

U.S.

RADIO

OCTOBER

1958

35 CENTS

FIRST ANNIVERSARY ISSUE

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STARDUST

is NBC Radio's brilliant new programming concept, that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly programming are a series of five minute vignettes... fresh, timely entertainment, especially created for these

STARDUST

segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, two dozen in all of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. Altogether,

STARDUST

provides prestige, glamour, and merchandising impact at a sensible low cost, that makes network radio today's most efficient media buy.

NBC RADIO

MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

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

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

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

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

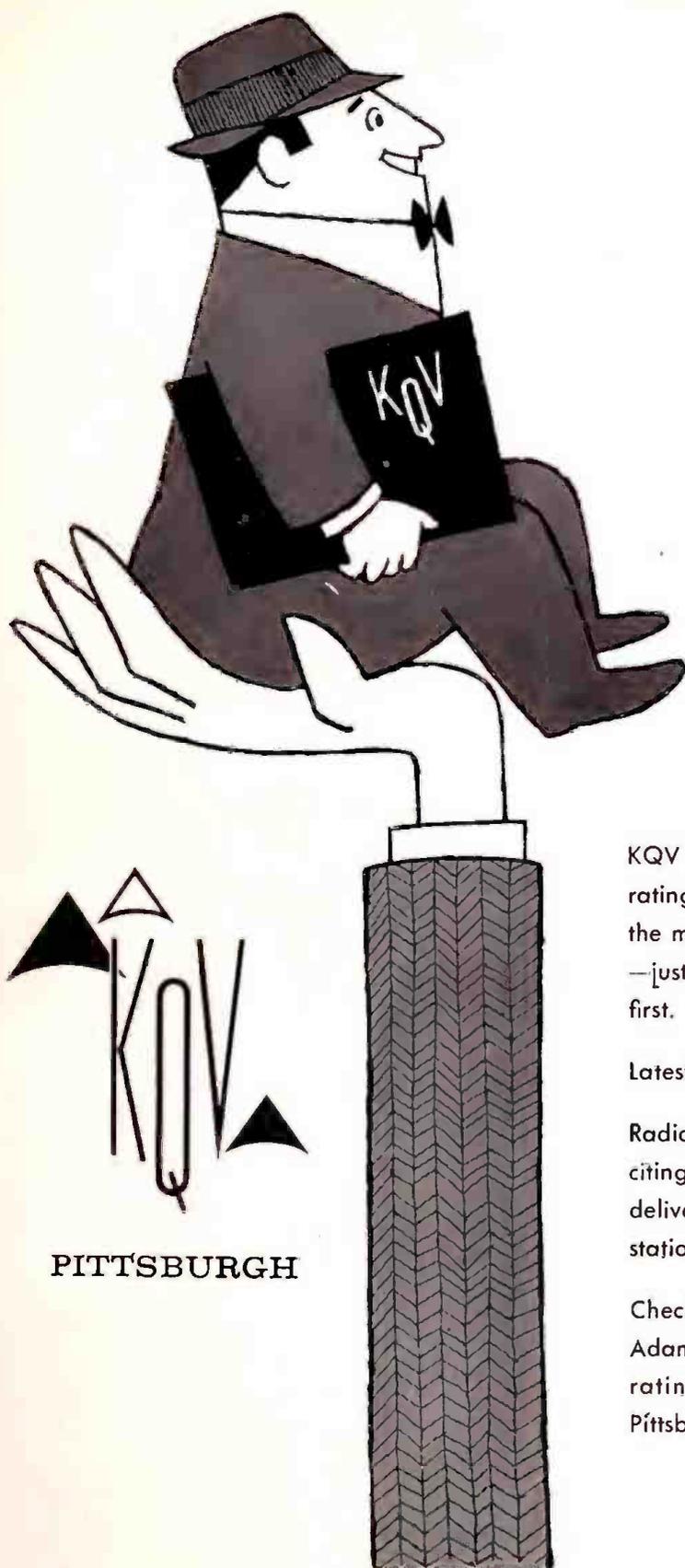
GLEN HARMON, GENERAL MANAGER

WINN
1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Represented by
**AVERY-KNODEL
INCORPORATED**

NEW YORK ATLANTA DALLAS DENVER
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

**A
TERRIFIC
RATING
BOOST
IN
PITTSBURGH**



KQV is climbing steadily toward the top of the rating ladder. **Pulse** shows KQV a solid third in the morning and a strong second in the afternoon — just one percentage point away from second and first.

Latest **Hooper** agrees, too.

