

# RADIO

NOVEMBER

1960

35 CENTS



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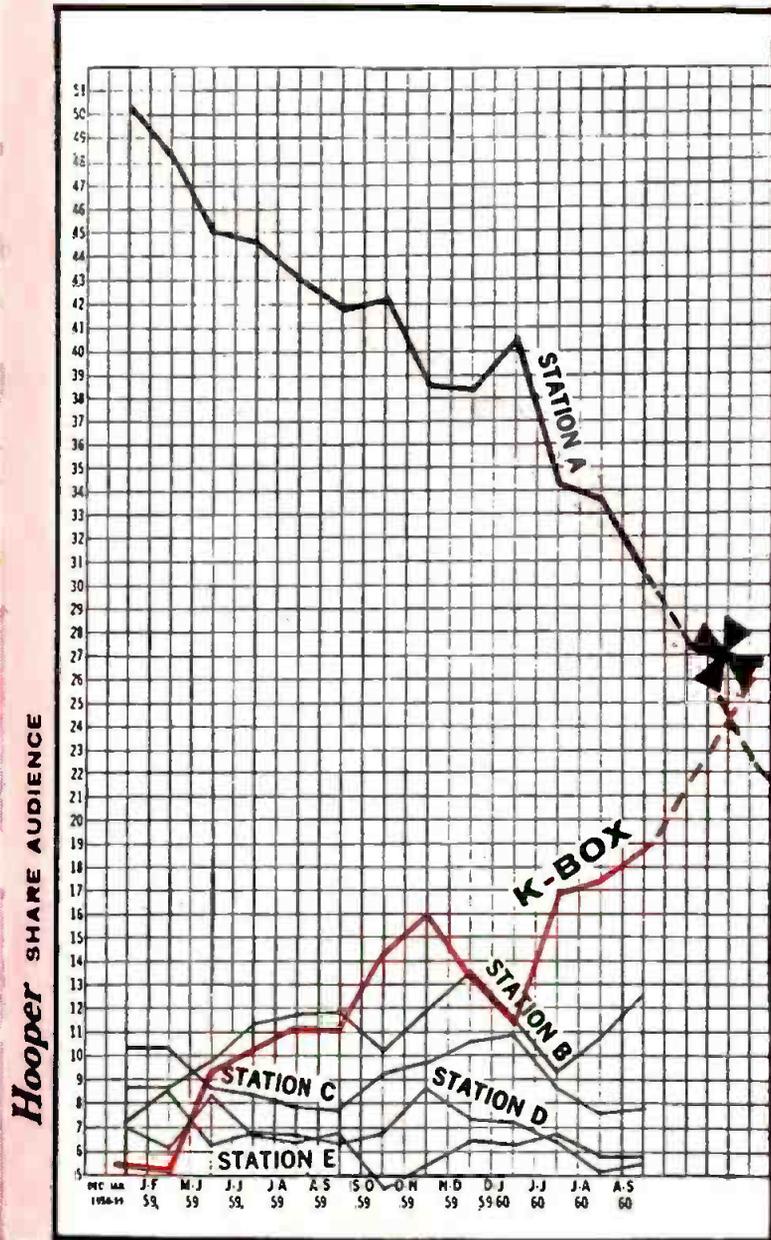
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Ray Morris

Milk Uses Negro-  
al Radio Stations  
ear-Round Basis



Hip Hip  
*Hooper-Ray*  
Look here  
Mr. "K"  
  
There's a summit  
Meeting in  
Big "D"  
happening  
any day!

Buy **K-BOX** ... the Dallas tiger now!

*The Balaban Station serving Dallas*

JOHN F. BOX Jr.  
Managing Director  
Parker Daggett  
General Manager

A Texas Quadrangle Station  
**K-BOX** Dallas **KONO** San Antonio  
**K-NUZ** Houston **KXOL** Ft. Worth

Sold Nationally by THE KATZ Agency, Inc.

C. E. HOOPER FIGURES

BALABAN RESEARCH PROJECTION

7 AM-6 PM Mon.-Fri. (Oct.-Dec.); 7 AM-6 PM Mon.-Sat. (Jan.-Sept.)

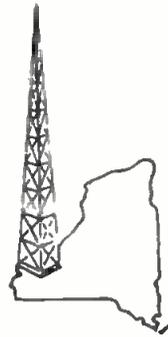
# WMAQ IS FIRST IN CHICAGO!

*...reaching more homes per average quarter-hour each week-day, 6:00 a.m.-6:00 p.m., than any other Chicago station!*  
The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.  
WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

SOURCE: CBI, NSI, AUG.-SEPT., 1960

# WKBW

## LEADS THE NATION



***...in Buffalo*** *By a 2 to 1 Margin*

***...in New York State***

***...in the United States***

*The August 1960 Metropolitan Area Pulse  
shows that WKBW has a larger total share of audience  
than any other radio station in the top twenty  
markets in the United States.*

---

**WKBW - BUFFALO - 1520**  
**50,000 WATTS • Clear Channel**

*Represented by*  
**AVERY - KNODEL**

This is the **spot**

for a commercial



He's starting the day the perfect way, and getting your message via Radio. Multiply him by millions of listeners at breakfast tables and you'll know why advertisers make Spot Radio such an important part of their plans.

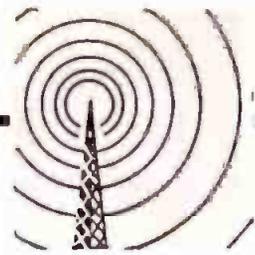
KOB .....	Albuquerque	WINZ .....	Miami	WRNL .....	Richmond
WSB .....	Atlanta	WISN .....	Milwaukee	KCRA .....	Sacramento
WGR .....	Buffalo	KSTP .....	Minneapolis-St. Paul	WDAI .....	San Antonio
WGN .....	Chicago	WTAR .....	Norfolk-Newport News	KFMB .....	San Diego
WFAA .....	Dallas-Ft. Worth	KFAB .....	Omaha	KMA .....	Shenandoah
KPRC .....	Houston	WIP .....	Philadelphia	KREM .....	Spokane
WDAF .....	Kansas City	KPOJ .....	Portland	WGTO .....	Tampa-Orlando
KARK .....	Little Rock	WJAR .....	Providence	KVOD .....	Tulsa

*Radio Division*

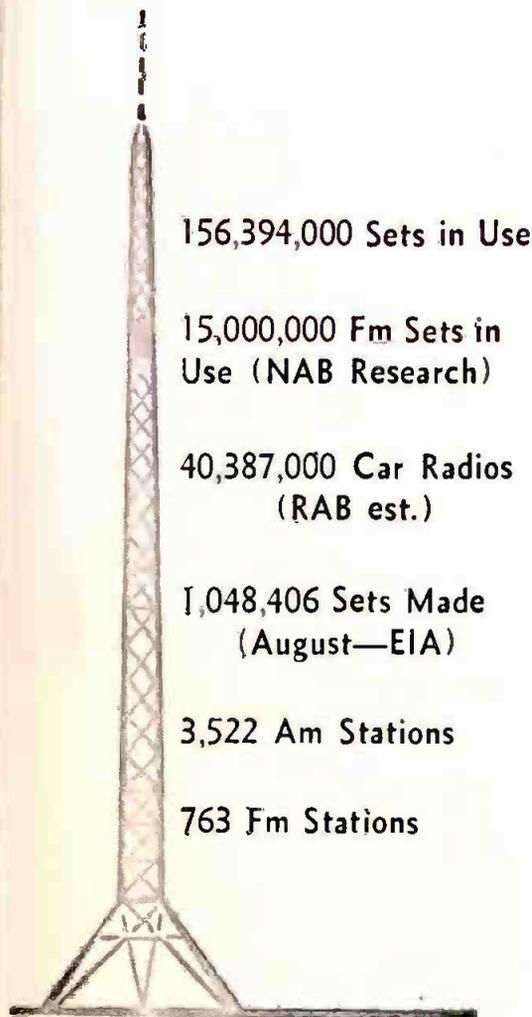
**Edward Petry & Co., Inc.**

*The Original Station  
Representative*

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



## Radio's Barometer



**Spot:** National spot radio time sales for the year 1959, according to figures released by the Federal Communications Commission, amounted to \$188.1 million. This represented an increase of 9.4 percent over the previous year. Sales to local advertisers totaled \$359.1 million, a rise of 11.1 percent over 1958, the FCC reported. The government agency figures also showed that total revenues for all non-network-owned stations were \$499.6 million in 1959, a 9.3 percent rise, and profits were \$46.9 million, an 11.9 percent jump over 1958.

**Network:** Pepsi-Cola, for the fifth consecutive four-week period, ranked as the number one network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending September 4. The firm made use of 588 broadcasts for a total of 186,386,000 home broadcasts delivered. Chevrolet, Midas Inc., Liggett & Myers Tobacco and R. J. Reynolds Tobacco rounded out the top five network advertisers.

**Local:** Three stations—KCBS San Francisco, WKNB Hartford and WICC Bridgeport, Conn.—report increased billings. KCBS states that total billings for the first nine months of 1960 were up 14.7 percent over the same period last year. This sales figure, according to the station, also represents a 7.7 percent gain over the previous all-time high for the station recorded in 1951. WKNB reports that billings for the month of September were 30 percent higher than the same period in 1958. National spot billings for October exceeded \$50,000 at the station for the first time in any one month, according to WICC's general manager Ken Cooper.

**Stations:** The number of am and fm stations on the air at the end of September totaled 4,285, an increase of 31 (20 am and 11 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on air	3,522	763
Under construction	96	217
Applications pending	102	66

**Sets:** With plant shut-downs for vacations and setting up production of new season models over, total radio production for August rose to 1,048,406, including 340,860 auto receivers, according to the Electronic Industries Association. Total radio production for the first eight months of the year came to 10,463,285, including 3,991,961 auto sets. This represents an increase of over one million units produced as compared to the same period in 1959. Radio sales, excluding car radios, were 794,608; eight month total was 5,246,329. Sales total for same period last year was 4,357,421. Number of fm sets produced in August was 71,125. The eight month cumulative total for fm set production was 573,367.

for buyers and sellers of radio advertising

# U.S. RADIO

NOVEMBER 1960

VOL. 4 - NO. 11

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## MITCH MILLER

Joining Mitch Miller and guests at his table can be a pleasant and profitable move for an advertiser. Listeners find the combination of Mitch, music, glittering guest stars and a no-holds-barred discussion of the entire entertainment world fascinating fare. This special "inside show business" flavor gives sponsors the inside track to a large and interested audience. In all radio, Mitch Miller is the kind of company you keep.

# ONLY ON CBS RADIO

Arnold Alpert	<i>Publisher</i>
Jonah Gitlitz	<i>Editor</i>
Arnold Farber	<i>Managing Editor</i>
Rollie Devendorf	<i>Art Editor</i>
Mary Lou Ponsell	<i>Assistant Editor</i>
Florence Snyder	<i>Administration-Production</i>
Seymour Weber	<i>Office Manager</i>
Jo Ganci	<i>Secretary to Publisher</i>

*West Coast*  
 Whaley-Simpson Co.  
 700 Montgomery Building  
 San Francisco 11, SUTTER 1-4583

% Edith K. Whaley  
 216 S. Vermont  
 Los Angeles 4, DUNKirk 7-6169 & 6160

Member of Business Publications  
 Audit of Circulations Inc.



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U. S. RADIO • November 1960



**Bristol Myers Inc.**  
Grove Laboratories Div.

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

Product: MINIT-RUB

Originally scheduled for six weeks, this second fall flight started November 7 for a run of five weeks. Minute spots are running in the 15 top markets, on as many stations. As in the first flight, 10 spots a week are in order, all bought in the 9 a.m. to 4 p.m. segment. All spots are ET. Frank Finn is the timebuyer.

**Buitoni Foods Corp.**

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

Product: MACARONI, SAUCES

Foreign language and Negro stations in New York and New Jersey are getting the nod for additional spots in the national campaign which will wind up December 31. In New York, three Negro stations will carry 12 spots per week, three Spanish will run 15 per week. One Italian language station in Newark gets 18 spots per week. All these schedules, added to New England and West Coast campaigns already in progress, will run through the end of the year. Marilyn Schiels is the timebuyer.

**Capital Airlines Inc.**

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

Product: NEW JET SERVICE

Heavy schedules in three cities started off for Capital the last week in October. Announcing new jet service to Miami and Tampa, Capital added 45 spots per week to its regular five-per-week schedule in Cleveland, raised the same schedule in Pittsburgh to 36 spots per week. In Buffalo, 40 additional spots per week feature the regular air service to Miami. Minutes and 10's are the tickets for this campaign, which will continue through the end of 1960. Jeff Green is the timebuyer.

**Chun King Sales Inc.**

Agency: *BBDO Inc., Minneapolis*

Product: CHOW MEIN  
DIVIDER-PAK

In a new campaign concept for this product, the company went on the air October 31 for a four-week radio flight that will be followed up by a tv flight, and a later flight that will utilize a combination of radio and tv in the same markets. Major markets number 10 among the total market coverage of 30 in this first flight for radio. Minute spots, recorded by Stan Freberg, are scheduled during driving times. Although this food product would usually be aimed at housewives during daytime, the company believes the Freberg antics will strike the humor of male listeners. Timebuyer is Betty Hitch.

**Consolidated Cigar Inc.**

Agency: *Compton Advertising Inc., New York*

Product: LA PALINA

An 11-week pre-Christmas campaign started mid-October for this cigar. Running in eight markets, the minute spots will reach frequencies of 24 to 35 per week. Commercials are ET's. Tim Tully is the timebuyer.

**Corn Products Co.**

Agency: *Donahue & Coe Inc., New York*

Product: KASCO DOG FOOD

After the barkers' keepers, Kasco went into 20 markets in New England and eastern Pennsylvania early this month. The campaign, first this year for radio, is using two stations in each market for 13 weeks. A total of eight spots per week will run on each station, all daytime minutes. Harry Durando is the timebuyer.

(Cont'd on p. 11)



## CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, *Variety* wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In all radio, this is the kind of company you keep...

# ONLY ON CBS RADIO



## FARM EXPERT NAMED DIRECTOR OF AGRICULTURAL RESEARCH FOR KSTP RADIO

Dr. William E. Petersen, internationally known Professor of Dairy Husbandry, University of Minnesota, has been named Director of Agricultural Research for KSTP Radio and is now reaching the important farm family market with two shows each weekday on KSTP.

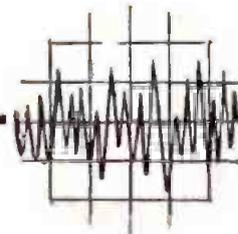
From 5:00 to 6:30 A. M., and from 12:30 to 1:00 P. M., Dr. Petersen presents business and farm news, market and livestock trends and reports, plus interviews and discussions with visiting guests.

Joining Dr. Petersen on these shows is David Stone, popular KSTP personality and twice winner (1959-60) of the AFTRA award as "Best Farm

Personality." who provides entertainment, weather and news reports.

Knighted by the King of Denmark, listed in "Who's Who" and "American Men of Science," Dr. Petersen provides the authoritative farm news and commentary that builds faithful audiences. For information on availabilities, contact your nearest Petry office or a KSTP representative.

**KSTP RADIO**  
1500 ON YOUR DIAL  
MINNEAPOLIS · ST. PAUL 50,000 WATTS



## Regional Marketing Approach Stressed in Car-Va Concept

The eight radio stations that have combined forces to offer coverage of Virginia, North Carolina and South Carolina in a single radio package are betting their dollars on an idea that has been popping up in recent years. "We created a single, unifying market identification, Car-Va," states Robert Teter, vice president-director of radio, Peters, Grillin, Woodward Inc., representative for the stations, "because the area from Northern Virginia to the Georgia line is really *one, contiguous marketing territory*, with a sales potential which ranks among the top markets in the country." Car-Va offers advertisers a single contract and single rate card. A detailed marketing presentation is being circulated to agencies and advertisers.

## Five Denver Stations Unite To Form National Spot Group

Is this something new in radio? Five Denver stations have been brought together by the Meeker Co., national representative, for the sale of time to national advertisers in a group buy. The advertiser gets one set of availabilities, one order is involved as well as one billing. The idea behind the move is to build national business for stations falling short of the top three in average ratings, and to provide advertisers with a diversified audience. Each station in the group is different: Album, classical, country-western, sports and top 40 & news. While this Denver Metropolitan Network is represented by Meeker, each station continues to have its own station representative.

## Paper Work Task Lessened By SRA Contract Forms

Station Representatives Association Inc. hails as a "major breakthrough in the never-ending task of eliminating time consuming and costly paper work" the adoption by a number of member firms of the new SRA contract forms and the contract modification forms. These have been approved by the American Association of Advertising Agencies. By using the new standard, the need will be eliminated to issue separate confirmation of order forms. The new forms, beginning this month, will confirm the purchase of spot radio and, when properly executed, will become the formal contract.

## Which Group Holds the Key To Open the Door to Sales?

In a revealing presentation called "Four Keys to Leadership," NBC Radio concerns itself with four measures of advertising effectiveness: Audiences, efficiency, selectivity and advertiser acceptance. With the help of A. C. Nielsen Co. research, the presentation makes the industry-wide point that the "key" consumer group in terms of numbers, buying power and product usage is between the ages of 35 to 49. This group, states NBC Radio, has more money to spend, \$103.6 billion, than the 16 to 34 or 50 plus or working housewife categories. This key group buys 35 percent of the coffee, 36 percent of the cigarettes and accounts for 31 percent of the mileage put on cars.

## Programming Responsibility Pays Off in National Business

Analyzing the relationship between programming and sales at Quality Radio Group's session in New York last month, Thomas B. Adams, president of Campbell-Ewald Inc., Detroit, said he believes, "There is a resurgence of responsibility that translates itself into programming that is increasingly good. Some of you are covering the news with a thoroughness that wasn't dreamed of a few years ago. . . . You're moving towards better music, more provocative current events discussions. . . . A few years ago when we began a national spot campaign, we thought only in terms of coverage. . . . Now we're beginning to think in terms of what listeners are listening to, how much attention they're paying to what they hear and, finally, in what kind of atmosphere will our client find himself."

# MORE



# LISTENERS\*

*than all other stations combined*



The Big Chief can always attract a big, attentive audience . . . but nothing like WCCO Radio with more listeners than all other Minneapolis-St. Paul stations combined!

Besides, WCCO Radio has top acceptance with a tremendous tribe . . . 1,022,610 radio families in a 114-county basic service area.

Watch your Big Chief smile when you add WCCO Radio's lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a powerful way to take command of a major market.

## WCCO RADIO

### Minneapolis St. Paul

• Northwest's only  
50,000-Watt 1-A  
Clear Channel Station

• Source:  
Nielsen Station Index,  
July-August, 1960  
6 AM-Midnight,  
7-day week.

Represented by

**CBS RADIO SPOT SALES**





## ...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country.

WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectacular audience ratings are due to two important factors:

1. The WLW World's Highest Fidelity AM transmission—developed exclusively by Crosley Broadcasting engineers.
2. The WLW programming—a concept of programming with broad audience appeal, especially in music, information and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

### WLW AUDIENCE SUMMARY DATA

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

NCS DAY-PART CIRCULATION	Per Week			
	Once	3 or more	6 or 7	Daily Avg.
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)

WLW Radio—one of the dynamic WLW Stations!



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



(Cont'd from p. 5)

**Corn Products Co.**

Agency: *Guild, Bascom & Bonfigli Inc., New York*

Product: SKIPPY PEANUT BUTTER

Upstate New York and Florida stations, \$5 in all, got this buy in 11 markets. The campaign, utilizing 60 spots per week in each market, runs through mid-December. Timebuyer is Frank Gianatassio.

**Cream of Wheat Corp.**

Agency: *BBDO Inc., Minneapolis*

Product: CEREAL

Markets are still getting in on this hot cereal's campaign as cold weather comes into southern states. A total of 222 stations in 70 markets will vocalize the Cream of Wheat "Winter Song" when the cold weather blanket settles. The winter campaign will run through March in two flights, the second scheduled January through March. Breakfast hours, 6:30 a.m. to 8 a.m., are preferred, but in some markets 6 a.m. to 8:30 a.m. is acceptable. Campaign, now in its second full year, depends on local judgment of weather conditions to schedule five of the 10 spots per week. Agency reports that station cooperation has been "excellent." Betty Hitch is the timebuyer.

**Duffy-Mott Co.**

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

Product: FRUIT DRINKS

Now in major eastern markets, Duffy-Mott picks up its first western market this month. Los Angeles is the city, and its first schedule will go to six stations. About 50 spots a week will beam the message, in a campaign slated to run for six weeks. Timebuyer is Steve Suren.

**Eastco Inc.**

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

Product: CLEARASIL

A four-market test campaign is on the docket for this complexion aid.

Two markets have been selected: Rockford, Ill. and Scranton, Pa. The teenage audience will be the target for 10 spots a week on each station. Length of the test run has not been revealed, but a national campaign is in the works if it meets expectations. Lou Crossan handles the timebuying.

**Fels & Co.**

Agency: *Aitken-Kynett Co., Philadelphia*

Product: INSTANT FEL'S NAPHTHA, GENTLE FEL'S, FEL'S NAPHTHA

The first six months of 1961 will see staggered renewals of Fel's regular schedule in 70 markets. Minute spots fall in daytime segments. Length of schedules varies market by market, but the total campaign runs January through June. Alan Bobbe is head timebuyer.

**General Foods Corp.**

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

Product: MAXWELL HOUSE COFFEE

Spots for the coffee in the can are perking now in Seattle, Denver, Colorado Springs and Pueblo, Colo. The campaign began late last month, with 20 spots per week on the air from four to five weeks. Two to three stations in each market carry the messages, all minutes. Sue Morrell is the timebuyer.

**Thos. Leeming Co.**

Agency: *Wm. Esty Co., New York*

Product: BEN GAY, PACQUINS

Approximately 100 markets are in on the spot activity for these products. The campaign, started during the third week in October, will run 26 weeks. Silk and Satin and hand cream are the Pacquin's pair picked to run with Ben Gay. The three split a maximum of 20 spots per week in each market. Traffic minutes make up this schedule. Jack Fennell handled the buy.

