are at an all time high."

Housewife: "They certainly da sound good — I just never change dial positions."

Broadcasters know what it means to be called "top rated" — "the station with the quality sound" — "highly dependable" — "a great sales stimulator." So to achieve this ultimate in fidelity, reliability, and coverage, they turn to Gates . . . and in the 5 KW field, the Gates BC-5P-2 transmitter is by far their number one choice.*



Typical of a man who would not settle for anything but the finest is Mr. Marshall W. Rowland, president of the Rowland Broadcasting Company. Mr. Rowland purchased a Gates BC-5P-2, and his comments are valid testimony to the hundreds of Gates 5 KW AM transmitters in operation across the nation:

"As owner and manager of WQIK, I have never seen such enthusiasm as shown by my entire staff (including our engineer). The new sound, the quality, plus the coverage we are now getting with our new Gates equipment can be described in only one word. TREMENDOUS. Not one minute of air time has been lost by any of our new equipment. This, combined with the excellent tone quality we're now getting from our new Gates 5 KW transmitter really surpasses any of our expectations."

Let us tell you the complete story of the new Gates BC-5P-2 . . . truly a new distinction in AM broadcasting. Write today for detailed technical information . . . yours for the asking.

*Over 50% of all new 5 KW transmitters purchased since January 1, 1959 were manufactured by Gates. Statistics compiled through August 31, 1959, from 5 KW sales records maintained by Gates, which are assumed to be accurate.

**HARRIS
INTERTYPE
CORPORATION**

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

GATES

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40TH STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

THE NEW 4-COLUMN



**ALL
OCTOBER ISSUES
IN THE NEW
CONVENIENT
SHAPE AND SIZE**

Advertising's "classified buying-directory" now provides these added user-advantages:

More information per page (8 columns of buying information before them every time they open SRDS).

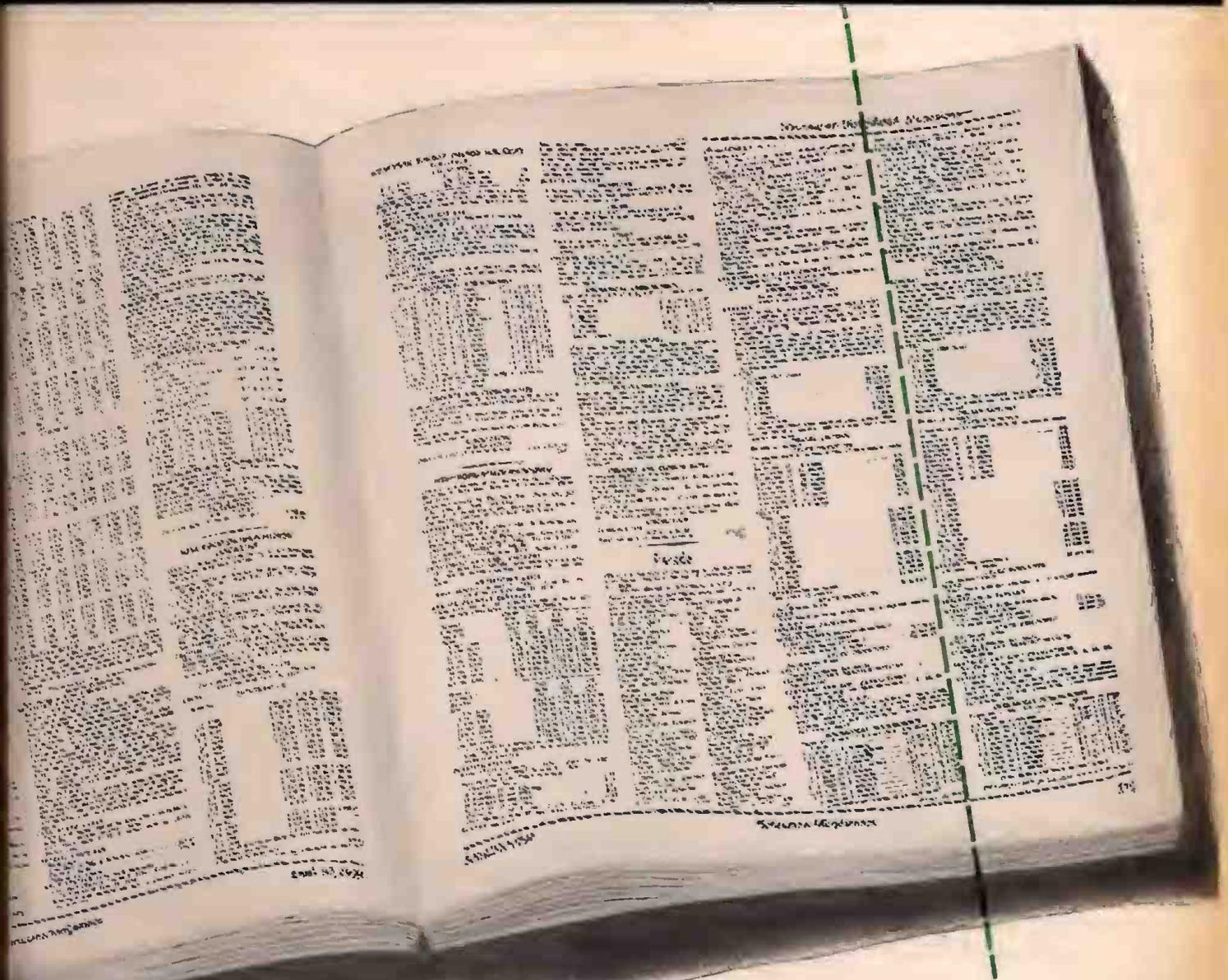
Better flow of buying information from page to page with less interruption, because fewer editorial fillers will be required.

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

Market and media data revamped and regrouped for easier use.

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

FORMAT SRDS IS HERE



Starting October, 1959

Exactly the same as before, except for one more column per page. (Over-all size $10\frac{5}{16}$ " x 11".)

Standard advertising page still 7" x 10", same as before.

A WORD FROM THE PRESIDENT

"The new, easier-to-use 4-column format is the most important advance in *arrangement* of listed data since 1920. That's the year we went from tabular form, with media data reading from left to right across the page, to the present, improved columnar form.

The 4-column make-up is the 20th major improvement in SRDS Service to the media-buying function since it was founded in 1919. How many of them can you remember?

Glad to send you a list if you'd like to check them off."

C. LAURY BOTTHOF, *President*

SRDS



STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

1740 Ridge Avenue, Evanston, Illinois

Sales Offices: Evanston, New York, Los Angeles, Atlanta

TIME BUYERS

... help yourself to

A TRIPLE TREAT

Do You Want
AUDIENCE?

*First in total audience ...
HOOPER (May-June, 1959)
PULSE (April-May, 1959)
NIELSEN (May-June, 1959)

Do You Want
ADULTS?

MORE ADULT LISTENERS ...
Mon.-Fri. 7 AM-5 PM
*NIELSEN (June, 1959)
(No. 2 Station has only 51%
Adult Audience)

Do You Want
SPENDABLE
INCOME?

MORE MIDDLE & UPPER
INCOME AUDIENCE
*SPECIAL PULSE
(Apr.-May, 1958)

the PACESETTER
for HOUSTON ...
MUSIC!

NEWS!

EQUIPMENT!



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

K-NUZ

IS

No. 1* in TOTAL
AUDIENCE

K-NUZ

Audience Composition

IS **84% ADULT***

Men and Women

K-NUZ

Audience Composition is 74%
MIDDLE & UPPER INCOME*



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

LETTERS (Cont'd from p. 34)

I have just finished reading your handsome report (*Two Years of U. S. Radio*). You can well be proud of your accomplishments within the span of 24 short months. Here's wishing you all the best as you start your third year.

John F. Hurlbut
Manager, Promotion & Public
Relations
WFBM Indianapolis, Ind.

Two years of U. S. RADIO! Time flies, but you have been flying with it, building U. S. RADIO to the point where it is becoming a voice in the industry. Congratulations.

Ernest C. Sanders
Manager
WOC Davenport, Ia.

Just received *Two Years of U. S. Radio*. It is a fine tribute to you and the two years.

Robert L. Howsam
President
KHOW Denver

Congratulations on *Two Years of U. S. Radio*. Let's hope these two will be your "worst" ones.

Tom Johnson
Manager
KTOK Oklahoma City

Congratulations on the wonderful job you have done with U. S. RADIO.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

Congratulations on your success and I sincerely hope that you enjoy many more successful years with U. S. RADIO.

Stanley S. Hubbard
Vice President in Charge of Radio
KSTP Minneapolis

... Congratulations on the terrific record!

Ben Ludy
President & General Manager
KWFT Wichita Falls, Tex.

... Good luck to U. S. RADIO in your third year and for years to come.

Robert W. Friedheim
Vice President
Ziv Television Programs Inc.
New York



WLW Acclaimed....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station - according to Frank H. McIntosh Laboratory, Binghamton,

N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time - check these figures below . . . and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!) WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,176,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION PER WEEK

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

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

WALT

TAMPA • ST. PETERSBURG

SECOND IN **PULSE**

WITH A **48%**
INCREASE IN
AUDIENCE

10,000 WATTS
OF SOUND-
SELLING POWER
DELIVERS THE BOOMING

TAMPA • ST. PETERSBURG MARKET*

AND THE BIG **PLUS** MARKET OF
21 FLORIDA COUNTIES

* Now
America's
26th
Retail
Market

dial
1110

WALT

TAMPA
FLORIDA

A CONSOLIDATED SUN RAY STATION
Represented Nationally by
GILL-PERNA, INC.

WALT

RANKED THE SECOND
MOST POPULAR STATION
IN TAMPA • ST. PETERSBURG
BY THE LATEST
HOOPER

What Do Advertisers Think of Radio?

Radio has become the Jack-in-the-box of advertising media. Both billings and advertiser use reflect the sporadic way it pops up, plops back.

It is a medium that is often called upon to do a special promotion job—usually short and intensified—and then put back in the box until next time.

While it's true that most radio advertisers use radio consistently, with consistently good results, many others have come to regard it as a medium that's great to fill in the gaps in television coverage or to stretch advertising impact when the budget is getting low.

The listener's medium has changed more than any other vehicle of advertising in the past 10 years. It had to in order to survive.

As U. S. RADIO enters its third year of publishing with this issue, we have attempted to survey and ascertain the current image *advertisers* have of radio.

The following survey of 25 national advertisers (see list, p. 43) sounds out views on radio management, programming and research, effectiveness of radio as a medium and whether or not agencies have been underselling radio to the advertiser.

We make no claim that the results of this survey are definitive, but we firmly believe that they are an accurate barometer of the image advertisers have of radio.

Their profile of radio 

WHAT DO ADVERTISERS THINK?

An analysis of the profile 25 advertisers have of radio. Next month, U. S. Radio will feature the agency profile

 It was a rare occasion early this summer when Charles G. Mortimer, president of General Foods, explained to a stockholder meeting the detailed spending of \$96 million in advertising for a year.

In the past, the whole subject of advertising has been generally left for the annual report, if that. Mr. Mortimer's action, more than any other single example, underlines the growing interest and surveillance with which advertising companies now treat promotion outlays and activities.

To learn what the people who foot the bill think of the listener's medium, U. S. RADIO surveyed 25 national advertisers. They vary as to radio employment from such limited users as Ronson Corp. to heavy buyers like Stewart-Warner Corp.; large corporations, such as Bristol-Myers Co., to smaller firms, like Good Humor Corp.

This is the profile advertisers have of radio:

They overwhelmingly believe that radio is an effective advertising medi-

What do you think of the job radio management is doing today?

good . . . 38.2%
adequate . . . 43.7%
poor . . . 18.1%

um, and a clear majority think radio management is doing a proper job, although there is room for improvement.

But if radio wants to win greater confidence from the advertiser level, it is going to have to do something about programming. Although advertisers believe radio fare is ade-

quate, few think it is good. And a great majority believe radio sounds the same.

An important point, more than half believe advertising agencies are underselling radio. At the same

How do you regard radio as an advertising medium?

effective . . . 82%
difficult to gauge . . . 12%
ineffective . . . 6%

time, a majority state that radio salesmen are *not* underselling their medium.

As for radio research, advertisers have a surprising view. A majority believe it is adequate; when stacked up against research of other media, slightly more than half think radio research does compare favorably with other media.

As to how these firms regarded radio as an advertising medium, 82 percent state it is effective; 12 percent believe it is difficult to gauge, and only six percent state it is ineffective.

Management

What about the job radio management is doing today? Replies to the questionnaire survey show that 38.2 percent believe it is doing a good job, 43.7 percent say it is adequate and 18.1 percent state it is poor.

In general it can be seen that while advertisers believe radio management is doing a professional job, they also think that there is room for improvement.

And one of the biggest areas for needed attention, according to the survey, is in programming. Here's what these advertisers think of radio

fare: Although 54.7 percent believe it is adequate, only 16.8 percent think it is good and 28.5 percent say it is poor.

This is brought out more clearly in the next question on whether they think radio programming shows imagination or if they think it all sounds the same.

Radio Sound

Replies from 65 percent declare that radio programming all sounds the same, while 35 percent say it shows imagination. It should be pointed out that a few advertisers pencilled in comments next to this question, qualifying their remarks with "in some cases it shows imagination, but generally not," or "there are exceptions to the sameness."

The study points the way to what radio executives have felt for some time. More than half of the surveyed advertisers — 51.3 percent — believe advertising agencies are underselling the sound medium; 48.7 percent don't believe so.

Taken on its face value, this cu-

Do you believe radio is undersold by its own salesmen?

yes . . . 47.8%
no . . . 52.2%

mulative answer indicates that radio is not getting the support from all agency quarters.

In a similar controversy touching upon whether or not radio is being undersold by its own salesmen, the results show this: 47.8 percent of the firms polled believe radio is being undersold by its own forces, while 52.2 percent say it isn't.

Do you believe radio is undersold by advertising agencies?

yes . . . 51.3%
no . . . 48.7%

It is significant that advertisers, in the majority, do not believe radio is being undersold by its own salesmen. The past 12 months have seen the mounting attention national and local radio salesmen have been giving to the advertiser level.

This trend is expected to pick up steam in months to come as radio presses for a larger part of advertising expenditures.

Among the most interesting responses in the study are those in reply to two questions covering radio research. It is no secret that radio is continually advised by agency executives that it needs more and better research. For a few years now, the stock answer for radio has been, "You're in need of research."

But if anyone has followed the developments in the past year, he knows that no medium has come through with more numerous and more varied types of research than has radio. Anxious to improve its service and strengthen its weaknesses,

What do you think of radio programming today?

good . . . 16.8%
adequate . . . 54.7%
poor . . . 28.5%

radio has produced quantitative and qualitative studies; motivational and attitude reports; special interest studies dealing with Negro listening and the farm audience.

Well, here's what advertisers have to say about radio research today: 50 percent believe it is adequate, 16.7 percent say it is good and 33.3 percent believe it is poor. In light of the foregoing comments, this can almost be interpreted as a radio victory.

The research question comes into clearer focus with the final question: Do you believe radio research compares favorably with research of other media?

Do you think radio programming shows imagination—35%—or does it all sound the same—65%

The answers show that 52.4 percent believe that it does, while 47.6 percent answer in the negative.

The following is a sampling of comments on radio received in the study. The quotes, arranged in alphabetical order, shed light on the shape of radio today and what it can do to further improve its position with advertisers in the future:

Beneficial Management Corp., Alfred E. Mockett, advertising director:

"We in the consumer credit field would like to see a more concerted effort by the radio research organizations to give us a breakdown of the audience we can reach by age, sex and income bracket . . . if at all pos-

What do you think of radio research today?

good . . . 16.7%
adequate . . . 50%
poor . . . 33.3%

sible . . . rather than just a percentage of the over-all we are getting."

Bristol-Myers Co., Roger C. Whitman, advertising coordinator:

"Sales effectiveness of radio has always been very high — especially when a good commercial can be given the power of frequency at the times of day when a product's best prospects are apt to be listening. Under these conditions, radio can be enormously effective."

Deliver Messages

Carling Brewing Co., R. C. Garretson, vice president-advertising:

"We use radio effectively in many markets. It can deliver messages at a modest cost per thousand, and its efficiency depends finally on the quality of the message delivered."

Dodge Division, Chrysler Corp., W. D. Moore, director of advertising and sales promotion:

(Cont'd on p. 83)

Does available radio research compare favorably with research available in other media?

yes . . . 52.4%
no . . . 47.6%

THOSE SURVEYED:

P. Ballantine & Sons Inc.
B. C. Remedy Co.
Beneficial Management Corp.
Bristol-Myers Co.
California Packing Corp.
Carling Brewing Co.
Dodge Division, Chrysler Corp.
Esso Standard Oil Co.
Fels & Co.

Good Humor Corp.
Goodyear Tire & Rubber Co.
H. J. Heinz Co.
National Biscuit Co.
Northwest Airlines
Pan American Coffee Bureau Inc.
Pepsi-Cola Co.
Chas. Pfizer & Co.

Prudential Insurance Co.
Rohson Corp.
Seven-Up Co.
Shell Oil Co.
Stewart-Warner Corp.
Tea Council of U.S.A. Inc.
Tetley Tea Co.
United Fruit Co.

Can Radio Move in On a Tv Agency?

Supported by research, Parkson Advertising buys radio for Conti to reach young women. Test underway may establish new twosome on the airways for agency

 The siren song of radio, out to prove itself an alluring match for the décolletage of television, has struck a highly responsive chord with an unexpected swain.

The J. B. Williams Co. (division of Pharmaceuticals Inc.), a suitor who previously had eyes only for the video screen, is currently listening with mounting enthusiasm to the provocative sound of the senior air medium.

Come a-courtin' on behalf of its new Conti shampoo, the firm is now in the midst of an intensive radio test in the New York market that, depending on its outcome, may set the pattern for a nationwide campaign. The test, which started July 27, will conclude this month after 16 weeks on four New York stations—WMCA, WMGM, WINS and WNEW—with a schedule of 110 one-minute commercials and 74 ten-second spots for the first six weeks and 62 one-minute announcements for the remaining 10 weeks. An estimated \$75,000 is being expended on the trial run, including production costs for the ET's.

Whether the courtship will develop into a lasting union is a moot

question, pending a check on sales at the end of the 16-week period. In the words of Ted Bergmann, president of Parkson Advertising Agency, which is handling the Conti account, "Radio says it can sell our product, and we're giving it the chance to prove its point.

"Of course, we wouldn't be running this test if we didn't think it can—and will—do so."

No other advertising media are being used in the New York area during the course of the campaign, he says, in order to permit an accurate appraisal of the aerial appeal.

Whatever the future, radio considers itself to have scored a handsome triumph for the present in capturing the undivided attention of both a television-oriented company—J. B. Williams—and its even more notably television-oriented agency, Parkson.

On the Scene

Perhaps indicative of radio's breakthrough with the agency which reputedly places more than 90 percent of its total billings in television is the tiny transistor that sits on Mr. Bergmann's desk. From this signal outpost, the medium has been

capitalizing on its charms for the past several months to convince the heads of both agency and company of its suitability for the Conti sales job.