Radio has changed in Pittsburgh, paced by the exciting, dramatic new program format of KQV, now delivering more homes per dollar than any other station in the area.

Check general manager Ralph Beaudin or your Adam Young representative for availabilities . . . ratings . . . the full story of the new sound in Pittsburgh!

ADAM YOUNG INC.

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

A RINGER FOR SALES

Don McNeill's Breakfast Club . . .
 broadcast clock hour coast to coast . . .
 carried by over 91% of ABC stations . . .
 gives you more inside coverage of the nation's top 200 markets than any other radio program.



he checks out results like these:

- ✓ Kretchmer Wheat Germ (protein food supplement). "Substantial sales increases . . . month after month."
- ✓ Perma Starch (laundry product). "We expect (when possible) to continue (Breakfast Club) for the next 5 years."
- ✓ Admiral (transistor radios). Mail replies: 11,473; morning TV, 5,400.
- ✓ Py-O-My (pie mix). "In our books, Don is America's number-one salesman."
- ✓ Sandran (floor covering). "A perfect complement to our TV schedules . . . a strong personality salesman who gives our product claims believability."

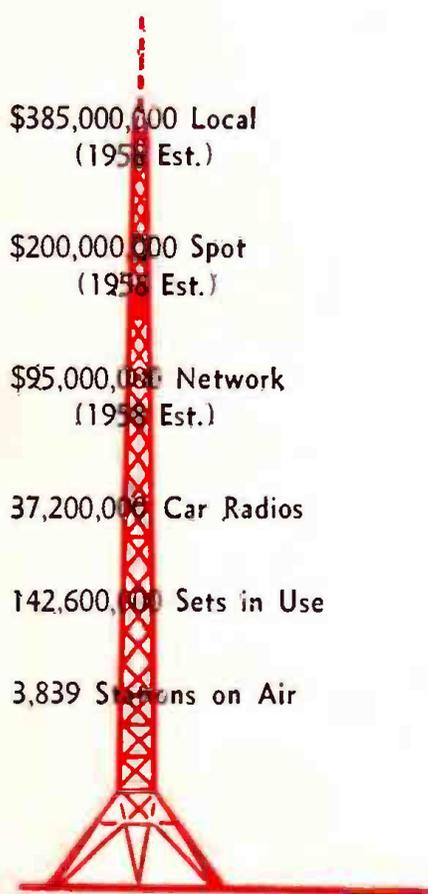
Don McNeill rings up sales every minute he's at work. Monday through Friday, from 9 to 10 a.m., Don, Fran "Aunt Fanny" Allison, comedian Sam Cowling and singer Dick Noel lead millions of happy marchers around the breakfast table . . . and down countless checkout aisles in ABC Radio's vast sales territory. Join Don and the gang . . . they're ready to start tallying new sales for your products, too.

ABC RADIO NETWORK





Radio's Barometer



Spot: When the Station Representatives Association estimates on national spot revenue are compiled, in the opinion of Lawrence Webb, SRA managing director, the third-quarter figure for 1958 should be approximately as high as the third quarter of last year. That figure—for July, August and September 1957—stood at \$41,626,000.

Network: Forty-one advertisers are launching new campaigns on the NBC Radio network during the last four months of 1958 which amount to more than \$5 million in net revenue, according to Matthew J. Culligan, executive vice president in charge of NBC Radio. The figure represents only campaigns with kick-off dates between September 1, 1958, and January 1, 1959, Mr. Culligan states.

CBS program sales totalled more than \$4 million for the network's fall season. John Karol, vice president for network sales, announces. "Sizable buys" by R. J. Reynolds Tobacco Co., Oldsmobile and other leading advertisers are responsible for the surge, he reports (see *Report from Networks*, p. 71).

Local: Nearly nine out of 10 stations are predicting a business increase for the second half of 1958 compared with the same period last year, according to the results of a nationwide survey by RAB. Of the stations polled, 87 percent expect to record an increase in gross sales for the June to December months. Stations in medium and large markets were more optimistic, RAB reports. Those expecting increases according to market size are: 91.7 percent—medium, 90.9 percent—large, 83.2 percent—small.