(Cont'd on p. 13)



# HIGH SPIRITS

Talk about vintage years! In the last three, wine, ale and beer advertising has increased 206% on WPAT. The secret? Our programming, whose uniquely still and sparkling properties provide the perfect setting for any product. And, of course, our unparalleled vineyard . . . an area of 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. There's no doubt about it: WPAT is a peerless seller of America's leading labels. Among them: *Ambassador, Budweiser, Ballantine, Carling, Cinzano, Gallo, Hensler, Heineken's, Krueger, Knickerbocker, Martini & Rossi, Miller, Moet, Opici, Piels, Roma, Rheingold, Ruppert, Schaefer, Schlitz and Schmidt.* All of them, in only three short years, have advertised on WPAT . . . the station with the spirit of success.

WPAT  
&  
WPAT-FM



## Atmospheric Conditions on Government Controls Clearing

Although the atmosphere in broadcasting circles has generally been one of apprehension about the possibility of more stringent government controls, there appear to be signs that these fears are without foundation. Speaking before a recent Fall Conference of the National Association of Broadcasters, Merrill Lindsay, a member of the NAB policy committee, said that recent government actions "go in the direction of emancipating broadcasters" from too rigid controls.

## Developments Indicate Less 'Starch' in Federal Actions

In documenting his opinion, Mr. Lindsay referred to a number of recent developments. These include: (1) Plans of the Federal Communications Commission to permit broadcasters to plan their overall programming on the basis of specific community needs rather than fixed percentages. (2) Congressional modification of the Communications Act to give broadcasters more latitude in dealing with candidates for President and Vice President. The equal opportunity rule was set aside for this year's presidential campaign to enable full presentation of the candidates of the two major parties. (3) Withdrawal of the FCC's policy statement which had implied that broadcasters should announce the source of records received free of charge and used for broadcast purposes only.

## More Programming Latitude May Result from New FCC Stand

Going into detail about the FCC's attitude towards programming, Mr. Lindsay said that radio station operators will be able in the future to offer broadcasting service reflecting the specific needs of their communities rather than be limited by artificial percentage requirements which often result in the duplication of already existing services. "The Commission," he pointed out, "will revise its application forms to require of the applicant a narrative statement of the measures he has taken, and the effort he has made to determine the taste, needs and desires of his community or service area—and the manner in which he is meeting them."

## Broadcasters Advised to Keep Public Officials Well Informed

In another reference to broadcasting's relations with government, Howard H. Bell, NAB vice president for industry affairs, said that broadcasters "can best preserve their freedom to operate by establishing wider contacts and mutual understanding among public officials at local, state and national levels." Mr. Bell indicated that broadcasters, if they are to continue to operate in the public interest, must take the offensive in seeing to it that they "remain free and unfettered by government control. . . . Broadcasters should strive for greater knowledge on the part of public officials of the functions, the problems and the activities of broadcasting. Out of this knowledge naturally flows understanding—and when we are understood there is less likelihood that laws or rules restricting our freedom will be suggested or adopted."

## NAB Survey Confirms Radio's Trend to On-Air Editorials

It has been generally accepted that radio stations have been giving greater emphasis to on-the-air editorials. A survey conducted by the NAB research department tends to confirm this view. According to the NAB, 61.8 percent of the radio stations replying to a questionnaire, present editorials on the air. Of this group, 49.6 percent editorialize occasionally and 12.2 percent regularly. Other findings of the survey

(Cont'd on p. 14)

## time buys

(Cont'd from p. 11)

### National Cranberry Association

Agency: *BBDO Inc., New York*

Product: OCEAN SPRAY  
CRANBERRY JUICE

On the heels of a two-week campaign in 20 markets for fresh cranberries, Ocean Spray will take to the airwaves for the juice the last two weeks of this month. From 15 to 20 spots a week are scheduled in at least three New England markets. John Neilan is the timebuyer.

### Norwich Chemical Co.

Agency: *Benton & Bowles Inc., New York*

Product: PEPTO-BISMOL

A late November start is predicted for Pepto-Bismol in 10 to 15 markets in the West. Stretching over a 30-week period, the campaign will run in flights of six weeks, with four week intervals. At least 15 spots per week, minutes and 20's, will be scheduled primarily during evening times. A later campaign is in the wind for Norwich's Unguentine. Handling the buying is Jack Scanlon.

### Prentice-Hall Inc.

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

Product: BOOKS

Back on radio after a year's silence, the publisher is on the air in New York and New Orleans for its book, "Low-Fat Way to Longer Life." Vehicle for the campaign is a 15-minute program, "Longer Life." More books are slated for air schedules at a later date. Marilyn Schiels is the timebuyer.

### Shulton Inc.

Agency: *Wesley Associates, New York*

Product: OLD SPICE

Several markets are being considered for addition to Shulton's year-round 48-market schedule in a pre-

Christmas campaign. Extra spots may go on the air in regular markets as well. Joseph Knap, media director, is handling the buying.

### Texaco Co.

Agency: *Cunningham & Walsh, New York*

Product: GASOLINE

Arm-chair opera-goers in 107 markets can tune in for the Metropolitan Opera broadcasts beginning December 3. The lineup of 108 stations will be known as the Texaco-Metropolitan Opera Radio Network, made up of both independent and affiliate stations. Broadcasts will be live, a prime factor in the switch from previous contract with CBS Radio; some affiliates broadcast programs on delayed basis. The new hookup will carry Met broadcasts every Saturday for 20 weeks. Bill Santoni is timebuyer.

### Twentieth-Century Fox

Product: ESTHER AND  
THE KING

This biblical tale will be told in 350 cities next month. From 30 to 50 spots per week will run for three weeks before the film opens. Start dates are staggered throughout December to coincide with regional openings. Local theatre owners will place their own schedules; all campaigns are co-op, with Twentieth-Century Fox picking up half the tab.

### United States Tobacco Co.

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

Product: KING SANO

Heavy concentrations of 1D's on weekends started last month for this cigarette. A series of six flights uses Friday, Saturday and Sunday schedules to enlist King Sano smokers in eight markets. A network schedule is running for King Sano concurrent with the spot campaign. The timebuyer is Lionel Schaen. • • •



In LOUISVILLE  
the Big Change  
was - and  
still is - to

WKLO

family radio  
check and double check  
your July - August  
Nielsen—Monday - Friday  
per broadcast  
quarter-hours reveal  
WKLO first from 6 a.m.  
to 12 midnight  
plus wonderful weekends  
WKLO offers a perfect  
audience composition  
seven days a week for  
consumer spendable  
income.

robert e. eastman  
& CO., inc.



national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

**REACH THE BUYING**

**\*83.6%**  
**Adult**

**HOUSTON AUDIENCE AT THE  
LOWEST COST PER THOUSAND**

**K-TU-VZ**

See KATZ for the August, 1960  
PULSE and complete  
Audience Composition Story



24-HOUR MUSIC AND NEWS



MEMBER OF  
TEXAS QUADRANGLE

**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

include: Stations generally confine the editorial function to top management, or the man in charge of the news operation. In seeking out opposing views to their editorials, only one percent of the stations reported they do not seek opposing views; 15 percent said they actively seek opposing viewpoints. There was almost complete agreement on the part of station management that editorializing is a decided "plus" in its effect on the station.

**Local P. R. Program Aids  
Get a Thorough 'Airing'**

Keeping close watch on its "Build Radio with Radio" campaign, the NAB has been reporting "gratifying progress." John Couric, the organization's manager of public relations, said that there has been a "snowballing acceptance by member stations to provide crisp, hard-hitting spot announcements prepared by NAB. Broadcasters will soon be receiving prepared announcements on such specialized programming as sports results, popular music, editorializing and farming. According to Mr. Couric, these were "heavy choices in a recent survey of members on their preferences for future spots." Other new aids in the preparation stage include a speech text called "Careers in Radio"; a booklet designed for distribution by stations among civic and fraternal organizations telling their publicity chairmen how to prepare news items for radio stations, and a study guide on radio to be distributed by member stations among women's organizations.

**Engineers Blueprint Plans  
For Their 1961 Convention**

The two recently-appointed subcommittees of the NAB Broadcast Engineering Conference Committee are in the process of drawing up plans for the 1961 meeting to be held next May in Washington, D.C. It has already been decided that registrants at the next Engineering Conference will attend luncheons specially arranged for them on all three days rather than the regular NAB convention affairs. One of the subcommittees has been assigned the task of selecting nominees for the Broadcasting Engineering Awards. • • •

# the Silver Mike



THIS MONTH:

**LEROY COLLINS**

Newly elected president of the National Association of Broadcasters

## ***NAB Ends Search for New President***

On January 4, 1961, Governor LeRoy Collins will exchange his duties as chief executive officer of the State of Florida for those of the presidency of the National Association of Broadcasters. After a long and arduous six-month search, the 13-member Board of Directors of the NAB selected the nationally prominent political figure to succeed the late Harold E. Fellows as the major spokesman for the broadcasting industry.

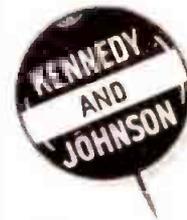
In taking over as the fifth fulltime head of the NAB, and the 17th president since the organization was formed in 1922, Gov. Collins comes to the job with a distinguished background as a legislator and administrator. His outstanding qualities as a forceful and discriminating leader were demonstrated to the entire country last summer, when Gov. Collins fulfilled the difficult job of permanent chairman of the Democratic National Convention.

With the broadcasting industry, and the nation, entering a period that is filled both with potential promise and danger, Gov. Collins will be called upon often to use his many abilities to uphold and carry forward the aims and objectives of the NAB. These aims and objectives, as expressed by the association, are "to foster and promote the de-

velopment of the arts of aural and visual broadcasting in all its forms; to protect its members in every lawful and proper manner from injustices and unjust exactions; to do all things necessary and proper to encourage and promote customs and practices which will strengthen and maintain the broadcasting industry to the end that it may best serve the public."

Although he has spent his entire adult life in law and government, Gov. Collins has demonstrated that he appreciates and knows how to utilize broadcast media. During his unprecedented six consecutive years as Florida's governor, he made monthly reports by statewide radio and television hookups from the state capitol in Tallahassee.

A native of Tallahassee, the 51-year-old Collins has devoted two-and-a-half decades to public service. In each position held by Gov. Collins, he has carried out his tasks in a soft-spoken but firm manner. Some insight into the man who will be heading the NAB may be gleaned from his views on leadership. Governor Collins has said "The only person who doesn't step on someone's toes is the one who stands still. Leaders cannot stand still. They must take sides, stand up and be counted and keep moving forward." •••



## How good



## was your

# guess?

Fortunately the mantle of prophecy is not needed for basic business decisions requiring accurate, measurable information in television and radio. Subscribers don't guess —with Pulse they know.

Nothing takes the place of INTERVIEWS in the home

# PULSE, Inc.

730 Fifth Ave.  
New York 19



PULSE RINGS DOOR-BELLS



INTERVIEWS FAMILIES IN THEIR HOMES

# LETTERS TO THE EDITOR



Assure yourself of complete coverage in America's richest market: advertise on WPAT. Throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut interest in our station is compounded daily, and companies who spend time on WPAT know it. Time is money on WPAT and you can count on it. That's why insurance and financial advertising alone has increased nearly 40% in three short years on our station thanks to advertisers like these: *Allstate Insurance, The Bank for Savings, The Bowery Savings Bank, The Chase Manhattan Bank, Eastman Dillon Union Securities Company, The Greenwich Savings Bank, Goodbody & Company, The B. P. Morton New York Corporation, The New Jersey Bank, The First National Bank of Jersey City, Seaboard Finance Corporation and The Williamsburg Savings Bank.* These are only a few of the many blue chip insurance and financial firms that have banked on WPAT... the station with the jingle of success.

WPAT  
&  
WPAT-FM

## Books on the Air

I have read with great relish the article about the Grosset & Dunlap radio promotion (see *Grosset & Dunlap 'Discovers' Radio*, October 1960). Two things stand out in my mind as being particularly noteworthy: First, that you have presented all the pertinent facts in an objective and interesting manner; and, second, that you were able to grasp the information so quickly and so accurately.

All of us here at Grosset appreciate your attention; we hope that your readers have found it equally as rewarding.

Nils A. Shapiro  
Advertising Director  
Grosset & Dunlap Inc.  
New York

## Voice of America

May I take this opportunity to thank you for a very nice job in preparing the article on the Voice of America, which appeared in the September issue of U. S. RADIO.

Incidentally, if you have another copy "kicking around," I would appreciate having it for future reference, as the article is quite complete.

R. J. Rockwell  
Vice President and  
Director of Engineering  
Crosley Broadcasting Corp.  
Cincinnati

Would you please send me extra copies of your article on the "Voice of America" that appeared in your September, 1960 edition?

I thought it was an excellent and very interesting article.

Richard K. Burch  
Station Manager  
KBTO  
El Dorado, Kans.

## Broker Opinion

I was extremely pleased with your article on radio trading (*Brokers See Big Year*, September 1960). I think the piece was very well done and I want to commend your magazine for it. Particularly, some of the recent articles I have seen on this subject have emphasized the number of stations which change hands without

many of the valid reasons in your article. This gives the impression of straight trafficking in licenses and is unfair to the broadcaster in this respect.

Joseph M. Sitrick  
Blackburn & Company  
Washington, D. C.

## Well-Measured

I have received and read with interest the article "Radio Measures Up" (October 1960).

Congratulations on an excellent wrap-up.

Let's hope that these new, combined efforts will result in additional attention and dollars for spot radio, which are so richly deserved.

Robert H. Teter  
Vice President—Radio  
Peters, Griffin, Woodward, Inc.  
New York

## New Fm Magazine

Congratulations upon the first issue of U. S. FM. I am sure you are on the way to developing something as successful and as much needed as U. S. RADIO.

Del Leeson  
General Manager  
KPFFM  
Portland, Ore.

We would like to thank you for sending the first issue of U. S. FM. We plan to be on the air in November, and are quite optimistic over the enthusiasm for fm in the Florida panhandle as well as nationwide. We know that U. S. RADIO and U. S. FM will play an important role in our operation.

John L. Harris  
General Manager  
WPEX(FM)  
Pensacola, Fla.

Having just completed reading my copy and filing it for future reference, I would like to add my praise to that which you have already received. U. S. FM is indeed an excellent magazine, filling a great void in our industry.

May you have continuing growth and prosperity.

Jack D. Alexander  
Exec. Vice President  
Futuristic Productions Inc.  
Dallas

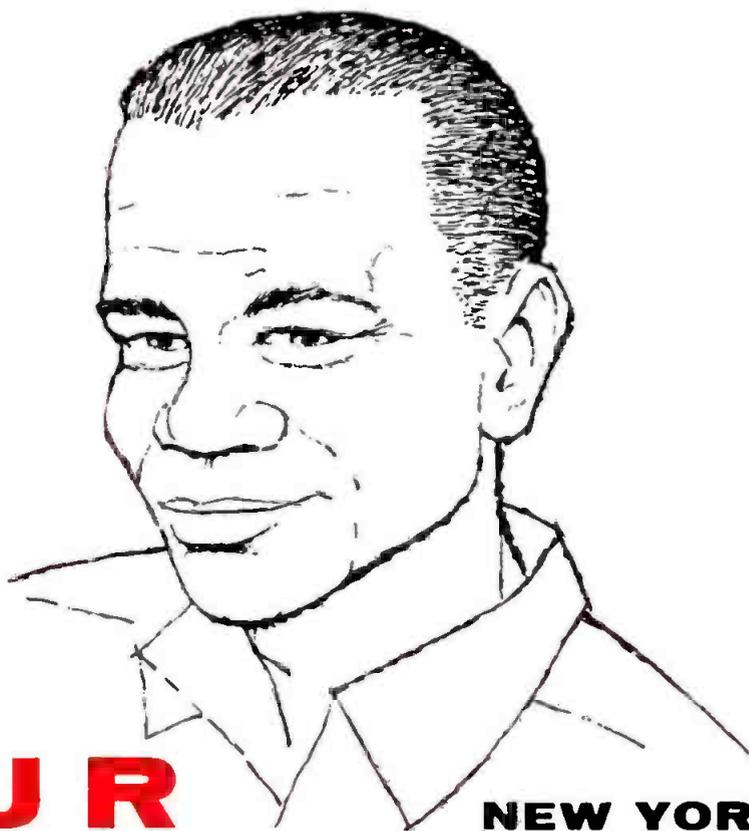
for buyers and sellers of radio advertising

# U.S. RADIO

Negro  
Radio  
Supplement



*In the World's Largest Negro Market*



**W N J R**

**NEW YORK**

No. 1 in the world's largest Negro market. \* 1,600,000

**W B E E**

**CHICAGO**

No. 1 in the world's second largest Negro market. \* 1,250,000

**W R A P**

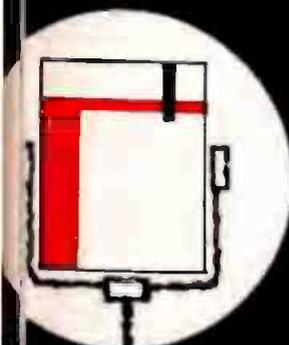
**NORFOLK**

The only station for 330,000 Negroes in Tidewater, Virginia.

THIRD  
ANNUAL  
SUPPLEMENT

Negro  
Radio

NOVEMBER  
1960



Represented Nationally by Continental Broadcasting  
565 Fifth Ave., New York 75 E. Wacker Dr., Chicago

**BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...**

**“LIB”**

**it up!**



If ever two thoughts were synonymous—it's the New York Negro Community and WLIB.

Metropolitan New York has the largest Negro Community in America—1,494,000. And it's growing larger every day.

WLIB has by far the largest share of that growing community in Metropolitan New York. And its lead has grown consistently year after year.

You can't think of one without the other. WLIB is first in the Negro Pulse, first in Negro Public Service, first in Negro News. And it offers more Negro programming than all other stations in New York combined.

That's why more national advertisers place more business on WLIB than on any other station programming to this vital market—they know that WLIB has proved itself far and away the most effective buy. Get the facts. You'll agree it makes sense to re-evaluate your media schedule and "LIB IT UP".

  
HARLEM RADIO CENTER

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

**EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK**

There's  
more  
to  
McLendon  
Ebony  
Radio  
than  
specialized  
audience...

we've got **POSITION**, too!

Provided by our President who'll do anything for his people.

**WENN**

**BIRMINGHAM**

No. 1 among 11 stations, latest General Audience Survey. Hooper, June - July, 1960 — Pulse, 1960

**KOKY**

**LITTLE ROCK**

No. 1 among 8 stations, latest General Audience Survey. Hooper, Aug.-Sept., 1960

**KOKA**

**SHREVEPORT**

No. 2 among 9 stations, latest General Audience Survey. Hooper, April-May, 1960

**WOKJ**

**JACKSON**

No. 1 among 6 stations, latest General Audience Survey. Pulse, May, 1960 — Hooper, Aug.-Sept., 1960

# McLendon Ebony Radio... the Nation's highest rated Negro group

John McLendon, President and General Manager • Represented nationally by John E. Pearson Co.

Sing a song of savings with this thrifty trio \*

# THE GEORGIA NEGRO GROUP

**COLUMBUS**  
1000 Watts  
1580 kc. **WCLS**

Reach high sales at low cost with the Columbus area's only all-Negro programmed station with all-Negro announcers. WCLS reaches 38% of the metro population with top-rated programs and personalities, beaming 100% to a Negro audience. Now in its 6th year of catering to Negro buyers, WCLS delivers a big market at small cost.

**MACON**  
1000 Watts  
1280 kc. **WIBB**

Macon's only 100%-Negro programmed station, now in its 13th year of service to the Negro community, reaches 43% of the metro population. WIBB originated Negro programming in the Macon area and has top-rated personalities with exclusive coverage. WIBB brings this market to you at low cost.

**SAVANNAH**  
250 Watts  
1230 kc. **WSOK**

This fast-growing popular-rated station gives you 40% of the metro population, beaming to a 100%-Negro audience 24 hours daily. Now the only station in the Savannah area programming to Negroes, WSOK offers specialized programming to a specialized audience with special results for advertisers.

\*A THREE-IN-ONE BUY FOR THREE-IN-ONE SAVINGS: TIME, EFFORT, DOLLARS. EARN A GROUP DISCOUNT OF 5% ON PURCHASE OF TWO STATIONS-10% ON PURCHASE OF ALL THREE. **ONE ORDER DELIVERS THESE KEY METRO MARKETS: BERNARD HOWARD & CO., NATIONAL REPS.-DORA-CLAYTON AGENCY, SOUTHERN REPS.**



INCREASING EMPHASIS on public service programming by Negro stations is seen in the decision by KSAN San Francisco to cover "live" both political conventions: At the Republican session, KSAN's Marty Dinkins interviews Jule Stratford Rogers, Chicago attorney, who delivered one of the nominating speeches for Vice President Nixon. She also served as advisor in campaign.

# Negro Radio Embarks On New Challenge

**Third annual survey by U.S. RADIO reveals progress  
in programming, community service and sales outlook  
as medium guns for greater national use.**

 Negro radio has chartered a bold new course for itself. On a major scale, this specialized advertising medium is seeking out the advertiser in an effort to widen his use of Negro radio by making it an integral part of marketing strategy — not as something that should be designated for occasional use.

With about 19 million Negroes in the United States having a gross spendable income of about \$19 billion, Negro radio is of the mind that

advertisers should be devoting an increasing share of their efforts to this specialized audience in a specialized way on a regular basis.

And the evidence is there that advertisers are becoming more conscious of the inherent opportunities in such a plan. Among the companies and products that devote special attention to this area are: Wrigley's, Pet Milk, Tareyton cigarettes, Bristol-Myers' Mum, Four-Way Cold Tablets, Arrid, Vaseline, Ward Baking, Esso Flit, Pharmaco, Quaker

Oats, Reynolds Tobacco, Colgate Dental Cream, Fab and many others.

Returns from questionnaires to U. S. RADIO's third annual survey of Negro radio indicate that the rate of national expenditure in this specialized medium is growing.

The average station that programs 50 percent or more of Negro programming reports that it had 34 percent national business this year compared with 30 percent a year ago.

The average station that programs between 25 percent and 49 percent

# ● Negro Radio

of Negro fare reports that it had 23 percent national business this year compared with 18 percent a year ago.

And the *average* station that programs up to 25 percent of the time to the Negro audience reports it had nine percent national business this year compared with six percent a year ago.

"Basically, there are two reasons for the change in marketing attitude over the years," says Don Connell, vice president, Market Research Corporation of America, whose firm has been conducting Negro market research for many of the leading national advertisers.