Holding the instrument in one palm as he explains, Mr. Bergmann notes two key aspects of the Conti campaign which serve to focus attention on radio:

- *Principal prospective market:* Conti's sales potential, research indicates, lies with radio's most inveterate listeners— young women, from their teens through late 20's (see *Housewives Listen, Too*, p. 48).
- *"Beauty promise" appeal:* The product's essentially romantic-mood features can be effectively and economically highlighted through radio's chief attraction for these listeners—music.

Moving into radio, says Mr. Bergmann with casual understatement, is "something of a departure for this agency." The cooperation and service extended by station managers and disc jockeys on whose programs Conti announcements are used, he adds, have been highly important to Parkson in acquainting it with the medium.



New packaging, rejuvenated product touch off Conti's search for brand image with radio.

If successful, the local test will form the pattern for an expanding campaign which will grow eventually to national proportions, the agency indicates. A tentative selection of markets has already been made for a next step forward in radio.

New Personality

The test itself signifies a completely new advertising approach for Conti. The product, an old-timer which has recently completed an entire "rejuvenation" in the company's laboratories, is seeking to establish a new brand image with the consumer, Mr. Bergmann says. Years ago, under different ownership, it was a radio pioneer, but prior to its acquisition by J. B. Williams it was relatively in eclipse as an active advertiser.

Faced with the problem of giving the public a modern concept of an established brand name, the agency first tried a smattering of television during the past year, including participations in "one or two" J. B. Williams network shows and a 26-week run on an independent tv station. The results were inconclusive.



Still seeking the right combination of media, commercials and realistic budgeting, the agency then decided to take a searching look at what radio could provide in the way of a fresh sales presentation for the restored and repackaged shampoo.

What that searching look discovered is that Conti and a major segment of radio's audience are "meant for each other."

Follow the Girls

"We feel," explains Mr. Bergmann, "and research bears us out, that the big shampoo market is among teenage girls and women in their 20's. Surveys indicate the ladies in this age bracket shampoo their hair on the average of three or more times a week, and hence account for the largest share of the shampoo market."

How best to meet the girls, Parkson learned, is chiefly via radio.

"In selecting the proper medium for our campaign, we went where the young female listeners are—tuned in to the top disc jockeys," the agency president continues, Conti strategy therefore at present entails using a total of 22 disc jockey shows on the four New York stations.

Mindful of the tastes of its youthful audience, Parkson decided on a musical commercial featuring vocalists popular with Conti's potential consumers. To underscore the "beauty promise" of the product, it keyed the music and lyrics to a romantic, feminine appeal.

"Something wonderful happens to your hair when you use new Conti shampoo" is the campaign theme. Musically arranged by Plandome Productions Inc., the commercials come in four variations—one each featuring Jill Corey, Chris Connor, June Valli and Mindy Carson.

"We're getting double mileage by using these singers in the medium in which they're so popular," Mr. Bergmann points out.

For the one-minute commercials, the vocalist sings eight bars of jingle, then speaks her piece in 10 seconds

of sales message relating to her personal experience with the product, and winds up with the opening lyrics. A background of music paraphrasing the jingle plays under her voice during the continuity.

"The music was set in the best key and tempo for each vocalist so she could convey the romantic appeal of the copy without strain," says Sammy Spear, Plandome's musical director. "During the narration we paraphrased the opening music in a dreamy mood to underscore the copy appeals and also to lead back to the initial eight bars of singing."

Introduced by the disc jockey with a live opener such as "Every girl wants the shiny, alluring hair that attracts a man, so . . . listen to this song by popular recording star, June Valli," the transcribed commercial goes like this:

JUNE VALLI: (Jingle)

"Something beautiful happens to your hair when you use new Conti shampoo."

MUSIC VERY SOFTLY UNDER MESSAGE

JUNE VALLI: Hi! I'm June Valli. And I want to tell you that something beautiful does happen to your hair when you use new Conti shampoo! I know because I use new Conti. It has a wonderfully rich lather—not like ordinary lathers . . . but a cosmetic lather that leaves my hair soft and shiny . . . yet so easy to comb and set. And I don't need to use any special rinses or conditioners. New Conti with cosmetic lather does it all! So . . . beautify your hair as never before . . . remember . . .

INTO THE MUSIC

JUNE VALLI: (Singing)

"Something beautiful happens to your hair when you use new Conti shampoo!"

The disc jockey winds up with a live tag-line such as "That sounds like pretty good advice from June Valli. Be sure you ask for Conti . . . that's C-O-N-T-I . . . Conti shampoo."

According to the agency's contract with the singers, Parkson after 26 weeks can expand into additional markets with the commercial.

Two-fold purpose of the New York test campaign, according to Herb Gruber, Parkson media director, is, first, to make an initial impression, and second, to maintain the product image in the public mind. With the aim of doing so, the agency concentrated a heavy schedule of announcements in the opening six weeks and then tapered off to a more "normal" load, using a mixture of what Mr. Gruber terms the traditional music stations and the heavily pop tune outlets.

Big Impression

"In the first six weeks, Conti made an estimated 25,000,000 impressions a week, in gross figures," Mr. Bergmann notes. "During the current 10-week phase, it is making more than 8,000,000 impressions a week."

"Our coverage is spread over approximately 50 percent of the radio homes in the New York area, and our message is being received an average of six times a week per home."

Next move in the campaign planning for Conti awaits the sales outcome of the shampoo's first 16 weeks on radio, he says. A store audit currently is being run on selected outlets in the area, but the figures won't be evaluated until the end of the test.

"The effect in advertising a product such as this can't be determined right away," Mr. Bergmann maintains. "The listener may be very favorably impressed and willing to buy, but she's going to wait until she uses up her current stock of shampoo before she goes out and gets the new Conti."

Among the research facts which Parkson garnered in its preparation for the campaign were such items as these:

A woman apparently will change shampoos almost as often as she changes stockings. In the volatile

cosmetics field, a convincing "beauty promise" will lure her away from almost any particular kind she's using. If the product fulfills its promise, she'll repurchase, but her brand loyalty as such is notably lacking.

"Consumer testing of the new Conti indicates it's due for repurchase," declares Hal Grafer, vice president and director of marketing for J. B. Williams products. "Studies of it in use show its performance

right things about it in the right way" via the right medium, he adds. "Radio has been given an important role in our initial program for Conti. We hope we're correct in using our concept of multiple messages; we will have to watch carefully and try to evaluate how we're measuring up to our sales potentialities as we go along."

Further budgeting for Conti advertising is also awaiting outcome of the current radio schedule as well

the radio stations involved in opening the campaign, he cites as an example the contest WMCA initiated to run in conjunction with the copy theme, "Something Beautiful Happens." The listener is invited by the station to send in a postcard giving his or her name and address, and the one whose name is drawn will find that "something beautiful happens"—he or she is given a weekend in New York City by WMCA, including accommodation at a leading



His eye on radio (that's a tiny transistor on his desk), Ted Bergmann, president of Parkson Advertising (right), discusses Conti commercial with (from left) Jim Ellis, president, and Sammy Spear, musical director, both of Plandome Productions Inc., and Herb Gruber, agency media director. Test of radio currently underway may prompt national campaign.

wins high favor with women." The J. B. Williams executive goes on to point out that "The Conti name has long been associated with purity, safety, softness. In recent years, the product has had a limited exposure, however, and the name is relatively unknown among younger consumers.

"In the little more than a year since we took over the Conti line, our laboratories have revitalized it to fill the needs of today's well-groomed woman. Beauty parlors which used it in pre-marketing trials praised it enthusiastically."

Now the problem is to "say the

as calculation of the sales prospects of the product.

"Our initial expenditure of \$75,000 for air time and the production of the four commercials will be added unto, based on the volume of business we can expect from each additional outlay," explains Mr. Bergmann.

The competitive picture at present, he says, shows there are about 10 top shampoos in the field, some of whom are using radio but none to the extent that Conti is trying out in the New York market.

Remarking on the helpfulness of

hotel and a helicopter ride over the city.

Response to this aerial promotion is reportedly running high.

"The disc jockeys on our schedule are supplied with lead-ins and lead-outs to the commercials," continues Mr. Gruber, "but they generally add a bonus of their own particular brand of personality selling."

At this stage, it appears Conti's romance with radio is all champagne and roses. But the listener's medium had better have a good steak on the fire in the kitchen if it intends to hold its new swain. • • •

**Coffee Klatches
Notwithstanding:**

**Housewives
Listen,
Too!**



**Market Planning Corp. study, sponsored
by H-R, shows that housewives spend
about 4 hours and 36 minutes per day
with radio, compared with 1 hour,
57 minutes per week reading a newspaper**

Key Response

Q. During the past week, at what times of the day and evening did you yourself usually listen to the radio?

PER CENT WHO LISTENED TO THE RADIO DURING THE PAST WEEK

ON WEEKDAYS (MONDAY THROUGH FRIDAY)	% of Total Listeners
Between: 4 & 6 a.m.	5%
6 & 9 a.m.	60
9 a.m. & 12 noon	47
12 noon & 4 p.m.	43
4 & 7 p.m.	38
7 & 10 p.m.	23
10 p.m. & 4 a.m.	11
SATURDAY	
Between: 4 & 6 a.m.	3
6 a.m. & 12 noon	50
Noon & 6 p.m.	37
6 & 10 p.m.	23
10 p.m. & 4 a.m.	10
SUNDAY	
Between: 4 & 6 a.m.	2
6 a.m. & 12 noon	38
Noon & 6 p.m.	26
6 & 10 p.m.	17
10 p.m. & 4 a.m.	8
Don't Remember	1
No Answer	1
TOTALS	100%* (3,291)

CUMULATIVE RADIO LISTENING

	% of Total Listeners
FOR MONDAY - FRIDAY	
6-9 a.m. and 4-7 p.m.	73
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon	88
6-9 a.m. and 4-7 p.m. and noon-4 p.m.	85
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon and noon-4 p.m.	93
6-9 a.m. and 4-7 p.m. and 7-10 p.m.	80
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon and noon-4 p.m. and 7-10 p.m.	95
6-9 a.m. and 9 a.m.-noon	83
6-9 a.m. and noon-4 p.m.	79
FOR WEEK-ENDS	
Saturday, 6 a.m.-noon and noon-6 p.m.	64
Sunday, 6 a.m.-noon and noon-6 p.m.	52
Saturday and Sunday, 6 a.m.-noon and noon-6 p.m.	72
Saturday and Sunday, 6 a.m.-noon and noon-6 p.m. and 6 p.m.-10 p.m.	76
ALL WEEK	
Monday-Friday, 6-9 a.m. and 4-7 p.m. and Saturday and Sunday, 6 a.m.-noon and noon-6 p.m.	88
TOTAL LISTENERS	100%* (3,291)

Source: Market Planning 'H-R Study.

*Total more than 100% due to multiple answers.

Mr. Mad Adworld, creative operative though he may be, can earn a much sought-after promotion by calibrating how best to zero in on a most important target—the American housewife.

For after all, aren't women in general—and housewives in particular—the elusive prize that is the goal of most advertising? When it comes to the product, whether women buy it, motivate it or talk about it (nothing like word-of-mouth advertising), they are the influencers.

A study conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc., unlocks a flood-gate to facts on the effectiveness of radio in reaching the housewife—whether it be weekday, weekend, daytime or nighttime.

The study shows, for example, that a schedule spread throughout the day from 6 a.m. to 7 p.m. reaches 93 percent of listening housewives.

For pinpointed accuracy, it states that the best time for housewife commercial exposure is a combination of prime morning time, 6 to 9 a.m. and 9 a.m. to noon. During these hours, 83 percent of housewives can be covered.

Moreover, the report adds its voice to other recent research that tends to explode the traffic time myth (see *What Will the Fall Winds Bring?*, August 1959; *Hometown, U.S.A.*, September 1959, and *Radio: The Way to Food Shopper's Heart*, January 1959). In the Market Planning project for H-R, a schedule between 6 and 9 a.m. and 4 and 7 p.m. reaches only 73 percent of the housewives compared with the aforementioned schedule with 83 percent penetration.

The lure of housewives to agency and advertising people is well founded in fact. The *McCall's* study of drugs and toiletries purchases of late 1956, which is still used as a guide,

illustrates the case.

It shows that the housewife of the family buys 65 percent of dollar value purchases; that it is her idea in 54.1 percent of the cases, and that she determines the brand 48.5 percent of the time.

In addition, general marketing estimates declare that *women* control 70 percent of the nation's wealth; they buy 90 percent of all household supplies, 62 percent of hardware goods; they have 65 percent of all savings accounts, and they either make or influence 85 percent of all consumer purchases.

Staying home, minding the house and the children is a housewifely burden that usually dominates a fair share of family "conversations." And at the homemaker's side, keeping her company throughout the busy daytime hours, is radio.

The study states that the average listening housewife spends 2 hours and 24 minutes a day with her favor-

HOUSEWIVES

(Cont'd from p. 49)

ite station, totaling about 12 hours a week, Monday through Friday.

She also spends 1 hour and 19 minutes a day listening to her *second favorite* station, and 53 minutes a day to her *third favorite* station.

This, the H-R/Market Planning study declares, gives a total of 4 hours and 36 minutes a day or about 23 hours a week of median housewife listening time, Monday through Friday.

What's more, this study throws a bomb into the newspaper-radio story. The average housewife, according to the report, spends less than two hours (1 hour and 57 minutes) reading a newspaper in a week.

The housewife turns out to be a steady radio customer throughout the week, Monday through Friday between 6 and 9 a.m. is the most popular time period, when, the study shows, 60 percent of housewives listen; 28 percent of housewives say they listen most during this period.

The second most popular time is Saturday morning (6 a.m. to 12 noon) when 50 percent of housewives listen; 22 percent listen most at this time.

The third most popular time is Monday through Friday, 9 a.m. to noon, when 47 percent listen and 19 percent listen most.

The continuing list of popular listening hours indicates that radio is

a constant companion seven days a week. In descending order, the next most listened to time periods are: 12 noon to 4 p.m., Monday through Friday; then there is a tie between 4 and 7 p.m., Monday through Friday, and 6 a.m. to 12 noon, Sunday; following close behind is 12 noon to 6 p.m., Saturday.

Another point the survey makes is that the weekend can add 20 percent to the prime time housewife audience.

The H-R sponsored radio study was conducted among a permanent panel of 5,000 housewives, called the Market Planning Homemakers' Panel.

The study was conducted through

Ladies' Day Fare

What appeals most to the lady listener is a subject of mounting interest to advertiser and radio station alike, causing both to prick up their ears at such reports as the recent one from J. Walter Thompson Co.'s Family Advisory Staff.

FAS, described by the agency as comprised of 3,000 representative families who constitute a sample for special research projects conducted by JWT, presents a group portrait of housewives who listen while they work, and listen principally for music and news.

First Choice

First choice on the radio dial is music for 51 percent and news for 36.1 percent of the 2,874 housewives responding to the survey, according to JWT. Second most favored listener item is news for 36 percent and music for 26 percent.

Computing the results, JWT concludes that 90 percent of the women queried listen most frequently to either music or news; they choose daytime variety, sports and serial

drama programs to a considerably lesser extent.

How should the sound of radio be improved? The ladies making beds and peeling potatoes ("You can listen to radio while doing other things" was a frequent comment in behalf of the medium) suggest several ways to suit their tastes.

Nearly half (48 percent) of those surveyed by JWT mention cutting down on the amount of rock and roll music aired, and 40 percent request more "good music." Educational programs are desired by 12 percent; drama and mysteries by 10 percent; the variety show and situation comedy by 7 percent, and more religious programs by 5 percent.

Age appears to be the secret in determining what a woman is most likely to turn to on her radio. According to the survey, chances are three out of four that she'll prefer music if she's under 35; slightly better than 50-50 if she's between 35 and 54, and only one in five if she's over 55. The opposite ranking of preference is indicated for news programming, which has "first choice"

standing with 68 percent of the older women; 35 percent of those in the 35-54 bracket, and 14 percent of those under 35.

As for the kind of music, the ladies are almost "ageless" in their agreement on waltzes and sweet music as Number One. More than half of all respondents to JWT's questionnaire give this category as their favorite. Second spot for the group as a whole is currently popular music, chosen by 38 percent. Show tunes win the ear of 33.4 percent; old familiar music, 30.4; hymns, 28.7, and concert, 22.9.

Degree of Preference

Where the years tell the story, however, is in the degree of preference for waltzes as first choice, and in the subsequent list of "most liked."

As the age goes up, JWT research finds, so does the liking for waltzes, hymns, concert music, classical music, band music, Hawaiian music and barbershop music. The reverse is true of currently popular music,

a mail questionnaire, with Market Planning receiving an 80 percent response, or 4,000 returns.

Statistically, the women of the panel represent a valid sample of the nation. They are a cross-section of all U. S. households in terms of income, age of housewife, region, city size and other characteristics.

Aiding in the evaluation of the results are the following H-R personnel: Avery Gibson, vice president; Martin Goldberg, director of research, and Don Softness, director of promotion.

The study is being prepared in a two-color, illustrated brochure and will be mailed to about 500 radio stations, plus agencies, clients. •••



The Market Planning Corp. study of radio listening among housewives is studied by Marfin Goldberg (left), H-R director of research, and Don Softness, director of promotion. Almost 4,000 returns were received from the Homemakers' Panel,

show tunes, rock and roll, swing and jazz.

"Old familiar tunes," says the agency's report, "show the least variance by age, being equally popular with the youngest housewives and oldest. But the middle-age group shows slightly more preference for this category than the under-35 and over-55."

By geographic region (Northeast, North Central, West and South), waltzes and sweet music also hold top spot with FAS housewives; there is little variation in the runners-up, as well, with currently popular music in either second or third place in every area, and show tunes in second or third in three of the four—hymns taking their place in the South, where this category is almost on a par with waltzes.

What is the housewife doing while she listens to radio? Housework is most frequently mentioned in the survey—70 percent apparently are engaged in some form of this activity at some time while the set is turned on. Other pursuits which coincide with radio listening include driving the car (33 percent of the

women polled are tuned in then) and eating (30.7 percent have their sets on during meals). This pattern seems not to be affected by geography, although age is a factor— younger women, the study shows, are more apt to be doing housework (75 percent) and less likely to be eating (21.7 percent) than are older women (62.5 doing housework, 43.6 percent eating).

Social status, too, appears to affect listening habits. For example, about 60 percent of the "upper middle class" housewives, as defined by JWT, reportedly do housework to the tune of radio, as compared with 77.4 percent of "lower class" housewives. But the first category listens more while driving than does the second group.

Regarding station loyalty, JWT finds "Most women have a favorite station and are loyal to it." About 75 percent of the FAS sample reply they listen mostly to one station. Women under 35 tend to be more loyal than older women, and upper status housewives appear to be less loyal on the whole. Although loyal-

ty in rural and small town areas appears to be more prevalent, the lady listener in urban areas, where choice of stations is greater, even so will stick by one station in 68 percent of the households contacted.

Volunteering comments on various aspects of radio, the women included in the survey take a bead on commercials and announcers. Among remarks about the former from one-fourth of the total survey respondents, the majority are adverse—about 44 percent noting that commercials are "too long," more than 18 percent saying they are "boring" or "silly." Announcers, declare about half of the 10 percent who state their views on this matter, chatter too much, use poor grammar and pronunciation and/or are too self-centered. The other half, however, rate the "voice of the station" as friendly, personable and interesting.