Stations: Total stations on the air, both am and fm, increased again in September—to 3,839, up 16 over August:

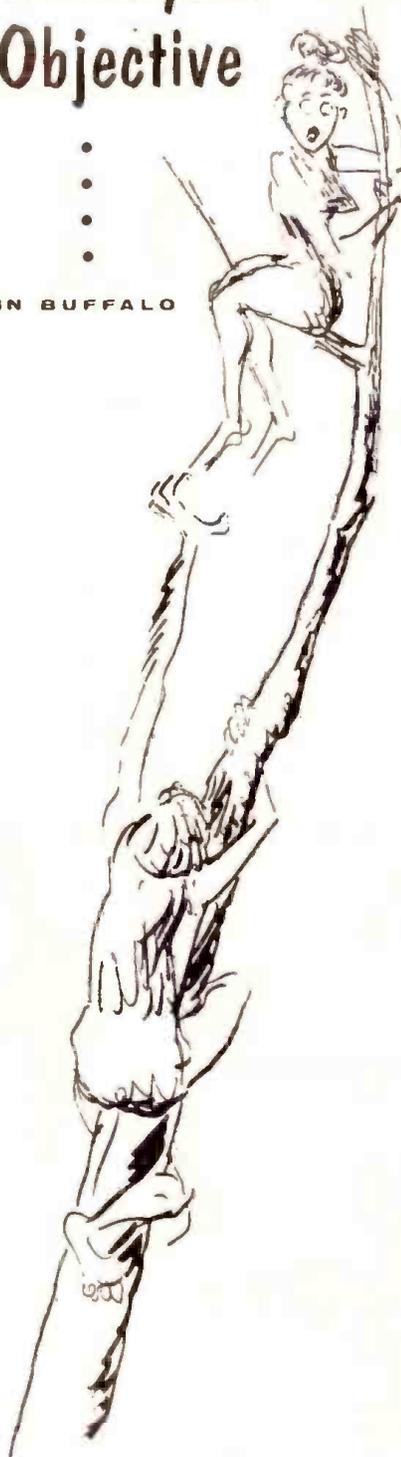
	Commercial AM	Commercial FM
Stations on the air	3,281	558
Applications pending	424	43
Under construction	95	86

Sets: Total radio set production including car radios for July, according to Electronics Industries Association, was 621,541: for first seven months, 5,582,834 sets. Total auto radio production for July was 186,379 sets; total for seven months, 1,650,898. Total radio set sales for July excluding auto was 488,495; for seven months, 3,452,833. Transistor sales for July were 2,631,894 (dollar volume, \$6,598,762); for seven months, 21,084,218 (dollar volume, \$49,443,848). Fm set production for July totalled 11,816 (see *Report on FM*, p. 72).

Sales Idea

How to reach your Objective

IN BUFFALO



It's much easier with

WBNY

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

Call Masla Quick!

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER - 1958

VOL. 2 - NO. 10

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the Star stations

Your "MUST BUY" Stations

KMYR

DENVER

**TIED FOR FIRST PLACE
ALL DAY — JULY PULSE**

★ ★ ★ ★

17 County Area Pulse - July
More quarter-hour firsts than
any other station, 6 AM to 6 PM

- Morning - 3 Points out of 1st
- **AFTERNOON - 1st PLACE**
- Evening - 2nd Place

★ ★ ★ ★

HOOPER-July-Aug.-1st ALL DAY
See Adam Young or chat with
General Manager Chic Crabtree

KOIL

OMAHA

SOLID NO. 1

Morning - Afternoon - Evening

★ ★ ★ ★

• **PULSE - June - Mon thru Sat**

6 AM to 1st Place - 30.5 share
Midnight

★ ★ ★ ★

• **HOOPER-June-July 43.5 share**
Dominant First ALL DAY

See Avery-Knodel or Station
Manager James H. Schoonover

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.



Looks
easy,
but...

takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job — but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by



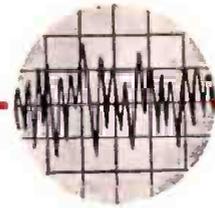
THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price \$1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York.....	WABC	Washington.....	WWDC	Miami.....	WQAM	San Antonio.....	KAKI	Wheeling-Steubenville.....	WWVA
Chicago.....	WLS	Baltimore.....	WFBR	Kansas City.....	WHB	Tampa-St. Petersburg.....	WFLA	Tulsa.....	KRMG
Los Angeles.....	KFWB	Dallas-Ft. Worth.....	KLIF-	New Orleans.....	WDSU	Albany-Schenectady-Troy..	WTRY	Fresno.....	KFRE
Philadelphia.....	WFIL		KFJZ	Portland, Ore.....	KGW	Memphis.....	WMC	Wichita.....	KFH
Detroit.....	WXYZ	Minneapolis-St. Paul...	WDGY	Denver.....	KTLN	Phoenix.....	KOY	Shreveport.....	KEEL
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		Cincinnati.....	WCPO	Columbus.....	WBNS				

soundings



Spot News Sponsorships Growing, Blair's McCoy Notes

A greater variety of advertisers show interest in spot news sponsorships this year, according to Blair's executive vice president, Art McCoy. He indicates that some of the long-standing news clients pulled in their horns during the economic downturn making way for new advertisers who had never been able to get a news buy before. Mr. McCoy also notes a trend this year towards shorter spot announcements (under a minute) bought with more frequency.