"The first reason is the pressure

of increased competition for the consumer dollar. We have begun to realize that success in marketing is much more difficult to come by and when achieved is at best a temporary advantage that must be maintained.

"The other reason for the change in marketing attitude is the growing understanding on our part of the sociological, psychological and economic factors that influence buying decisions. One result of this increased knowledge is the realization that there is no such thing as a single mass market. There are many markets made up of individuals with similar buying patterns."

The developments of the past year have focused a penetrating light on how things will take shape in the months ahead. Here are some of the key developments:

- Formation of the Negro Radio Association as an active, vital sales promotion arm of the medium. One of its primary objectives is to make full-scale presentations on Negro radio at the advertiser level.
- Research—Important steps have already been taken to supply advertisers and agencies with the kind of audience and brand research that they require to justify additional Negro radio expenditures.
- Programming — Sharp upgrading in the quality of Negro radio. Strong community service, news, better music.



SPECIAL MERCHANDISING display of WHAT Philadelphia features this in-store section devoted to station advertisers. A special highlight is the WHAT microphone calling attention to the products sold in the store.



MAN-ON-THE-STREET interview has been used both as a programming and merchandising technique by WLIB New York. The station's Jack Walker interviews a shopper in the Jagerman supermarket in uptown New York. The in-store interview has proved popular with supermarkets and advertisers and the WLIB audience.

The formation of the Negro Radio Association is looked upon as one of the most significant developments in the history of this specialized medium which traces its beginnings to about 12 years ago.

The NRA currently has 37 active charter members with several applications pending. At its board of directors meeting last month in Chicago, the following plan of action, reported to U.S. RADIO, was set forth:

1. "Collection and correlation of known research data on income, education and consumption of merchandise.
2. "All research material, both new and existing, will be certified by a research organization chosen and used in preparation for a selling presentation in order that Negro-appeal radio can be sold and sold to the decision-makers of national agencies and clients responsible for the budgeting and spending of an important share of the total advertising dollar. These presentations will also be separately available to member stations and associate members of the NRA.
3. "Ultimate commercial purpose—The selection of a man of national reputation and stature in the broadcast and advertising industry who will make presentations to high-level clients and agency people."

A special membership drive is underway. Monthly dues start January 1.

(Cont'd on p. 24)



AT THE CLOSE of each school year, WENN Birmingham presents its annual Scholastic Awards of a plaque and watch to both the winning boy and girl. Erskine Faush, station religious director, makes the presentation to the winners, who are selected after a competitive examination from among boy-and-girl representatives from 10 major Negro high schools in the Birmingham area.



## The Nation's Best-Known Negro Personalities "Live" Here!



**HOT ROD**  
6 to 10 AM



**MARY DEE**  
10 AM to 1 PM



**FATMAN**  
1 to 4 PM



**BILL CURTIS**  
4 to 9 PM

Metropolitan Negroes all across the nation know Mary Dee... Fatman... Bill Curtis... and the great Hot Rod! Now, working in the exciting atmosphere of WHAT's ultra-modern facilities, they're at their best. They come "alive" to Philadelphia's vast—and still growing—Negro audience (now 686,000).

WHAT's line-up of stars represents 57 years of combined broadcasting experience. They know their audience as well as their audience knows them.

They're PROS! Not neo-broadcasters selected for the sake of "keeping the overhead down."

If your product requires SPECIAL HANDLING, in-depth selling, a force that reaches beyond canned E.T.'s (and every product aimed toward Negroes does), WHAT's professional personality line-up is the ONE selling force in Philadelphia with the audience influence you need.

Call Herb Schorr—TRinity 8-1500—

or any John Pearson office now!



**MARY MASON**  
9 to 10 PM



**MARK HYMAN**  
News



**LOUISE WILLIAMS**  
Sunday 6 to Noon



**EMORY SAUNDERS**  
Sunday Noon to 6 PM



Phila. 31, Pa.

Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

# ● Negro Radio



THE ANNUAL GET-TOGETHER of the WRAP Norfolk Home-makers Council. The women are members of the council's board of directors. Mrs. Leola Dyson (1) is women's director of WRAP.



MARQUEE AND FRONT of WYLD New Orleans are often used for program promotion and merchandising aids for advertisers.

(Cont'd from p. 22)

The prime motive for launching NRA is to increase national use of Negro radio. The association expresses the feeling that, with many present NRA members receiving as much as 80 percent national business, "stations which get comparatively small national advertising allocations have much more to gain immediately."

What can be done to increase advertiser use of Negro radio?

Station management points to the need for research and education and, perhaps most of all, the need to convince the advertiser that Negro radio should be included in the total marketing approach.

"We find more and more national advertisers who are interested in using Negro radio," says Edwin

Estes, president, WMOZ Mobile, Ala. "They must be educated to the many advantages it offers in creating additional consumer demand for their products. They must also be educated to the fact that in most major markets, the Negro has an average income which is comparable in most cases to the average white family income. With the Negro being elevated because of educational advantages and with more demand being given to equal job opportunity, a desire has been created for the average Negro family to buy and live on a par with the average white family. It is a real opportunity for many national advertisers to find this new and ready-built market for their products."

The use of the "separate" budget

is termed a fallacy.

"The Negro is part of the whole community and when a budget is set up to reach a given market, part of this budget should go to Negro radio—not a 'separate' budget," states Stan Raymond, president, WAOK Atlanta. "This has been the greatest fallacy of clients and agencies in setting up a 'special' budget to reach the Negro. This should be a part of the whole budget. The Negro is interested in buying products that are advertised on other media as well; but hearing a personal message from the client on *his* radio station is not only an invitation to this product, but a welcomed sales message. To increase national business, I believe an intelligent sales presentation to *clients* interested in increasing



ANNUAL CHRISTMAS boxes of food are presented by WMOZ Mobile, Ala. Last year, staff announcers delivered boxes to about 150 families, one of station's public services.



SCHOOL CHILDREN on a field trip to the studios of WBOK New Orleans are interviewed on the air and are permitted to see what goes on behind the "mike." WBOK's "Okey Dokey" presides at this session.

sales is all that is needed. The story speaks for itself."

Development and improvement of Negro air salesmen are cited as ways of increasing national business.

"There is no question that the agency and advertiser are more interested in Negro radio," declares John Dyer, general manager, WGES Chicago. "This situation can be improved upon by promotion of Negro radio by station personnel, by frequent personal calls on both agencies and advertisers. It is our opinion that the best approach to cultivation of the Negro market is by the development of good Negro air salesmen. Continuity of Negro personnel is most important. Frequent changes make for confusion. It takes a lot of time and expense to develop a Negro personality, to have him accepted as a radio friend in the Negro community and as an air salesman by agency and advertiser. Finally, the Negro Radio Association may prove to be a big step forward."

Copy and media should be linked to motivations, suggests a radio executive.

"The Negro market is a specialized market," says Ed Prendergast, vice president, WBOK New Orleans, "and the agency-advertiser must acquaint himself with the Negro—his wants, needs and environment. Also, the Negro must be approached with specific copy and media keyed to his specific motivation pattern."

**Research**

Most Negro radio operators readily admit that one of their medium's



WINNER OF THE second annual WSRC Durham, N.C., "Trade Week" scholarship is Carolyn Plummer, who accepts \$250 award from Jim Hayes, station manager. She plans to attend A&T College. Station has Scholarship Fund which makes additional awards each year.

great needs is research—local audience characteristics and listening habits as well as such things as brand preference studies.

Many stations report in their questionnaires that they are looking to the new Negro Radio Association as one solution to their research needs.

"A well-organized, concerted effort must be put forth by some group, armed with statistics, facts and figures to sufficiently impress the 'big spenders,'" states John McLenon, president of the Ebony Group. "There is a dire shortage of statistics

pertaining to the Negro population in most areas. The qualitative approach must be emphasized. The new Negro Radio Association should fill this void."

Many stations have made important strides in filling the research gap.

The widely-publicized motivational studies conducted by Dr. Henry Bullock of Texas Southern University and contributed to by the OK Group of Negro stations is recognized as a major breakthrough. Among the major conclusions of the

# over 1,000,000 Negroes hear these golden horn personalities . . .

*because in South Carolina only the Speidel Stations specialize in a specialized market!*

WOIC: (A) Rev. Bowman, (B) Charles Derrick, (C) "Duke of Wax"  
 WPAL: (D) Rev. Lampkin, (E) Flo Myers, (F) Bob Nichols  
 WYNN: (G) Rev. O. E. Jackson, (H) "Jim Dandy", (I) "Johnny Raven"

Representatives -Natl. Bob Dore, Southeast Dora-Clayton



**WOIC**

5000 W 1470 KC  
 COLUMBIA, S. C.

**WPAL**

1000 W 730 KC  
 CHARLESTON, S. C.

**WYNN**

250 W 540 KC  
 FLORENCE, S. C.

# Sell 7 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality, name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

## Personal Letter

Negroes listen, believe — and most important — respond to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio — you'll see! We are one of the oldest and the largest broadcasters in our chosen field.



ROBERT W. ROUNSAVILLE  
Owner-President

## FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATING IN SIX BIG MARKETS

**WCIN** 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

**WLOU** 5,000 Watts — Louisville's only all Negro-Programmed Station!

**WMBM** 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

**WVOL** 5,000 Watts—Nashville's only all Negro-Programmed Station!

**WYLD** 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

**WTMP** 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

Coming soon—Dallas—Ft. Worth!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

## ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE  
Owner-President

JOHN E. PEARSON CO.  
Nat'l Rep.



HAROLD F. WALKER  
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON  
Southeastern Rep.

## ● Negro Radio

study are that the Negro has intense loyalty to brands and that he is a buyer of *quality* products.

Far West Surveys just released the results of its second study of the Negro market for KSAN San Francisco. In the first study conducted in 1958, Far West interviewed 584 Negro consumers (440 women and 144 men).

The second project was conducted last May at the annual KSAN Food, Home and Living Show. The information is based on 504 random interviews (402 female and 102 male).

The study examines radio listening habits, socio-economic status and brand preferences.

The study shows that morning listening is still dominant, with 13.9 percent listening during the hours of 6 to 9 a.m. Evening listening (6 to 9 p.m.) ranks second, with 37.8 percent listening during those hours. Afternoon tune-in is third, with 17.1 percent listening between the hours of 12 to 6 p.m.

An important feature of the KSAN-Far West survey compares the brand preferences of the 1960 study with those of the 1958 project. These preferences are also related to the use of KSAN. Advertisers are listed as either *consistent* station users or *situation* KSAN clients.

From 1958 to 1960, Clabber Girl baking powder, a consistent advertiser, increased its use among Negro consumers interviewed by 13 percent.

Blue Seal bread, a saturation client, increased its Negro customers by 33 percent for the two years, according to the survey.

In education, the percentage of those who have completed college has risen from 3.4 percent in 1958 to 1.6 percent in 1960, a gain of 35.3 percent.

Those in professional occupations have jumped from 2.7 percent to 6.1 percent, a 136 percent increase.

Several special brand preference studies that have placed controls on sales to test radio results have been conducted for WDIA Memphis by the Mid-South Surveying Service. One on liquid detergents held last May proved the power of Negro radio.

A brand preceded Mr. Clean into



AS PART OF the annual Negro Day parade through downtown Shreveport, La., KANB has a float that features "Miss Personality," selected by the station audience. The event coincides with Louisiana State Fair.



THOUSANDS OF ON-LOOKERS gathered at the final selection of "Miss KNOK" of Dallas-Fort Worth. The latest annual event was held on the open-air Magnolia Stage at the Texas State Fair.

the Memphis market by one or two years, the study states. Although the first product never used the station, Mr. Clean started a moderate schedule of 10 spots a week last February. Here are some of the results of the study:

Of 310 home interviews with Negro consumers, 208 stated that they use a liquid detergent. Of these, 148 said they use Mr. Clean and 50 said they use the other product.

The next question asked, "How long have you used your present brand?" A total of 43 said they have been using Mr. Clean from two to six months.

"Did you switch from some other brand?"

A total of 34 said they switched to Mr. Clean from another brand, while only 11 said they switched from Mr. Clean to another brand.

In addition, WDIA has conducted in-depth studies on the brand loyalty of Negro consumers and their media preferences.

#### Programming and Community Service

Negro radio programming fare has seen a major upgrading in content over the past year. And indications from station questionnaires are that this trend will take on even sharper direction in the months to come.

Paul von Hagel, vice president and general manager of WRAP Norfolk, states, "A major trend in Negro programming has been the upgrading in disc jockey shows, news, commercial content. In general, a big job has been done by most stations in presenting a more qualitative product. Real thought in community needs and wants presented in a professional manner."

Community service programming is being stressed.

#### memo to madison

Like any smart people who are doing things, you are liable to human errors.

Your days and nights are filled with constructive action and creative contributions to Commerce.

It is only natural then, that sometimes you will overlook an all-important phase of getting your clients' stories to everyone.

One of these errors that keeps your efforts from getting full-blown exposure is the failure to use the Broadcast Medium called Negro-Appeal Radio.

It's the different, exciting, exclusive way to reach over 18,500,000 Americans on a *daily* basis who spend over 19-Billion dollars every year.

Already, many Agencies have experienced the dramatic sales increases caused by the use of Negro-Appeal Radio. Advertisers and agencies who have properly used this broadcast medium have been "on" for years.

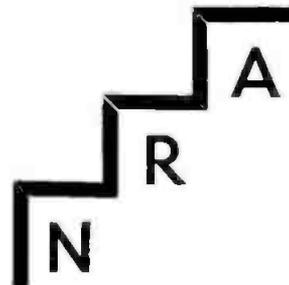
In spite of all this, we, in Negro-Appeal Radio, have apparently failed to give you enough convincing information on the medium.

Be assured! This is being corrected . . . now . . . by the unified national effort of the outstanding stations belonging to the new Negro Radio Association.

We are going to give you and your clients the factual reasons why no advertiser can do a complete selling job and still overlook the *daily* influence that Negro-Appeal Radio has on the spending of over 19-Billion dollars a year.

## NEGRO RADIO ASSOCIATION

Temporary address:  
P.O. Box 10063  
Charlotte, N. C.



# ● Negro Radio



CROWNING THE WINNER of the KATZ St. Louis beauty and talent contest, Carole Craddock, is Louise Dunn, who heads her own charm school. Ruth Swan (r) is the winner of the talent search. KATZ announcers Lonnie Rochon (l) and Dave Dixon emcee the gala festivities.



STUDIO-ON-WHEELS is used by WWRL New York for on-the-spot coverage of the area's Negro communities. A minister, a priest and a rabbi participated in the recent dedication ceremonies.

"The major trend in Negro programming," says Harold F. Walker, vice president and national sales manager, Rounsaville Stations, "is the greatly increased time spent on community service programming. It is no longer sufficient simply to program music. Negro stations must now make a real contribution to the Negro community of any market. This, of course, has very tangible results for the stations because such

community service is the cement that binds the station and the Negro population together with resulting healthy increases in the share of Negro tune-in."

An example of one type of off-air community service of which Mr. Walker refers is the WCIN Cincinnati Goodwill Fund. It just recently purchased and had installed an automatic ice cube making machine with a daily capacity of 200 pounds

and a 150-pound capacity storage bin for the Colored Orphan Home.

In addition, the WCIN Goodwill Fund is making arrangements to underwrite the operating costs of the Negro Sightless Society Home, which has suffered for lack of funds, and to equip a hospital room at the Home for Aged Colored Women.

The movement in the direction of community service is underscored by Francis Fitzgerald, WGIV Charlotte: "We consider the maturity of operators the latest and greatest major trend in Negro radio programming. Now more than ever before, Negro-appeal radio is growing toward better public service features and educational programs, with a more widespread sense of responsibility to the communities it serves."

Samuel Feldman, executive vice president, WEBB Baltimore, also emphasizes this point: "The major trend in Negro radio programming is the recognition of the obligation which a Negro-appeal station has to the community. This activity is essential in holding the loyalty of the Negro audience."

For example, WEBB states it has been at the forefront of the city's fight against lead poisoning. Joseph Gordon, director of the bureau of health information, told the station that in "at least 75 percent of the cases investigated," the people stated that they learned about the symptoms and chances for treatment from WEBB.

KGFJ Hollywood raises this ques-



John E. Bandy

Negro radio has undergone a year of significant progress. Development of programming, emphasis on community service are just two of the many things that are happening in this specialized medium.

One example of the changes occurring is the announcement by a major-market station, WDAS Philadelphia, that it has just appointed John E. Bandy, a Negro, to a top

executive post with the radio outlet.

The station describes the move as having been taken "only a very few times" in the history of American radio.

In making the appointment, Robert A. Klein, WDAS general manager, says Mr. Bandy will be involved in Negro marketing problems, merchandising, station administration and organization. He will serve with the title of assistant to the general manager.

Mr. Bandy, a product of the Howard University Law School, Washington, D. C., was also educated in Europe and Asia. For seven and a half years, he was a top disc jockey for WUST Washington, where he was known as Lord Fauntleroy.

Mr. Klein emphasizes that among his many duties Mr. Bandy will be directly responsible for programming and expanding community service endeavors.



OFTEN A STATION teams up with an advertiser to make an all-out effort at the grocery store level. Here, Bill Powell of WAMO Pittsburgh and tennis champion Althea Gibson go on a store tour for Ward Baking's Tip Top bread.



EXTENSIVE MERCHANDISING plans between station and client are worked out by executives of WCHB Detroit with the top local representatives of Ward Baking Co.

tion about Negro programming. Why does the Negro listen to special-appeal radio when, as is reported in that market, he can escape segregation in schools, employment and living conditions, can patronize any restaurant, theater or night club and can participate in any sport?

The answer: Community interest and community service.

"Educational Roundtable gives the Negro an opportunity to hear the views of his own people on pertinent subjects; *This is Progress* gives him in dramatized narrative the feats of members of his race in playing prominent roles in the history and progress of this nation; *Man (or Woman) of the Day* points with pride to outstanding current achievements of Negroes in the Los Angeles area and brings each one to the microphone. No other source

brings to the Negro daily news of his community and activities."

A new entry in the field of Negro radio programming is Nationwide Network Inc., New York, which produces and distributes transcribed radio programs exclusively for Negro radio. Founder of Nationwide Network is E. M. Glucksman.

One of Nationwide's presently popular shows is *At Home With Alma John*, a 15-minute weekly women's show which is now broadcast in 16 markets. The program is sponsored by Personal Products.

There are several new shows that are soon to be released. They include *All American News*, a daily national and international news summary, and *Negro Sports History*.

In the area of merchandising, a great majority of Negro stations excel. WHAT Philadelphia, for ex-



MORE THAN 150,000 popsicle sticks sent in to WEBB Baltimore in less than two weeks are counted. Sticks went to Baltimore hospitals for help in rehabilitation of tubercular patients.



AN ALL-DAY "open house" was sponsored by WRMA Montgomery, Ala., to commemorate the opening of a new YMCA building. The station did remotes of all the day's activities.



ONE EXAMPLE of the merchandising program of KGFJ Hollywood is this sample giveaway promotion by station personality, Johnny Magnus, on behalf of Arta skin tone cream client,



in 300 super markets  
supports your ...  
**RADIO COVERAGE**  
of the  
**NEGRO MARKET**  
in  
**HOUSTON, TEXAS**  
**KCOH**  
Get the story from your  
John Pearson man,



**NEGRO**  
Community Programming



**SPANISH/PUERTO RICAN**  
Programming



of Whirl-Wind sales action

**WWRL**

**NEW YORK DE 5-1600**

\*10:00AM-5:30PM

\*\*5:30PM-10:00AM

## ● Negro Radio

ample, has just introduced an enlarged merchandising program that is called "Complete Selling."

The station offers 16 different services to national advertisers. WHAT awards a budget of merchandising points commensurate with an advertiser's expenditure. Using a 13-week base, the station allots a minimum of 150 points for a \$1,000 outlay and a maximum of 750 points for a \$5,000 drive.

The various merchandising services vary different point qualifications. For example, Acme Markets' displays, 750; in-store broadcast interviews, 100; new product marketing assistance, 150; mailings to trade, 50; taxicab posters, 375. •••



ON THE DAY of an in-store appearance, disc jockeys of KDIA Oakland, Calif., spend two hours or more in the store taping interviews with customers, giving prizes and helping to sell sponsors' products through merchandising.



GRAND PRIZE WINNER of Pet Milk Co.'s gospel singing contest is Sadie Louise Reed (second from r). She is met at the airport upon her return from Chicago by (l to r): Willie McKinstry, WJLD Birmingham announcer; Mrs. Martha Wynn, Pet Milk home economist, and Mrs. Maggie Simmons. WJLD held local contest on behalf of Pet Milk.

# WAMO

**PITTSBURGH, PA.**

**NOW 1000 WATTS**  
Programming to  
Pittsburgh's 250,000  
Population Negro Market



**SIR WALTER RALEIGH**



**BILL POWELL**



**PORKY CHEDWICK**



**SUNNY JIM**



**CHARLES GORDON**  
News Director



**ALEXANDER MARTIN**

**NOW 1000 WATTS**  
**ON 860 KC**

# WAMO

**PITTSBURGH**  
100% Negro Programming  
**BERNARD HOWARD**  
**NAT'L. REP.**

# Negro Radio: Success Stories

The following capsules of Negro radio success stories are indicative of hometown advertiser use as reported to U. S. RADIO.

**Department Store**—Regal Department Stores Inc. of Charleston, S. C., traces a great deal of its sales increases to WPAL. Here's what George Fell, manager, expressed to the station: "Last year we sold around 300 girls' coats and we hoped to sell more this year. To date, we have sold 417 which is far more than we expected to sell. And that is due to the fine efforts on your station. As you know, we advertise weekly in the local newspapers and only on your station. As the trade in the store is 98 percent Negro, I would say that your station is responsible for selling on lay-away plans at least 350 coats. The rest would come from the newspaper. Whereas, in our other store in Charleston Heights, the trade there is 98 percent white and they have sold around 50 coats. Your station would have no effect on them."

**Real Estate**—Last October 1, a real estate firm, Penn-Mooney, advertised five properties on WHAT Philadelphia. The station reports that all were sold by October 4, with substantial down payments involved.