With the lady of the house warranting greater attention from agencies, advertisers and stations, this prime listener is just beginning to have her say in shaping the sound of radio even more to her liking. •••



During its introductory offer in Northern California, Butter-Nut is enclosing in cellophane bags 25 cents in each one-pound can; 50 cents in two pound packages.

When it comes to percolating new sales interest in coffee, next best thing to the aroma of fresh java is a blend of fresh radio.

Such is the thesis of the makers of Butter-Nut Coffee and their agency, D'Arcy Advertising Co., St. Louis, Mo. Moving into a new marketing "neighborhood" this fall, the coffee division of Paxton & Gallagher Co. of Omaha, Neb., has put on a big pot of radio and is settling down to get acquainted with folks up and down the block in Northern California.

A devotee of the listener's medium, the company reports it has used radio with repeated success over the course of the past year or so in introducing Butter-Nut to new regions and customers as well as consolidating friendships with established markets and buyers. D'Arcy says its coffee client, with distribution in 17 states of the Midwest, Rocky Mountains and Pacific Coast, spent approximately one-third of its total advertising budget (\$1,500,000) for radio in 1958.

At present, the company's radio coverage includes, besides the major drive in Northern California, a continuing schedule in principal Southern California markets, in Phoenix, Tucson and Las Vegas, and in various parts of the Midwest.

Welcome Mat of Sound

Butter-Nut coffee, spending an estimated \$500,000 in sound annually, turns on radio for product introduction in Northern California area in 12 markets

Butter-Nut's radio flavor, both agency and client believe, is as distinctive as the "30 Bonus Blends" the product features. The three-month introductory campaign now underway in the San Francisco Bay area and northwards started off with a series of quietly zany commercials recorded by Stan Freberg; it will continue with a series of straight-sell, chorale-style announcements created, produced and directed by Bob Johnson, who as head of D'Arcy's radio-television department also brought into being the "Where There's Life . . . There's Bud" spots for Budweiser.

"Radio is the keystone of our advertising program in Northern California," says Don R. Keough, Butter-Nut marketing director, "because it is our opinion that we can get the greatest initial impact at the lowest cost per thousand through strong saturation radio.

"The introduction of our product will be given full exposure in other major media to back up the radio impact."

In making itself "at home" and a household word in its new market area, Butter-Nut is perking away on 17 stations in 12 major markets of Northern California—including five in San Francisco, two in Fresno and one each in such communities as San Jose, Sacramento, Modesto, Marysville, Redding and Eureka.

The schedule, which started September 7, calls for approximately 420 announcements each week, says Harry K. Renfro, manager of the radio-television media department of D'Arcy. Usage of the aural medium will continue on a staggered basis "to provide the greatest possible cumulative effect, with 3,505 one-minute spots and 1,950 30-second spots slated for the 12-week period."

Major Importance

"It was the consensus of both the client management and the agency that radio would be of major importance in introducing the '30 Bonus Blends' coffee in this area," Mr. Renfro continues. "It will deliver effectively the greatest number of impressions to the largest number of people at the least possible expense in the shortest span of time."

The man who was responsible for effecting the Butter-Nut buy adds that radio is the one medium in which advertising will be continuous throughout the campaign.

"Full merchandising support has been promised by all participating stations," notes Vern Eastman, D'Arcy vice president under whose supervision the "30 Bonus Blends" theme was developed in the agency's Los Angeles office. Such assistance will generally tie in with Butter-Nut's promise of "extra ingredients."

The product, which its manufacturer says is made from 48 coffee varieties instead of the 11 to 18 in most competitive brands, has an added tang for Northern Californians buying it during the introductory period—fresh-minted coin of the realm buried in the coffee grounds. Special lids on the one-pound tins proclaim "Try Butter-Nut . . . there's a quarter in it for you." Inside each can, sealed in a pliofilm bag, is 25 cents (50 cents in two-pound packages).

Radio, in years past the dominant medium in Butter-Nut's advertising strategy, has emerged only recently from the shadow cast by television in 1950, and has reasserted its sales appeal for the product through a series of successful campaigns.

One of the foremost examples, D'Arcy executives believe, is the case of Instant Butter-Nut Coffee in 1958.

"Unlike other major roasters," explains Mr. Keough, "Butter-Nut had spent five years in developing its instant coffee. Being so far behind in its introduction of the special crystalline blend, the company decided to use saturation radio in an introductory campaign which consisted mainly of needling itself for being late. The results were as good-natured as a family picnic.

"The hard-hitting campaign, recorded by comedian Stan Freberg, created an instant brand awareness on the part of the consumer, and

Butter-Nut

chalked up a number of awards. One was the Radio Advertising Bureau's first regional gold record award for effective radio commercials in 1958.

"The Freberg series, heard in the Midwest marketing area only, also was voted by the advertising industry as one of the year's 10 best commercials."

Perhaps closer to the sound of the cash register, however, was the award presented by *Food Topics-Food Field Reporter*. The food trade publications, in lauding the firm's success in introducing its instant coffee, presented Butter-Nut with a plaque commemorating the promotion, which was "voted the most outstanding in sales results by food chains, wholesalers, supermarkets and independent grocers."

Six weeks after entering the radio lists, the company declares, Butter-Nut had achieved 85 percent distribution in the key markets in a 13-state sales area.

"More than satisfied" with the results of the Freberg series, the coffee firm later in the year utilized the versatile performer's talents for another Butter-Nut campaign, this one designed especially for the Southern California market.

Unusual—if not unique—in many respects, Butter-Nut executives say, the commercial about which the campaign was built lasted six and a half minutes, five and a half of which elapsed before the product was mentioned. It was designed to convey the sound and feel of an original-cast musical, and included a 50-second overture, three original songs and a plot. Titled "Omaha with the Original Cast," the knee-high operetta was featured each Sunday on KMPC Los Angeles and at other specially billed times.

Midwesterners

"The appeal of these commercials," Mr. Keough points out, "was directed primarily at midwesterners who had moved to California. The production was a new version of the theme Butter-Nut had used since entering the Southern California market four years ago: 'The coffee you loved back home is now in California.'"

Extra mileage chalked up by the commercial for Butter-Nut, reports the agency, includes a performance of the miniature musical by the Omaha Symphony Orchestra and

Choral Group—with Stan Freberg conducting. The commercial attracted such attention in Omaha that Mr. Freberg was invited to ascend the symphony orchestra's podium and conduct his own score.

In the current Northern California campaign, Freberg's style goes to work in this fashion:

Mr. Butter-Nut: Well, we finally developed a new instant coffee that dissolves even quicker than an instant.

Pomeroy: That's right, Mr. Butter-Nut. It's the fastest dissolving instant coffee in the whole world.

Mr. B: Right. Now here's what I want you to do. Get in touch with the Olympic Games Committee, see, and feel them out on the feasibility of a new track and field event called INSTANT COFFEE CRYSTAL DISSOLVING.

Pomeroy: INSTANT COFFEE CRYSTAL DISSOLVING at the Olympics?

Mr. B: Right. Butter-Nut will establish an official world's record.

Pomeroy: Hurrah!

Mr. B: Just think of it—the four-minute mile and the split second dissolve.

Pomeroy: Gee! . . . Well, don't you think Instant



Don R. Keough, Butter-Nut director of marketing.



Vern Eastman, D'Arcy Advertising Agency vice president.



Bob Johnson, D'Arcy vice president, creative radio-tv department.

Butter-Nut is just a little bit incompatible with the 220 low hurdles and the pole-vault?

Mr. B: Nonsense!

Pomeroy: The hammer throw and a hop, skip and . . .

Mr. B: That will do, Pomeroy.

Pomeroy: . . . jump. Yeh, but what do you think the Olympic Committee will say?

Mr. B: They'll say it's delicious. Play the fight song.

(LYRICS)

If you're non-exhilarated, longing to be rehabilitated,

You really ought to take an Instant Butter-Nut break.

'Cause only Instant Butter-Nut takes the coffee cake.

So be good to yourselves and take an Instant Butter-Nut break.

'Angry Generation'

Another Freberg creation being used is this:

1st voice: Talking here to a young man. Your name, sir?

2nd voice: Uh, my name is Angry Generation.

1st: Well, Angry, you are a writer of poetry.

2nd: That's right, man, like I'm a writer of poetry.

1st: Beat?

2nd: Yeh, I didn't get too much sleep today.

1st: Imagine you drink a lot of coffee.

2nd: Yeh, like I do.

1st: Butter-Nut?

2nd: You putting me on? I drink nothing but European Espresso coffee. Very depressing. I love it.

1st: But Butter-Nut wakes you up . . . it makes you happy.

2nd: Oh please, man, do not ruin my day. But certainly. But listen man, my

best friend, he used to be angry like me. He was moody, really flip. Then he sold out. Yeh, he got on the Butter-Nut Coffee kick. Well man, he really hit the skids. He shaved, got married, went to work, and—I don't want to be quoted on this, but I heard through the grapevine that he is well-adjusted.

1st: Thanks to Butter-Nut.

2nd: Well man, don't keep on. Like he was my best friend. I mean, I took it pretty hard.

1st: Well, how did he take it?

2nd: Well like with cream and sugar.

Following up on Frebergian initial attention-getters in its entry into the new market, Butter-Nut is swinging to what the agency terms "sincere, straight-sell copy which will do a major selling job over the long haul."

Here's one of the commercials created by D'Arcy's Mr. Johnson for the campaign:

Voices: (spoken, building intensity) . . .27...28...29...30!

(Singing) 30 Bonus Blends!

Annrcr: In Butter-Nut Coffee.

Voices: (Speaking) 30 Bonus Blends?

(Voices chanting lightly under announcer's)

Annrcr: In Butter-Nut Coffee you enjoy a rich combination of 48 blends, each selected for...

...a distinctive, subtle shading of flavor and aroma.

Voices: (Riff) But 30 Bonus Blends?

Annrcr: Chances are the coffee you're presently using has anywhere from 11 to 18 blends...

Voices: Ahhhhhhhh!

Annrcr: The extra 30 blends are the bonus you get in Butter-Nut...

Voices: (Singing) Many blends from many lands

Annrcr: . . .Each selected for a special shading...a full...

Voices: VIGOROUS!

Annrcr: Coffee flavor...a richness of...

Voices: A-R-O-M-A

Annrcr: ...That good coffee taste!

Voices: 30 Bonus Blends; 30 Bonus Blends...

Annrcr: In Butter-Nut Coffee. Try Butter-Nut and get the taste bonus of 30 extra blends.

"The integrated campaign," says Mr. Eastman, "is quite naturally beamed at housewives—the buyers of the family food supplies. The special 'coin-in-can' merchandising offer also is designed as an added lure to induce housewives to try Butter-Nut Coffee."

Across the Board

The saturation radio buy, according to the agency, is generally across the board, Monday through Saturday. In markets where multiple stations are being used, however, some schedules are for Wednesdays, Thursdays and Fridays only.

Butter-Nut is a brand name which D'Arcy declares has been popular since 1914. The coffee is a product of the Butter-Nut Food division of Paxton & Gallagher, which last October was purchased by Gilbert C. and W. Clark Swanson & Associates.

Its past history in radio includes an air lane debut with spot announcements in the early 1930's, and subsequent 10 p.m. newscasts on Midwest stations that became literally an institution, the company says. *Coffee Pot Inn*, a 15-minute musical show, also heralded the qualities of Butter-Nut on a regional network basis in the 1930's.

In 1950, television began making inroads on radio's domain as Butter-Nut's prime spokesman. But more recently the listener's medium has again unlimbered its selling voice to reclaim an important share of the coffee product's advertising budget.

"The future use of radio by Butter-Nut seems evident," says Mr. Keough, with a bow to the fresh, rewarding sound of the medium that is effectively conveying the flavor of "30 Bonus Blends" to new and old markets alike. • • •

RADIO PUBLIC SERVICE:

Legal Necessity or Boost for Business?

To build a better product, radio is urged at Westinghouse conference to intensify public interest fare. Two agency executives (see p. 58) also cite value of advertising in such programming



The most quixotic words in radio today are two—public service. Station men, apart from their legal responsibilities, long have pressed their energies to find the true place for public service programming in their total schedules. The dilemmas presented are many: Should it be sponsored? Will it win or lose audiences? Can it be done on a small budget? Indeed, what is it?

Spearheading the effort to find answers to these problems have been the three annual conferences on public service programming sponsored by Westinghouse Broadcasting Co. The latest one, the San Francisco conference, was held late last month at Stanford University in Palo Alto, Calif.

Some of the bugaboos that these sessions have helped extricate are: Public service programs can—and often should—be effective advertising vehicles; they can win listeners or provide a smaller and more responsive audience; they do not require a large, special budget to be produced; among the ingredients of radio public service are news, documentaries, panel shows, news analysis, editorials and community service projects of all types.

For agencies, advertisers and stations, the subject of sponsorship presents the most intriguing challenge. Capitalizing on the timeliness of the WBC conference, two agency executives were asked by U. S. RADIO if they thought public service programs

were good advertising vehicles (see *Question and Answers*, p. 58). In both cases, the agencies have had more than the average experience with the subject.

Briefly, here's what they say:

Hal Graves, account executive, Ben Sackheim Inc., New York:

"... Brand loyalty rests upon a clearly delineated company image which is consistently and consciously projected over a period of time. Public service programming, it seems to me, is an effective way of cutting that company-image cloth to measure."

R. H. Crooker Jr., associate media director, Campbell-Ewald Co., Detroit:

"... A client may have as his major goal in advertising the creation of a favorable image. . . . He desires to be recognized as a public-spirited leader, wants to be known as an interested, solid participant in civic affairs. His target is good public relations. For this client—which might be a utility, an institution that deals in services, or a social, fraternal or civic organization—public service programs could be ideal."

In addition to a favorable advertiser image, the WBC conference showed the importance of public service programming in shaping a positive station image.

William Kaland, national program director of WBC, stated that a "station's image is all the component



Donald H. McGannon, president of Westinghouse Broadcasting Co., presents third annual Paul Revere Award to Donald Stou, Pacific area manager of the American Red Cross. The ARC was chosen as the national service organization that made most effective use of local radio and tv media during the preceding year.

parts of station operation put together." He urged that an end be put to "copycat-ism" and "imitative creativity." Emphasizing the theme of the San Francisco conference, Mr. Kaland declared that station management should "look at the individual" in his organization and allow for the creative process. Mr. Kaland stressed that creativity is not originality. Ideas themselves may not be original or new, he said, but through creative thinking the ultimate image of a station will be distinct. "Creativity is a process, not a product."

The way a public service format is tied in with the over-all image of a station was demonstrated by George Volger, general manager of KWPC Muscatine, Ia. Although it is the only station in this community, KWPC also competes with strong signals from nearby cities. Consequently, Mr. Volger explained that his station tries to get "very close to the listener. Public service is put on a personal basis." In fact, he declared, "more emphasis is put on basic information than on entertainment."

Getting close to the listener and making public service personal are achieved in many ways, Mr. Volger stated. "The listener becomes a real voice. For 20 minutes after each newscast, listeners can call in and comment on any aspect of the news. All national and international news is interpreted in local terms. We work very closely with schools and their problems, and even carry school luncheon menus as a guide for supper dishes. Housewives also call in for a half-hour every afternoon providing recipes. An annual cooking school is co-sponsored by KWPC," Mr. Volger declared.

The importance of getting close to the listener was also stressed by R. Peter Straus, president of WMCA New York. Facing a different competitive situation, Mr. Straus felt that the biggest problem is integrating "heavyweight informational programming" with other kinds of services.

"The people who draw the firm line between information and entertainment on radio run a great risk. For they usually are on the side of the angels—they would have more information, more education, more public service and less entertainment



Bill Losee (left), general manager of AM Radio Sales Co., representative firm, discusses news problems with J. Vincent Sheean, WBC foreign correspondent.

they thus encourage a broadcaster to exercise his conscience and public sense of responsibility only a few hours a day or a week instead of all day and all week.

"And while some services are surely more important than others," Mr. Straus continued, "it is the total impact of what you broadcast that counts—call it whatever you will: Station personality, public evaluation or 'image'."

Mr. Straus also stated that there can be "no fixed limit for our public service programs. They may be 10-second spots or half-hour in-depth documentaries." He reminded radio executives that if the spot announcement reaches many people by being integrated into the over-all format, it is doing a valuable job.

Pede Worth, program manager of KCBS San Francisco, also stressed that "public service programs should not be introduced that are out of context with the rest of the program schedule." He stated that KCBS uses documentaries that often run between 35 and 40 minutes. He also cited a 55-minute Monday through Friday program called *Viewpoint*. The show accepts three-minute phone calls from listeners on any subject. A producer screens the calls for obvious reasons, Mr. Worth noted.

He declared that public service should be a combination of entertainment, news and service. "Our station image can best be described as variety programming. We want to be a station that has dignity, believability and authority. A station must constantly re-evaluate its image; it cannot stand still."

The case for the complete use of spots in public service programming was presented by Bill Ennis, program

manager of KEWB Oakland, Calif. "Spots are immensely effective instruments if you know how to use them. Our image is color radio—music and news presented in an entertaining manner in a bright and colorful way. Unless you entertain a listener, you won't have him around long enough to instruct him."

News and editorializing are probably the two most talked-about aspects of radio public service programming.

Ben Strouse, president of WWDC Washington, D. C., explained his station's method of editorial presentation. "Our technique is to use one-minute editorials on a run-of-station basis approximately 10 times daily, seven days a week. We also broadcast editorials four times daily on fm. . . . We believe there are great advantages to this type of editorializing. In the first place, we are basically a news and music station. . . . We like things to be quick and direct.

"Secondly, we want to reach the most people with our editorials and the run-of-the-station, one-minute method seemed the best technique for that purpose." Mr. Strouse also stated that the editorials may range from four or five subjects in a given week to one subject treated in an editorial campaign for the whole week or more.

Edward Breen, president of KVFD Fort Dodge, Ia., advised radio executives that in choosing editorial subjects, "Don't pick only those fights that you're going to win." He stated that the program that expresses his editorial views, *It Seems to Me*, is sponsored, although it has never

(Cont'd on p. 84)

question and answers

THE QUESTION:

*Do you consider public service programming
a suitable advertising vehicle for your clients?*

HAL GRAVES ANSWERS:

 At a seminar on radio which I recently attended in New York, station management was advised to start the day with a good, hard look in the mirror. Which was one way of saying that stations must be conscious of their identity—and of the opportunities and limitations afforded by the specific “profile” that they project.

The point was well taken. But it deserves even wider application. Actually, *all* sellers of goods and services have a profile—whether it is consciously stated or indirectly projected by a company’s way of doing business. When that profile becomes blurred, there’s a peck of trouble ahead. Because brand loyalty rests upon a clearly delineated company image, which is consistently and *consciously* projected over a period of time.

Company-Image Cloth

Public service programming, it seems to me, is an effective way of cutting that company-image cloth to measure. Studies on the “added value” principle and some excellent motivation research reports prove that this is so. Forgetting them for a moment, let me say that my own belief on the subject has been proved in the toughest test-market of all—the actual purchase and placement of time and space in the public service area for clients with varying background and business.