Timebuyer Radio Listening, Editorializing Studied by RAB

Timebuyers *do* listen to the radio, says RAB, which claims it has just completed the first survey ever made on the subject. The group as a whole, according to the study, listens an average of two hours and 19 minutes daily. Slightly more than half (50.4 percent) listen before 9 a.m., and almost half (48.8 percent) tune in after 5 p.m. In another study, RAB reveals that 26.2 percent of the stations polled now editorialize on a regular basis and that 63 percent of these started this year or last.

Advertisers Make Use Of Four Networks Simultaneously

Increasing use of all four networks simultaneously is being noted in radio circles. Outstanding examples are the Pepsi-Cola Co. (see *Time Buys*, p. 10) and Ex-Lax. The soft drink firm has launched a 14-week cycle and the laxative company has been on all networks since the beginning of the year, principally in the soap operas.

Newspaper Expands Logs On Radio Program News

The *Buffalo Evening News* is launching a weekend section which will encompass both radio and television program news. The 16-page tabloid, called *Tv-Radio Topics*, will cover more than 30 radio and tv stations in western New York, Pennsylvania and Ontario areas.

MBS Management Team Remains Intact

The management team operating MBS before the network's sale to Hal Roach Studios Inc., of Hollywood, a division of the Scranton Corp., will remain intact for the time being. While making this announcement, Armand Hammer, outgoing chairman and president, said that he will continue as director and consultant and that Blair Walliser, who was administrative vice president, becomes executive vice president and general manager. Mr. Hammer gave credit to the group for the upsurge in number of affiliates since it took over in August 1957—350 to 446, and for the "return of many blue-chip clients" to MBS.

Radio Forces Oppose AT&T Plan for Rate Hike

Opposition is brewing by radio forces to a rate increase proposal on news teletype facilities by Western Union and AT&T because it would affect radio news coverage. Such an increase, NAB told the FCC, "might cause many small radio stations to eliminate or curtail their news services."

New Radio Advertiser, C.I.T., Has Big Results With Drive

A new radio advertiser has had telling results. Universal C.I.T. Credit Corp., which last spring and early summer ran four weekends of 69 announcements each on NBC Radio's *Monitor*, found these results after the campaign: Familiarity with the company by *Monitor* listeners rose 126 percent and those able to identify the firm's ad slogans increased 214 percent.



famous on the local scene . . .

yet known throughout the nation

More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society . . . Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.



Storer Broadcasting Company

WSPD-TV **WJW-TV** **WJBK-TV** **WAGA-TV**
Toledo Cleveland Detroit Atlanta

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

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

www.americanradiohistory.com

time buys



American Home Foods Division of American Home Products Corp.

Agency: *Geyer Advertising Inc., New York*

Product: **BURNETT'S VANILLA**

A spot drive in about 30 markets started in mid-September and is expected to run for 13 weeks. The promotion is taking place in markets "east of Chicago and north of the Mason Dixon line." Ed Richardson is the timebuyer.

American Molasses Co.

Agency: *Kastor, Hilton, Chesley & Clifford Inc., New York*

Product: **GRANDMA'S MOLASSES**

A saturation radio campaign in about 25 markets and as many stations started the end of September throughout the southern and New England states. It is scheduled to run until the first week of June. Jack Peters is the timebuyer.

Bakers Franchise Corp.

Agency: *Emil Mogul Co., New York*
Product: **LITE DIET BREAD**

More than 150 radio stations in 120 markets are being used in a campaign that was to start October 1 and run through the end of the year. Between 15 and 30 one-minute and half-minute commercials a week will be used. More radio is being planned for January. Lynn Diamond is the timebuyer.

Boyle-Midway Division of American Home Products Corp.

Agency: *Geyer Advertising Inc., New York*

Product: **GRIFFIN SHOE POLISH**

A campaign that started in mid-September in 30 primarily southern markets will run from seven to 11 weeks. Ed Richardson is the timebuyer.

Campbell Soup Co.

Agency: *BBDO, New York*

A spot and network drive that started in September will run for 26 weeks. The spot portion will cover 50 markets on a multi-station line-up running 25 to 50 spots a week. The

network part began on CBS Radio the end of September utilizing daytime programs. Hal Davis is the timebuyer.