**Bread**—The Fischer Baking Co. of Newark, N. J., came to WNJR Newark in March 1959 with the following problem. The agency, Scheck Advertising, explained that the company had been losing bread sales in Negro areas, even though the Negro population was increasing steadily. WNJR set up an initial 13-week campaign of 15 thirty-second live announcements per week. The station arranged for one of its Negro air per-

sonalities to make periodic in-store appearances selling Fischer's Buttercup white bread and giving out a free autographed phonograph record with every loaf of Fischer's purchased. The in-store appearances were announced on the air several days in advance. At the end of the 13-week campaign, Fischer's found the downward sales trend had been checked. In fact, there were signs of increased orders from grocers. Scheck Advertising renewed the schedule for another 13 weeks and requested the continuance of the in-store appearances. At the end of that time, the bread was taking hold and fast becoming one of the better sellers, the station reports. Today, Fischer is still with WNJR, running 15 thirty-second announcements per week with periodic in-store sales promotions.

**Drapes**—Huntley Furniture, an area chain of stores, used a special two-day campaign on WAAA Winston-Salem, N. C., consisting of 25 spots. More than 400 sets of drapes were sold in the two days in the Winston-Salem store.

**Real Estate**—Le Mount Corp., Vallejo, Calif., reported to KDIA Oakland that in a 90-day period last spring, the station was largely responsible for the sale of 70 homes in the Country Club Crest development. The homes were principally in the \$15,000 range. The radio allocation on KDIA averaged \$200 a week.

**Service Station**—Last July, Texaco

spent \$750 on KYOK Houston for the grand opening of Windalls, a large modern service station in the heart of the city's Negro neighborhood. The campaign consisted of 100 spot announcements plus four hours on each of two days of remote broadcasting featuring personal appearances at Windalls. Prizes were also given away at the opening. The station declares that Texaco reported that the volume of gasoline sold during the two-day period set a new national record for grand openings.

**Cars**—McGee Mercury ran a schedule on WGEE Indianapolis of 37 one-minute spots in two days, Friday and Saturday, to close out the 1960 model. During the weekend, 21 new cars were sold, most of which were credited to the two-day schedule.

**Shoes**—The Manchester Shoe Co., a Baltimore shoe store catering to the Negro market, has been putting its entire advertising budget on the *WITH Rocket Ship Show* (8 p.m. to midnight) for the past eight years. Recently, the store had a fire sale because of a fire in the adjacent building and purchased additional announcements beyond their regular schedule to advertise the event. The traffic was so heavy that the store had to lock the doors and let a few customers in at a time, resulting in the largest single day's volume in its history.

**Furniture**—Kimbrell's Inc., a chain of 25 furniture stores, has been successfully running a Labor Day sale for several years for its Fayetteville, N. C., outlet. This past August, Carl Ivey, manager of the Furniture Mart, a Kimbrell store in Charlotte, received approval from Kimbrell officials to run a similar Labor Day sale for his store. The only advertising used to promote the special sale was a 100-spot saturation schedule over WGIV Charlotte for the three-day weekend, the station states. In spite of the holiday condition, there was a line of people waiting for the Furniture Mart to open at 10 a.m. Labor Day. During the course of the day, Manager Ivey stopped counting the number of customers after the 500 mark was attained (on regular days, 50 customers are considered very good traffic). W. E. Kimbrell, chairman of the board, stopped by

(Cont'd on p. 32)

# LEADS

ALL THE WAY...

*EVERY HOUR!  
EVERY DAY!*

Latest Negro Pulse (Dallas, Dec. 1959) shows KNOK number one in every quarter hour. KNOK is accepted by the 315,000 Negroes in Dallas-Ft. Worth. It is their voice. They listen, trust, identify, and BUY! And with KNOK's unique merchandising plan your sales message gets POP help where it counts . . . at the cash register. Schedule KNOK everytime you schedule Dallas-Ft. Worth.

For 100% Sales Effectiveness

**KNOK**

In Dallas-Fort Worth

Stuart Hepburn, President  
REPRESENTED BY  
BERNARD HOWARD CO.

... Serving  
The Greater  
Gulf Coast.  
**WMOZ**

Mobile, Alabama  
1000 watts at 960 KW  
Nondirectional

year in, year out, always a top-rated station — Number One on Pulse morning and afternoon (August 1960) — First in merchandising and promotion assistance.

Negro Population 248,800	} Within 0.5 mv Contour
Negro Retail Sales \$169,570.00	

**WMOZ**  
First Negro Station  
In Market

National Rep. Bob Dore & Assoc.  
Southeast Rep. Dora-Clayton

## Success Stories

(Cont'd from p. 31)

to see how things were going and stayed to help out.

**Soap**—Last year, WOIC Columbia, S. C., was one of many stations across the country selected for the six-week kick-off campaign for Colgate-Palmolive's Spree soap. The station reports that one week after the radio portion of the initial drive had ended, the agency, McCann-Erickson, placed an additional 13-week saturation schedule on WOIC, based on partial assessment of the results of the introductory drive as well as recognition for the station merchandising and promotion support. Another 13-week order followed, then a 52-week schedule which is currently running.

**Bread**—Ward Baking Co. in January 1959 bought a six-week trial schedule on WAMO Pittsburgh for its Tip Top bread. The radio buy, featuring personality Bill Powell, was supported by the station, which worked closely with the local Tip Top sales organization. Retailers were alerted to the campaign by scheduling personal appearances of disc jockey Powell. Results of the campaign merited renewal of the contract for an additional 16 weeks. Tip Top sales continued to grow rapidly in the Negro areas. At the conclusion of the 16-week drive, the dollar volume of the buy on WAMO was increased 20 percent and the contract increased to 26 weeks. After this period, the schedule was renewed for 43 weeks at a dollar volume increase of 23 percent per week.

**Theatres**—Until 1959, the State Theatre in Dallas and the Grand Theatre in Fort Worth had been occasional clients of KNOK. In the fall of 1958, the theatres, which are owned separately, were urged by KNOK to try a continuous schedule of 24 spots per week. Encouraging results prompted each theatre to add more spots to the schedule. In May 1959, the two theatre owners held a meeting and decided that they would combine their advertising as well as their movie bookings. Four months after combining the schedules, the theatres increased the KNOK buy to 100 spots per week. And when the schedule was renewed last March for another 52 weeks, the schedule was jumped to 110 per week (5,720 spots

for the year). Frank Lucchese, owner of the State Theatre in Dallas, states, "Ever after two years, we are still getting new faces at the box office window and radio has proved to me that it is the only medium that can continue to produce new customers as well as being the only way of covering our entire city plus surrounding suburban areas." And William Hightower, owner of Fort Worth's Grand Theatre, states, "Radio, used properly, is an indispensable medium. The results we have received from our continuous saturation spot schedule on KNOK proves to me we are using radio properly."

**Snuff**—In a test campaign recently run on WOKJ Jackson, Miss., Tube Rose Snuff ran a schedule of five spots per day, six days per week, for six weeks. Using a WOKJ personality and promoting him as the Tube Rose Man, the station canvassed neighborhoods throughout the city and offered silver dollars to anyone having Tube Rose Snuff in their possession when the Tube Rose Man called at their home. The campaign was successful, reports the station, increasing Tube Rose sales 34 percent over the preceding six-week period.



FIRST PRIZE IN the merchandising contest for Arriba Wine was won by WBEE Chicago. This station float on behalf of the Italian Swiss Colony Wine beverage was a major factor.

**Wine**—Sungold Wine ran a campaign on WXOK Baton Rouge, La., for 13 weeks using 96 spots per week. A "Sungold Wine Treasure House" was set up exchanging prizes for special plastic bottleneck wrappers. Sales during the campaign increased 43 percent and the firm renewed for 26 weeks using the same format. The results prompted a sister company, the Baton Rouge Wholesale Co. for its Gypsy Rose Wine, to sign up for a 13-week drive utilizing 120 spots per week. [Cont'd on p. 35]

# A MUST

for your Negro radio station!

## NATIONWIDE NETWORK INC.

the only organization of its kind in the world  
for over 20 years producing exclusively  
for the Negro market

### "ALL AMERICAN NEWS"

*The only daily international Negro Radio News Service!  
Vital! Exciting!*

*Tape transcriptions reaching the biggest audiences in the Negro Market.*

### "NEGRO SPORTS HISTORY"

*This weekly show presents a strange and unusual human interest story  
about Negro athletes who have made sports history.*

### "NEGRO UNIVERSITY CHOIRS"

*This thirty minute show introduces the finest Negro talent in American music.*

These subjects are produced, edited and released by the same organization which is now producing the  
"At Home With Alma John" show weekly in 30 radio markets in 14 states.

These transcribed radio programs are available to radio stations, spot advertisers, station  
representatives, national or local sponsors.

*Price Quotations on Request*

*Phone, Wire or Write for "Pilot" Tape*

Send Your Request to:

**NATIONWIDE NETWORK, INC. . 1733 Broadway, New York 19, N. Y.  
JUdson 6-7782**

**RATINGS!  
RESULTS!  
RECOGNITION!**

**30 to 52% SHARE**

(Los Angeles Negro Market Pulse  
March, 1960)

**WINNER OF THE 1959  
URBAN LEAGUE CIVIC  
AWARD**

**IN THE NATION'S 3RD  
LARGEST NEGRO  
MARKET**

of more than

**700,000**



**LOS  
ANGELES**



**SOUTHERN CALIFORNIA'S**

**FIRST  
AND  
ONLY**

**All-Negro Appeal Station**

★ ★ ★

**24 HRS. A DAY**

★ ★ ★

Transmitter Located in  
the heart of the  
Los Angeles Negro Community

REPS: Bernard Howard & Co., Inc.  
New York, Chicago, Atlanta

Torbet, Allen & Crane.  
San Francisco

# Negro Station Key

The following information is taken from questionnaires returned by about 100 stations that replied to the third annual U. S. RADIO survey of Negro radio. Asterisk indicates member of the newly-formed Negro Radio Association.

Station	No. of Hrs. Negro Programming Weekly	% of Total Weekly Schedule	Station	No. of Hrs. Negro Programming Weekly	% of Total Weekly Schedule
<b>50 to 100 Percent</b>					
<b>ALABAMA</b>					
WENN Birmingham*	93:30	100			
WJLD Birmingham*	133	100			
WEUP Huntsville	85:45	100			
WGOK Mobile*	84	100			
WMOZ Mobile	93	100			
WRMA Montgomery*	98	100			
<b>ARKANSAS</b>					
KOKY Little Rock*	90	100			
<b>CALIFORNIA</b>					
KGfJ Hollywood	164	100			
KDIA Oakland*	141	88			
KSAN San Francisco*	147	100			
<b>DISTRICT OF COLUMBIA</b>					
WOOK Washington	168	100			
<b>FLORIDA</b>					
WOBs Jacksonville	84	100			
WMBM Miami*	126	100			
WTMP Tampa*		100			
<b>GEORGIA</b>					
WAOK Atlanta*	168	100			
WAUG Augusta	50	60			
WCLS Columbus	84	100			
WOKS Columbus	163	100			
WIBB Macon*	90	100			
WSOK Savannah	164	100			
<b>ILLINOIS</b>					
WBEE Chicago	72	100			
WGES Chicago	89	65			
<b>KENTUCKY</b>					
WLOU Louisville*	98	100			
<b>LOUISIANA</b>					
WXOK Baton Rouge*	91	100			
WBOK New Orleans*	77	100			
WYLD New Orleans*	126	100			
KANB Shreveport	95	100			
KOKA Shreveport*	90	100			
<b>MARYLAND</b>					
WANN Annapolis	84	100			
WEBB Baltimore*	90	100			
WSID Baltimore	104	100			
<b>MICHIGAN</b>					
WCHB Inkster (Detroit)	90	100			
<b>MISSISSIPPI</b>					
WESY Greenville	84	100			
WGVM Greenville	15	60			
WOKJ Jackson*	97	100			
<b>MISSOURI</b>					
KPRS Kansas City	85	100			
KATZ St. Louis	142	100			
<b>NEW JERSEY</b>					
WHBI Newark	22	100	(Sunday only)		
WNJR Newark	140	100			
<b>NEW YORK</b>					
WLIB New York*	93	93			
<b>NORTH CAROLINA</b>					
WGIV Charlotte*	98	60			
WSRC Durham*	92	100			
WAAA Winston-Salem*	98	100			
<b>OHIO</b>					
WCIN Cincinnati*	98	100			
WABQ Cleveland*	90	100			
WJMO Cleveland	154	95			
<b>PENNSYLVANIA</b>					
WDAS Philadelphia*	147	100			
WHAT Philadelphia*	163	100			
WAMO Pittsburgh*	84	100			
<b>SOUTH CAROLINA</b>					
WPAL Charleston*	85	100			
WOIC Columbia*	90	100			
WYNN Florence*	98	100			
<b>TENNESSEE</b>					
WNOO Chattanooga	98	100			
WDIA Memphis*	140	100			
WLOK Memphis*	126	100			
WVOL Nashville*	126	100			
<b>TEXAS</b>					
KNOK Dallas-Fort Worth*	108	100			
KCOH Houston	98	100			
KYOK Houston*	126	100			
<b>VIRGINIA</b>					
WRAP Norfolk	140	100			
WANT Richmond	104	100			
<b>25 to 50 Percent</b>					
<b>FLORIDA</b>					
WEBY Milton	30	30			
<b>GEORGIA</b>					
WMGR Bainbridge	30	32			
<b>ILLINOIS</b>					
WOPA Oak Park*	70	40			
<b>INDIANA</b>					
WGEE Indianapolis	31	37			
<b>MISSISSIPPI</b>					
WROX Clarksdale	36	30			
<b>NEW YORK</b>					
WWRL New York	41:5	25.4			

Station	No. of Hrs. Negro Programming Weekly	% of Total Weekly Schedule
<b>SOUTH CAROLINA</b>		
WLSC Loris	30	33.3
WATP Marion	30	33.3
Up to 25 Percent		
<b>ALABAMA</b>		
WAUD Auburn	25	20
WTCB Flomaton	10	8.5
WJOI Florence	21	Not Reported
<b>ARKANSAS</b>		
KBLO Hot Springs	10	10
<b>FLORIDA</b>		
WTRR Sanford	11:15	10
<b>INDIANA</b>		
WWCA Gary	18	13
<b>KENTUCKY</b>		
WMLF Pineville	6	.5
<b>LOUISIANA</b>		
KAOK Lake Charles*	20	18
KLIC Monroe	31	22

<b>MARYLAND</b>		
WITH Baltimore	27	19
<b>MICHIGAN</b>		
WMRP Flint	6.5	10
<b>MISSISSIPPI</b>		
WCPC Houston	14	18
WAPF McComb	10	12
WSSO Starkville	7	6
WROB West Point	23	20

<b>NORTH CAROLINA</b>		
WCNC Elizabeth City	24	20
WFAI Fayetteville	24	14
WELS Kinston	10	12
WGTM Wilson	17	13

<b>OKLAHOMA</b>		
KMUS Muskegon	12	9

<b>SOUTH CAROLINA</b>		
WAWA Anderson	26.5	19
WSSC Sumter	24	20
WALD Walterboro	10	8

<b>TENNESSEE</b>		
WKXY Knoxville	15	15

<b>TEXAS</b>		
KMHT Marshall	21	18
KJBC Midland	16.5	18
KMAC San Antonio	12	14

<b>VIRGINIA</b>		
WBRG Lynchburg	15	20
WSSV Petersburg	18	6

#### STORIES (Cont'd from p. 32)

**Dollar Store**—King's Dollar Stores, a large regional chain, opened a new store in Shreveport, La., last August 4. Their only radio effort was KOKA Shreveport, although much more money was spent in newspaper ads to reach the white market. After 10 announcements Wednesday afternoon and six Thursday morning before the 9 o'clock opening time, the station reports, Negroes outnumbered whites by about 50 to 1.

**Canned Milk**—Carnation Milk uses five quarter hours a week on WABQ Cleveland. The radio buy features the station's female personality, Valena Minor Williams, who is presented as the mother of a real Carnation family. WABQ conducts special weekend promotions in various stores. Some of these have been successful enough, the station reports, to move over 125 cases of Carnation Milk in a single store during a two-day period. • • •

## SUCCESS REPEATS ITSELF!

In the Baltimore  
Negro market of  
380,000 . . .

# W-E-B-B

is

# 1<sup>ST</sup>

## AGAIN!

In every Pulse segment . . .  
thruout the broadcast day . . .

## W-E-B-B is NUMBER 1

Surc  
Negr. Pulse, May 1960

# W-E-B-B

100% Negro programming  
5,000 watts • 1360 kc

Baltimore 16, Md.

*Represented by*

Bernard Howard & Co., Inc.  
20 E. 45th St., New York 17  
OXford 7-3750

**1,053,870**  
**NEGROES**  
**\$1,117,793,000**  
**SPENDABLE INCOME**  
**THE**  
**PIEDMONT**  
**PACKAGE**  
(In North Carolina,  
of course)  
**WAAA**  
**WSRC** **RADIO**  
Winston-Salem,  
Greensboro, Durham,  
Raleigh, High Point  
Call Bob Dore  
for discount details



PET MILK conducted a gospel singing contest on the 64 Negro stations used in the current schedule. The finals were held in a Chicago high school auditorium and drew large crowds.

# Pet Milk Thrives on Steady Radio Diet

**Steady user of medium for well over a decade, Pet Milk finds radio best way to reach the Negro consumer**



"... We use radio because it seems the best way to reach the Negro consumer."

This statement from Ray Morris, evaporated milk advertising manager of the Pet Milk Company, St. Louis, gets to the core of why the firm has been heavily involved in Negro radio for some 12 years.

Initially starting out in a relatively few markets, Pet Milk has steadily increased its use of Negro-appeal

radio based on both the development of this specialized aspect of the sound medium, and the satisfactory results, explains Earl Hotze, account executive for Pet Milk at the Gardner Advertising Company. Currently, the evaporated milk product is being advertised in 64 Negro markets on a year-round schedule.

"This concentrated use of Negro radio," Mr. Hotze says, "is in keeping with Pet Milk's vertical market

approach. The three vertical markets which are being given the most attention by Pet are the Negro, Spanish and farm. Of these three," Mr. Hotze continues, "the Negro market gets the largest share of the promotion budget."

"The main reason why we buy Negro-appeal radio," explains Mr. Morris, "is because throughout the country this group purchases one-and-one-half times as much of our product as do whites. And in the Southeast and Southwest, this purchase rate goes up to twice as much. Another favorable marketing factor is that the Negro, on the average, spends more on food than does the white."

Changes in the Negro market are making it more difficult to check the effectiveness of media, Mr. Morris says. "Our buying, of necessity, has to be done on faith to a large degree. One reason for this is that store checks are more difficult to take than ever because the supermarket revolution has also hit the South. This means that there, too, the 'mom and pop' stores are dwindling, and that Negroes are moving out of their own neighborhoods to shop in larger stores which whites also patronize.

## Educational Job

"In addition to trying to keep up with the shifting Negro market," he continues, "we have a major educational job to do in getting people to use the dry evaporated milk. Consumption still tends to be higher on the liquid form. Radio helps us to do this. And we use radio because it seems the best way to reach the Negro consumer. Circulation in print is more difficult to match with our ads than in radio. And television is just beginning to make an impact in this market."

Other media employed by Pet Milk to reach the Negro audience include newspapers and 60-second films shown in motion picture theaters. However, Robert W. Vanasse, a Negro market specialist in the Pet Milk advertising department, states that the selected list of 64 radio stations now carrying the Pet announcements covers a potential of 90 percent of the total U.S. Negro population.

Also discussing the rapidly shifting elements that make up today's Negro market, Mr. Vanasse says,

"The market is a fast changing one. As soon as new data or research material is compiled, it is out of date. The population is shifting. The whole way of life is changing for the Negro. They have more leisure time and more money. The best way we have found to determine what the Negro market is really doing is to talk to the people in it. And that's why we use radio to talk to them all the time."

The programming format used by Pet Milk was developed by the firm and the Gardner agency about three years ago. It is built around a 30-minute transcribed feature that is broadcast between 10 a.m. and noon every Sunday. "In the more than a decade that Pet Milk has been using Negro radio," Mr. Hotze says, "spot announcements and 15-minute strips have been employed at various times. The decision to return to programming was made in order to help provide and control the environment that Pet felt necessary to most effectively promote and merchandise the product on a national basis."

Amplifying this statement, Mr. Morris states, "We believe in bringing the audience to the show, as well as the show to the audience. This is why we developed a gospel singing format on Sunday morning. We like to get our program and its commercials in a block programmed segment because we find this brings more response, as well as receptivity. Negro stations today carry a great many commercials. By developing our own program, we are able to get greater separation and product identification."

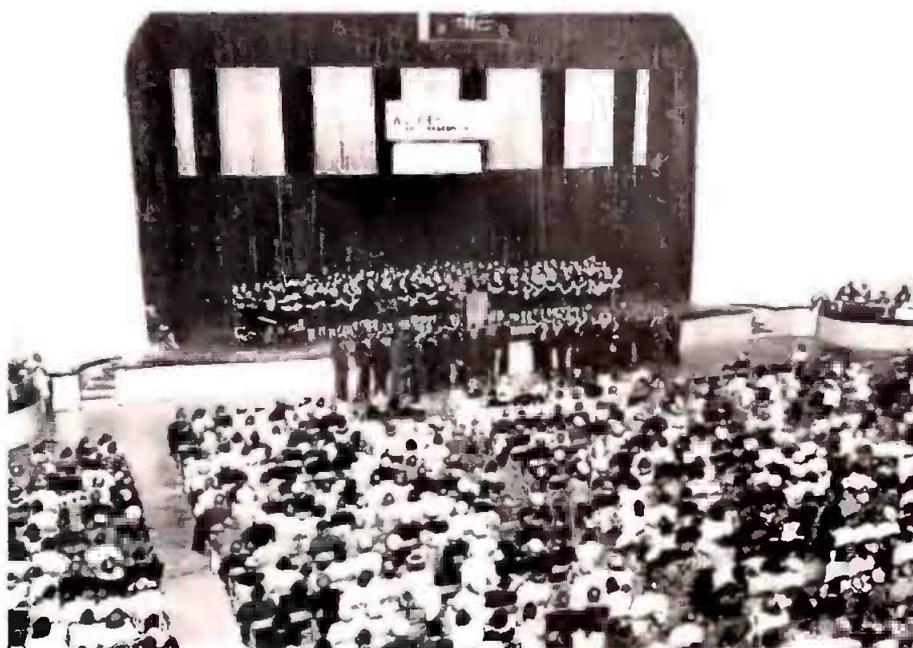
### Program Features

"The radio program," Mr. Vanasse adds, "which is called *Sunday Morning*, blends all of the features for which Pet is looking. These are quiet and dignity, with an atmosphere to which the audience is receptive. Within the framework of this atmosphere, we integrate our sales message with the program. In this manner, we have found it more effective to develop a commercial that is easy to listen to and has a high degree of believability and acceptability."