Mr. Graves, account executive, Ben Sackheim Inc., New York, *believes that brand loyalty rests upon a “clearly delineated company image.” Public service programming, he says, “is an effective way of cutting that company-image cloth to measure.”*

I’ve set down three principles that govern my selection—and recommendations—for public service programming. These are: 1) The show must fill a need for the greatest number of listeners; 2) the show must entertain; 3) the show must have an echo—that is, it must be promoted and merchandised *before* and *after* it hits the air.

Probably the most outstanding new network radio show in the public service area during the 1958 to 1959 season was *The Hidden Revolution* sponsored by Nationwide Insurance of Columbus, O. (agency—Ben Sackheim Inc.). This show received a George Foster Peabody Award and the National Association for Better Radio & Television chose it as the “best new radio program” for the year.

The Hidden Revolution filled a need for the greatest number of listeners. It was based on the belief that change creates problems—social, human, political. In an effort to

better understand these problems, the staff of the Public Affairs Department of CBS News (with Irving Girtlin—one of the “greats” of documentary broadcasting at the helm) prepared a series of six special actuality reports.

Did *The Hidden Revolution* entertain? Apparently it did. Reports were narrated by Edward R. Murrow. They featured top scientists, sociologists, government and military leaders. It was an ambitious series—and an important one.

Comments came in by the thousands. My files are full of letters from people in all walks of life—truckdrivers, businessmen, housewives, educators, government officials. They wanted transcripts of each program. *Most important, many wanted to know more about the advertiser that had made this program possible!*

What about promotion? In order to build the largest audience possi-

See Legal Necessity or Boost for Business?, p. 56

ble for Nationwide sponsorship, promotion was concentrated in the following areas: 1) Network on-the-air; 2) local on-the-air; 3) newspaper advertising; 4) special local exploitation; 5) activity among dealers (or agents) and company policy-holders.

Believe me, there was an "echo" here. We even exploited the series to

such organizations and institutions as The League of Women Voters; schools and colleges; libraries and civic clubs. Stations also featured the series in lobby displays, on billboards and on car-cards.

The Hidden Revolution speaks for itself. It's only one example of the power of radio advertising. One

example of the way that a *low-cost, localized* medium can do mighty big things for a client. But public service sponsorship in this medium requires an agency creative enough to suggest—and a client bold enough to accept—a shift of emphasis and release of new forces in the advertising format.

R. H. CROOKER JR. ANSWERS:

Any recommendation to a client concerning public service programs hinges on too many factors to permit an unqualified reply.

The nature of the client must first be considered and the type of program has a definite bearing on the decision.

Some advertisers, by their nature and their products, would find panel discussions, documentaries and similar programs excellent advertising buys. Other clients should be steered away from public service shows.

For example, a client may have as his major goal in advertising the creation of a favorable image in his community. He desires to be recognized as a public-spirited leader, wants to be known as an interested, solid participant in civic affairs. His target is good public relations.

For this client—which might be a utility, an institution that deals in services, the manufacturer of raw materials, or a social, fraternal or civic organization — public service programs could be ideal.

On the other hand, the client who is interested in delivering a hard



Mr. Crooker, associate media director, Campbell-Ewald Co., Detroit, believes that if a client has as his major goal the creation of a favorable image — good public relations — "public service programs could be ideal."

hitting sales message to a large number of people should be guided elsewhere. His aim is the mass audience and public service programs seldom attract great numbers of listeners. This client's sole purpose is to influence people to buy his products. He is not primarily concerned about selling his organization.

There are occasions, however, when the public service program is of broad general interest and has great drawing power. This presents an exception to the rule. Dual objectives are accomplished — good public relations and contact with a mass audience.

Other considerations must also be taken into account.

Stations in farming communities often program to the farmer. Stock quotations, weather reports and crop information make for public service programs in that area. The client with a product used in agriculture might find such a schedule ideal for his purposes for he is reaching just the audience he wants.

Thus, it is obvious public service programs can play an important role in advertising. But the extent depends on the advertiser, his product and the nature and type of the program itself. • • •



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



THE "BIG WHEEL" of KDKA Pittsburgh proved to be disc jockey Bob Tracey (left), whose winning effort in a station bicycle race at the Allegheny County Fair earned a trophy. Losers, Clark Race (center) and Carl Ide, got pies in the face.

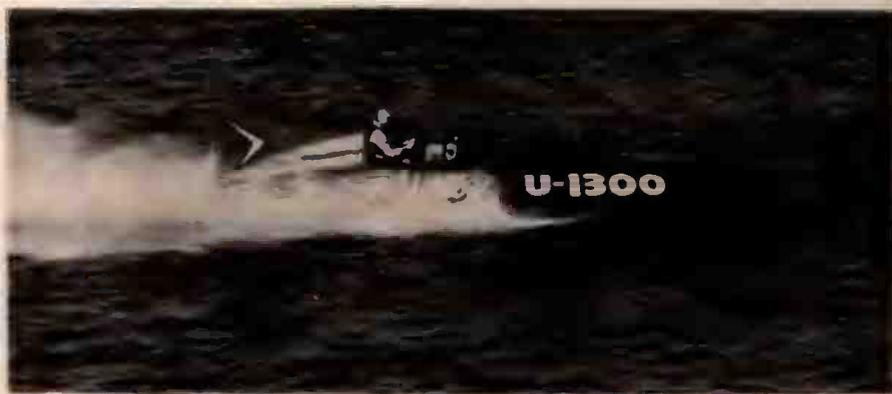


HIGH LIVING for WKMI Kalamazoo, Mich., disc jockey Vince Ford launched station's promotion at county fair. Mr. Ford dwelt on top of 65-foot pole for six days, and broadcast his show from this high perch, too.



TOP BRASS of WABC New York turn out to provide welcoming spirit for station's new music and news policy that features "greatest sounds of all time" and 10-minute news in-depth each hour. Left to right: Barry Geoghegan, WABC sales manager; Ben Hoberman, general manager; Arthur McCoy, executive vice president, John Blair & Co., and John Blair, representative firm president.

STATION'S SPEEDBOAT is the "KOL-roy," one of two vessels sponsored by KOL Seattle in the recent Gold Cup races. This was part of station's new "listener activity integration" experiment, designed to boost listening audience.



RECORD PRESENTATION by KONO San Antonio to the Brooke Army Hospital consisted of 35,000 records—KONO's entire 78 RPM collection. Platters were given to KBAH, a closed-circuit station broadcasting to the hospital. Taking part in the ceremony are (left to right) Jack Roth, KONO manager; Private McAdoo; Eugene Roth, president of KONO, and Greg Winter, KBAH representative.



DEDICATING A PLAQUE to the memory of Walter G. Paschall, WSB Atlanta executive, is Cecil Alexander (right), chairman of Citizen's Advisory Committee, who makes presentation to William B. Hartsfield (left), mayor of Atlanta. Looking on are Marcus Bartlett, WSB-TV general manager, and Mrs. Paschall. The plaque will be placed in one of city's new housing projects, replacing a slum area.



HISTORIC MICROPHONE used on many early-day network shows is presented by Julian Goodman (left), director of NBC News and Public Affairs, to the Senate Interstate & Foreign Commerce Committee, which will place it on permanent exhibition. Examining it are Senator Warren G. Magnuson (right), committee chairman, and Senator John Pastore, chairman of group's communications sub-committee.

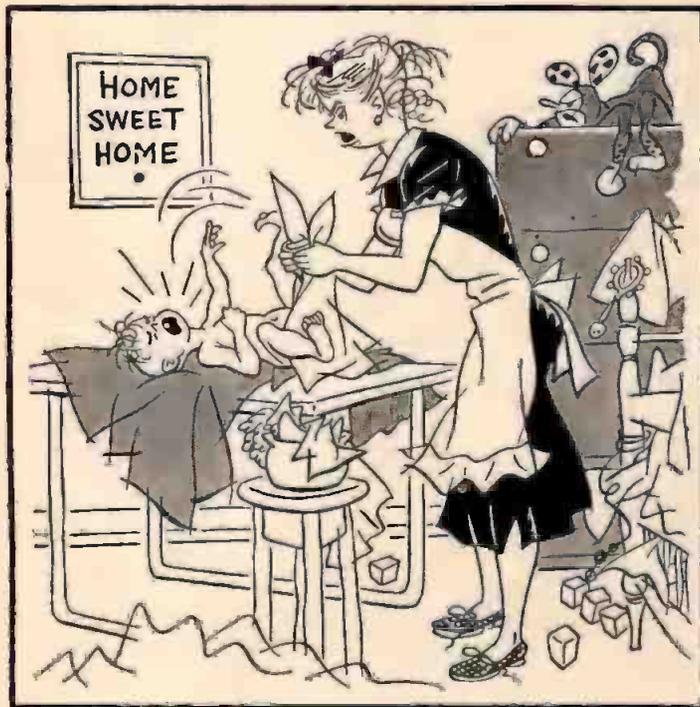


BREAKFAST TRAY is served by Chris J. Stolfa, KCMO-FM Kansas, City commercial manager, to Kansas City Mayor H. Roe Bartle. The city's top advertising executives all received trays from the station as part of the promotion of its new quality morning radio service.



ANIMAL SERVICE is provided by Johnny Wilcox, KLZ Denver disc jockey, who uses his show as a tracing agency for strayed pets. He gives announcements of the missing animal's description and in addition also helps place "parakeets, cats, dogs and aardvarks" in homes.

PEOPLE work - play - LIVE by RADIO!



WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PINNING or primping, radio entertains and informs her — even when she can't take her eyes from the job at hand. There's no time to interrupt her daily chores for reading or viewing. Radio sells *more economically, more completely, more often.*

WHO is the big-audience radio station in Iowa. It is *aggressive, alert, alive* — and it invests tremendous amounts of time, energy and money to attract and *keep* the big audience.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience — first place in every quarter hour sur-

veyed — the balance being divided among 88 other stations!

You can SELL "Iowa Plus" through WHO Radio — where you get the very best programming in the State. Ask your PGW Colonel for the details on Iowa's believable, big-audience station.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

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

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

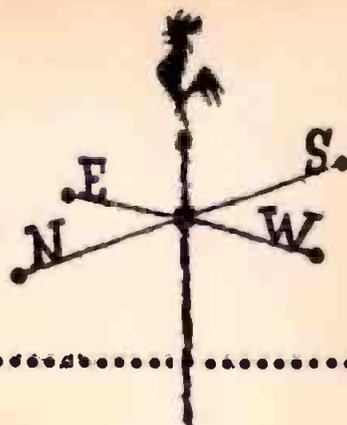
WHO-TV, Des Moines; WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

hometown USA

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



Khrushchev's Visit Taps Radio Resources

**Stations' community voice sounds out
public reaction to visit and follows
Premier's travels across the country**



Echoing the nationwide interest in the Nikita Khrushchev visit to the United States, radio stations across the country responded with timely and thought-provoking public service commentaries and projects, as well as extensive news coverage. Activities can be divided into four general areas: Sifting public opinion; station opinion in the form of "open letters" to the Russian Premier; invitations for Khrushchev to speak over radio to the people of this country, and live and tape news reports.

Public opinion surveys, designed to find out how radio listeners felt about the visit, have been reported by four stations—WRCV Philadelphia, WDRC Hartford, Conn., KOIL Omaha and WMCA New York.

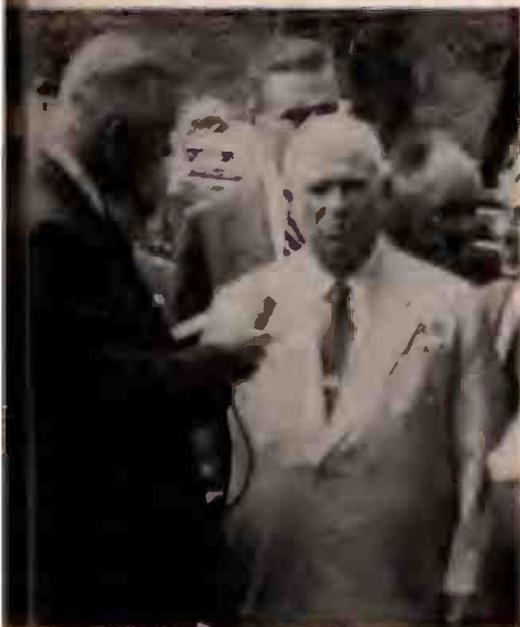
For 10 days, WRCV surveyed its listeners on the question: "Should Nikita Khrushchev visit Philadel-

phia?" The station points out that no prize was offered, "only an opportunity to speak up and be heard on a matter of community concern." Known as "Opinion," this public service feature resulted in 1,144 responses from interested radio listeners.

Of the responses received, 65.5 percent—749—opposed the Philadelphia visit, while 34.5 percent—395—favored it.

WRCV says that the U. S. State Department has accepted for review by its Division of Soviet Affairs the cards and letters from its listeners.

WDRC queried its audience on the visit to this country using taped interviews. Russ Naughton, WDRC chief announcer, obtained the responses in the station's mobile unit. "The vast majority of those interviewed say that they do not approve of the Premier's policies, but feel that his visit to this country could



Russian leader steps before one of the many microphones he saw on his visit to America.

do some good and might ease international tension," he states.

The station aired these "samplings" of Hartford opinion on its news programs throughout its entire programming schedule, according to WDRC.

KOIL conducted a public opinion poll that concerned the invitation for Khrushchev to avail himself of the station's facilities in Omaha. The station points out that "Ninety-nine

percent of the comment had been extremely favorable."

WMCA invited its listeners to send a letter of 100 words or less telling what they would say to Premier Khrushchev during his visit. The winner of the "What Would You Write To Mr. K.?" contest, a college student, received an all-expense paid trip to Washington D. C., next January. She will have a seat in the Congressional Gallery for the

State of the Union address at that time, according to WMCA.

The open letter projects—written on behalf of stations or listeners, depending upon the particular situation, were reported by four stations—WNEW New York, KDKA Pittsburgh, WERE Cleveland and WWDC Washington, D. C.

As special editions of WNEW'S *News Closeup*, the station broadcast six "Open Letters to Nikita Khrushchev," which were heard Sunday evenings up until the time of the visit. These "letters" informed the Premier of the "significant events of the week in an attempt to increase his understanding of the American people."

Written and narrated by Martin Weldon, WNEW director of news and special events, the programs included discussion of such topics as: The integration of schools in Little Rock; the eight American things President Eisenhower thinks Khrushchev should see in this country; juvenile delinquency on New York's West Side, and Labor Day.

WNEW states that the "open letters" received official endorsement from the State Department, which said: "This series is an exciting example of radio journalism, and programming initiative at its best."

KDKA, through its *Program PM*, provided its listeners with an opportunity to write open letters to Khrushchev. John Stewart, the program's host, asked his audiences to "pen their thoughts to the Russian leader—telling him what they think he should know about America or other topics."

According to KDKA, the most interesting letters were read over the program during the weeks preceding the visit. All of the mail was to be given to Khrushchev upon his visit to Pittsburgh.

WERE's news and editorial writer, Bill Jorgensen, was aboard the press plane which followed Khrushchev throughout his trip. Beeper phone news reports were aired three times a day. In addition, a daily editorial, *One Man's View*, and other feature material were taped by Mr. Jorgensen for use by WERE with one day's delay.

An editorial, in the form of an open letter to Premier Khrushchev, was presented as part of an editorial

NOTHING LIKE IT ANYWHERE!
 in MINNEAPOLIS-ST. PAUL
WPBC ADULT RADIO WINS fame & high ratings
 WITH AWARD WINNING PERSONALITIES and*

ADVENTURES

IN...

BETTER music
 news
 ideas
 thought
 sound

*** WPBC**

ADULT RADIO

DIAL 10 or 100

WILLIAM V. STEWART, PRESIDENT

NATIONALLY: DAREN F. MCGAVREN COMPANY, INC.

series to the WWDC audience by Ben Strouse, WWDC president. In the letter, Mr. Strouse asked the Premier to "Observe us as though you had never heard of the United States of America before. In this way our faults and our virtues—whatever their balance—will be readily apparent." Other editorials in the series gave an evaluation of the visit.

Invitations to Nikita Khrushchev to use radio facilities to speak to the American people were sent to the Premier, according to reports from WPEN Philadelphia, KISN Portland, Ore., WICE Providence, R. I., and KICN Denver.

In a formal letter sent to Moscow, Ted Reinhart, producer of the *Frank Ford Show* heard over WPEN, told Khrushchev that he sincerely hoped "that if your American travels bring you into Greater Philadelphia, we may have an opportunity to give you our facilities to talk to all Philadelphians and have them talk to you."

The letter pointed out that the program is an "electronic town meeting," with listeners talking on the air via telephone to prominent guests which include U. S. Senators and Congressmen, business leaders and internationally famous people.

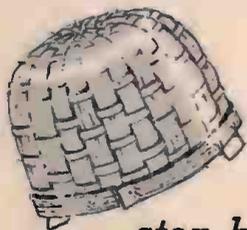
KISN sent a telegram to the Soviet Embassy in Washington inviting Khrushchev to visit Portland and make use of the station's broadcast facilities "to speak to the people of the Pacific Northwest."

A letter from the Soviet Embassy to KISN General Manager Charlie Vais thanked the station for its invitation. According to the station, the letter noted that "since Portland has not been included in . . . Khrushchev's itinerary, it will be impossible for him to accept your kind invitation."

WICE extended an invitation to the Russian Premier to appear on the station's forum show, *State Your Point*. The request pointed out that the program would be the best way for Khrushchev to learn the opinions of many Americans in the Providence area.

KICN executives invited the Premier to include Denver on his trip and to visit and inspect the station's facilities and use these facilities to address the people in the Rocky Mountain area. In a letter to the KICN news department, which initiated the invitation, Mikhail A. Menshikov, Soviet Ambassador to the U. S., stated that it was impos-

(Cont'd on p. 66)



BASKETS AWAY -

stop hiding your sales story!

BARNABY and Associates, Promotion and Research Specialists, offer creative and production planning assistance for preparing your sales story—put together in the way your prospects want to get it, assembled so it will be remembered and saved.

*Presentations • Direct Mail • Meetings
for your own production or with B & A supervision*

BARNABY and ASSOCIATES

414 East 50th St., New York 22, N. Y. • MUrray Hill 8-2399

RESEARCH — | PROMOTION —
FOR WHAT TO SAY | FOR WHAT TO DO ABOUT IT

WRITE TODAY or save this announcement for reference

B & A experience and knowledge available for individual projects, or on continuing basis—Liaison with New York and Chicago research and production sources.

Hot Springs, Ark.

Pop. 33,800

is larger than

Midland, Texas

Pop. 64,700

in General Merchandise Sales

La Crosse, Wisc.

Pop. 79,700

in Drug Store Sales

Sheboygan, Wisc.

Pop. 91,900

in Apparel Store Sales

Ask Us "Why"

KBHS

Arkansas' Greatest Coverage

5000 watts at 590 kc

113 Third St., Hot Springs, Ark.



A "Handy"
Way To Buy
The Best in
Birmingham

Ask C. E. Hooper
or The Pulse
or Anybody
in Alabama

National Representative:
Venard, Rintoul & McConnell, Inc.
Southern Representative:
James S. Ayers Company

WSGN



"NATURALLY, I LISTEN TO KFWB"

"For satisfaction from a perfect, precision machine that makes a winner, give me sportscar competition.