Chap Stick Co.

Agency: *Lawrence C. Gumbinner Advertising Inc., New York*

The makers of this lip balm start their winter campaign this month using spot and network radio. The spot portion starts in mid-October in about 50 markets comprising up to 90 stations. The network portion includes a three-day-a-week sponsorship of Morgan Beatty's *News of the World* on NBC Radio, beginning October 31. Anita Wasserman is the timebuyer.

Contadina Foods

Agency: *Cunningham & Walsh Inc., San Francisco*

For the fourth consecutive year, the maker of this tomato paste is placing the bulk of its advertising in radio. The new spot campaign started September 29 in 12 basic marketing areas including 27 major cities. It will run for eight weeks consisting of over 11,000 commercials. Frequency will run as high as 180 per week in certain cities. Jerry Gilley, assistant media director, is handling the buying.

E. & J. Gallo Winery

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

An extensive spot campaign on Negro stations is ready to begin in 40 markets on as many stations across the country. Starting dates vary from market to market. The campaign is set to run until two weeks before Christmas. Jerry Sachs is the timebuyer.

Gold Medal Candy Corp.

Agency: *Emil Mogul Co., New York*
Product: **COCILANA WILD CHERRY COUGH NIPS**

A six-month radio drive is to start October 13 in northeastern markets. Joyce Peters is the timebuyer.

Harrison Home Products

Agency: *Victor & Richards Inc., New York*

Product: **ADDIATOR**

This pocket adding machine has picked up its fall radio activity after having taken a break since last April. Markets are Duluth, Fort Wayne, Pittsburgh and Boston. Minutes are being used. Lucille Widener is the timebuyer.

Mother's Cake & Cookie Co., Oakland, Calif.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

A heavy three-market campaign on 13 stations is under way and will run for 13 weeks. In Los Angeles, 478 spots will be used on KNX, KMPC, KHJ and KPOL; in San Francisco, 165 spots will be heard on KSFO, KNBC, KFRC and KCBS, and in Phoenix, 430 spots will be spread over KOOL, KPHO, KOY, KRUX and KTAR. The campaign was to start September 29 in Phoenix and was launched September 15 in the other two cities. Peg Harris is the media buyer.

National Carbon Co. Division of Union Carbide Corp.

Agency: *William Esty Co., New York*

Product: **PRESTONE ANTI-FREEZE**

A "winter changeover" campaign is under way in more than 100 markets using a multi-station line-up in most cases. It will run for five weeks. Dick Olsen is the timebuyer.

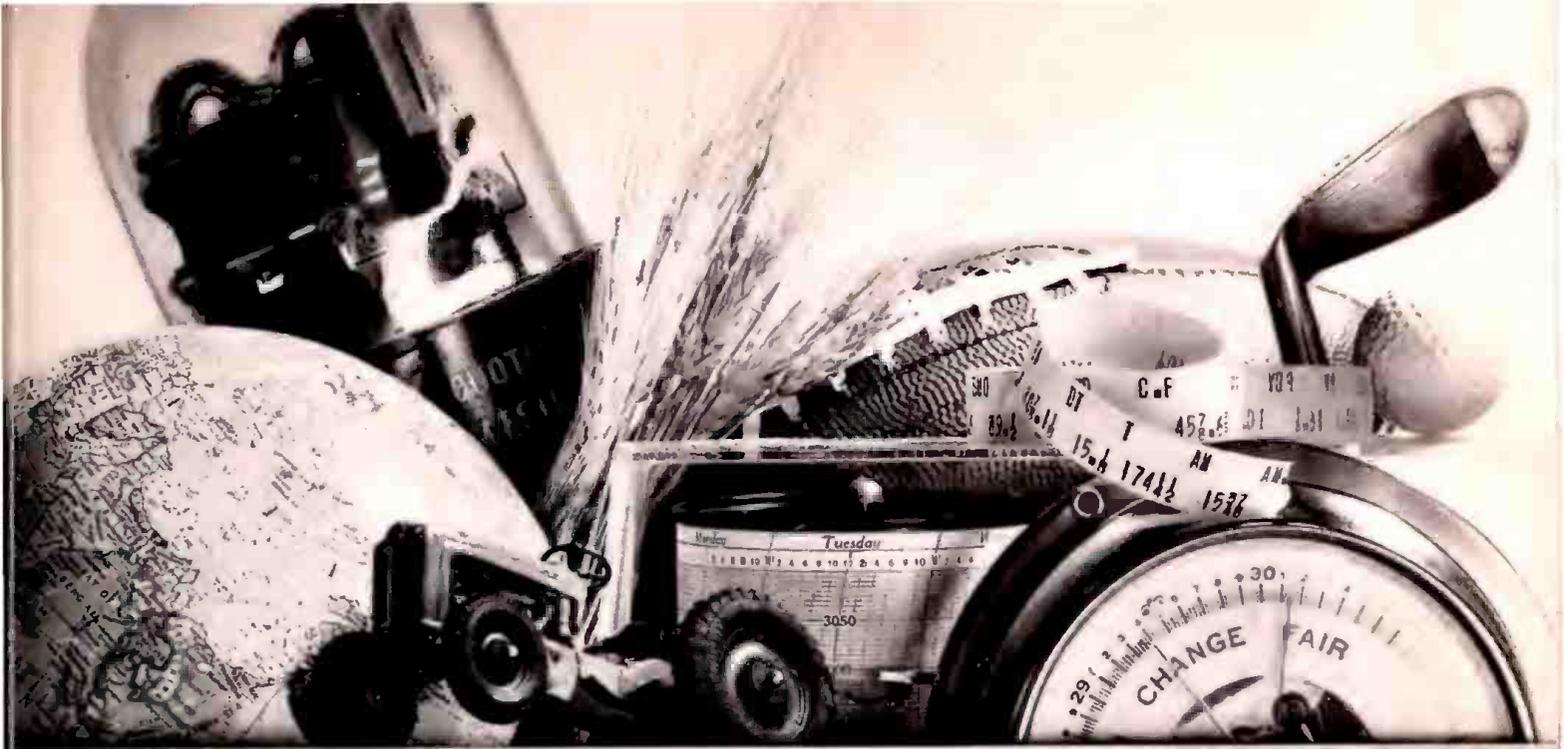
Notcham Warren Corp.