The entertainment aspect of the weekly program is primarily built around gospel music. However, modified jazz is also included "be-



WINNER of the Pet Milk gospel singing contest, Sadie Louise Reed (c.), is seen with (l. to r.) Ray Morris, the firm's product advertising manager on evaporated milk; Miss Reed's accompanist, and Earl Hotze, Gardner Advertising account executive on evaporated milk. Miss Reed's prizes included, among others, a professional recording contract.



GOSPEL singing competition was tested on KCOH Houston. Station reports that the promotion drew 15,000 pieces of mail, and 4,000 people turned out for the contest.

cause jazz and gospel are basic parts of the Negro culture." Mr. Vanasse says. "It is part of the Negro's way of life, just as country music is to the southern or rural white."

Pet likes to use four commercials in the half-hour format, Mr. Morris explains. But the program is so designed that three minutes are left open at the close of each show for the local use of churches in that particular market's Negro community. Mr. Morris points out that "this welds us even closer to local people and their interest."

A popular Negro personality, Sid McCoy, a disc jockey in the Chicago

area, produces the *Sunday Morning* program for Pet Milk through the facilities of his own production firm. Mr. McCoy is also used to deliver the commercial messages. Mr. Morris says that the Negro personality "is used to talk directly to members of his own race. In preparing the commercials for the programs, we use regular copy and make no copy alterations because of this minority market."

Various themes are used for commercials, with some of them employing an emotional appeal, and others taking the form of hints to the housewife. Here is an example of

# pet milk

the latter approach:

When it comes to cooking are you always looking for new ideas?...for new ways to fix the family meals? Well, here's a suggestion from the Pet Milk Company...for a new meat loaf that's mighty delicious...and easy too. You just mix one pound of ground beef, one envelope of dry onion soup mix and one small can of Pet. That's all there is to it. The creamy smoothness of that double-rich Pet keeps the meat moist and easy to shape into a loaf...and Pet blends the onion flavor into the meal so it comes out the juiciest, most flavorful meat loaf ever. Better make a note of the easy ingredients . . . one pound of ground beef, one envelope of dry onion soup mix and one small can of Pet. . .mix and shape into a loaf

...and bake 50 minutes in a moderate oven of 350 degrees. Meatloaf that's mmmighty good...because its made with Pet...the double-rich milk.

To support and supplement its advertising efforts, Pet Milk also goes in heavily for promotions to the Negro market. The firm employs a home economist, a Negro cooking and homemaking specialist, who travels all over the country to meet and talk with Negro women. "One of the most unusual promotions to this market," Mr. Vanasse says, "involves a set of 11-year old quadruplets. They have been representing Pet products ever since they were born. They appear in events of particular interest to the Negro community."

Pet recently completed a promotion which involved each of the 64 radio stations carrying the *Sunday Morning* program. The event was called the first national Sunday

Morning Gospel Singing Contest. Each radio station held local gospel singing contests. Each of the local finalists was auditioned by tape recordings, with the three top finalists being sent to Chicago for the final judging by three well-known figures in the gospel singing and music fields. The final competition was held in a high school auditorium, with Sid McCoy acting as the emcee. The winner was awarded a commercial recording contract with a record company, and a \$250 donation by Pet Milk to the church or charity of her choice. Cash prizes were also awarded on the local station level.

Constantly keeping track of the swiftly changing patterns of the Negro market, Pet Milk and its agency are confident that Negro-appeal radio will continue to be its most effective means of reaching this important consumer group. And they expect to continue using radio as a primary medium of advertising, promotion, education and public service. • • •

*Of the 64 stations used by Pet Milk, 22 are part of the Negro network of the Keystone Broadcasting System. Sidney J. Wolf, president of KBS (l.), states that "The number of Negro-appeal radio stations comprising Keystone's Negro network is 163, a number which is growing in light of the new and increasing interest of national as well as regional and local advertisers in seeking this specialized market as consumers of their goods and services." Mr. Wolf is seen with Edwin R. Peterson, senior vice president of Keystone, checking firm's transcription library.*



**TODAY, PHILADELPHIA, AMERICA'S THIRD  
LARGEST NEGRO MARKET, IS THE  
13th LARGEST CITY IN THE ENTIRE U.S.A.**

**THE TOP 25  
AMERICAN CITIES**

RANK	CITY	POPULATION	
		1960	1950
1	New York	7,710,346	7,891,957
2	Chicago	3,492,945	3,620,962
3	Los Angeles	2,448,018	1,970,358
*4	Philadelphia	1,959,966	2,071,605
5	Detroit	1,672,574	1,849,588
6	Houston	932,680	596,163
7	Baltimore	921,363	949,708
8	Cleveland	869,867	914,808
9	Washington	746,958	802,178
10	St. Louis	740,424	856,796
11	Milwaukee	734,788	637,392
12	San Francisco	715,609	775,357
**13	<b>Philadelphia</b>		
	<b>Negro 686,000</b>	<b>480,000</b>	
14	Boston	677,626	801,444
15	Dallas	672,117	434,462
16	New Orleans	620,979	570,445
17	Pittsburgh	600,684	676,806
18	San Antonio	584,471	408,442
19	Seattle	550,525	467,591
20	San Diego	547,294	334,387
21	Buffalo	528,387	580,132
22	Memphis	491,691	396,000
23	Denver	489,217	415,786
24	Cincinnati	487,462	503,998
25	Atlanta	485,425	331,314

\* Includes Entire Population... White and Negro. Note Decline of the General Population

\*\* Includes Negro Population Only! Note Increase of 206,000 Since 1950

YES, THE PHILADELPHIA NEGRO MARKET IS **BIGGER** AND **GROWING FASTER** THAN SUCH FAMOUS CITIES AS

- Boston
- Dallas
- New Orleans
- Pittsburgh
- San Antonio
- Cincinnati
- Atlanta
- Minneapolis
- Indianapolis
- Kansas City

**SURVEYS PROVE WDAS  
FIRST IN ALL  
NEGRO RATING SERVICES**

TRENDEX / HOOPER / PULSE

**1480 ON THE DIAL**

Represented Nationally by

**BERNARD HOWARD CO.**

NEW YORK / SAN FRANCISCO / ATLANTA / CHICAGO / LOS ANGELES

**ALEX KLEIN, National Sales Manager**

WDAS, Belmont & Edgley Rd., Phila. 31, Pa.

# KSAN

LEADS AGAIN IN 1960 IN THE RICH

S.F.-OAKLAND

NEGRO MARKET OF 342,000

**1<sup>ST</sup>** *again* IN CONLAN SURVEY (June '60, S.F.-Oakland Negro Market)  
49.2% AVERAGE SHARE OF AUDIENCE

**1<sup>ST</sup>** *again* IN PULSE (June '60, S.F.-Oakland Metro. Area Negro Market)  
24.3% AVERAGE SHARE OF AUDIENCE

JOIN THE LEADING NATIONAL ADVERTISERS WHO ARE USING **KSAN** *again* IN 1960.

JOIN THE LOCAL ADVERTISERS WHO ARE USING **KSAN** *again* IN 1960.

IDENTIFY YOUR PRODUCTS AND SERVICES WITH THE PRESTIGE **KSAN** ENJOYS IN THE RICH S.F.-OAKLAND NEGRO MARKET

You'll sell more to Negro families if you use the station  
the Bay Area Negro families listen to and accept  
the most...

Represented by:

**BOB DORE ASSOCIATES**

New York  
420 Madison Ave.

Chicago  
435 N. Michigan Ave.  
Room 1817

Los Angeles  
5746 Sunset Blvd.  
Hollywood, Calif.

**DORA-CLAYTON AGENCY**  
Atlanta  
502 Mortgage Guarantee Bldg.

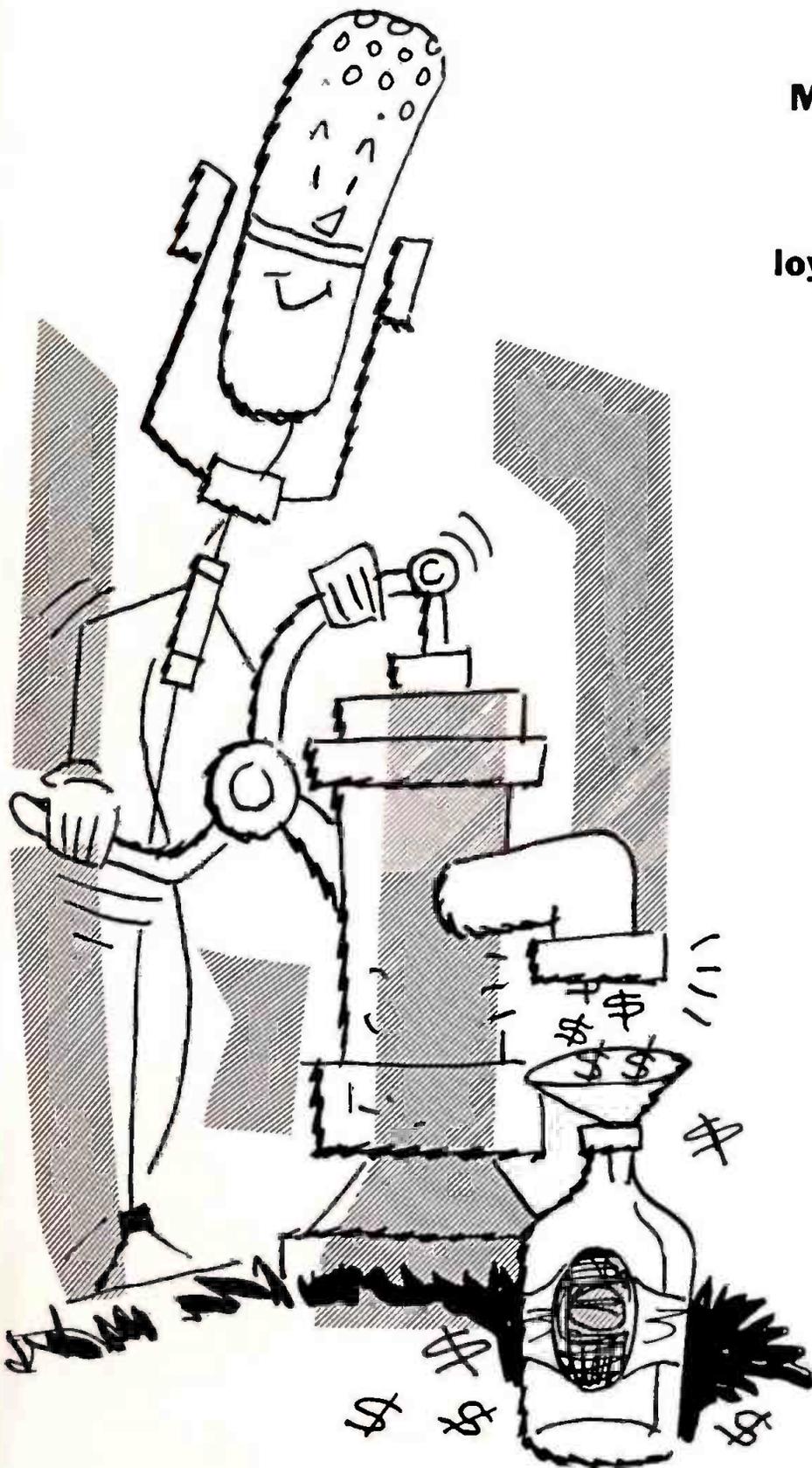
**WILLIAM J. WAGNER & ASSOC.**  
Seattle  
1001 Tower Bldg.

**KSAN**  
1111 MARKET STREET  
SAN FRANCISCO, CALIF.

Write **KSAN** 1111 Market Street, S.F., for your free copy of the  
1960 market study "The Negro Consumer".

# Radio Primes Pump For Bottled Water

**Mountain Valley Water Co.**  
**finds radio delivers most**  
**loyal customers; marks ten**  
**years on sound medium**



 Selling water to householders is not the easiest thing in the world to do. There is plenty of it everywhere for free. But there are large numbers of people, who, for reasons of health or personal choice, buy bottled mineral water regularly.

How can a bottler and distributor of mineral water use mass media, such as radio, to reach this specialized consumer group?

## Switch to Radio

The Mountain Valley Water Co., New York, first used radio in 1950, reports its president John Scott, after a long history of advertising in newspapers and direct mail. At that time, the company bought a small schedule on one New York station.

By the end of 1960, according to Mr. Scott, Mountain Valley will have spent \$75,000 in radio for the year.

Mr. Scott explains that each distributor plans and provides for his own advertising in his marketing

area. "Although we make suggestions from the home office for local advertising, the distributor makes all the final decisions. In cities where special programming is not used," he points out, "the distributor often uses spot. Spot is on in Chicago and Pittsburgh now, and in Detroit our distributor is using spot on a foreign language station."

"Today, I can honestly say that we have never used anything more effective than radio," Mr. Scott asserts. "In a 1956 survey, after six years of radio advertising, we found that the customers acquired through radio were 10 times better than those solicited by other media," he says.

Defining a good customer, Mr. Scott calls him one who has reordered the product 10 times or more. "Our customers who have come to us through radio advertising have been, by far, our most loyal," he says.

"Another reason for our gradually expanded use of radio is its relative economy as a producer of sales. From comparison studies we have made of new customers gained from various

media, we have learned that we get 22 percent more inquiries per dollar from radio," Mr. Scott points out.

Breaking down the cost per new customer, Mr. Scott reports these figures: "The average cost-per-customer from our radio advertising is \$4.10, against an over-all media average of \$7.73."

## Seek New Customers

In seeking new customers, how has the company used radio effectively to find its most likely prospects for a product that by nature appeals to a limited group?

"In face of the vastly diverse nature of the total radio audience," Mr. Scott explains, "we did not want to spread our radio budget over the broadcast day with scattered spots. We felt that we would be reaching too many listeners who were not genuine prospects for bottled mineral water.

"We knew that our most likely customers would be health-minded, so we looked for a radio program

that appealed specifically to a health-conscious audience. In 1950, we decided to buy spots on a program that had this kind of following on WMGM New York."

The program was "Living Should Be Fun," which is now on WOR New York and in 28 other U. S. markets, syndicated by C. F. Productions, Inc. It is a 25-minute show aired five days a week by Carlton Fredericks, a nutrition specialist who guides his listeners toward better health with tips on diet and other data.

Mountain Valley now advertises on the Fredericks program in six markets. The company buys a year-round schedule of three to five spots per week on WOR New York, WGAR Cleveland, WKYW Louisville, WLW Cincinnati, WJMJ Philadelphia and WIBX Utica, N.Y.

In explaining the characteristics of the listeners that make the program a good vehicle for selling mineral water, Mr. Scott points out that the audience is highly intelligent and health-minded.



MOUNTAIN VALLEY water is poured by hostess Carol Ashley at New York's Gaslight Club. Company president John Scott stands second from right. Mountain Valley Water Co.'s distributors in six markets spent \$75,000 in radio this year.



NUTRITION LECTURE is delivered by Carlton Fredericks (c.) whose program "Living Should Be Fun" is the prime vehicle for Mountain Valley's radio advertising. Company uses spot schedules in markets where Fredericks' program is not carried.

"The average age of a customer gained from the program is 10 to 15 years younger than other customers. This makes him just under 50 years old, an age when he is more health-conscious, let's say, than when he was 35. And when he becomes a customer at age 50, the chances are that he will remain loyal to the product the rest of his life," he explains.

### Live Commercials

"Each commercial is delivered live by Mr. Fredericks," he points out, "which naturally lends the advantage of associated authority to the message. He is often half-way through the spot before the listener realizes what is happening."

To keep a finger on listenership response, the commercial message ends with the suggestion to write or call the company for information on how to order mineral water. In New York, a series of special telephone numbers lead directly to the Mountain Valley main office. Once a sale is made, the company is able to keep

tabs on the consumer's buying pattern.

"We have discovered that our inquiries come from a highly heterogeneous group," says Mr. Scott. "In New York we have received inquiries from people living in Harlem, on Park Avenue and the West Side."

He points to the telephone and write-in response as a measure of radio's success in other markets, too.

In Utica, N.Y., where Mountain Valley Water had virtually no distribution until two years ago, Mr. Scott reports that it was decided to use only radio in that market to make a concentrated effort for new customers. "After spots had been running for one year, sales rose to the point where the advertising has become completely self-supporting and worthwhile to continue," he says.

In Philadelphia, the Mountain Valley distributor purchased a schedule of spots on the Fredericks program after many years of newspaper advertising. According to the distributor, Charles F. Craig, "Sales

from the radio spots came in at a rate far superior to the rate from newspaper ads." He attributes this response to the station's impact as well as Mr. Fredericks' personal endorsement period. Mr. Craig has since stopped newspaper advertising, and the bulk of the ad budget is now concentrated on radio.

### Early Start

Mountain Valley got its start back in 1908 through a chance meeting of two well-known men who were strangers to one another. William Randolph Hearst, the famous publisher, and Richard Canfield, a prosperous restaurateur, found themselves sharing a table on a railroad dining car. The two men exchanged introductions, and Mr. Canfield remarked on the peculiar taste of the drinking water in their glasses. After a brief discussion, they agreed that what was needed was a pure, palatable drinking water. They put up equal shares of capital and founded the company. • • •

# question and answers



## THE QUESTION:

*Would a central rating system be practical?*

**GEORGE C. NEUMANN,  
VICE PRESIDENT  
GOOD HUMOR CORP.,  
NEW YORK:**

 Today we are wrapped in a radio rating complex which gives us pages of conflicting results. Yet, there seems to be no major movement to really solve the situation.

The need is clear, especially with so many new stations operating and each evolving its own listener profile. Gone are the days when the buyer could apply his own knowledge of network shows to the majority of outlets. In today's tighter market he must have reliable local information. How can you criticize him when he plans to purchase time in a city and finds that just about every station is in first place? And each representative has figures to



prove his claim. Since the outlets are equal in standing, he turns to rates. Price becomes the measure.

An industry-sponsored service must be made practical. There is too much national billing at stake if it is not. Media dollars are being justified far more closely today by agencies and advertisers, and indications are that this "auditing" will

continue to increase.

The problem seems as much a human as a technical one. The various services were born to fill specific needs: Speed, lower cost, depth of breakdown, coverage. Each system argues in its defense so that no compromise seems apparent from this direction.

Stations, fighting for budgets in a highly competitive market, invariably favor the service which rates them best. There seems little chance of initiating reform here, or through groups the stations control.

I believe the only practical way to lick this problem is through the major advertising agencies. They badly need a reliable measurement of local listenership.

Many technical problems exist: Sampling, speed, depth of information. But the industry's combined experience in the field should find solutions once the initiative is taken.

**MARVIN RICHFIELD,  
MEDIA DIRECTOR  
ERWIN WASEY, RUTHRAUFF &  
RYAN INC., N.Y.:**

First, let's examine whether or not a real need exists for improved radio research information. I believe the radio industry should sponsor a central rating service. Apparently, the existing rating services do not go far enough. Current research is misleading to clients and agencies, not on a basis of honesty, but on a basis of technique.

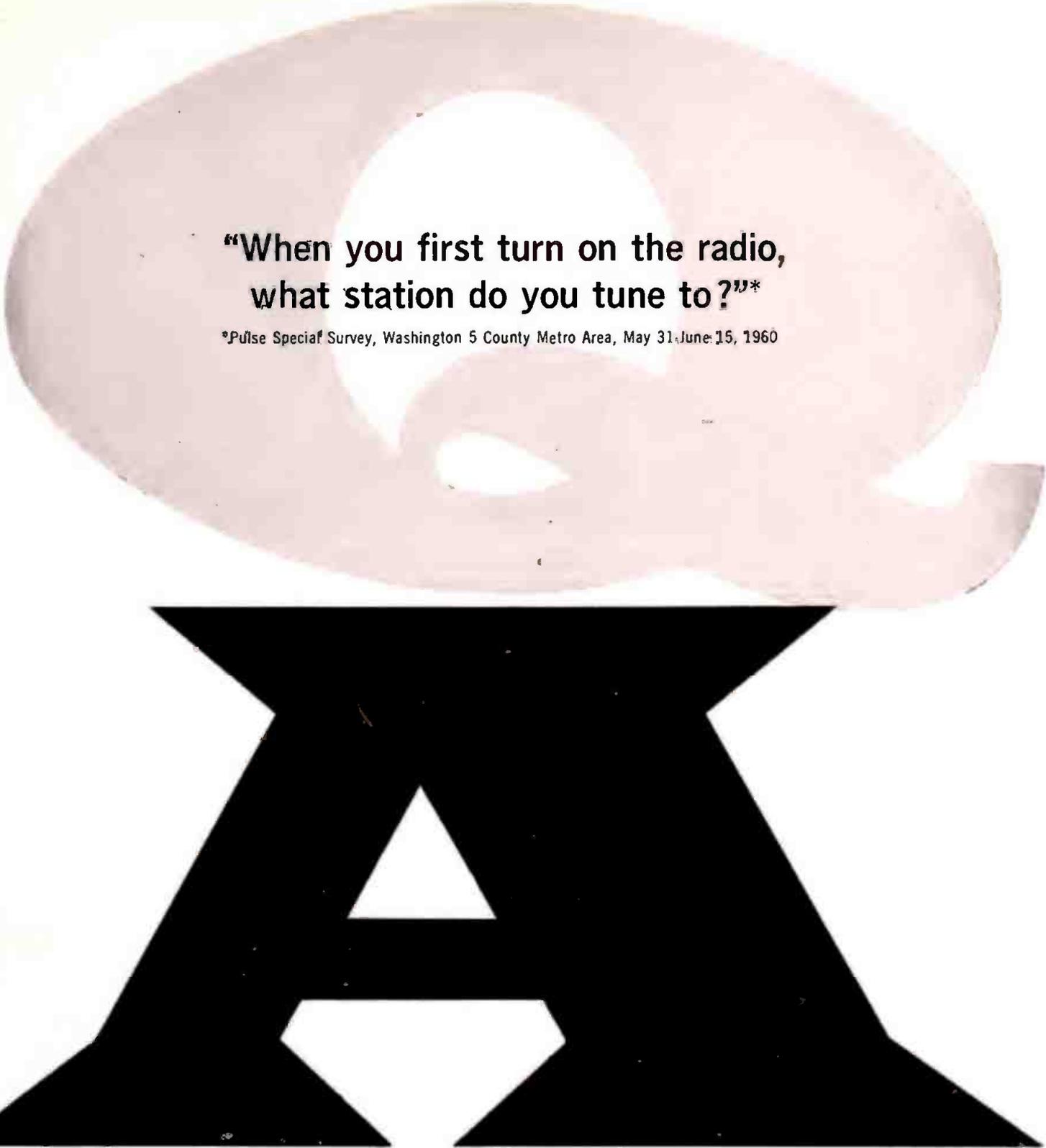
Advertisers are less interested in counting ears and dividing by two



than in reaching sales prospects. They know radio "works," but they

aren't certain that cost-per-prospect in terms of actual sales is competitive to other media. They would like to know who listens to what and how many sales will result from the act of listening.