In broadcasting, that same precision . . . perfectly tuned . . . comes through to me with KFWB . . . so, naturally, I listen to KFWB."

The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other Los Angeles station. Buy KFWB . . . first in Los Angeles.



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.

TALK ABOUT COMMUNITY ACCEPTANCE

WTAC has more listeners than all other stations serving Flint combined.

52.9% all-day average

SEE YOUR HOLLINGBERY MAN!

THE BIG STATION WTAC
 FLINT, MICHIGAN

sible for Khrushchev to visit Denver as it was not on the itinerary.

Live and tape news coverage by many stations provided complete news descriptions for their listeners, according to reports from stations.

Sydney E. Byrnes, president and general manager of WADS Ansonia, Conn., "beep-phonned" all the Khrushchev stories for hourly news broadcasts and followed these with a summary of each day's events.

WTIC Hartford, Conn., coverage included a series of evening programs entitled "Khrushchev in America." These consisted of run-downs of the Premier's day-by-day activities, and commentary by NBC news analysts.

KCMO Kansas City, Mo., reports that Jim Monroe, news director, made the entire trip with Premier Khrushchev, and provided daily newscasts on the visit.

On-the-spot news coverage by WTOP Washington, D. C., newsman, Roger Mudd, resulted in daily reports direct from the scene. These were heard on the *News at Noon* and *News at Six* programs.

WMGM New York states that it had its mobile unit in the Khrushchev cavalcade in New York. Also, the station assigned its "minuteman," Bill Edmonds, and newsman Alan Jonas to cover the visit.

Harvey Tate, news director of the Plough Inc. radio stations, was a member of the newsmen group accompanying the Russian Premier. His reports were fed to the Plough stations.

WBAL Baltimore interrupted its afternoon programming to bring its listeners the on-the-spot Khrushchev address to the United Nations.

WINS New York coverage of the visit included reporters at every event of the Premier's schedule in the city, and the station's mobile unit followed the motorcade, according to WINS. Music programs were interrupted for live reports of the tour.

KMPC Hollywood reports that its "complete fleet" of mobile units covered the visit and activities of the Russian leader in Hollywood. Also, KMPC airwatch helicopters picked up the official plane as it approached Los Angeles and reported its progress. . . .



The monthly magazine devoted 100% to radio advertising
U.S. RADIO

1. Will the Cash Register Ring for Fm ?

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

2. 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.

REPRINTED FROM JULY 1950 U.S. RADIO

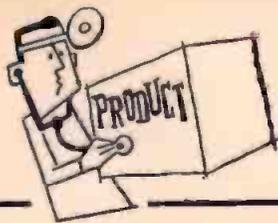
NOW

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

For complete details write—

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

commercial clinic



BOAC's Fm Show Predisposes Listeners to Soft Commercials

British Overseas Airways Corp., which operates jets on a world-wide basis, is sponsoring in five American cities over fm outlets a weekly half-hour program designed to infiltrate a subtle sell on its own behalf.

While the actual commercials are confined to three of the 30 minutes, the show has been formatted throughout to predispose listeners in favor of three things: Travel, airplanes and BOAC.

Called *Highway to the World*, the program features music from all over the globe and chat by Don Spark, British emcee. It is currently being aired on tape over two New York stations and one outlet each in San Francisco, Boston, Detroit and Chicago.

Where *Highway* differs from standard music and talk shows is in its many faceted approach to impressing the sponsor's image upon the public.

According to Ford King, vice president and BOAC account supervisor, Victor A. Bennett Advertising, New York, "We consider the show a frame into which we insert a picture from time to time—i.e., our commercials. Consequently, we have designed the 'frame' to fit and set off these messages, which all have the same basic theme—BOAC service in its many forms."

To accomplish this end, the client and agency decided that *Highway*—which has been broadcast since July—should take each week a single theme around which to build both its musical selections and Mr. Spark's remarks. These themes are conducive to global thinking and, BOAC hopes, to global trotting as well.

For example, if children were the topic of the evening, music about the small fry of different countries would be played, footnoted by com-

mentary from Mr. Spark. Two of the commercials would be integrated into the theme and might discuss the service given to youngsters by BOAC stewardesses of all nationalities.

The remaining commercial comes near the close and is broadcast live by a local announcer in contrast with the other two minutes which are narrated by Mr. Spark on tape.

The purpose of the minute-long announcement is to permit information about BOAC services and flights pertaining to the particular city.

Specifically, the *Highway* format breaks down like this: Taped 30-second introduction to the show and the week's theme; music; commentary; taped minute message relating to the topic; music; minute live local announcement; music, and 30-second taped close.

Mr. King feels that choosing a central rallying point for the entire program lends unity and cohesion to *Highway*, and also in this case avoids the "tired old travel program format of visiting a different place every time."

In addition to the emphasis on far away places in general and BOAC in particular, air travel itself is given a gentle boost because of the quick musical shifts from one country to another—the implication being that the only way to do the same thing yourself is by plane.

An example of the middle commercial being built around the theme of the entire program is the following:

You know, deciding which airline will fly you to a vacation abroad is rather like choosing a favorite restaurant. Naturally,

(Cont'd on p. 68)

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



● Want a greater cumulative audience for your saturation spot campaign? Like to get more attention... pull a bigger response to your program... increase sales?

Then check WFBM first—where every minute is a selling minute! Greater program variety means more pulling power... gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

HOOPER and PULSE

AGREE:



**DOMINATES THIS
IMPORTANT PART
OF THE DETROIT
METROPOLITAN
AREA**

H.U.R.	WPON	B	C	D	E
25.3	37	17	14	10	8
23.3	30	17	16	9	9

(Top row: 6 A.M. — 12 Noon)
(Bot. row: 12 Noon — 6 P.M.)

PULSE—JAN. '59

	WPON	B	C	D
7 A.M. 12 P.M.	39	24.1	11.9	10.0
12 P.M. 6 P.M.	46.5	14.0	8.1	5.4

HOOPER—MAY '58

WPON
PONTIAC, MICHIGAN

CONTACT

VENARD, RINTOUL & MCCONNELL, INC.

For
Results
In Lansing
Mich. . . . It's



CLINIC (Cont'd from p. 67)

you will prefer a place that is comfortable and relaxed. Where the food is excellent. And the service perfect. This is why so many particular people, when they fly to Europe, choose B.O.A.C., British Overseas Airways Corporation. If you are used to the courteous attention of a top-flight dining room staff, you'll feel quite at home in the cabin of a B.O.A.C. jetliner. You'll find the British-trained stewards and stewardesses schooled to give the individual attention you expect. Whether you travel Economy Fare, Tourist or First Class...

B.O.A.C. cabin-staff are specially trained to look after you. And look after you they do! So remember, if you like fine service and extra comfort when you fly, always insist your Travel Agent books you B.O.A.C., on the planes of British Overseas Airways Corporation!

The airline and its agency are also counting on this international approach to help counteract the impression they believe is prevalent in the public mind that BOAC is purely a British-based airline. Evidently, according to Mr. King, people think of BOAC for U. S. to Great Britain flights, but sometimes forget that the company flies all over the world as well.

Highway to the World does not confine itself to classical music and likes to contrast not only several nations in the same half-hour, but also several types of music.

It also tries to maintain a lively, informal pace and often adds a touch of humor to the commercials, according to Mr. King.

"We are avoiding as best we can the didactic musical travelogue," he asserts, "and hope we are appealing to the curious, expansive minds of the better-educated, better-heeled Americans who our research shows do much of the international traveling we sell." . . .

OPPORTUNITY FOR A SALES REPRESENTATIVE

U. S. RADIO now has need for a national sales representative. If this man has a proven sales record, lives or could live in New York, is willing to travel, and welcomes the challenge of building a sales organization, he should write U. S. RADIO with full information about himself and his experience.

WRITE:

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

National spot has become
a full-fledged BASIC medium,
each year enveloping
more and more
of advertisers'
total marketing strategies.

And for the best of reasons:
the spot medium best enables you
to concentrate advertising
in markets where opportunities
are greatest for your product category,
and at the same time,
bolster brand weaknesses
in specific cities.

H-R too, has acquired a new mantle —
the TOTAL SERVICE policy,
which assures represented stations
that a variety of research, promotion
and programming services
are at work building
future sales —
both national and local

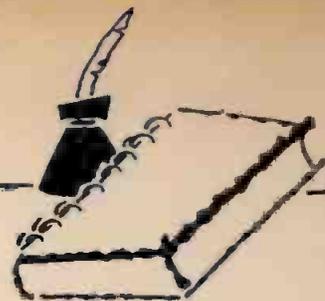
 **H-R** Television, Inc.
Representatives

"We always send a man
to do a man's job"

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

*mantle
of
spot*

station log



News:

Evidence of editorial results is reported by KLIF Dallas—and another outlet, WIST Charlotte, N. C., has inaugurated an editorial service.

KLIF states that following its "all-out editorial barrage" reprimanding the Dallas City Council for its "closed door" secret sessions, the council reversed its established policy. By a five to four vote, it "threw open its doors to the press."

In his editorial campaign, Gordot McLendon, KLIF president, told the station's listeners that "such secret meetings are exactly what Americans do not stand for."

WIST has launched *WIST Speaks*, which will present the station's "on-the-air expression of opinion on matters of public interest." Plans are for one editorial to be broadcast each week, but, according to the station, "there will be occasions when the importance of the news will dictate two, three or even more editorials in a week."

Public Service:

Realizing the increasing death rate due to traffic accidents, the Rhode Island Broadcasters Association,

KXOK St. Louis, WMCA New York and KXL Portland, Ore., report they have begun campaigns to impress listeners with safety precautions.

The RIBA has come out in favor of the purchase of broadcast time for traffic safety projects "provided the desire of the state purchasing agency is to assure specific schedules and to pre-select times of spot announcements." The association is made up of 13 member stations in the state (11 radio, 2 tv).

KXOK held a two-day "Salute to Safety" early last month, with 2,000 safety balloons being released at 16 points in the Greater St. Louis area. Each of the balloons contained a safety slogan, and two in every batch of 100 balloons carried certificates entitling lucky persons to one of 50 prizes.

WMCA established a series of safety announcements aimed at motorists during the peak traffic times. The station used actual children's voices, with an appeal to drive carefully.

The KXL safety project featured "Operation Hazard Cut." The station ran announcements throughout the day asking listeners to report traffic hazards that existed in their area. KXL states that it received over 500 cards and letters, which the station turned over to the Portland Traffic Safety Council.

WEMP Milwaukee reports that it recently became the first station in four years to win the two "Millie" awards presented by the Milwaukee Recorded Music Industry for outstanding public service. Besides the station being recognized, it announces, Tom Shanahan, WEMP disc jockey, was honored for performing the most outstanding public service job among Milwaukee disc jockeys in the preceding year.

Programming:

By mid-fall, the Hawaiian Islands will have a "24-hour personality and charm broadcasting service." An all-girl radio station, run by female inhabitants of the islands, will begin operation. The station, KNDI, will use the slogan, "Candy, the sweetest sound in all the Hawaiian Islands."

WLIS Old Saybrook, Conn., has inaugurated a new programming format, "Abstract." According to the station, the concept divides the average day into half-hour segments, which are divided at the hour by world and national news, and at the half-hour by local news and the weather report. WLIS points out that since no particular type of music is assigned to any time slot, the result is well-balanced segments.

Radio Activity:

Anniversary celebrations are the order of the day for six stations—KNX Hollywood, celebrating its 39th last month, WWJ Detroit, 39, WWRL Woodside, N. Y., 33, occurring at the end of August, WPTF Raleigh, N. C., 35 last month, WKNE Keene, N. H., 32, and WEEL Boston, celebrating its 35th.

In association news, John Vath Sr., WWL New Orleans, elected president of the New Orleans Radio Broadcasters Association, and Ralph N. Edwards, WWGS Tifton, Ga., elected head of the Georgia Association of Broadcasters. • • •



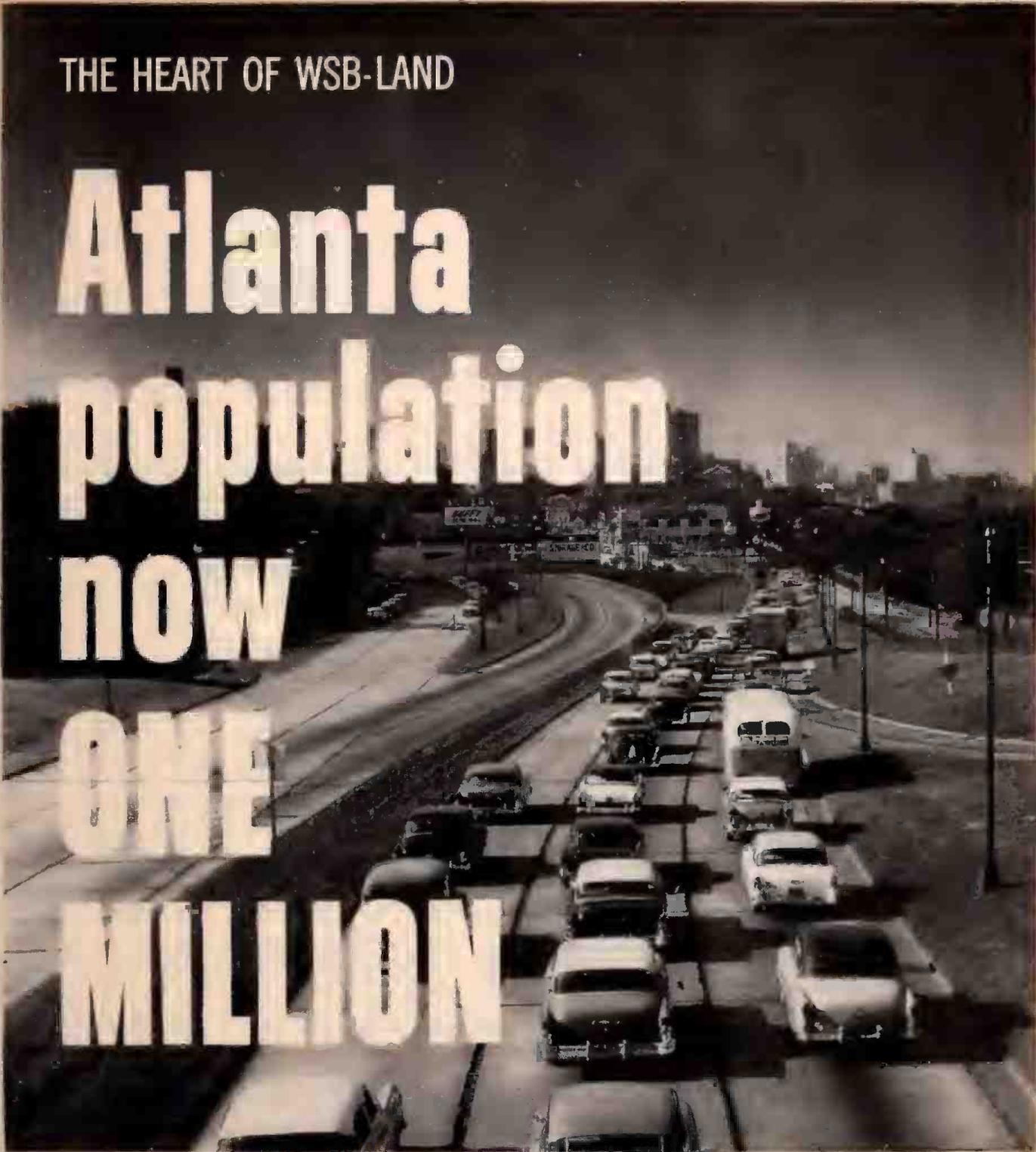
Among those present at the recent Storz Managers Meeting in Chicago were (standing, left to right) G. Richards, dir. of programming; H. Dolgoff, general counsel; R. Tilton, dir. of engineering; J. Sampson, gen. mgr., KOMA Oklahoma City; C. B. Clarke Jr., gen. mgr., WOGY Minneapolis, and (seated, left to right) F. Berthelson, v.p.-gen. mgr., WTIH New Orleans; T. Storz, pres.; G. W. Armstrong, exec. v.p.-gen. mgr., WHB Kansas City, and J. Sandler, v.p.-gen. mgr., WQAM Miami.



"Big Johnny Reb" directs traffic to Columbus from every direction as part of a promotion campaign by WDAK Columbus, Ga. Twenty-seven of these "highway bulletins" invite residents and tourists to listen to the station.

THE HEART OF WSB-LAND

Atlanta population now ONE MILLION



There now are one million men, women and children in Metropolitan Atlanta. Or by the time you read this, perhaps more. Newcomers are arriving by plane, train, car and stork at the rate of 516 per week.

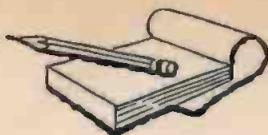
Atlanta is the dynamic, hard-working, good living heart of that vast region served and sold by WSB Radio. We invite you to share the rewards of this great and growing market's present and future.

ATLANTA'S

WSB-Radio

The Voice of the South

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton



Listeners Find Key To Station Promotion

The key to the latest promotion campaign by WITH* Baltimore was for listeners to find the missing ignition key to a 1959 Chevrolet Kingswood station wagon—and get the car as a prize.

Each day, for 10 days, the key was hidden in a different location, and each day's clues were broadcast at 15-minute intervals throughout the day. The station says that there were "six clues a day in rhyming couplets."

Kicking off the campaign, WITH ran an 1,800-line newspaper ad in the Sunday papers and followed this with teaser spot announcements. With the station being "123 on the dial," the theme of the campaign was "1-2-3—Find the key."

WITH also used giant outside bus cards on city transit lines to advertise its missing key contest. A model car, supplied by the participating dealer, also toured the main streets of Baltimore. Such areas as the city's parks, supermarkets and waterfront were covered in the search. The key was finally discovered on the 10th day.

Holiday Trip Promotion Takes Listeners to Hawaii

An "Hawaiian Holiday" for two weeks with Doug Arthur, WCAU* Philadelphia personality, was offered to the station's listeners at an all-expense cost of \$765 per person. For almost three months, Mr. Arthur promoted the trip, mentioning various highlights each day on his 11:05 a.m. to 12 noon and 3:30 to 5:20 p.m. programs. During that time, the station turned over 913 leads from persons who wanted more information on the trip to the Main Line Travel Service of Bala-Cynwyd, Pa., on behalf of Northwest Orient Airlines. A "Hawaiian Holiday" folder was sent to each person. Out of the 913 leads, 36 were converted by the travel agency into sales—totaling \$27,540.

Station Buries Its Most Loyal Fan

KOMA Oklahoma City states that it "is the only station ever to talk

directly on the air to a man in his grave"—and the man is its most loyal listener.

Seeking to find its most loyal fan, KOMA turned up a 36-year-old Cherokee Indian named Wachickanoka, who stated that he would be buried alive with deadly snakes "until everyone in Oklahoma City listens to KOMA." At press time, the station reports, the Indian had been in his "grave" for three weeks with 10 deadly diamondback rattlers, five cottonmouth water moccasins and one South American boa constrictor.

KOMA states that over 15,000 listeners have visited the grave to "pay their respects." The grave is equipped with a foam rubber mattress, five pillows, two electric fans, two light fixtures and a telephone. There's a prize of \$1,000 to the person who can guess how long Wachickanoka remains buried.