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

Product: **ODORONO**

A campaign just began for this deodorant in Los Angeles, Chicago, Philadelphia and New York. It is set to run for 13 weeks. Jerry Sachs is the timebuyer.

[Cont'd on p. 12]



N

Local News, World News,
Business News, Farm News,
Special Events, Sports,
Weather

FILED UNDER "N"

NEWS, all of it. Crop prices and hurricane reports. A downtown holdup and an eighty-yard runback. From the blaze of a local fire to sudden revolt in the Mideast, listeners hear more news—and better news—on the 14 stations represented by CBS Radio Spot Sales. More, because we carry more programs. Better, because in addition to our roster of distinguished local news personalities, we offer the unparalleled coverage of the CBS Radio Network. A recent study shows that as a result of our authoritative News programs, listeners believe more in our sponsors. If you have a product to sell, sell it with the authority of stations represented by...

CBS RADIO SPOT SALES

Representing: WCBS New York WBBM Chicago KNX Los Angeles
WCAU Philadelphia WCCO Minneapolis-St. Paul WTOP Washington
KPIX San Francisco WBT Charlotte WRVA Richmond



time buys

(Cont'd from p. 10)

Pepsi-Cola Co.

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

In an exclusive all-network radio campaign that will reportedly cost about \$500,000, this soft drink firm is tying its long-time bonds with radio even tighter. The promotion will run for 14 weeks through Christmas, having started September 17. ABC, CBS, MBS and NBC will combine to air 498 million commercial minutes encompassing about 1,100 affiliates. Participations on *Monitor* will highlight the NBC buy; entertainment and drama shows will be used on CBS, and newscasts will be employed on ABC and MBS. Bottlers are also being urged to buy additional radio locally. Harold Sieber is the media buyer.

Peter Paul Inc.

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

A national campaign that is set to run for 14 weeks on MBS was to start October 5. The candy manufacturer has bought 40 weekly participations in and around news shows on the network. Jim Kearns is the timebuyer.

Pierce's Proprietaries Inc.

Agency: *Emil Mogul Co., New York*
Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

An extensive national spot radio campaign with an October start is being readied. Joyce Peters is the timebuyer.

Q-Tips Inc.