How much would a central rating system cost and who would pay for it? I feel certain that radio stations and their representatives, together with leading advertising agencies, would find that a tiny percentage of total billing would be more than adequate for the task. The cost would be more than offset by a resulting rise in national billings. • • •



**“When you first turn on the radio,  
what station do you tune to?”\***

\*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

**WWDC FIRST.** Greater Washington, D.C. radio listeners tune us first in preference over the 16 other stations in the market. Let us help transfer this instinctive preference to your product.

**WWDC** *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

*And in growing Jacksonville, Fla.—it's WWDC-owned WMBR*



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



STATE TROOPER Frank Dowling pastes first sticker to police car in Connecticut safety campaign sponsored by WDRC Hartford. General Manager Victor E. Forker (c.) and Connecticut State Police Major Leslie Williams watch.



DOG CHASER title goes to Frosty Fowler (l., holding net), KING Seattle deejay. His duties are "official" for all University of Washington home football games . . . keep the "Husky" gridiron clear of all dogs. College cheerleaders voted him to post.



EMPLOYEES of St. Louis ad agency, Batz-Hodgson-Neuwoehner Inc., tune in for broadcast they purchased in honor of agency's 10th anniversary. Time was purchased on all 14 St. Louis stations at noon to offer congratulations to Earl Batz, Charles Hodgson and Hi Neuwoehner, agency founders.



"FOOTBALL was never like this," exclaims Roger Carroll (l.) KMPC Hollywood, as he passes the pigskin to make Helen Zagorsky "Miss Football 1960." She won station contest, and will rule over 1960 football broadcasts.



COMEDIAN Don Rice (c.) entertains KFMB San Diego guests after "Operation Jet Scan." San Francisco agency people flew over KFMB coverage area in Pacific Southwest Airlines plane. To right of stewardesses is Don Ross, KFMB's program director.



RADIO DAY luncheon at Los Angeles Advertising Club brings together guest speaker Bob Light (c.), president of Southern California Broadcasters Association, Bob Andrews (l.) KBIG Catalina station manager and J. Neil Reagan, McCann-Erickson v.p.



CARNATION BOUQUET goes to Ginny Conway (l.), McCann-Erickson, New York, at 25th anniversary cocktail party given for buyers at New York's Hotel Roosevelt by KWK St. Louis and WEMP Milwaukee. Others are (l. to r.) Lou Kennedy, Kenyon & Eckhardt, John Curran, McCann-Erickson and Bill Jones of Station KWK.

GRAND OPENING of Martin's Paint Store, Levittown, N.Y., gets send-off help from Bob Callan (l.) and Joe O'Brien of WMCA New York. They broadcast direct from the store to give the opening sparkle for customers bent on "painting it up" with bargains.



AGENCY MEN Jack Levins and Pete Schulte, Ted Bates Inc., New York, get honorary citizenship papers from Christopher Columbus. Miss WCOL Columbus (c.) guided him throughout New York on Columbus Day, started with 5th Ave. parade, ended with agency tour.



# "This Is No Line"

WOR

110 BROAD ST., NEW YORK 10  
LONGACRE 4-9000

Mohawk Business Machines Corp.  
944 Halsey Street  
Brooklyn 33, New York

Gentlemen:

Being a "Doubting Thomas" is so much a part of me that when I come across something that not only lives up to, but exceeds, expectations and advertising claims, well, I find it difficult to contain myself.

I always thought my Mohawk Model 300 was a great value, and I still do; after all, it did me yeoman service. However, my new Mohawk "Professional 500" is without peer -- it's just the greatest!

I simply cannot get over the superior playback quality. Altho, in our studios we have magnificent recording equipment worth many thousands of dollars, I feel that, in comparison as to quality and dollar-value, my new Mohawk "Professional 500" leaves little, if anything, to be desired.

All my "on-the-spot" work will be done with my Mohawk "Professional 500".

Cordially,

*Long John*  
LONG JOHN NEBEL

November 25th, 1958  
:jrm

RAO TELERADIO PICTURES, INC.  
WOR, New York - WOR-TV, New York

## FEATURES

- Exclusive VU METER for distortion control
- TAPE SPEED: 3 3/4" per second
- WOW & FLUTTER: 0.3%
- FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000
- OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms
- Requires NO ELECTRICITY
- Operates on a SINGLE battery
- Completely TRANSISTORIZED
- Weighs ONLY 3 lbs.
- All recordings can be MONITORED
- Optional accessories for every conceivable use

## MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality  
Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write Dept. USR

*Mohawk*

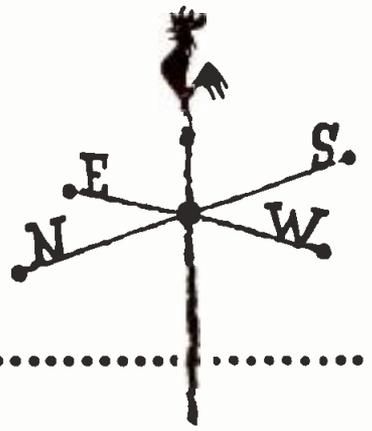
business machines corporation

944 Halsey St., Brooklyn 33, New York

telephone glenmore 5-9570

## hometown USA

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



# Peoples Broadcasting Views on Radio

**Report on how this subsidiary  
of Nationwide Insurance applies  
basic philosophy of parent  
company to local broadcasting**



REX MESSERSMITH (r.), farm director of WNAX Yankton, S. D., interviews farmer attending events at the national plowing contest co-sponsored by the radio station.

The reasons behind an organization's entry into the field of broadcasting often provide guides to the type of operation that will be established and maintained. In 1946, the Nationwide Insurance Company set up the Peoples Broadcasting Corp. as a subsidiary. The firm had two fundamental objectives in taking this step, according to Arthur Schofield, assistant to the president of Peoples Broadcasting. "One was to help make sure that the channels of communication are kept free and open," he says. "The second was to extend Nationwide's basic philosophy. This philosophy, briefly, is that through the American way of life, people can work together to develop an economy of abundance that will provide a maximum of security and freedom."

Although this philosophy is applied in all PBC stations, it is pointed out, the specific manner in which it is implemented varies with the individual community being served. Starting with WRFD Worthington, O., in 1946, Peoples has since expanded its radio operations to include WMMN Fairmont, W. Va.; WTTM Trenton, N. J.; WGAR Cleveland, and WNAX Yankton, S. D.

"Each of these stations has a per-

(Cont'd on p. 50)



sonality and program service of its own," Mr. Schofield states. "WNAX and WRFD are essentially wide area farm stations. WGAR serves a major metropolitan market with a balanced program service ranging from symphony concerts to professional football broadcasts. The programming of WTTM reflects the fact that it is located in the state capital of New Jersey and, therefore, has a responsibility for programs that con-

centrate on the local and state political and governmental scene. In the case of WMMN," Mr. Schofield continues, "there are a number of programs of special interest to miners and the mining industry, since this is the key industry in the community being served."

As further evidence that each of the PBC stations tailors its operation to the specific requirements of the community, Mr. Schofield says that

one outlet is an independent station, one is an affiliate of the Mutual Broadcasting System and the remaining radio stations are Columbia Broadcasting System affiliates.

"Despite these differences," he declares, "the PBC stations have much in common—all of them operate under the basic broadcasting concepts and standards which have been evolved by Peoples. These concepts may be summarized as follows:

"1. Radio broadcasting is an important medium for news and information. Therefore, each station must maintain a strong and vigorous news department responsible for disseminating news and information to its community and state, as well as coverage of national and international news.

"2. Each station must become a part of the community and get to know the people of that community. To facilitate this, employees are given time to actively serve in various local organizations.

"3. Entertainment segments at PBC stations are designed to appeal to all members of the family."

In keeping with the public's growing interest in news and information, the PBC management has been carrying on a definite program to give the news directors of its various stations a first-hand knowledge of important national and international happenings. "The stations have sent their newsmen to every part of the world," Mr. Schofield says.

"There was a PBC reporter on the scene during the Hungarian uprising. When the Near East became a trouble spot, a PBC man was dispatched to the area. Several PBC newsmen were sent to Russia, and several were accredited correspondents to the Atomic Energy Committee meetings in Switzerland.

"Although each of the newsmen covers an event primarily for his individual station, he continues, "tapes of stories of particular interest and importance are made available to the other PBC radio outlets."

Supplementing its direct program service, and the individual efforts of its employees, PBC stations are also deeply involved in many community projects. Mr. Schofield explains that each station makes financial contributions to schools, colleges

# Now you can listen and compare before you buy the rich Syracuse N.Y. market



at our expense

# tune in by telephone

... Get the proof of WFBL leadership! Make a personal survey of station programming in Syracuse—by telephone. Call WFBL collect at any time of day or night to hear the live broadcast of the moment by any, or all stations. We think you'll agree with local listeners and advertisers; the most enjoyable good music, the best news reporting in Central New York is heard on WFBL. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone HOward 3-8631 collect. Ask for Sponsor Listening Service.

**WFBL** radio  
5000 WATTS DAY AND NIGHT  
FIRST IN CENTRAL NEW YORK  
REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY CO.

and cultural institutions in the areas served, as well as sponsoring college scholarships.

As another example, PBC, on behalf of WRFB and WGAR, presents awards to finalists in high school announcing and program contests held under the auspices of the Ohio High School Speech League and Ohio State University. In still another vein, WGAR has contributed \$10,000 to the Cleveland Symphony for a number of years to help defray the costs of an annual series of public concerts.

"A particularly interesting example of the various ways and means in which a station can enter into many facets of the community is found at the site of WRFD, which services the Columbus, O., area," Mr. Schofield asserts. "PBC has turned over some 260 acres to be used as a public picnic grounds and recreation area. Thousands of men, women and children make use of these facilities throughout the year.

#### Cultural Contribution

"The WRFD site is also the home of the Playhouse-on-the-Green, which is the only professional summer stock theater in the Columbus area. PBC believes that making this facility available helps make a contribution to the cultural environment of the community. In another step to add new facilities to the community, as well as to attract new business into the area," Mr. Schofield continues, "another portion of the WRFD tract will be the site of a large motel with special facilities for organizations holding sales meetings and conventions."

A much publicized event conducted by a PBC station was the national plowing contest sponsored by WNAX Yankton. Held late in September, the affair drew some 160,000 people who had the opportunity to hear the two presidential candidates make speeches, as well as inspect a display of farm equipment said to be worth more than \$5 million.

"All of these activities, we feel," Mr. Schofield concludes, "help to demonstrate the basic approach to broadcasting taken by the Peoples Broadcasting Corp." • • •

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## Hooper Says:

from 7AM to 6PM WKMI's share  
is greater than all other stations  
(AM & FM) heard in Kalamazoo  
—put together!

# WKMI

## NO. 1 — BUT GOOD!

Call our BTS Rep. for the Scoop

# WKMI

Kalamazoo, Michigan

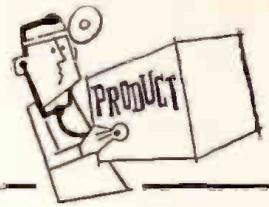
5,000 Watts. 24 Hours a Day

## Western Michigan's Most Powerful Independent

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# commercial clinic



## Commercials With Jazz Make Listeners Bright-Eyed, Not Bleary

As a sales weapon, a commercial must meet one test of battle that makes it truly stand out as effective: Do people really listen? If the answer is yes, a campaign is on solid ground. And if it's "no," that answer poses another question: What can be done about it?

Often suggested, of course, is the standard cure-all of making the commercial "different." One man who has some definite feelings on how to get listenership from a commercial is Alexander "Sascha" Burland, president of C Hear Services Inc., New York.

"One way to get the audience to wake up and listen is to use jazz as the musical background," he explains, noting that he has used this method successfully in producing a number of radio spots.

"Jazz has a beat and emotional quality that gets under the skin of people," Mr. Burland points out, "and after all, that's what the advertiser wants to do in his commercial, get under the skin of people.

"For years," he says, "jingle and copy writers turned out the 'hit-'em-over-the-head' type of commercial. Demands by advertisers for 'hammering' the sales message were supported by the supposition that irritation, as well as repetition, was necessary in order to sell.

"Because advertisers tend to imitate one another, the airways were full of the same type commercials. Naturally, with all the commercials sounding alike, they tended to cancel each other out.

"As a result, there was a shift to an entertaining spot, a commercial that would elate rather than irritate," he recalls. "The idea was to

coerce people pleasantly toward a product."

With the advent of the so-called "entertainment" commercial, Mr. Burland explains that another problem developed: "Commercials with jingles that entertain compete with the popular music played on a station. The two are battling for listeners on their own home ground: Entertainment."

He adds that "the music of the regular program fare is written, produced and performed by the top artists in show business. And the only way to hold the listener's attention over long enough to hear the commercial is to use an exciting combination of sounds."

Although the type of music he writes depends on the campaign and product, Mr. Burland prefers to work with jazz.

"Jazz is the only music that is truly American in character. It is our own form, not borrowed from that of another culture. For this reason, it elicits an emotional response from people that no other type of music can simulate on such a broad scale. Jazz has a mass appeal as well as a class appeal. When identified with a product in a commercial, it stands out against other commercials as well as most popular records," he says.

Whenever possible, Mr. Burland likes to "salt" the words in a commercial with a subtle humor. He feels that this adds to the palatability of the message by making it even more entertaining. "Here, too, it's absolutely necessary to be imaginative. Nothing is so old or so dead as stale humor," he asserts.

"It is often much better to produce the radio commercials in an ad campaign before the print ads have been planned," Mr. Burland suggests. "The long-favored habit of mapping the print strategy before the broadcast is outmoded.

"A print ad may be seen only once by a reader during a campaign, depending on how many magazines, and which magazines he reads. On the other hand, the same person may have steady listening and viewing habits that expose him repeatedly to the broadcast message. So it makes much more sense to work on the jingle and copy framework at the beginning, and carry the theme over into print for a campaign of more unity."

### Commercial Contest

An international contest for the best radio and television commercials is underway, sponsored by the Hollywood Advertising Club.

Advertisers, agencies, producers of broadcast commercials and stations may enter the competition for awards, to be presented during Advertising Week, February 5 through 11, 1961.

Awards will go to radio commercials in seven classes: Local or one market commercials of any length or types; musical commercials of one minute or more, and 30 and 20 seconds; and spoken commercials of minute, 30- and 20-second duration. A grand prize will be awarded regardless of category.

Although the competition is worldwide, radio entries must be in English, transcribed at 33 1/3 r.p.m.

Deadline for entries is December 31. ●●●

# New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area  
is America's 14th largest radio market!

**E**ACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area\* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio

exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

\*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

## WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

NBC Affiliate

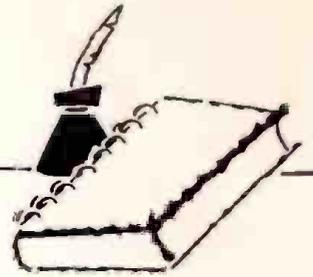
WHO Radio is part of Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines; WOC-TV, Davenport

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



Peters, Griffin, Woodward, Inc., Representatives

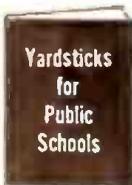
# station log



## A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

**FREE BOOKLET!** Measure the quality of education offered in your child's school. Find out how it compares with the best in the country... how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.



### ► News:

Evidence of activity by stations to stimulate industrial growth, and encourage students to enter broadcast journalism coincided recently with efforts of a national advertiser to highlight radio's contributions to physical education.

In Sacramento, KRAK and the Sacramento Chamber of Commerce have worked out a cooperative project to attract industry to the community.

KRAK staff members wrote and produced a 12-minute dramatization of the city as seen through the eyes of a typical resident family. The recording covers the social life, school system, recreational facilities, housing, business and industrial aspects of Sacramento.

The Chamber of Commerce is mailing the record to key figures in industrial development circles in all parts of the country.

A corporate effort to promote commu-

nity interest offers writers and producers of radio broadcasts in the field of physical education a \$1,000 award from American Machine & Foundry Co. The award will be made to the best broadcast during 1960 as part of National Recreation Month observance, June 1961. The judges will focus on broadcasts calling attention to needs for improved physical recreation services, individuals and groups working in this area and the overall physical recreation situation.

Seeking guidance from broadcasters, high school editors and their faculty advisers converged on the studios of WSB Atlanta last week for the second annual WSB News Broadcasting Conference. News broadcasting demonstrations were given by the station's news team, with faculty members of the University of Georgia's Henry W. Grady School of Journalism participating. Seeking to further education in the communications field, the conference is followed by a contest open to students who attended. Students submitting their various interpretations of conference functions are eligible for a first place prize of a year's college tuition.

### ► Programming

The trend toward greater variety in local program content received a boost forward recently when WTMJ Milwaukee reported it had broadcast some 4,900 "Vignette" features since January. The 60-second "Vignettes" range from household tips and cooking hints to handyman ideas, current events and sports features. WTMJ's 18 announcers and personalities tape from 10 to 12 features, with three or four recordings each week. About 1,000 of the "Vignettes" broadcast so far were live news features. The station reports increased enthusiasm for the "Vi-

(Cont'd on p. 55)



TIME CAPSULE marking 25th anniversary of WLEU Erie, Pa., gets copy of U. S. RADIO held by model Joan Prybor. Capsule's home for 25 years will be Erie's new shopping mall. It will be opened on station's 50th anniversary.

WITHIN A STONE'S THROW  
OF COMMUNICATIONS ROW!

One of New York's  
most desirable locations

MADISON AVENUE  
AT 52nd STREET



A Bigger and Better

*Berkshire*  
HOTEL

Just steps from anywhere...  
now with 500 individually decorated  
rooms and suites — and  
completely air conditioned.



The magnificent new

**BARBERRY**

17 E. 52 St.

Your rendezvous for dining  
deliberately and well...  
open every day of the week  
for luncheon, cocktails,  
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



quettes" from both listeners and advertisers.

A school bus safety program has been inaugurated by WSEN Baldwinsville, N. Y. Master schedules of bus operations in five suburban school districts in the Syracuse area aid in pin-pointing exact locations of buses when announcements are aired. Motorists are cautioned to watch for buses unloading pupils. The program, sponsored by a brake repair service, originated when WSEN learned that the five districts transport 24,000 pupils daily, picking many of them up on heavily traveled main highways.

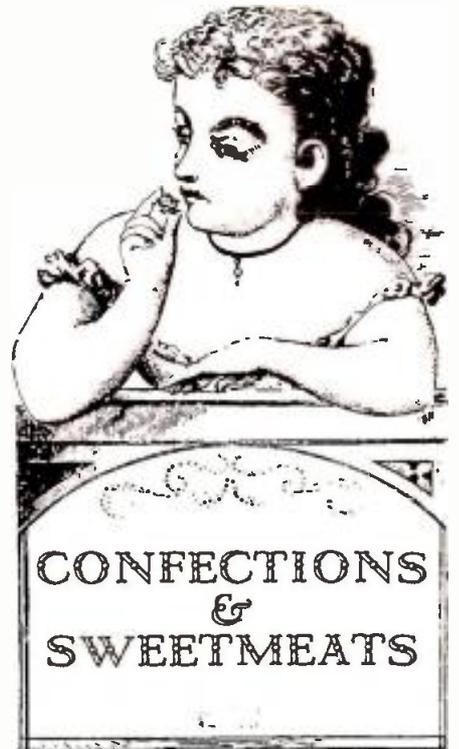
#### ► Public Service

A move to establish closer contact with community problems was made recently by WBAL Baltimore. The station formed a Community Advisory Council to stimulate public service coverage. Council members include Gov. J. Millard Tawes, Mayor J. Harold Grady of Baltimore and various religious leaders and heads of civic groups. The council will keep the station informed of public service needs through meetings and special contact during the year.

Another station tapping sources of public service, WJBK Detroit recently enlisted ideas from local citizens. The station invited more than 100 Detroiters—250 business, labor and civic leaders as well as 300 lay citizens—to select the most vital civic needs of the community. WJBK's community projects department will take cues from the replies for special public service programs.

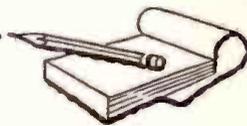
Newfoundland's three school districts started the semester this fall with full rosters of teachers after a six-month teacher's exchange program on CJON St. John's, the station reports. Over 600 applicants responded to the broadcasts of schools seeking teachers and teachers seeking jobs.

A weekly series of broadcasts by public schools in Norfolk, Neb., marked its 35th anniversary on WJAG Norfolk this fall. The series went on the air in 1925 at the urging of Dr. Allen P. Burkhardt, superintendent of schools, the station reports. • • •



Candidly, can you think of anything sweeter than a 952% increase in business? That's how much candy and confections advertising alone has increased in only three short years on WPAT. What a comfit we are to the men who make and market America's finest confections! Or any other product, for that matter. Our music, so sweet, so low, provides the perfect setting for your sales message. Dexterously designed to delight listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut, it's the most mellifluous sound in America's largest market. And how it sweetens sales! Ask the makers of America's leading confections. Ask Fanny Farmer, Ferrara Candy, Loft Candy, The Roxo Candy Company, Schrafft's (Frank G. Shattuck Company) and William Wrigley. In three short years, all of them have advertised on WPAT... the station with the flavor of success.

WPAT  
&  
WPAT-FM



## Houston Media Unite To Promote Sixth Largest City

In a rare spirit of cooperation, eleven Houston, Tex., media, including seven radio stations, teamed together recently to promote Houston's new position as the sixth largest city in the country.

Houston stations in on the procession were KCOH, KILT, KNUZ, KPRC\*, KTHT, KTRH and KXYZ, who shared expenses for the national advertising campaign with *The Houston Post* and three television stations.