Listeners Win Cars For Hearts and Kisses

Two stations—KOIL Omaha and KICN Denver—are offering automobiles to their listeners in recent "hearts and kisses" contests.

The KOIL promotion, "KOIL Teen-Car Contest," asks teenagers to estimate how many hearts and kisses have been painted on the "teen car" by the station's disc jockeys. The boy or girl who comes closest to the exact number will receive the car as a prize.

The KICN "Jalopy" contest offers its listeners a chance to win a 1953-model automobile. The car, which is painted with numerous hearts and lips, according to the station, is riding the streets in the Denver area. The person who comes closest to guessing the number of red hearts and lips on the car will win it as a prize.

Included in the "Jalopy" promotion is the distribution of free "kookie" hats, imprinted with the KICN call letters and the station's frequency. At every stop made by the "jalopy," these hats are given out to onlookers.

Homesick Listeners Hear Voice From Home

Hometown greetings are being delivered to many former residents now living in the nation's capital by disc jockeys from communities throughout the country in a project conducted by WWDC* Washington, D. C.

WWDC's "Voice From Home" messages, from smalltown as well as large city radio disc jockeys, are aimed at its "constantly increasing audience of temporary and permanent residents making a 'second home' in the nation's capital."

The station felt that since many of the newcomers are often homesick for the folks they left behind, the friendly and familiar voices of favorite hometown personalities would be welcomed.

WWDC states that the idea has met with the approval of the other stations, who have sent the requested tapes of "welcome" without delay. Also, points out WWDC, there have been requests for return greetings from its own personalities.

Alarm Clock Service For Radio Audience

Listeners to the *Mike Woloson Show*, 7 to 10 a.m. on WNTA* Newark, N. J., are being provided with a "Wake-Up Service" by the program's host. Persons wishing to get up at a specific time in the morning have been requested to mail in a postcard and register, just as in a hotel, with the station.

This "desk service" results in a personal telephone wake-up call from Mr. Woloson at any minute desired. The station points out that "As with the better hotels, there is no charge from WNTA for the service." Mr. Woloson adds: "Now, all that I have to do is figure out a way to get these people to listen to my radio show once I pull them out of bed."

• • •

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



"Brennan in for WGN"

Terry Brennan, former All American and head coach from Notre Dame, is "color man" on WGN Radio's Midwest College Game of the Week* this fall—another example of that "something extra" which Midwest listeners have come to expect from WGN Radio.

Other "extras" are • On Cubs' baseball, former player-manager, Lou Boudreau • On Bears' Pro Football, former all-star pro

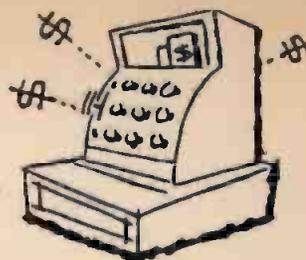
*Sponsored by General Tire & Rubber Company and Oak Park Federal Savings & Loan

guard, George Connor • Greatest all-round sports staff in the nation composed of veterans Jack Brickhouse, Vince Lloyd, Jack Quinlan and Lloyd Pettit.

Add to this the best in music, public service programming and top personalities—it's no wonder WGN Radio reaches more homes than any other Chicago station!

WGN RADIO—CHICAGO
THE GREATEST SOUND IN RADIO

radio registers



SAVINGS AND LOAN

Humboldt Federal Savings & Loan Association, Eureka, Calif., ran a week-long saturation campaign promoting its Sixth anniversary open house party over KINS. It then continued the drive throughout the three-day event. KINS prepared four musical jingles as lead-ins for all announcements of the saturation schedule, which included 10 one-minute announcements daily and 15 time-weather signals daily, according to the station. The bank awarded cash prizes, and also offered premiums for new savings accounts opened. The station states that the bank received 842 new accounts in three days. Humboldt Federal has ordered 56 announcements a week, says KINS, for the remainder of the year.

CAR DEALER

Gallagher Motors, London, Ont., ran a four-day teaser campaign followed by a three-day spot promotion for its used cars over CFPL. From Sunday through Wednesday, the firm used 10 teasers per day. The spot portion featured 10 per day, Thursday, Friday and Saturday, with remote broadcasting for three and one-half hours on Friday and 11 and one-half hours on Saturday. The station reports that the total advertising cost was \$790 and the car dealer sold 78 cars on Friday and Saturday.

HOME BUILDER

Perfection Homes, a pre-fabricated home building company in Shenandoah, Ia., recently ran a one-month campaign over KMA promoting its new concept, "panelization." The 30-day promotion featured 40 spots and resulted in over 500 inquiries and nearly \$500,000 in pending business for the company, according to the station.

MOWER DISTRIBUTOR

Doubleday Hill Electric Co. used 60 announcements during a four-week campaign over WMAL Washington, D. C., to promote Sunbeam mowers. Aimed at the housewife audience, the promotion centered around the station's daytime program, At Home With the Strongs, heard from 10:10 a.m. to 3 p.m. WMAL states that Jerry and Jimma Strong sold 884 mowers in one month—623 Sunbeam Electric Mowers and 261 gasoline powered Sunbeams.

STANDARD Super SOUND EFFECTS

Now available exclusively through
MP-TV SERVICES INC.
An affiliate of

RADIO RECORDERS

7000 Santa Monica Blvd
Hollywood, California

The accepted leader for 25 years,
STANDARD RADIO SUPER
SOUND EFFECTS, JINGLES,
AND COMMERCIAL AIDS,
are now added to Radio
Recorders AUDIO AIR
CHECK for a complete service to
broadcasting and
allied industries.

FOR
INFORMATION
HOLLYWOOD
3-3282



CCA TREMENDOUS SUCCESS

In a letter to Phil Peterson, Eastern Division Manager of CCA, Jim Delbridge, Commercial Manager of WBTA, Batavia, New York said: "that the result of WBTA's first CCA Campaign was a tremendous success; Clients were happy, the Women's Clubs, and naturally WBTA, too.



Jim Delbridge

"We are looking forward to our second Campaign about January, and an even bigger and better success than the first.

"CCA will make money for you, and give you a premium Community Service program at the same time—every time!"

COMMUNITY CLUB AWARDS



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

Articles Of Major Interest

Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



the monthly magazine devoted 100% to radio advertising
U.S. RADIO

1. 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

2. 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

REPRINTED FROM JULY - 1959 U.S. RADIO

- **Will the Cash Register Ring for FM?**
(including equipment style guide for FM)
- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints

U.S. RADIO

50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising, be sure you see each monthly issue of U.S. RADIO.

**Enter Your
Subscription
Today
\$3 For 1 Year
\$5 For 2 Years**

U.S. RADIO

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

SUBSCRIPTION

Please see that I receive **U.S. RADIO**

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

Company _____

Type of Business _____

Company or

Home Address _____

City _____ Zone _____ State _____

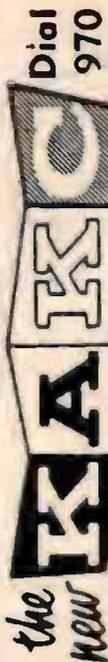
PLEASE BILL

PAYMENT ENCLOSED

K. A. CASEY SAYS: I'M STARTING MY 4th CONSECUTIVE YEAR OF



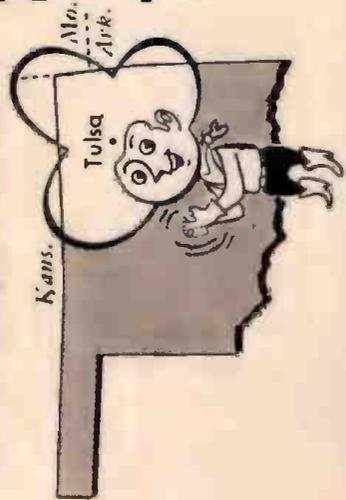
1st PLACE RATINGS IN THE RICH TULSA MARKET



THE NO. 1 NEWS STATION IN THE NATION

The New KAKC has been first in every Tulsa survey since October 1956.

American Airlines Bldg. — Tulsa — LUhr 7-2601 — TWX: TU99
806 N. 4th, V.P. & Gen'l Mgr. — Rep. Adam Young, Inc.



Lester Kautlin, Pres.

report from RAB

Stations Tighten D.J. Chatter, Music

What's happening in the area of disc jockey programming?

RAB this month came up with some answers based on a nationwide survey of its member stations. The bureau's conclusion: More control is being exercised over the music and disc jockey chatter portions of station programming.

Kevin B. Sweeney, RAB president, reported the facts during the course of the bureau's Regional Management Conferences, which were held during September and part of October in eight cities around the country.

Mr. Sweeney told station executives attending:

"Not too long ago selection of music was often made with little or no direction from management. But today nearly nine out of 10 stations have a music policy."

He reported that 89.4 percent of RAB stations now operate with some kind of music control policy while 79.1 percent limit disc jockey talk. He also noted that stations in small and medium-sized markets were more likely to have a music policy than those in larger markets.

Mr. Sweeney said that program personalities still dominate in the selection of individual records but that limitations covering the kind and variety of music are imposed by program directors or other supervisory personnel.

Discussing controls on disc jockey talk, the RAB president reported

that 35.6 percent of stations have a definite time or word limit on between-record chatter while another 43.5 percent of stations suggest their d.j.'s "keep talk down."

And disc jockey controls, according to Mr. Sweeney, are on the increase. In a similar survey conducted by the bureau last year, only 68.7 percent of stations reported some kind of personality bind.

Also discussed during RMC were some 60 cost-cutting, efficiency-producing ideas for management contributed by leading companies outside the radio industry.

The bureau had surveyed such firms as Rand-McNally, IBM, Pennsylvania Railroad, Prudential Insurance and other giants to seek tested ways of sharpening station administration. For example:

PROBLEM: Literally thousands of man-hours lost in long, drawn-out meetings among sales personnel; meetings which, nevertheless, are essential to the flow of ideas, solving of specific problems and the general operation of "big business."

SOLUTION: A unique idea developed by one of the nation's leading insurance companies. Nothing but "stand up" meetings. All get-togethers conducted in chairless rooms to cut down on comfortable, "settle-back-and-talk" sessions. The firm reports cutting time almost two thirds. • • •

RAB SALES TREND OF THE MONTH

From material uncovered by RAB during national sales calls

So-called "mass" advertisers in several product categories who figure prominently in tv and magazines are beginning to realize they're overspending to reach their target groups. Pet food firms, for example, spend millions in tv yet sell to barely 40 percent of U. S. homes. Two other tv hotshots—home permanents and women's hair dressings—have a market in only about four out of 10 U. S. homes. These advertisers have expressed interest in RAB's "on target" concept of buying time—a method of capitalizing on radio's selectivity values in order to direct messages only to the families who actually buy the product.



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

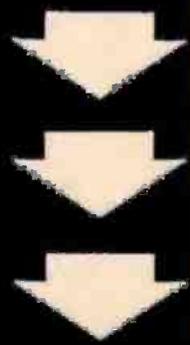


If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



1st



according
to all
surveys

**PULSE - HOOPER
TRENDX**



Represented Nationally by
JOHN BLAIR & COMPANY

report from representatives



Adam Young Uses Khrushchey Visit As Backdrop for Radio Presentation

A timely presentation tying in last month's visit by Russian Premier Khrushchey with the values of modern radio was staged recently for advertising agencies in New York and Chicago by Adam Young Inc.

The representative firm, a staunch advocate of what it calls modern radio, presented a combined live, tape, and slide project, which, among other things, pointed out that:

- Car radios alone come close to equalling the total number of magazine, television or newspaper homes in the nation.
- Non-premium daytime periods on modern stations are *more efficient* in reaching the away-from home listener.

The Adam Young presentation, "Dynamic Radio in a Dynamic America," is keyed to the idea that Khrushchey's tour, if it were to accomplish any worthwhile purpose, would "show him first hand the workings of our American free enterprise system." What could be more representative of free enterprise and freedom of choice, points out the firm, "than the dynamic change in listener loyalties that has occurred in the past few years as a result of the American competitive system."

Foundation

Using the Khrushchey tour route as the foundation of its project—with an Adam Young represented station in every city of the tour—the firm highlights certain statistics about radio. It states that nearly 15 million radios were sold last year—three times the number of tv sets—and that with radio becoming a personal companion, each member of the household "enjoys his *particular* brand of radio entertainment virtually anyplace . . . anytime."

Beginning in Washington, D. C., along with the Premier, the Young presentation includes remarks by

Commissioner Robert Lee of the Federal Communications Commission. Commissioner Lee states that at the local level, "increased competition among broadcasters has been responsible for increased ingenuity and eagerness to serve in as many ways as possible. The result has been better radio service for each community."

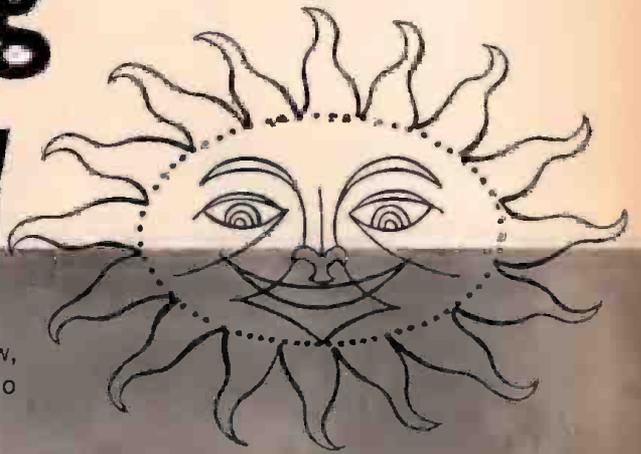
Reaching New York, the presentation points out, Khrushchey soon became aware of American motorists and that 90 percent of all new cars will have radios. At this point—typical of the complete project—a tape recording mentions a contest by WMCA New York which asked people to write to the Premier, and a slide shows a cartoon of people puzzling over their letters as one gentleman with pronounced feelings hits Khrushchey over the head with a mallet.

Other cities included are Los Angeles, where population increases and the growth in the suburbs are shown; Des Moines, and Pittsburgh.

The Young presentation states that the modern station's programming is especially geared to the active listener, "the listener doing housework, driving a car, or picnicking at the beach." It states that although advertisers still buy the traffic-time periods to reach radio's out-of-home segment, Pulse studies indicate that non-premium daytime periods are more efficient on modern stations.

Realizing that some people "will continue to deride the *moderns* as reaching only teenagers, using gimmicks and so forth," Young declares that research is now available to disprove these negative implications. "Successful modern radio stations today are programmed *not* by rigid formula," the firm says, "but by astute creative management, whose aim is *maximum effect* of the *maximum medium*—radio." • • •

Top of the morning in Kansas City



As sure as the sun will come up in Kansas City tomorrow, more morning radio listeners will be tuned to KCMO-Radio than to any other station.

The latest Nielsen Radio Report tells the story: Monday through Friday, 6:30 a.m. to 10 a.m., KCMO-Radio's Musical Timekeeper has Kansas City by the ears. We reach an average of 29,823 homes per quarter hour. That's 3000 more than the next station. Nearly twice as many as the third station, and almost three times the audience of the fourth station.

Naturally we say if you want to sell wide-awake Kansas City, it's a great day in the morning for you on KCMO-Radio. It's Kansas City's only 50,000-watt radio station. It's always a good morning to you on KCMO-Radio. 810 kc. CBS radio network.

THE SUN COMES UP in Kansas City and the skyline defines the downtown district.

Photo: Dan Faron

KCMO-Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

E. K. Hartenbower, Vice President
and General Manager
R. W. Evans, Station Manager



SYRACUSE
PHOENIX
OMAHA
TULSA

WHEN
KPHO
WOW
KRMG

WHEN-TV
KPHO-TV
WOW-TV

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

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

THAT'S ALL SHE

WRIT!

IN
MILWAUKEE

**NOW
NO. 1**

WRIT leads the Milwaukee Market from 7:30 in the morning 'till 6:00 in the evening, Monday through Friday in the average quarter-hour ratings! (A. C. Nielsen — June-July, 1959)

WRIT

MILWAUKEE

Bernie Strachota, General Manager
Parker Daggett, Sales Manager

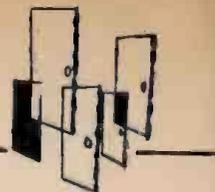
Buy Radio when you buy media
Buy Balaban when you buy radio
Buy WRIT when you buy Milwaukee
and you BUY the people who BUY

WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS

in tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by
Robert E. Eastman

report from agencies



Radio Scene of Schoolroom

For Agency's Ad Course

In Trenton, N. J., the sound medium and the advertising profession are currently enjoying a mutually beneficial relationship that is proving so successful it promises to catch on in other sections of the country.

Convinced that neither the general public nor the average business executive is sufficiently grounded in the fundamental principles and mechanics of advertising, the Eldridge Inc. agency is seeking to remedy the situation with a series of programs over WTTM Trenton called, "This . . . is Advertising."

The series—the second undertaken by the agency—began on September 22 and will run in weekly segments of an hour through December 15. Produced with a panel format, it features experts who discuss topics in all major areas of the business.

The present programs grew out of a similar set sponsored by Eldridge earlier this year and which proved popular enough for the agency to try it again, this time with an "advanced course."

Eye-Opening

Jane Sarin, Eldridge account executive in charge of radio, conceived the idea last January because "it was our eye-opening experience here in the Delaware Valley area to learn that many sales managers, vice presidents-in-charge of sales and other executives, who handled the sales promotion and advertising campaigns for their firms, knew amazingly little about the field in which they were spending considerable money.

"It seemed to us, therefore, that if they had the opportunity to learn something about advertising, sales promotion and the graphic arts in their privacy, it would benefit and facilitate agency, client and media relationships enormously."

Typical of the favorable response received by Eldridge to the initial series, according to Miss Sarin, were hundreds of letters from business people and the interested general public in the Trenton area. In addition, the agency received inquiries from other agencies, including Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, and groups like The Pittsburgh Radio & Tv Club.

Agency Policy

Eldridge, which bills approximately \$500,000 annually, has made a policy of promoting its clients and itself through the sound medium. As an example, it has been running for several years a series of one-minute spots over WTTM citing the civic contributions of its major clients and closing with a tag stating that the firm is served by the Eldridge agency. According to Miss Sarin, these spots have attracted favorable notice from the advertisers involved and have also advanced the public relations of the agency.

"We use radio," says Miss Sarin, "for maximum coverage. We feel radio does the best job possible for many of our clients and it is proving most successful for us as well."

Among the subjects to be covered during the present edition of "This . . . is Advertising" are the following, many of which were suggested by David R. Eldridge, the firm's vice president: Point of purchase; sales contests and incentive planning; sales training; market research; marketing; advertising's benefits to clients and clients' expectations from advertising; advertising and the law; advertising budgets and cost accounting; advertising careers; national advertising promotions, and advertising successes of Trenton firms. • • •



PHILADELPHIA WELCOMES...

FOR ITS 4th ANNUAL CONVENTION! NOV. 1-4 WARWICK HOTEL

BPA

The Broadcasters' Promotion Association has planned an unusually fine get-together for 1959! Our convention "call letters" are C-O-M-E!