Agency: *Lawrence C. Gumbinner Advertising Inc., New York*

A two-pronged spot and network drive has been launched for this cotton swab product. The network buy is an expansion of the firm's network use which started last April. It includes heavy frequency in the *Bert Parks Show*, Morgan Beatty's *News of the World* and a number of daytime drama programs, all on NBC Radio. The spot drive, which began September 15 and coincides with the network start, will run for 13 weeks in 12 markets on 25 stations. Anita Wasserman is the timebuyer.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

Products: RY-KRISP, INSTANT RALSTON, WHEAT AND RICE CHEX

More than \$750,000 will be spent in radio for 1958 to 1959, an increase of 15 percent over 1957 to 1958. The year's drive was to begin October 1. Spot is being used in 50 markets and stations across the country. Ry-Krisp and Instant Ralston will dominate the drive, with Wheat Chex and Rice Chex being promoted by radio in markets where there is no tv coverage. Rod MacDonald, vice president and director of media, is handling the buying.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

Product: CORN CHEX

Heavy radio is being used in test markets for the introduction of the company's new cereal. The 13-week saturation drive will take place in Wichita, Spokane, Columbus, O., and Denver. In Denver, 897 spots will be used with frequency running as high as 69 a week at certain times; in Columbus, 637 announcements will be heard with as many as 49 in some weeks. The same schedules will prevail for Wichita and Spokane: 240 spots with frequency as high as 24 a week. Rod MacDonald, vice president and director of media, is handling the buying.

Rayco Manufacturing Co.

Agency: *Emil Mogul Co., New York*

A four-month record campaign is under way, having started last month. About 70 markets, using 77 radio stations across the country, will carry 2,100 minute commercials. Lynn Diamond is the timebuyer.

Ronzoni Macaroni Co.

Agency: *Emil Mogul Co., New York*

A drive started the end of September and will run through December on 10 radio stations in New York, Philadelphia, Boston, New Haven and New Britain. Chiefly 60's and 20's are being used on news shows. In addition, the firm has bought Italian- and Spanish-language shows

in New York. Joyce Peters is the timebuyer.

Sinclair Refining Co.

Agency: *Morcy, Humm & Warwick Inc., New York*

Rounding out its 1958 schedules—all its radio is bought on a yearly basis—the firm has made a splash in fm. With mid-September starting dates, Sinclair has bought the 11-station upstate New York fm network which originates at WQXR-FM New York. Also, three fm stations in Chicago have been bought: WBBM-FM, WFMT and WFME. These campaigns will run through December. William Wernicke, vice president in charge of radio-tv, and Kay Shanahan, timebuyer, handle the buying.

Sterling Silversmiths Guild of America

Agency: *Fuller & Smith & Ross Inc., New York*

A 10-week campaign that starts in October and is expected to end in December is under way on 22 stations in as many markets across the country. Minutes and 10's are being used. Bernard Rasmussen is the timebuyer.

Texas Co.

Agency: *Cunningham & Walsh Inc., New York*

Product: P. T. ANTI-FREEZE, GAS AND OIL

A coast-to-coast four-week campaign has been launched with varying starting dates in about 100 markets. About half of the drive will be devoted to P. T. Anti-freeze. The campaign began in some markets on September 18; it will start in others as late as mid-November, depending on local climates. Jerry Sprague is Texaco broadcast supervisor and Jack Bray is the timebuyer.

White House Co.

Agency: *Victor & Richards Inc., New York*

Product: 50 SHOW TUNES

A new drive has started for this mail order record firm. Initial markets are Charlotte, Cleveland, Providence, Hartford and San Francisco. Lucille Widener is the timebuyer. The company buys 15-minute programs following news shows.

BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game... the authoritative voice of a respected newscaster... a favorite CBS Radio Network drama... a lively local personality show... a thoughtful public interest feature: these are the components that build 24 hours of foreground listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners really listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