Prime targets of the two-month campaign were national advertisers, space and time buyers, who were told of Houston's new position through wide media coverage. Ads appeared in *The New York Times* and seven major advertising trade magazines. Outdoor and direct-mail played a part in disseminating the news of Houston's rise to "No. 6," the position reached after 1960 Census tabulations.

Desks of time and space buyers were flooded with six-inch steel rulers carrying the Houston message. To denote each inch, the rulers bear a "6" instead of the usual designation of progressive numbers.

For its outdoor campaign, the Houston group went right to the heart of Times Square, New York, purchased space on a 68 by 12 foot bulletin board. The board was seen

by millions of passers-by, including time and space buyers, from the World Series through Election Day.

Gulf State Advertising Agency, Inc., Houston, represented the media group.

## High in the Sky, He Gets Response from 150,000

If Ted Brown, WMGM New York, thought cars had wings, he last month found out if they could fly.

He was suspended for six days, three hours and 31 minutes in a 1961 station wagon, held 50 feet from the ground by a giant construction crane. From his precarious perch, he told listeners on his morning show that they could have the station wagon free if they guessed how long he would stay up.

Over 150,000 entries were received from listeners and visitors to the site, according to the station.

## 'Piggy Bank' Contest Draws Heavy Mail for Coins

More than 1,500 cards and letters each week flooded the desks at WFBM\* Indianapolis, reports the station, in its recent "Piggy Bank" contest.

During each of WFBM's four disc jockey programs, an assortment of coins was dropped into the piggy bank. Listeners were asked to guess how much money would be in the

bank at the end of a month.

The winner who came closest won the bank and cash. Each time coins were dropped in the bank, their denomination was announced, the station says.

## Air Media Form Association, Spur Local Retail Sales

Competing stations in Medford, Ore., recently locked arms to form the Broadcast Media Association, an alliance to stimulate sales through cooperative efforts.

First project of the five radio stations and one tv outlet was a recent two-hour simulcast to promote the Fall Greater Medford Harvest Festival, an annual sales event sponsored by Medford merchants. Radio stations involved in the simulcast, all members of the BMA, were KMED, KBOY, KDOV, KWIN and KYJC. They simultaneously broadcast music and entertainment, dedicating various segments to fringe communities within listening reach. Commercial time was sold to the Greater Medford Retail Merchants' Association, as well as to local businesses. Messages promoted the values on sale during the festival.

Both merchants and broadcasters were enthused with results, according to Ray Johnson, KMED general manager and secretary-treasurer of the BMA.

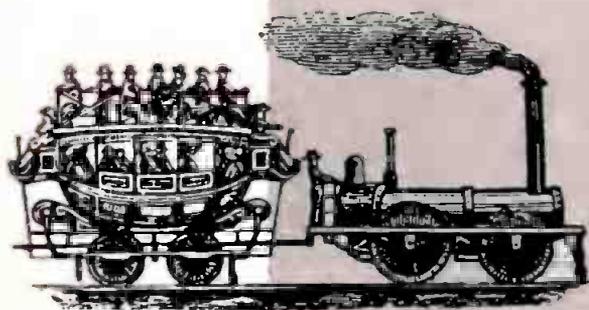
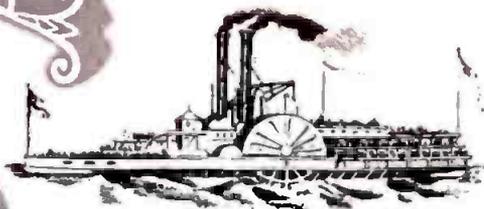
## Station's Exhibit Booth Center of Heavy Balloting

WHBC Canton, O., added an extra touch of promotion to its display booth at the city's recent Decade of Progress Exposition. Visitors who registered at the booth got a chance to bid for an am-fm radio by guessing the number of public service announcements WHBC broadcast during the 1950's. Nearly 25,000 people stopped to make an estimate in an attempt to come closest to the actual number, 71,007, the station reports. • • •

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



LINING up to sign contracts for joint campaign to promote Houston as the nation's sixth largest city are (seated, l. to r.) Jim Richdale, KHOU-TV; Leon Jaworski, president, Houston Chamber of Commerce; W. Howard Baldwin, *The Houston Post*; Hal Vester, KTHT; (standing, l. to r.) Seymour Cohen, Gulf State Advertising; Bobby Meeker, KCOH; Cal Perley, KXYZ; Frank Stewart, KPRC; Willard Waldbridge, KTRK-TV; Tom Jacobs, KTRH; Kirt Harriss, KPRC-TV; Bill Weaver, KILT; Dave Morris, KNUZ; and Adie Marks, Gulf State Advertising, group's agency.



... and  
there are  
those  
who  
will swim

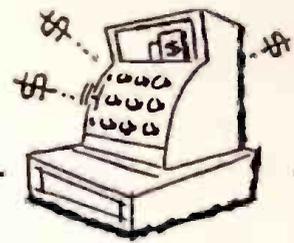


TO THE FIFTH ANNUAL CONVENTION

**B**ROADCASTERS' **P**PROMOTION **A**SSOCIATION

• SHERATON CHARLES HOTEL  
NOVEMBER 14-15-16 • NEW ORLEANS, LA.

# radio registers



## AIR COOLER

Gough Industries, Los Angeles appliance distributors, ran campaign for Alpine air coolers on KBIG Los Angeles. Running from June through September, 10-second time-and-temperature spots were aired hourly when predicted temperatures for the day were 85-degrees or higher. Although Gough sells other air coolers, according to the station, the Alpine unit advertised on KBIG showed a sales increase of 20 percent more than the other cooler lines.

## AUTO DEALERS

Seven members of the Virginia Chevrolet Dealers Association purchased a \$2,500 one-day campaign on WAVY Portsmouth. According to the station, there were one-hour remotes from each of the seven showrooms, plus a saturation spot campaign, for a total of thirteen-and-one-half hours of air time. Objective of the air effort was to help introduce the 1961 line. All the participating dealers, the station reports, indicated they had their biggest opening in years.

## WOMEN'S FASHIONS

Bonwit-Teller has been running a 52-week spot campaign for two years over WHLI Hempstead, Long Island, N. Y. Averaging 30 spots a week, the announcements are used to promote Bonwit's Manhasset branch, and highlight sales and special events. The first campaign featured a cashmere sweater clearance. The net result, according to the station, was a better than 45 percent increase in sales of this one item over the previous year. This summer, Bonwit's reported over \$5,000 in fur sales to customers who mentioned hearing about the sale over WHLI, the station reports.

## SUPERMARKET

Food Fair Stores purchased a one-day grand opening campaign for its new outlet in Richmond, Va., over WLEE. A station personality broadcast directly from the store. By the time the store was ready to open to the public, the station states, the large parking lot was nearly full. Other merchants in the shopping center also purchased an afternoon remote broadcast. As a result of the one-day effort, Food Fair signed a 13-week contract, WLEE reports.



## ARTHUR GODFREY

*A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .*

**ONLY  
ON CBS  
RADIO**

## Study Indicates Transistor Radios Used Year-Round

Winter is here, and transistor sets—usually considered primarily a warm-weather medium—have gone indoors. Up to now, media men, who accept without question the booming popularity of transistor sets in summer, have had no evidence of their in-home, cold weather effectiveness.

But now, a new study reveals that transistor set listening stays high regardless of the weather.

Recently, to coincide with fall-winter time-selling, a report was issued by the Radio Advertising Bureau based upon an extensive month-long survey made last January by The Pulse, Inc., in the New York County Metropolitan area, when the average mean temperature was a frigid 34 degrees.

The survey documents the impact and importance of transistor sets in winter. The Pulse discovered that:

- About half (49.8 percent) of all transistor set owners listen to their sets during an average winter day.

The Pulse survey proved that transistor sets aren't neglected in cold weather. On the contrary, when cold weather forces people to stay indoors, transistors' easy mobility makes them ideal room-to-room companions. (Incidentally, The Pulse reported that even in the coldest weather, transistors continued to get some out-of-home use.)

Of course, the news that people use transistor sets in cold weather is important, but it isn't the complete

story. Pulse also charted the amount of winter listening to transistor sets. The results:

- Transistor set owners report listening to their sets an average of one hour and eight minutes during the average winter day.

To put this point in perspective: This time alone (which does not, of course, include additional time spent listening to other home and auto radio sets) is considerably more than the 40 minutes newspaper readers spend reading all of their daily papers, the RAB points out.

Transistor listening, again probably because of the mobility of the sets, maintains a high level all through the broadcast day. According to The Pulse:

- 38 percent tuned in between 6 a.m. and noon; 28.7 percent between noon and 6 p.m., and 33.3 percent used their transistors between 6 p.m. and midnight.

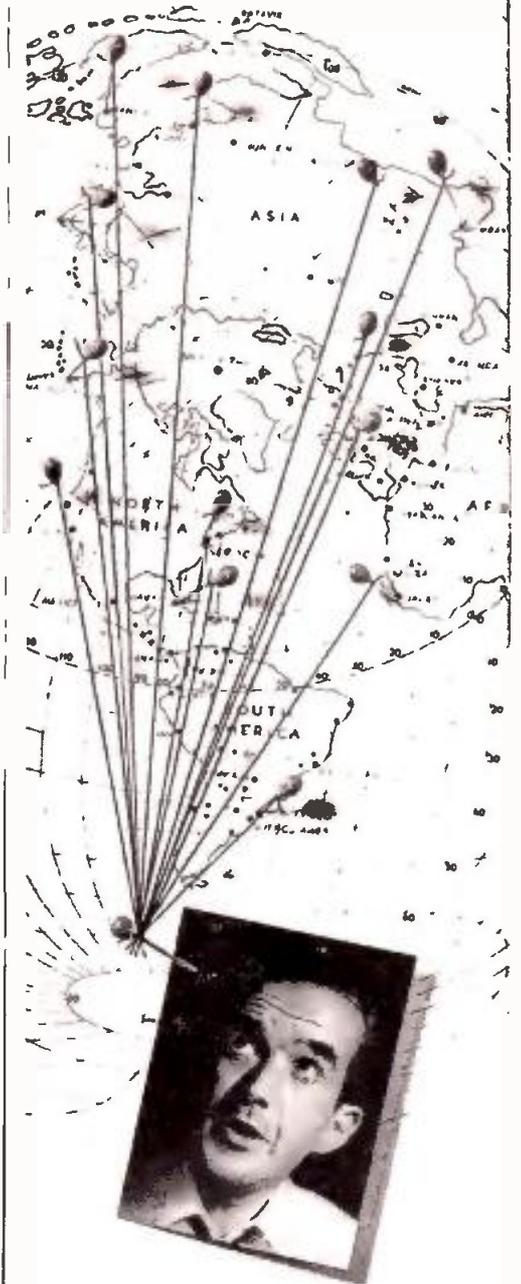
This ground-breaking study is considered extremely important now—because of the growing popularity of these handy, compact sets. The chart documents the startling increase in sales of Japanese transistors alone since 1957:

1957	—	641,000
1958	.....	2,200,000
1959	.....	4,000,000

This study makes it clear that transistors—already a recognized part of the American summer scene—are a functional sales weapon and another big plus for radio 12 months out of every year. • • •

### NATIONAL SALES TREND OF THE MONTH

A major innovation may be in the works for motion picture advertisers. Major film makers are reportedly watching a new plan, based upon RAB recommendations, which is now being field-tested by a big film studio. The plan works like this: A number of stations in key markets across the U. S. were given a specific dollar figure, and asked to return with complete proposals for local radio advertising on an important new motion picture. Station ideas may include promotions, publicity stunts, unusual commercials and schedules—in short, what stations would do if they had a free hand to promote the picture. The best suggestions—in the judgment of RAB and the film maker—will be acted upon with radio buys when the picture is put into general release this month.



## BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

# ONLY ON CBS RADIO

**NOW** we can offer you  
**PROVEN RESULTS\***

with these  
**TELE-BROADCASTER STATIONS**

IN Hartford - **WPOP**  
(CONNECTICUT)

IN Kansas City - **KUDL**

IN Los Angeles - **KALI**  
(SPANISH LANGUAGE MARKET)

IN San Francisco - **KOFY**  
(SAN MATEO)

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

**BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES**

For facts & figures CALL  
**A TELE-BROADCASTER STATION**

**WCOL**  
 has  
**SOUND INFLUENCE**  
 in  
**Columbus, Ohio**

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!

The New WCOL offers the largest listening audience at lowest cost\*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.

\*(You invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request.)

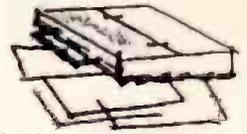
24 hours a day broadcasting  
 1230 AM 92.3 FM

The New  
**WCOL**  
 The Capital Station  
 Columbus 15,  
 Ohio

Represented by:

 **Robert E. Eastman & Co., Inc.**

## report from representatives



### Station Merchandising Studied In NBC Spot Sales Survey

The role station merchandising does and or should play in broadcasting has been explored by the NBC Spot Sales Timebuyer Opinion Panel. A questionnaire was sent to a group of agency people covering a variety of subjects. Included were questions about the importance of merchandising, how merchandising should be paid for, the most valuable merchandising activities and reporting the results of merchandising efforts. According to the representative firm, 62 percent of the respondents were employed by agencies whose billings are in excess of \$1 million, with the remaining 38 percent working for agencies with billings under that amount.

Discussing the importance of station merchandising, the study showed that "Apparently, merchandising services offered by radio stations have a greater impact on agencies billing under \$1 million. . . . More than three out of four respondents in this category stated that they always or frequently consider the services offered by stations when setting schedules. Six out of 10 (63 percent) respondents from agencies billing over \$1 million always or frequently consider station merchandising when buying."

Probing the attitudes of the respondents as to how the costs of station merchandising should be handled, the survey revealed that only 10 percent felt that a station was justified in asking an advertiser to pay at cost. Some 57 percent indicated that there was justification in asking the advertiser to share the cost.

The panelists were also asked to list the merchandising activities which they considered most valuable in the order of their importance. The results were as follows:

1. In-store displays
2. Calls on trade
3. Mailings to trade
4. On-air tie-in spots
5. Media tie-in ads
6. Billboards, posters tie-ins

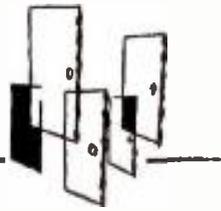
"Since the panelists rank 'calls on the trade' as the second most valuable activity a station can engage in," the report stated, "it stands to reason that they would be in favor of having a merchandising specialist on the station staff. Almost eight out of 10 (78 percent) stated that they would recommend that stations employ such a person to make trade calls. However, only slightly over half (55 percent) did not object to having a station merchandising specialist contact their clients with regard to a schedule. And 43 percent definitely did not want to have their clients contacted."

An important area in which many of the respondents felt stations were being remiss was that of reporting on merchandising. Only 56 percent of those replying said that radio stations do an adequate job of reporting assistance. "The importance of submitting a comprehensive report of merchandising assistance," the report stated, "is underscored by the fact that over 90 percent of such reports are turned over to clients and account executives—the very people that station management wants most to impress."

One aspect of station merchandising which brings out a difference of opinion among broadcasters, as well as advertisers, is the question of whether or not the practice might become a primary rather than a secondary reason for buying time on a station. One of the questions put to the panelists was, "In order to increase distribution (or for any reason), have you ever bought on the basis of merchandising first, audience second?" Over one-third (38 percent) of those replying said that they had made a purchase on the basis of merchandising.

In offering the results of the survey, NBC Spot Sales pointed out that they were "not meant to be projected to the total of several thousand persons engaged directly, or in directly, in the purchase of broadcast time." • • •

# report from agencies



## Agency Checklist Gives Media Buyer Criteria for Station Image

The sentiment is increasing among media people to pay more attention to a station's "image" when making a buy. Ratings and other purely quantitative factors, although far from neglected, are being given less consideration, according to Peter Theg Winters, president of Peter Winters Associates, New York.

"The word 'image,'" he says, "connotes an intangible. It means different things to different people, and has so far eluded the measurer's rule. How, then, can timebuyers take into important consideration a station's image when the word itself has a vague meaning?"

An agency man who directs the buying from his own shop, Mr. Winters has compiled a list of checkpoints that help him to gauge station image.

### Image Checklist

"To a timebuyer or media executive, a station's image is the total of his own impressions and attitudes of the station. They may be favorable, unfavorable or completely absent. And in the whole spectrum of media buyers, the composite image represents countless subjective feelings," Mr. Winters observes.

In an attempt to bring a station image into sharper focus, Mr. Winters recommends evaluating 10 important segments of a station image. In the following list, each factor is given a numerical value by Mr. Winters in accordance with its importance in the image scale.

- Does the station command respect as a community leader? 15
- Active in local affairs as evidenced by public service awards? 8
- Conform to accepted industry codes of good practice? 5
- Cooperative with agencies, fair in its dealings, prompt in service? 6

- Have the best facilities, equipment and plant in the interest of alert broadcasting? 9
- Experienced personnel, with technical knowledgeability and follow-through? 13
- Maintain its rate structure, evincing integrity and maturity? 13
- Seek to avoid extremes in programming, serving its audience in good taste? 13
- Avoid pitch commercials, barter, P.I. and trade business? 11
- Integrate itself into community affairs by editorializing on affairs of community importance? 7
- Total 100

"The building of a positive station image cannot be accomplished overnight," Mr. Winters asserts. "It is a year-round challenge to employ the necessary practices and stick with them."

### Performance Factor

He regards askance the popular theory that a station's image reflects from its programming alone. Performance is the most important factor in building a positive image," he says.

"Although programming is important, a station that proves its reliability through performance in the community and ethical practices in the industry to earn a stature that programming alone will not produce," Mr. Winters remarks. "The program format will neither achieve nor deny station status."

To project its status, Mr. Winters concludes that a station must consider trade advertising and public relations essential. • • •



If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons*. In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

WPAT  
&  
WPAT-FM

# WVET Radio



**ROCHESTER, N. Y.**

**ONLY SECONDS AWAY  
FROM ANY NEWS CENTER  
ON FACE OF THE GLOBE**

**WITH COMPLETE  
NBC NEWS  
COVERAGE**

WVET-RADIO - ROCHESTER 4, N. Y.  
National Representative  
Robert E. Eastman & Co., Inc.

## KFAL RADIO

**FULTON, MISSOURI**  
*Prime radio service to  
four principal cities  
of Central Missouri.*

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

Represented by John E. Pearson Co.

**KFAL RADIO MIDWAY 2-3342**  
Fulton, Missouri  
900 Kilocycles 1000 Watts

## report on



### Agency Timebuyer Reviews Fm Advantages for National Campaigns

"Fm is not the easiest concept in the world to sell to a client because its resurgence is still relatively new," reports Margot Teleki, timebuyer at Reach McClinton & Co., New York. This statement, typical of those heard from other buyers, opens the way for further comment (*for full details, see U. S. FM*):

"But, the mere fact that fm is as yet unexploited is an important point in selling it to a national advertiser. Fm can be sold either as an excellent supplementary buy or even as a prime buy," she points out.

"First of all, one must define the term fm for advertisers. Usually, one associates fm with strictly 'good' or 'long hair' music. This is not true. There are simulcasts, too, in which the same programming is broadcast on am and fm. There are also many stations that simulcast during the daytime and break into separate fm programming at night, considered to be prime hours for fm.

"There are also fm stations—both those separately programmed and those that are simulcast—that play a broad range of popular music and jazz.

"The prime argument for buying fm is reaching a different segment of the audience that could not be reached through any other broadcast medium at a comparable low cost.

"As yet, since it is hard for an fm station to sell anything but concept—and fm really must be sold by concept since the numbers are not yet a factor to justify the buy—the cost remains low.

"Another argument for commercial fm is the quality of presentation in addition to the purer sound and superior reception. Although fm is fast becoming more commercial because of greater acceptance by adver-

tisers, there is appreciable separation on fm stations between commercials, and, especially, between competitive products.

"An advertiser can take advantage of the fact that only a handful of national advertisers are using fm. He can establish an exclusive franchise in the time periods and programming desired.

"Most agencies like to believe that fm is aiming its programming at the adult audience. In fact, both audience research and research on the purchase of fm sets or fm home equipment indicate that the fm radio enthusiast is a consumer of above-average purchasing potential. It is this argument that has stirred the interest of national agencies and advertisers.

"Most fm stations will not accept anything but live commercial copy or more conservative transcriptions. For the kind of audience fm reaches, this seems to be more of an asset than a liability. Live messages delivered in a dignified manner can have enormous impact, especially if they are given adequate surrounding protection.

"In the immediate future, those advertisers best suited to derive the most benefit from fm advertising are fm set and equipment manufacturers and distributors, automobiles, airlines, luxury type foods, better beverages, records and books.

"A long-range prospect list for fm would be much more extensive.

"There is every reason to believe that within the next few years fm will reach new heights. On its own, fm will become increasingly important because of its intrinsic values. Important national advertising campaigns on fm are just beginning to happen. More will follow," predicts Miss Teleki. . . .



## WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

*Can you blame them?*

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

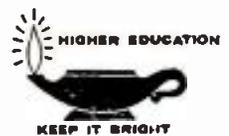
At the rate we are going, we will soon have a very real crisis on our hands.

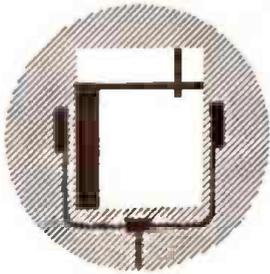
We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



Sponsored as a public service,  
in co-operation with the Council for Financial Aid to Education

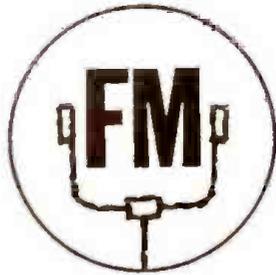




# U. S. RADIO

For buyers and sellers  
of radio advertising

# ... AND NOW!



# U. S. FM

Devoted exclusively to FM Broadcasters  
and advertisers

Two separate magazines that really cover the *whole* field of radio

*One* \$5 subscription will bring you both magazines each month for one year. Simply fill out subscription form below and mail to:

Subscriptions  
Arnold Alpert Publications, Inc.  
50 West 57th Street  
New York 19, New York

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

**Enter Your  
Subscription  
Today  
\$5 for 1 year  
Includes both  
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*Subscriptions*

Please see that I receive each monthly issue of U.S. RADIO and U.S. FM—both for one year for *one* subscription of \$5.