There'll be more sound and practical promotional ideas unveiled than you can shake a route card at. We also want to hear what new marvels of merchandising

you have in motion on behalf of your channel or frequency! If you're interested in the broadcast advertising, promotion or publicity field, the convention is a must for you! This year, there's an extra feature to the affair: a few days of fabulous Indian Summer in Philadelphia!

BE SURE TO CLIP THIS COUPON ▼

Sunday through Wednesday
November 1-4
Warwick Hotel—1701 Locust St.
Telephone: PEnnypacker 5-3800

REGISTER NOW!

Full registration: \$35.00 before
Oct. 1st. \$40.00 thereafter.
Single-session tickets also
available upon request.

Mr. William Pierson
Broadcasters' Promotion Ass'n.
190 North State Street
Chicago 1, Illinois

Dear Bill:
Yes, indeed! I plan to attend the 4th Annual BPA Convention in Philadelphia. My check in the amount of \$_____ is enclosed. I'll follow-through on my hotel reservation.

NAME _____
ADDRESS _____
CITY _____ STATE _____

BROADCASTERS' PROMOTION ASSOCIATION, INC.

State-Lake Building • 190 North State Street
Chicago 1, Ill. ANdover 3-0800



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV looks over . . .

**Letters of GOOD WILL—
34 years in building—
a productive PLUS for
WHBF advertisers.**

STRONG & PRODUCTIVE FROM DEEP ROOTS



WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

**THEY KNOW WDBJ RADIO
HAS REAL SALES POWER**



PAXTON C. JUDGE
Vice-President, Roanoke Div.
THE KROGER COMPANY
"We've used WDBJ Radio for
twenty years and have found
it to be a productive me-
dium."

R. E. FOUTZ
Secretary-Treasurer and
Manager
ROANOKE GROCERS, INC.
"Our quarter-hour morning
program has paid handsome
dividends over a 6-year peri-
od—reaches homemakers we
want to sell."



F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.
"WDBJ Radio has done a fine
job helping us to build cus-
tomer acceptance since our
entry into Roanoke's com-
petitive market 5 years ago."

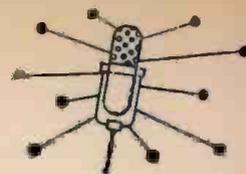
WDBJ CBS RADIO
Roanoke, Virginia

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



PETERS, GRIFFIN, WOODWARD, INC.
National Representative

report from networks



► CBS:

A network profit for the final quarter of 1959 was announced by Arthur Hull Hayes, CBS Radio president, at the sixth annual convention of the CBS Radio Affiliates Association held last month in New York. He also indicated that "with the healthful economic climate restored by the Program Consolidation Plan, the network could make money in 1960."

CBS Radio contracted for 26-week sales totaling more than \$5 million, according to George J. Arkedis, sales vice president. According to Mr. Arkedis, *Garry Moore on Radio*, which began on September 28, and Arthur Godfrey, who returned to radio on the same date, are sold out.

Eighteen sponsors have signed for *Arthur Godfrey Time* for the 26-week period, with contracts coming to more than \$3 million. These are: Curtis Circulation Co.; Sara Lee Kitchens; Niagara Therapy Manufacturing Corp.; Kellogg Co.; Milner Products Co.; U. S. Plywood Corp.; Sandura Co.; Borden Co.; Campana Sales Co.; General Electric Co.; Clairol Inc.; Bristol-Myers Co.; Helene Curtis Industries Inc.; Hartz Mountain Products; Mutual of Omaha; Sweets Co. of America; Alcoa, and Puritron Corp.

The Garry Moore show's sponsors are Niagara Therapy and Amana Refrigeration Inc.

► NBC:

A total of \$600,000 in net sales was received by NBC Radio last month, according to William K. McDaniel, NBC Radio network sales vice president.

The sales were highlighted by the entry into network radio of Renault Inc. This firm has one-quarter sponsorship of *News on the Hour* for 13 weeks, as of September 28.

Other sponsors include: Marion Kay Products Co., which purchased a schedule of announcements on *Alex Dreier-Man on the Go*; Florists Telegraph Delivery Association, buying participations on *News on the*

Hour, the Alex Dreier show and *Monitor*; Church & Dwight, which will have one-quarter sponsorship of *News on the Hour*, for six weeks starting October 12, and Sunsweet Growers Inc., which ordered an eight-week schedule of announcements beginning January 4, 1960.

► ABC:

ABC Radio reports that recent new sponsors include Watchmakers of Switzerland, for 13 five-minute segments of *Breakfast Club* running from October 7 to October 23; Scholl Manufacturing Co., buying 18 *Breakfast Club* segments from September 16 until November 27; Profit Research Inc., for 52 weeks of *Sidney Walton's Seven Little Books*, beginning September 19 (ABC Pacific Coast Regional Network), and Merit Plan Insurance Co., for 52 weeks of *William Winter-News*, beginning September 14 (ABC-PCRN).

► MBS:

At the Mutual Broadcasting System's regional meeting with owners of affiliated stations, held last month in Atlanta, Ga., the owners reported increased station time sales, which were attributed to the network's news plus low-option-time operating formula.

MBS President Robert F. Hurleigh states that the general purpose of the meetings is to provide exchanges of owners' views and experiences for the ultimate gain of all attending. This first meeting brought together owners of 131 MBS affiliates from Georgia, Florida, Tennessee, North Carolina, South Carolina, Alabama, Arkansas, Louisiana and Mississippi. The second meeting is being held October 15 in Philadelphia for the benefit of the station owners in the mid-Atlantic and northeast areas.

In affiliation news, KIOA Des Moines joined Mutual at the end of last month; WNTA Newark, N. J., became a special affiliate for news and special events; WNSM Valparaiso, Fla., joined on Oct. 5, . . .

"I believe radio stations could increase the value of their commercial time by better spacing of commercials, and better policing of commercial subject matter; by abolishing multiple spotting practices and by using more imagination and investing more money in unique programming."

Fels & Co.:

"Improve programming."

Good Humor Corp., George C. Neumann, vice president-advertising:

"When business is good, the natural inclination is to play it safe. 'Don't change anything. Why take chances with a new idea?' This attitude made radio a sitting duck for tv in the early 1950's. Today's music and news bonanza appears to be setting up 'me too' stations for another rude awakening. In the long run, a station must develop a distinctive personality to survive."

H. J. Heinz Co., R. D. Sistrone, media supervisor-radio-tv:

"There are three things radio can do to make itself more appealing to advertisers in the future:

- "1. Improve programming.
- "2. Creative selling.
- "3. Reliable rating data."

Seven-Up Co., J. M. Thul, advertising manager:

"Establish rates that are comparable for both national and local advertisers."

Stewart-Warner Corp., F. R. Cross, director of advertising:

"Radio should never be satisfied and rest on its oars, but should try to improve itself in all three areas (programming, sales effectiveness and research), even though I feel it is doing an excellent job on all counts."

The survey of advertisers displayed the interest that business firms have in the health and vitality of radio. It is up to the radio medium to evaluate continually its service as an advertising vehicle in an effort to gain greater recognition and use. • • •

*with a properly conceived,
strategically placed Service-Ad*

selling by helping people buy

'THE VOICE OF LONG ISLAND'

WHLI
10,000 WATTS

the only station that delivers
New York State's

2 nd

**LARGEST
MARKET!**
(Nassau-Suffolk)

WHLI dominates greater Long Island . . . and its huge, quality adult-buying audience!

Reaching 5,668,100 people . . . at an amazingly low cost-per-thousand!
(Total primary coverage)

Delivering total coverage of the "Big Income - Big Spending" adult-buying audience
(Nassau-Suffolk)

BUYING INCOME . . . \$4,392,349,000
RETAIL SALES . . . \$2,620,895,000

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station!
Puise

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD *the voice of Long Island*
LONG ISLAND, N. Y.

Represented by Gill-Perna

**MORE
REACH
in the
DETROIT
AREA!**

**with
50,000
WATT
POWER**

Means
**MORE
PEOPLE
REACH FOR
YOUR
PRODUCT!**



GUARDIAN BLDG., DETROIT

J. E. CAMPEAU President

ROBERT E. EASTMAN & CO., INC.
Natl Radio Rep

been offered for sale. It is a five-minute editorial using the personal pronoun "I." He stated that two men on the news staff write their own editorials. "I never see them. Sometimes I never hear them." Mr. Breen also stated that listeners get a chance to answer. He further declared that editorials were not designed to serve pressure groups. On the subject of sponsors, Mr. Breen said, "It has been my experience and that of many others that we gain, rather than lose, advertisers."

Both Messrs. Strouse and Breen agree that editorials should entertain as well as inform.

News Coverage

In the area of news presentation and coverage, William Small, news director of WHAS Louisville, Ky., entered the arena of controversy with a blast at radio's widely used five-minute news capsule. "Almost every day the reporter with just five minutes to tell his story finds himself sacrificing sense, substance and style." Mr. Small stated that "frequency of news is a nebulous matter." He said, "It is my contention that public service is best served by serving up news at an appointed time so that a listener will know that . . . whatever it is, he can find a full report on your station." Mr. Small then cited some observations on radio news presentation: Radio news should not run a catalog of crime, using everything on the police blotter; it does not need sirens and noise; it has no place for "phony claims of phony exclusives;" it should not be used as a promotion vehicle for the station; it does have a need to encourage solid reporting.

Brief Tapes

Martin Weldon, director of news and special events for WNEW New York, offered the results of his station's experience in light of its increased emphasis of news coverage. "Local news is our field of concentration, stressing mobility and cover-

age. We use reciprocal beeper phone service and brief tapes that run about 35 seconds. The voice of the man in the news is valuable. Showmanship in news presentation is legitimate as long as it does not distort. Radio newsmen become better when they gain more respect for their own work and realize they are in the news business with all of the tools of news-gathering plus one very special one—indigenous to our medium—the tool of tape." He said radio news must realize that it, too, can make news.

Age of Speed

Jerry Landay, news director of WBZ Boston, defended the use of five-minute hourly newscasts. "The changing character of continuing stories in this age of speed . . . plus the huge volume of good story and tape material . . . demands that we publish on a frequent basis. . . . To deny the value of the five-minute news program is to deny one blessed advantage of the radio news medium—the ability to deliver it clearly and quickly."

Hugh Brundage, news director of KMPC Los Angeles, presented the case for radio's live, on-the-scene reporting—essentially the things only radio can do so well. Mr. Brundage mentioned how the station's mobile set-up covers the critical traffic problem in his area:

On the Move

"Our two helicopters and three mobile units at KMPC are constantly on the move during morning and evening peak traffic periods. Reports are also aired at other intervals whenever necessary, but we do not allow any of these reports to be sold commercially.

"Mobility plays a tremendous part in our news operation," Mr. Brundage stated. "Whether events take place on land, air or sea, we're on top of them with our mobile units, helicopters and a boat tie-in we have with the U. S. Power Squadron."

• • •



**\$250,000 Fm War Chest
To Come From Time Buy**

A unique plan that would raise a "war chest" of at least \$250,000 for research and sales promotion to sell the fm medium to advertisers and agencies has been undertaken by the newly-established National Association of Fm Broadcasters.

The plan offers a national advertiser three spots a day, seven days a week for a minimum of six months over the association's member stations, numbering about 75 outlets. The stations, in turn, will turn the revenue over to the association for research and promotion projects.

At its organizational convention held last month in Chicago, the NAFMB adopted as its foremost objectives the promotion of fm broadcast time sales by advertisers and agencies, the promotion of fm receiver sales and their increased usage, and the establishment of suitable fm audience and market research standards and procedures.

National in Scope

The research will be national in scope. It is not expected to concern itself with specific areas, but rather will be concerned with the characteristics of the medium's audience as a whole. The research studies will evaluate the different types of listeners and report, among other things, how many hours they spend listening to fm compared with time spent with other media. In addition, income levels of the fm audience and fm program preferences also will be made available to advertisers and agencies.

According to Sydney Roslow, director of The Pulse Inc., "Fm broadcasters should do research on a cumulative and qualitative basis. We should stay away from ratings . . .

It is sheer folly to expect ratings to make a station look like a favorable buy to an advertiser." Much more important, he stated, are facts that describe the make-up of fm's audience.

In addition, Dr. Roslow suggested that the NAFMB go on record with recommendations of "must" essentials in programming, promotion and publicity for the members that have made stations successful by being "finance-minded."

Long Road

According to Alfred Politz, head of the research organization, fm broadcasters still have a long road of research and fact-gathering before there is sufficient material available to present to the national advertising industry. He told the convention that he always wondered why "the most advanced form of radio transmission should play a secondary role as an advertising medium."

Some advertising agency executives still don't realize that fm stations accept advertising, stated Arthur Bellaire, vice president in charge of radio and tv copy at BBDO Inc., New York, at the NAFMB convention. Furthermore, there are still others in the business who know fm stations accept advertising, but are confused as to what types of commercials are acceptable, he declared.

Sales promotion should be emphasized rather than the general types of services by the NAFMB, Harold Fellows, president of the National Association of Broadcasters, stated. Pointing out that more than 15 million fm sets are now in use, he said,

[Cont'd on p. 86]



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



RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



If you're thinking about new business, think about RCA Thesaurus Commercial Library service. It's making local radio sales history in Charleroi, Pa. George D. Gailey, Manager of station WESA, tells about RCA Thesaurus in this way:

"\$13,500 in 5 weeks from 51 accounts... 35 accounts *brand new!* RCA THESAURUS' "SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR" campaign is sensational! Our biggest year ever... thanks to Thesaurus!"

RCA Thesaurus can lead you to new sales successes in your town. Write today for complete details.



155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

"The awareness that something unusual and striking in the field of fm radio broadcasting has swept the country."

The formation of the NAFMB marks the first time that all elements of the fm industry have been brought together under one organization. The NAFMB is an outgrowth of a former group called the Association of Fm Broadcasters, which met in Chicago last July and voted to disband in favor of this comprehensive organization.

Heading the group is the newly elected president, Fred Rabell, KITT San Diego. Concluding the two-day convention, Mr. Rabell told the members of the industry that "Fm radio, and the fm listening audience, will surpass old-fashioned am radio within seven years."

Other officers elected include: T. Mitchell Hastings Jr., Concert Network—vice president; Frank Knorr Jr., WPKM Tampa—secretary, and William Tomberlin, KMLA Los Angeles—treasurer.

The NAFMB, at its convention, also proposed aims and purposes for the association. In addition to research and promotion campaigns,

objectives are: Acting as a central clearinghouse of information relating to fm programming, sales, research and sub-channel usage; acting as a central fm public relations, publicity and advertising bureau; maintaining liaison with the FCC on behalf of its members; encouraging maximum usage of fm sub-channels for commercial purposes; encouraging technical progress, analyzing and reporting on all fm program sources, and fostering local and regional NAFMB associations.

NAB Fm Unit

In another industry-wide fm development, the NAB reported that Ben Strouse, WWDC-FM Washington, D. C., has been named chairman of the NAB's 1959 to 1960 Fm Radio Committee.

Committee members are: N. I. Bentson, WLOL-FM Minneapolis; Everett Dillard, WASH-FM Washington, D. C.; Raymond Green, WFLN-FM Philadelphia; Michael Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Richard Mason, WPTF-FM Raleigh, N. C., and Mr. Rabell.

• • •

Fm Station Key

The following is an addenda to the fm station key that appeared in U. S. Radio's special fm issue in July 1959. Information is taken from questionnaires returned by stations. Programming data is reported in the same terminology used by the stations.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA WSFM Birmingham	None	(No Am)	Concert music
CALIFORNIA KQXR-FM Bakersfield	None	(No Am)	Standard and show music, featuring strings
KBIQ Los Angeles	KBIG	Separate	Variety music; popular, jazz, exotic, show, dance, and dinner
KFMU Los Angeles	None	(No Am)	Good music
CONNECTICUT WHCN Hartford	None	(No Am)	Classical, show tunes, jazz music

DISTRICT OF COLUMBIA WASH Washington	WDON	Separate (weekdays) Duplicates (weekends)	Concert, show and jazz music, and news
FLORIDA WVCG-FM Miami	WVCG	(Not Reported)	Good music
GEORGIA WGKA-FM Atlanta	WGKA	Duplicates (during daytime) Separate (at night)	Classical, semi-classical, concert, show and jazz music
ILLINOIS WEAW-FM Chicago WMBD-FM Peoria	WEAW WMBD	(Not Reported) Duplicates	Good music (Not Reported)
INDIANA WCSI-FM Columbus	WCSI	Duplicates (6 a.m. to 6 p.m.) Separate (6 p.m. thru evening hours)	Hi-fi recordings, high school football and basketball games
WFBM-FM Indianapolis	WFBM	Separate	High-quality music
KENTUCKY WKYB-FM Paducah	WKYB	Separate	Album music, show tunes and light classical
MASSACHUSETTS WBCN Boston	None	(No Am)	Classical, show tunes, jazz music
MINNESOTA WLOL-FM Minneapolis	WLOL	Separate (6 a.m. to 12 midnight) Duplicates (12 midnight to 6 a.m.)	(Not Reported)
NEBRASKA KCOM Omaha	None	(No Am)	Quality music, light classics, show tunes and mood music
NORTH CAROLINA WYFS Winston-Salem	None	(No Am)	Classical and semi- classical music
OHIO KYW-FM Cleveland	KYW	Separate (12 noon to midnight) Duplicates (6 a.m. to 12 noon)	Good music, news, five- minute interview shows
WBNS-FM Columbus	WBNS	Separate	Fine music: standard, popular, show and classical
WHIO-FM Dayton	WHIO	Duplicates (12 noon to 7 p.m.) Separate (7 to 11 p.m.)	Semi-classical, classical, standard music
WMHE Toledo	None	(No Am)	Good music
PENNSYLVANIA WFLN-FM	WFLN	Duplicates (until sunset) Separate (nighttime)	Good music
KDKA-FM	KDKA	Duplicates (7 a.m. to 4 p.m.) Separate (4 p.m. to 12 midnight)	Fine music, news
WLOA-FM	WLOA	(Not Reported)	Good music
RHODE ISLAND WXCN Providence	None	(No Am)	Classical, show tunes, jazz music
TENNESSEE WMCF Memphis	WMC	Separate	(Not Reported)
TEXAS KAZZ Austin KHMS El Paso	None None	(No Am) (No Am)	Popular jazz music Fine music: classical, popular concert and show tunes, plus some jazz, opera music
PUERTO RICO WIF-FM Rio Piedras	None	(No Am)	High caliber music

**Before you buy any radio
time in Charlotte . . .**
Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

. . . you'll discover why scores
of national and regional adver-
tisers have followed the trend
to WIST!

*Seeing is believing. Take
a look — see for yourself!*

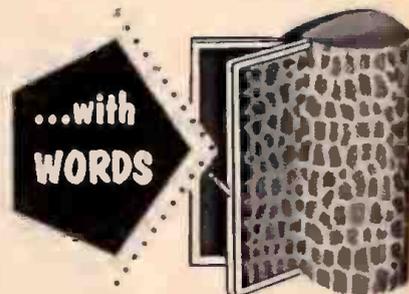
Your PGW Colonel will be
glad to show you copies

they'll tell you why . . .

WIST is the
**best
radio buy**
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

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

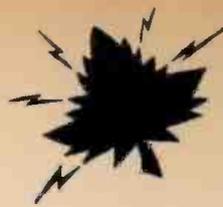
A tip to Timebuyers—

There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—SELL! . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story now from JEPSCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

report from Canada



Will Radio Editorial

Insure Medium's Evolution?