Name ..... Title .....

Company .....

Type of Business .....

Company or

Home Address .....

City ..... Zone ..... State .....

Please Bill

Payment Enclosed

**3** LOCAL RADIO **1**  
STATIONS IN

That's what you get  
when you buy time on

**BIG 5,000-WATT**

**W F H R**

**WISCONSIN RAPIDS**

with full time studios in

**MARSHFIELD AND  
STEVENS POINT**

BIG Coverage at Lowest Cost-  
Per-Thousand . . . 20 Years of  
Local Radio Service

**W F H R**

**WISCONSIN RAPIDS, WISC.**

Phone HA-3-7200

Represented by Devney, Inc.

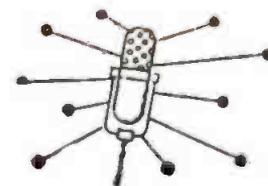
Cuisine Exquise . . . Dans  
Une Atmosphère Élegante



575 Park Avenue at 63rd St.  
NEW YORK

Lunch and Dinner Reservations  
Michel: TEmpleton 8-649Q

## report from networks



### ► CBS:

The modified PCP, approved recently by the network's affiliates, will go into effect November 28.

In addition to expanded news service of 10 minutes on the hour and five on the half-hour, as many as 200 special features a year are planned. Among the five-minute features are a daily "Our Man in Paris" report, and a special Washington human interest feature.

The changes were motivated by five factors, according to Arthur Hull Hayes, president: (1) doubt about future popularity of daytime dramas; (2) a desire for increased news service; (3) a sharp growth of local news staffs; (4) increased coverage of local sports on weekends; (5) requests to reduce the 30 hours of network shows in order to program more time locally. Network programs will run 24 hours and 15 minutes per week under the new plan.

Turning to network-to-station communications, CBS announces that its new NetALERT system will go into operation by June, 1961. NetALERT will make it possible for local radio stations, whether on or off the air, to be alerted to receive urgent news bulletins, and on-the-spot news coverage.

### ► ABC:

Clearances for ABC's *Flair* rose to 90 percent within two weeks after the program went on the air, Robert Pauley, vice president in charge of the radio network, reports. With 258 stations carrying the program feature, Mr. Pauley termed the clearance "the best in years." Only exception—the 25-year-old Don MacNeill's *Breakfast Club*, aired on 267 ABC affiliates.

Among the new talent added to *Flair*: Wayne and Shuster, H. Allen Smith, Hermione Gingold, Lawrence Galton, Fernando Lamas, Betty Walker and Arlene Francis.

On the business side, the network

reports that Bel Mont Papers, Inc., and McGraw-Edison Co., for its American Laundry Machinery Industries Division, have signed for the *Breakfast Club*. Esquire, Inc., Curtis Circulation Co. and Vitamin Corporation of America have bought participations on *Weekday News*.

KOY Phoenix, Ariz., has become a full-time ABC affiliate.

### ► NBC:

New business activity at NBC is highlighted this month by the addition of the Wm. Wrigley Jr. Co. to the network's roster of advertisers.

The network reports net business volume for the period October 3 through October 31 in excess of \$1,500,000. For September, net revenue figures reached \$1,600,000.

### ► MBS:

An appeal to broadcasters to establish more clear-cut identity among stations was made by Charles King, station relations director for Mutual, in a talk delivered to the New Jersey Broadcasters Association recently. "The stations that count," he said, "are those who deliver more than the same sound on the dial."

He pointed to the personal identity that many news commentators have with a listener, pointing out that their voices certainly make a greater impact on dial position than a disc jockey announcer who may move from station to station in the same community.

Comparing "name" newscasters on radio with by-liners in newspapers, Mr. King explained they have the same value—to establish recognition of the writer or broadcaster as one with authority and strength, a saleable personality that builds circulation. "The name is identified with the station and is the last word for meaning and impact in news," he emphasized.

New Mutual affiliates: KQBY San Francisco, KBUZ Phoenix, KRAK Sacramento. • • •

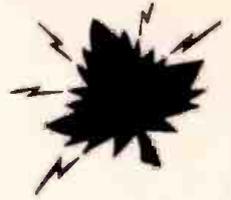


## COMBUSTIBLES & ILLUMINANTS

Advertisers who want to kindle interest among Metropolitan New York's millions and ignite sales in America's largest market know that all roads lead to WPAT. Serving listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut is the business of our station and the men who make and market America's leading gasolines and oil products know this kind of service means sales. That's why there's been a cracking 477% increase in this category alone in only three short years on WPAT. Motor oil, fuel oil, gasoline, by-product or any product, WPAT gets results. Drive the direct route to America's most densely populated market. Follow the signs. Follow the lead of advertisers like these: *American Oil, Atlantic Refining, Cities Service, Crown Petroleum, Esso Standard Oil, Gulf Oil, National Carbon, Oil Heat Council of New Jersey, Shell Oil, Sinclair Refining, The Texas Company and Tidewater Oil.* They're only a few of the many leading makers who, in the last three years, have advertised on WPAT . . . the station with the spark of success.

WPAT  
&  
WPAT-FM

## report from Canada



### Sociologist Finds Radio's Impact Highly Impressive

After a year's research into radio's impact, a Canadian sociologist has found that he "had grossly underestimated the tastes of the listening audience.

"I've found radio's impact very impressive," Professor Ian Campbell, Mount Alliance University, Sackville, N. B., told broadcasters at a recent meeting of the Atlantic Association of Broadcasters.

His findings come from a study now being made for CKCW Moncton, which appointed him last year to make a survey of its audience and report on radio's impact.

"I've spent an average of an hour and 15 minutes interviewing listeners from a random population sample in Moncton," he reported, "and expect to spend another year to complete the research."

#### Concentrate on Housewives

He has concentrated much of his investigation on the listening habits of the housewife and others in an attempt to learn how, when and how much people listen to the radio.

"I am convinced that during certain time segments we can learn to predict the types of listeners and what they are doing. For instance, housewives may have their sets tuned in at 9:30 a.m., but many of them are involved with housekeeping activities that prevent them giving their full attention to what they hear. The radio may be in the kitchen and the housewife in the living room running the vacuum cleaner.

"My interviews have revealed that between 10:00 and 10:20 a.m., most housewives are sitting down drinking coffee. With the radio turned on, this time they are really listening," he concludes.

Citing an example of how the interviews have reflected on program-

ing, Mr. Campbell turns to daytime drama.

"I was amazed to discover how many listeners wanted to hear daytime drama. CKCW had dropped its soap operas five or six years ago. Now the station has reinstated a program from 10 to 10:15 a.m. Another program goes on now at 11:30 a.m. It was found that long features were wasted at times when housewives were 'tuned-in' rather than listening," he points out.

Mr. Campbell's research also explores listening tastes in relation to economic strata, he explained, giving what he calls an "impressionistic" view of the audience.

"It was surprising to find that a large number of people in a low-income category were anxious for more news and commentary," he reveals. "Although these people do not represent the majority of this group, they constitute a large part."

Stations in the Atlantic area cannot afford to be as highly specialized as those in larger Canadian markets, he remarks. "However, the more knowledge a station has of its audience, the more effective its programming."

#### BBC Asks Stations' Opinions

Canadian broadcasters were urged recently to send their suggestions and recommendations for changes in the radio regulations to the Board of Broadcast Governors.

Dr. Andrew Stewart, chairman of the BBC, asked for opinions on three phases of broadcasting: The desire for more satisfactory programming, including station promotion; more diversification in programming, and a better dispersal of advertising messages during the broadcasting period. • • •

# Standard Rate & Data Service, Inc.

announces a new concept

in service to the advertising industry

## BARNARD, INC. (An SRDS affiliate)

a complete  
advertising | media | market  
research center

specializing in the application of  
electronic computers and offering:

■ **media analyses**

by type, market area coverage,  
advertising/sales ratios

■ **media analyses**

by population, consumer spendable  
income, retail sales, etc. (in specific  
product lines)

■ **consumer studies**

by mail questionnaire and/or per-  
sonal interviews

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the exclusive Advertising Impact  
Measurement technique developed  
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An important step in a program for  
developing automation and elec-  
tronic data-processing techniques  
has been taken by STANDARD RATE  
& DATA SERVICE, INC. with the ac-  
quisition of BARNARD, INC., twenty-year-  
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firm. As a result, integration of the  
facilities and extensive data accumu-  
lated by the two organizations will  
provide a complete *advertising/  
media/market* research service from  
one central source.

### Services like these

Complete market analyses by Metro  
Area Rankings in population, Con-  
sumer Spendable Income, C.S.I. per  
Household, Retail Sales, total and  
specific product categories—all from  
SRDS' authoritative Consumer  
Market Data, up-dated twice a year.

Your advertising coverage percen-  
tages summarized for each of your  
product sales areas, by product—

your coverage applied to household/  
population/retail sales of your prod-  
uct category within your sales areas—

your advertising expenditures ap-  
plied against product sales by area,  
by medium, and an advertising/sales  
ratio produced for each—

your advertising/sales ratios, per  
thousand population, with the per-  
centage of change for the current  
year, previous year, and a 12-month  
moving total—

circulation coverages—by counties—  
within your selected product sales  
areas, for every newspaper (daily,  
weekly, and Sunday, A.M. and

P.M.), every magazine and Sunday  
supplement—plus TV and radio sta-  
tion coverages in these same areas.

BARNARD is now completely organ-  
ized to handle extensive consumer  
studies, including consultation and  
formulation of objectives, sample de-  
sign, preparation of questionnaires,  
mailing or interviewing, tabulating  
and preparation of complete presen-  
tations with a thoroughly experi-  
enced and highly conscientious staff  
of account supervisors and IBM-  
trained technicians.

Additional new techniques and  
services are also planned to imple-  
ment SRDS' concept of "growth-in-  
service" to the advertising industry  
through electronic data-processing.

In brief, with this new centralized  
service you can get high-speed,  
economical help in advertising eval-  
uation and scientific budget appor-  
tionment—"before-the-fact"—and a  
precise means of measuring and  
evaluating advertising sales results  
by products and markets—"after-  
the-fact."

phone, wire or write—

## BARNARD, INC.

(An SRDS affiliate)

432 Park Avenue South • New York 16, New York • MUrray Hill 9-6250

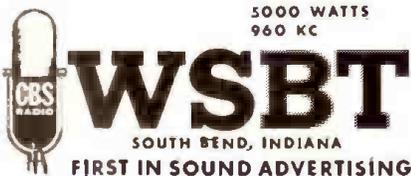


## South Bend's Your Best Bet

Put the odds in your favor — pick the South Bend market. With a Metro Area household income of \$7553 South Bend whips the state average of \$6127 by many, many lengths. And this is only one part of the South Bend market. Project this basic area to the 36 Indiana and Michigan counties covered by WSBT, and it parlays into an area with over \$3.5 billion buying power!

WSBT is the area's favorite... dominates every 15 minute segment of every broadcast day from South Bend. The leading station in one of the midwest's richest markets. So put your products in the winner's circle; pick the South Bend market and its dominate station... WSBT. Call your Raymer man for complete details. He'll trot right over.

Ask Paul H. Kaymer, National Representative



## radio research



### Broadcast Research Needs Major Overhaul, Says Pulse Executive

Broadcast research is in need of an overhaul because it is out of gear with the requirements of modern selling and buying of national spot, according to Dr. Sydney Roslow, president of The Pulse, Inc.

In a speech before the Omaha Advertising Club, he asked "What can the broadcaster hope for under present ratings research?" With tune-in below 20 percent shared by as many as 10 to 20 stations in some markets, the broadcaster is handicapped when he tries to induce the advertiser to buy non-rush hour times, he pointed out.

"And what about the buyer of time? Does the quarter-hour rating tell him how effective his advertising message may be? With the trend away from fixed position buying, with the advantages inherent in frequency and totality of impressions, how can the timebuyer justify his purchase of broadcast time only on ratings?"

In order to make the total broadcast day more productive to buyers and sellers, Dr. Roslow indicated that research is needed in three areas — frequency, reach and quality.

"Since the advertising message is spread across the periods of time, the average rating of the time period will suffice, rather than quarter-hour ratings.

Using five spots distributed across a three-hour period as an example, Dr. Roslow maintained it is not necessary to know five individual ratings. "It is sufficient to know that the average rating at any moment in the three-hour period is a certain size. The five spots may be multiplied by this rating to yield the measure of frequency of impressions."

Calling attention to reach as a research area that needs development, Dr. Roslow stated: "The advertiser should know the total number of unduplicated impressions delivered, or

the total of unduplicated persons or homes that receive the advertised message. We need to do additional developmental research to obtain some understanding of how many spots distributed across a broad time period are needed to achieve the cumulative or reach of the time span."

Turning to measurement of quality, Dr. Roslow explained that such research would enable the advertiser to reach the audience with the greatest number of potential customers for the product advertised.

"Do the qualities of this audience match the qualities or characteristics of potential customers for whom the product is designed?"

"Suppose you are an advertiser in the automotive field. Would it mean anything to know that in a given market 35 percent do not own automobiles—but that on one radio station only 21 percent do not own autos? Would reach and frequency (keeping cost in mind) be best applied to this station for products like tires, gasoline, seat covers, paint jobs and accessories?"

Qualitative research can be valuable to station management, Dr. Roslow suggested. Research of the audience's opinion of various stations in a market can be used by management to determine whether they are reaching their goals, he said.

"For example, in a New England market, 19 percent of the population wanted one station retained while only three percent expressed such a vote for the last station.

"Do you operate a station in which people have confidence? For example, if conflicting news accounts were aired over several stations, which one would be believed? In a survey of one market, 26 percent would believe the highest station while only two-and-a-half percent would believe the last station," reported the Pulse executive. • • •

when you think of Kansas City remember our **A.P.\***



## Farm Lots . . . Meetings, Too

Wading through stockyards, feedlots, attending county farm meetings and dealer sales meetings, KCMO Farm Director George Stephens and Farm Reporter Paul Pippert gather the news where it happens . . . when it happens.

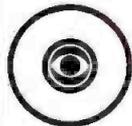
By objectively analyzing, interpreting and reporting all agricultural events, farmers within our 200-mile-wide area gain greater insight on markets and new farm developments.

That's why farm folk (and thousands of decision-making absentee farm owners living in Metropolitan Kansas City) consider KCMO-Radio and KCMO-TV "musts" for up-to-the-minute farm coverage.

Beaming out at maximum power, KCMO-Radio (50,000 watts, reaching 800,070 homes) and KCMO-TV (100,000 watts, invited into 616,940 homes) give you our entire area potential of 2,320,499 cash customers at low cost-per-thousand.

From the  
TALL TOWER  
at  
Broadcasting  
House



**Kansas City MO**  **TV-Radio-FM**

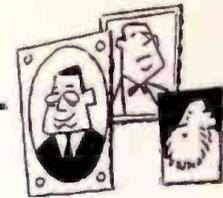
\* AREA POTENTIAL

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

# names and faces



## Noting the Changes Among The People of the Industry

### AGENCIES

George C. Reeves, manager, J. Walter Thompson Inc., Chicago elected vice-president.

Radford Stone, Harvey M. LaTerre, formerly of NBC, and Ken Shaw, Paul Bures, previously with J. Walter Thompson Inc., New York, appointed to media department, Ogilvy, Benson & Mather Inc., New York.

Roy Passman, dir. of radio, tv and motion picture dept., and Alvin Kracht, former associate media director, both named vice-presidents by J. M. Mathes Inc., New York. Also at Mathes, M. J. Holmes Jr., formerly asst. merchandising manager with Rheem Manufacturing Co., appointed media buyer.

Harold Miller, formerly v.p. in charge of media, Benton & Bowles Inc., New York, elected v.p. and associate

media director by Grey Advertising Inc., New York. Samuel B. Vitt, v.p. at Doherty, Clifford, Steers & Sheffield Inc., New York, appointed media director; Jane Haerberly appointed producer, radio and tv department. William M. Schmick, formerly director of new products, Colgate-Palmolive Inc., named v.p. and dir. of marketing at Donahue & Coe Inc., New York. Agency also appointed Lawrence D. Gibson, former marketing research director with American Molasses Co., to v.p. and research director.

James A. Jordan, formerly with Bartell Broadcasting Co. Inc., San Francisco, and J. C. Danielson, form new agency, Jordan Danielson Advertising, San Francisco.

Jack Cartwell moves from Compton Advertising Inc., New York, to Sullivan, Stauffer, Colwell & Bayles Inc., New York, as vice president.

### STATIONS

Cal Culver, former station manager, KFYZ-TV Bismarck, N. D., named station manager by KBOM, Bismarck-Mandan.

Dwight Case, formerly gen. sls. mgr., KRAK Sacramento; William Hoftzyer, previously with KFRC San Francisco; Sam Posner, formerly gen. mgr., KBAY-FM San Francisco, named account executives at KQBY San Francisco. Stuart C. Burr, salesman for Edwards Co., Inc., named sales account exec. at KRLA Los Angeles.

Dick Stone, account exec., Avery-Knodel Inc., New York, and Don Huber, account exec., Curtis Advertising Co., New York, named to sales staff, WABC New York.

Janet Byers, previously advertising and sales promotion mgr., KYW Cleveland, appointed advertising manager for Crowell-Collier Broadcasting Inc. and KFWB Hollywood.

George S. Dietrich, formerly with NBC Spot Sales, appointed station manager, WNBC New York.

Donald R. Rupert, account exec., WRIT Milwaukee, promoted to sales manager.

John Rhys Evans, previously account exec., KIRO Seattle, becomes national sales manager, KBCS-FM Seattle, to general manager, KRIB Mason City, Ia.

Mrs. Shirley M. Ott, formerly sales manager, promoted to general manager, KRIB Mason City, Ia.

Edward R. Rooney, formerly with Cincinnati Suburban Bell Telephone Co., named account exec. at WKRC Cincinnati.

Sheldon Engel named general manager, KXIV Phoenix, Ariz.

Judith Lawton, formerly asst. dir., radio-tv, Vance-Fawcett Associates, Hawaii, becomes station manager, KNDI Honolulu.

E. C. Hughes, account exec. with KIEV Glendale, Calif., named account exec. at KLAC Los Angeles.

### REPRESENTATIVES

John Falcetta, previously asst. dir., sales promotion, H-R Representatives Inc., New York, named to head promotion-publicity department, The Bolling Co. Inc., New York.

John S. Hughes promoted from sales staff to asst. sales mgr. for radio, and Donald F. McCarty, formerly with S. E. Zubrow Inc., Philadelphia, named to radio sales staff, Avery-Knodel Inc., New York.

James A. Gunn, previously with ZIV TV Films, named v.p., Feltis/Gunn Inc., Portland, Ore., office of Feltis/Dove Dever/Cannon Inc., Seattle.

John A. Garland moves from New York retail sales division, Scott Paper Co., to sales staff, Deuvey-O'Connell Inc., New York.

Mort Bassett, formerly with Forjoe & Co., New York, named exec. v.p., Broadcast Time Sales Inc.

### NETWORKS

Craig Rogers, KNX Los Angeles account exec., becomes Pacific Coast Network Sales Manager, CBS Radio.

### INDUSTRY-WIDE

John Boesel, formerly account exec., promoted to vice pres., broadcast div., A. C. Nielsen Co., Chicago.

Dale Woods, formerly regional manager with Radio Advertising Bureau, New York, named div. mgr., RAB member service department.

Eliot S. Baker, formerly with engineering products div. of RCA, named marketing manager, industrial and governmental broadcasting div., Industrial Transmitters & Antennae Inc., Lansdowne, Pa.

George C. Wetmore, formerly staff engineer, Page, Creutz, Steel and Waldschmitt consulting firm, appointed broadcast consultant coordinator by Collins Radio Co., Dallas.



Hughes



Blohm



Rooney



Byers



Baker



Rupert



Cartwell

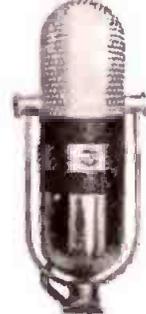


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Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. **\$180**



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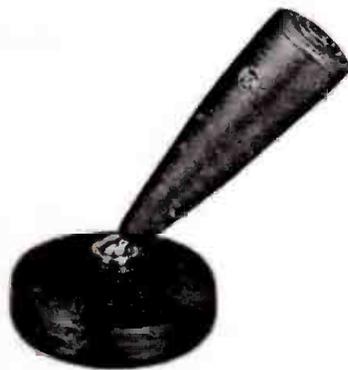
## HIGH-FIDELITY UTILITY MICROPHONES

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## NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK 5A is also an excellent choice for control room use. **\$165**



## COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **\$75**

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## ... negro radio gains

### 'OPERATION BOOTSTRAP'

The past year has been one of the most significant in the history of Negro radio. This specialized medium, which traces its beginnings to only 12 or more years ago, is undergoing what can be termed "operation bootstrap."

In a quiet, unheralded way, Negro radio management has taken the initiative not only to widen its appeal to national advertisers, but to strengthen the link with its listeners through increased community service programming and activities.

Not that business (local or national) is off. On the contrary, questionnaire returns from U. S. RADIO's third annual survey of Negro radio shows that an impressive year in advertiser acceptance has been achieved (see *Negro Radio Embarks on New Challenge*, p. 21).

### NATIONAL STRIDES

Like most radio, the majority of business for the average station is from local customers (see capsule success stories, p. 31). But important strides continue to be made each year at the national level.

Representatives who handle Negro stations are not only satisfied with the results achieved this year, but they are optimistic to the point that they feel "the surface has only been scratched."

They are convinced that their efforts directed at agencies and advertisers will pay off handsomely in the months to come.

A major need at the national level is more definitive and authoritative research. Here again, however, positive action is being taken by a number of stations.

In the matter of programming, a majority of stations report a new emphasis is being put on community service programming and projects—"the cement that binds station to audience."

A new "professionalism" in the sound of Negro stations is the way one executive describes what is happening. This includes better news coverage, more selective music and tighter production.

### LAUNCHING OF NRA

But if none of these things had happened, this past year would still be recorded as one of the big ones. Why?

Because it marks the formation of the Negro Radio Association, formed last August, and a dues-collecting organization effective January 1.

Not yet off the launching pad, the NRA holds great promise, as any plan for concerted action does.

The early days of any association, however, are always the most difficult. The initial charting of objectives and the lining up of membership are among the many problems that are certain to be met.

The NRA appears to have been well received by stations. U. S. RADIO believes the goals are well-conceived and the timing is right.