There is no more appropriate nor more effective formula open to present-day radio to "justify its existence, insure its evolution and maintain its popularity, than electronic journalism, or, in other words, an editorial policy," according to Raymond Crepault, administrator for CJMS Montreal.

Mr. Crepault, speaking on "The Importance of a Radio Editorial Policy" at the sixth annual meeting of the Canadian Association of French-Language Radio & Television, stated that a radio editorial policy must be examined in the light of two main considerations. These are: The increasing popularity of radio today, and "the criticism most often directed against modern radio, to the effect that it has become merely an 'over-sized juke-box'."

Discussing the first point, Mr. Crepault foresees a role and influence for radio in the years to come "that nobody has really dared to envisage." He emphasizes that broadcasters must recognize that radio formulas of the past are no longer sufficient, and that those of today will be inadequate tomorrow to allow the radio industry to fully exploit its newly increased importance.

Answer Critics

The second consideration must be alleviated by the broadcasters themselves, according to Mr. Crepault. It is the duty of the private broadcasters to act in a way which will answer the critics and "elevate, along with the industry, the listening public.

"As far as the public is concerned, there is, on this point, a question of education and, for the broadcaster, a question of justification, and I might add, a guarantee of survival."

The radio editorial, he states, only becomes important from the mo-

ment it can be a "regular, efficient, responsible and dynamic exercise. An editorial policy, which does not meet these requirements ceases to be important; actually it becomes pointless, and may also be harmful," he warns.

Another important point made to the ACRTF convention was that a radio editorial policy can exist without being labelled as a political conviction. Objective radio editorials exist, and will continue to exist, declares Mr. Crepault, "if the persons who are responsible for the policy bear in mind that a radio station must primarily and above all serve the interest of the community within which it operates."

Having placed the editorial on a high level of community responsibility, Mr. Crepault states, "I doubt that a radio station can use its already existing personnel to undertake a daily editorial." He points out that the time has passed in the field of radio news and editorials where station management can simply create an editorialist out of an announcer or a console operator.

Serious Effort

"A good editorialist must have been, and should still be, a good newspaperman, with many years of experience in the field of journalism. It is therefore obvious that a daily radio editorial is a relatively expensive project, and that it will require, not only from the journalist who prepares it, but also from management, a sustained and serious effort."

Mr. Crepault feels that the radio editorial should be brief and to the point, and must cover its main theme in a clear and concise manner. "An editorialist who talks for more than two or three minutes loses his punch, if not his audience," he says. . . .

here is... modern radio

Facts on Formulae for Further Fortune! Proven Sales
Success Plan uses famous RADIO HUCKSTERS and
AIRLIFTS to increase Your Profits. Write for new
"SHOWCASE" disc, Today! or Phone Now!

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUDSON 6-5700



'Nuts and Bolts' of Today's Radio

Programming Described in Katz Manual

The Katz Agency's station executives are being provided an 81-page manual on contemporary programming that details "the nuts and bolts" of today's radio fare.

The research study, titled *The Nuts and Bolts of Radio*, was prepared by George Skinner, director of radio programming.

Each area of station activity is covered, including news, farm programming, public service, music, promotion, religious broadcasting, identification, contests, and production.

Purpose of the manual, according to Mr. Skinner, is to recommend the currently acceptable way of assembling radio's "nuts and bolts" into an effective broadcast pattern.

Mr. Skinner states that radio must present news in such a manner that the audience will *want* to listen.

He gives various tips for stations: On news gathering—"every station should give high priority to the personnel and equipment necessary to collect the basic information;" on preparation—"each bit of information that trickles into a newsroom must be carefully moulded into proper form before it can be considered a candidate for a place in a newscast," and on evaluating stories—"emphasis given each story depends on a combination of its *interest* and *intrinsic importance*."

Editorializing

Concerning editorializing, the Katz research study says, "Radio is uniquely equipped to carry the editorial torch." Mr. Skinner observes that by taking an editorial position on local issues, a station not only builds prestige and audience, but also is able to assume a position of community leadership.

The new public service concept,

according to the Katz study, "is to sell ideas to the public as crisply and effectively as commercials sell merchandise." Well-written and well-produced one-minute spots constitute the most powerful public service radio can provide, it states.

All phases of musical programming comprise about 15 pages of the Katz manual. In order for a station to concentrate its appeal on any audience group, points out Mr. Skinner, it "cannot mix incongruous or incompatible music with that which represents the strongest attraction."

The manual also furnishes stations with ways of selecting popular music, a procedure for determining the current popular tunes, a breakdown of the various types, a method of deriving a music listing, and tips on using judgment in music selection.

The writer states that a station must constantly remind its audience of new accomplishments and past achievements. He says: "A successful station today must not only have good programming—but must also inform the public about that good programming through promotion."

In an appendix, Mr. Skinner provides over 40 different ideas for contests and promotion vehicles for stations. "Radio contests are too valuable an audience builder to ignore," he says.

He emphasizes that markets, audiences, competition and times are constantly changing; therefore, each aspect must be evaluated in terms of the local situation as it exists at the moment. Radio has become a "companion medium," he states—one that provides entertainment and information over a long period of time. "People today listen to stations rather than programs." • • •

In Hartford . . .

Sales are poppin' with new WPOP!

And it's no wonder. Look at WPOP's fabulous rating record . . .

* From 9:00 AM to 11:00 PM, Monday-Friday . . . WPOP was first in 36 of the 56 quarter hours; second in 18 quarter hours and third in the remaining 2 quarter hours.

Comparing the November, 1958 Pulse with May, 1959

WPOP—up from 15% to a 22% share, 6 AM-12 Noon, Mon.-Fri. or 47%
up from 22% to a 25% share, 12 Noon-6 PM, Mon.-Fri. or 14%
up from 25% to a 29% share, 6 PM-12 Mid. Mon.-Fri. or 16%

Of the 72 quarter hours between 6 AM and 12 Midnite, WPOP is up in 62. Follow the trend to the fastest-growing station in Hartford . . . dynamic, vital WPOP!

Call Adam Young today

WPOP

Hartford, Conn.
A Tele-Broadcasters Station



First In The Hearts of Birmingham Housewives Says August "PULSE"

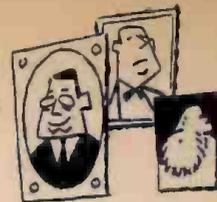
National Representative:
Venard, Rintoul & McConnell, Inc.

Southern Representative:
James S. Ayers Company

WSGN



names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Michael Hicks, mngng. dir., BBDO Inc., Canada, Donald A. Wells, management supvr., New York office, and Louis J. Rolle, account group supvr., San Francisco, elected v.p.'s.

Ralph Rosenberg Jr., formerly a copy group head, Lennen & Newell Inc., elected a v.p. and named copy dir., Reach, McClinton & Co., New York. Also, Lester A. Weinrott, former creative consultant to Arthur Meyerhoff Associates, Inc., Chicago, elected marketing v.p., and Douglas Burch, former media dir., Leo Burnett Co., Chicago, named media dir.

George S. Burrows, a media supvr., N. W. Ayer & Son

Inc., Philadelphia, named media dir., and Harold S. Bennett, formerly assoc. media dir., Baker, Tilden, Bolgard & Barger, Chicago, appointed media supvr., Chicago office.

J. Clarke Mattimore, v.p., Kenyon & Eckhardt Inc., New York, named head of new sales development and promotion division. Also, Alvin Sarasohn, v.p. and formerly assoc. copy dir., New York office, named creative dir., Los Angeles office.

Roy Passman, formerly mgr., radio-tv dept., Bryan Houston Inc., New York, appointed assoc. dir., radio-tv dept., J. M. Mathes Inc., New York. Also, Lon C. Hill III, former copy supvr., N. W. Ayer & Son Inc., Philadelphia, appointed copy chief.

STATIONS

Franklin A. Tooke, formerly gen. mgr., WBZ-TV Boston, appointed v.p., Cleveland area, for Westinghouse Broadcasting Co., and Philip G. Lasky, former WBC West Coast executive dir., appointed v.p., West Coast area.

Also, Charles Woodard Jr., administrative asst. to WBC president, appointed v.p. and asst. to president.

Arthur C. Schofield, formerly adv.-promotion v.p., Storer Broadcasting Co., named asst. to pres., Peoples Broadcasting Corp., Columbus, O.

John J. Kelley, formerly asst. adv.-promotion mgr., Westinghouse Broadcasting Co., appointed adv.-promotion dir., Storer Broadcasting Co., Miami.

Louis Read, v.p., commercial mgr., WDSU New Orleans, La., named exec. v.p.-gen. mgr., effective January 1, succeeding Robert E. Swezey, continuing as stockholder-director-v.p.

E. James McEnaney Jr., sales mgr., WHIM Providence, R. I., named v.p.

A. K. Redmond, formerly gen. mgr., WHP Harrisburg, Pa., elected v.p. And, Cecil M. Sansbury, formerly gen. mgr., WSEE-TV Erie, Pa., named gen. mgr.

Walter Conway, former mgr., WBEE Chicago, named mgr., KWBR Oakland.

Arthur E. Haley, former exec. v.p.-gen. mgr., WORL Boston, appointed gen. mgr., WEZE Boston.

James E. Fesperman, former sales mgr., appointed gen. mgr., KFSA Fort Smith, Ark.

John M. McRae, active in station management in San Francisco, appointed gen. mgr., KDWB Minneapolis.

Ralph W. Goshen, former account executive, CBS Radio Spot Sales, New York, named gen. sales mgr., WCBS New York.

John H. Kline, account executive, WCAU Philadelphia, appointed gen. sales mgr.

Vic Siman, former sales mgr., KABQ Albuquerque, N. M., appointed dir. of sales, KMGM Albuquerque.

Bob Early, formerly mgr., KNCO Garden City, Kan., named sales mgr., KOMY Watsonville, Calif.

Robert Cutting, formerly gen. mgr., KLMO Longmont, Colo., and Tom White, formerly sales mgr., KICN Denver, named account executives, KOSI Denver.

REPRESENTATIVES

Lionel Colton, account executive, Walker-Rawalt Co., New York office, named v.p., Chicago office. Roy H. Holmes, v.p., Walker-Rawalt Co., New York, named gen. mgr., Quality Music Division.

David H. Sandeberg, one time Pacific Coast mgr., Avery-Knodel Inc., named partner and v.p., W. S. Grant Co., San Francisco.

White Mitchell, formerly with the U. S. Department of Justice, appointed office mgr., Bob Dore, Chicago.

E. A. W. Smith, Detroit office, Adam Young Inc., appointed mgr. Don Shauer, formerly on sales staff of *San Francisco Examiner* and *Time Inc.*, named account executive, Adam Young Inc., San Francisco.

NETWORKS

Eugene H. Alnwick, member of Mutual Broadcasting System sales staff, named dir. of sales administration. Also: Roger O'Connor, former sales mgr., WCAE Pittsburgh, and Richard G. Koenig, former tv sales rep., Peters, Griffin, Woodward Inc., named senior account executives. And, Paul T. Murray, former account executive, Daren F. McGarren Co., and Douglas Brown, sales staff, Headley Reed Co., named account executives.

INDUSTRY-WIDE

Don Udey, formerly engineering mgr., Northwest Radio Corp., Ithaca, N.Y., named broadcast sales engineer, Gates Radio Co.



Sarasohn



Tooke



Woodard



McEnaney



Sansbury



Haley



Alnwick



Udey



T'S 14½ MILLION MILES TO WORK AND BACK

in the Los Angeles metropolitan area. Drivers cover this daily distance by spending an average of 1 hour and 36 minutes behind their auto radios. KMPC serves this largest of all automobile audiences with 2 Airwatch helicopters, 3 mobile ground units... each able to shortwave instantaneous bulletins to listeners. Result: KMPC's frequency is pre-set on more auto radios than that of any other station.

KMPC reaches the greatest number of automobiles and homes in a day—in a week. To move your product in Los Angeles, go with the station that's on the move....

KMPC

50,000 waits / Los Angeles

A Golden West Broadcasters station **GWB** / Represented by AM Radio Sales Company

SOURCE: LOS ANGELES CITY TRAFFIC BUREAU. SAIR, INC. C. CPA RADIO RATINGS, JULY 1959



... profile of radio

WHAT DO ADVERTISERS THINK?

With advertisers devoting greater attention to the spending of their advertising dollars, U. S. RADIO has attempted to ascertain what the man who foots the bill thinks of radio (see p. 41).

In a survey of 25 advertisers, who range from big radio users to non-users, the results were most revealing. These results offer a guidepost for future action by radio and the advertising industry that cannot go unnoticed.

Briefly, the results show that advertisers overwhelmingly believe radio is an effective advertising medium. But underlying this faith is the fact that these companies also feel that radio programming could be improved. In addition, many believe much radio fare has a sameness in sound.

ROAD AHEAD

What these firms are looking for in radio is difficult to say. But the fact remains that many advertisers believe radio "sounds the same" and this will have to be reckoned with. It could be that advertisers have not been made aware of the changes in radio that competition has forced.

In another vein, many advertisers state the belief that advertising agencies are underselling radio. Assuming this is no less factual than the radio programming issue, it confirms what radio executives have felt for some time. Radio salesmen, for example, have been spending more time at the advertiser level than ever before in the history of the medium.

Advertising agencies are urged to open their doors and their thinking to today's radio story. There is no medium that has spent the time and creative effort to establish itself with the Amer-

ican public in the local marketplace. Its story is an exciting one.

FM LAUNCHING

The newly-established National Association of Fm Broadcasters has brought together at last a unified fm front. (See *Report on FM*, p. 85.)

It is a movement that is sorely needed and one that took a long time to evolve—from the former Fm Development Association and then the Fm Association of Broadcasters.

What fm needs—and has never had—is an intensified, uniform sales campaign directed at agencies on every city's Ad Row.

But before the selling effort begins, the association has wisely decided to create a war chest of about \$250,000, much of it to be earmarked for a special research project that will evaluate the fm medium and its audience.

The enthusiasm the fm operators displayed at the organizational convention is strong testimony that the fm medium may finally receive the attention it has lacked.

PUBLIC SERVICE

In its third annual public service programming conference, the Westinghouse Broadcasting Co. has in itself performed a public service—for the industry (see *Legal Necessity or Boost for Business?* p. 56). Radio can take encouragement in the fact that its attendance at this year's meeting was 50 percent greater than last year's.

in

RADIO

you
know
where
you're
going
with

STORER

The stations with the accent on sell... right through to merchandising and promotion. In short, we don't weigh you down with promises. We build you up with performance. That's why nearly every advertiser in radio is on Storer. With Storer you always know where your sales are going — definitely up!

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WJW

CLEVELAND
NBC network.
Tops in local
Personalities,
News and Music.
Call KATZ

WJBK

DETROIT
WJBK-RADIO is Detroit.
First from noon
until midnight.
Call KATZ

KPOP

LOS ANGELES
Covers nation's 2nd market.
Call PETERS, GRIFFIN,
WOODWARD

WGBS

MIAMI
50,000 watts — CBS
Covering ALL of
South Florida.
Call KATZ

WIBG

PHILADELPHIA
The happy 50,000
watt station.
First in all surveys.
Call KATZ

WSPD

TOLEDO
It takes only one to reach
ALL Toledo. First by far.
NBC — Call KATZ

WWVA

WHEELING
First by far. Pittsburgh-
Wheeling area.
Only full-time CBS station.
50,000 watts • Call BLAIR

WESTERN UNION

WESTERN UNION

WESTERN UNION

BLAIR

WESTERN UNION

WESTERN UNION

STATIONS

SELL

WESTERN UNION
M2A46G PD-FAX MIAMI FLO 9 115PM-
ROBERT DWYER, JOHN BLAIR & CO-
717 FIFTH AVE NYK-

WE NEED THIS AM FROM HOWARD PETTENGILL. ADV. DIRECTOR
FLORIDA STATE THEATRES, MIAMI, AS FOLLOWS: SUPER RADIO
SATURATION FOR "IT STARTED WITH A KISS" OFFERED
GREATEST IMPACT EVER EXPERIENCED BY OUR THEATRE CHAIN
YOUR RADIO SPECTACULAR REALLY SOLD THE PICTURE. KEEP
UP THE GOOD WORK. REGARDS, HOWARD PETTENGILL. LIKEU!
JACK SANDLER MIAMI

day, September 9, 1959 WESTERN UNION

Fresh Pix Hypo Chi; 'Kiss' Luscious 46G
M. PD-HOLLYWOOD CALIF
MR JOHN BLAIR AND CO-
717 FIFTH AVE NYK-

Donim' News
CITY DIRECTOR COMMENTS WERE
VERY APPRECIATED
WE HAVE AT THIS TIME
OPEN WITH THE PICTURE OUT 1 A
ON RATING BOX ENGAGEMENT ALL

IT STARTED WITH A KISS. DAN RO
PTIAN THEATRE STATED THAT NEW
MEMORIAL SUCCESS. THEY HAVE SOLD
TICKETS AS COMPARED TO AN AVERAGE OF 10,000 FOR
TOP RATED PICTURES. MR ROCHIN ATTRIBUTES THE BOX
CONDITION OF THE PICTURE VERY DEFINITELY TO RADIO
REGARDS: BOB PURCELL PRESIDENT AND GENERAL

MGM'S 'IT STARTED WITH A KISS' for instance

It really started with a sound decision, by MGM and its agency, Donahue & Coe - the decision to launch "It Started With a Kiss" with the tremendous action-power of a Blair Radio Spectacular.

MGM put the selling-load squarely on the Blair Spectacular. It was the only radio used - the only new element added to normal introductory advertising.

Box-office response was boffo. Variety headlined: Kiss Hotsy in Philly - Socko in L.A. - Luscious 46 G in Chi.

Like MGM, advertisers in many fields have discovered this simple fact: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling-power.

To give any promotion a jet-powered start, schedule a Spot Radio Spectacular on Blair Stations. Ask your John Blair man to outline the procedure - and the profit-potential.

yes! Blair Stations Sell and these are the BLAIR STATIONS:

New York.....	WABC	Norfolk-Portsmouth.....	WGH
Chicago.....	WLS	Newport News.....	WAKY
Los Angeles.....	KFWB	Louisville.....	WIBX
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.....	WDW
Baltimore.....	WFBR	Jacksonville.....	WMBR
Dallas-Ft. Worth.....	KLIF	Oklahoma City.....	KOMA
Minneapolis-St. Paul.....	WDGY	Syracuse.....	WDR
Houston.....	KILT	Nashville.....	WSM
Seattle-Tacoma.....	KING	Knoxville.....	WNXX
Providence.....	WPRQ	Wheeling-Steubenville.....	WVVA
Cincinnati.....	WCPO	Tulsa.....	KRMG
Miami.....	WQAM	Fresno.....	KFRE
Kansas City.....	WHB	Wichita.....	KFH
New Orleans.....	WDSU	Shreveport.....	KEEL
Portland, Ore.....	KGW	Orlando.....	WBDO
Denver.....	KTLN	Binghamton.....	WNBK
		Roanoke.....	WSLS
		Bismarck.....	KFYR

John Blair and Company
National Representative of Major Radio Stations