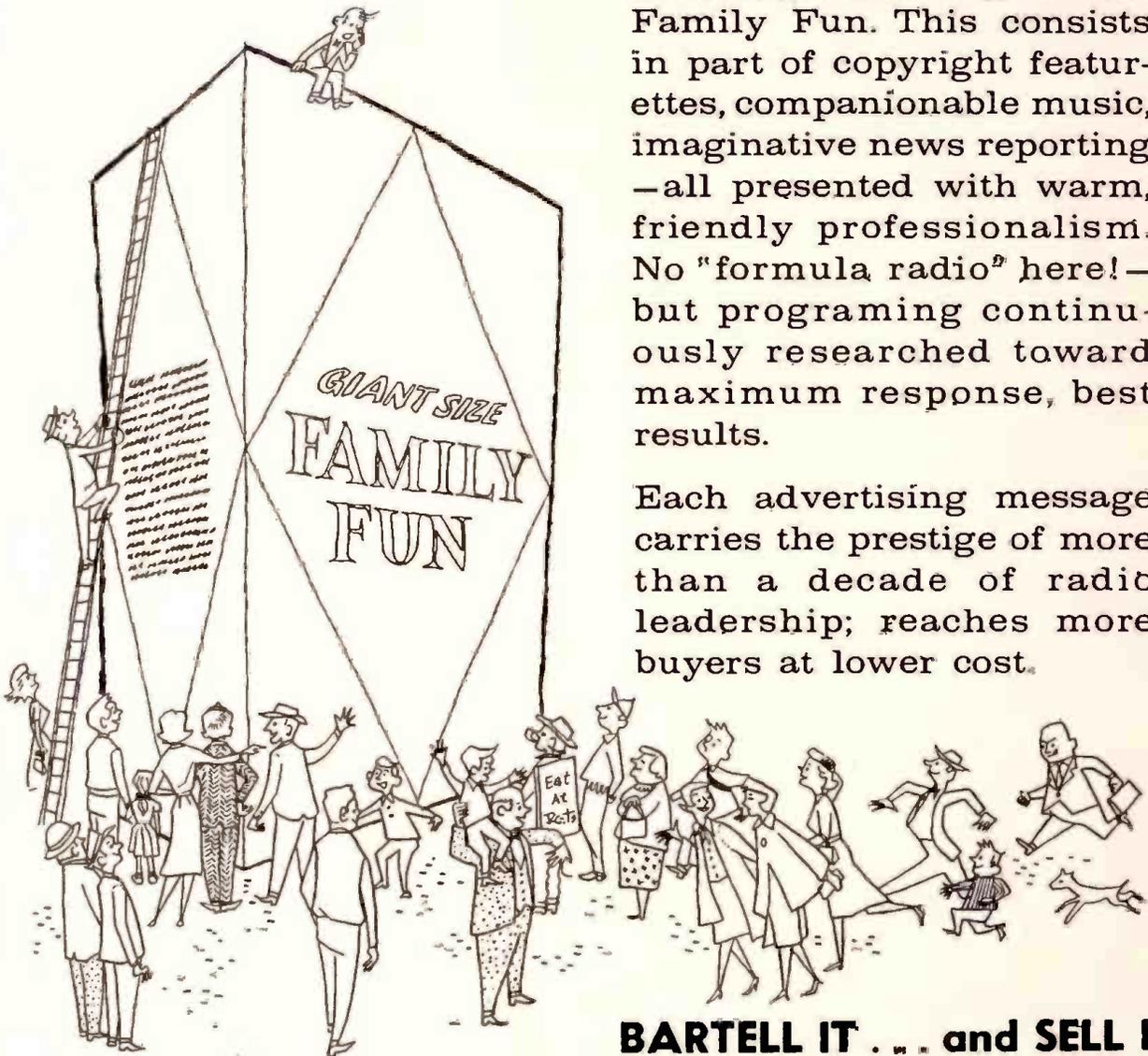
If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

Represented by
CBS RADIO
SPOT SALES

KMOX CBS
50,000 Watts
RADIO
"THE VOICE OF ST. LOUIS"

Bartell Family Radio is an exciting package, enthusiastically accepted by the American consumer market. The product has wide appeal, containing a tempting basic ingredient: Family Fun. This consists in part of copyright features, companionable music, imaginative news reporting — all presented with warm, friendly professionalism. No "formula radio" here! — but programming continuously researched toward maximum response, best results.

Each advertising message carries the prestige of more than a decade of radio leadership; reaches more buyers at lower cost.



BARTELL IT . . . and SELL IT!

**BARTELL
FAMILY
RADIO
COAST TO COAST**

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.



Rep. Roosevelt Questions FCC Programming Rule

A plan to give the FCC specific authority to pass on the acceptability of radio station programming will be written into legislation in the next session of Congress by Representative James Roosevelt (D-Calif.). In answer to a recent query from the California lawmaker on the FCC's programming policies, FCC Chairman John Doerfer replied that the FCC has no jurisdiction over a station's program fare and no authority to tell a station owner what he should or should not program. The answer did not satisfy Representative Roosevelt who holds that the FCC should have more direct instruction from Congress on radio programming fare.

Oversight Probe Continues During Part of Adjournment

Despite the proximity of the November elections, members of the House Legislative Oversight Subcommittee continued their investigation of regulatory agencies in the last two weeks of September, but reserved this month for electioneering. The subcommittee will resume its probe in November when the FCC is expected to be re-called on the carpet. Charges of outside pressures and industry "pay-offs" seem destined to dominate the hearings. These were among the alleged evils many Code-of-Ethics bills introduced in the 85th Congress were intended to correct. All such bills died with congressional adjournment.

Fm Multiplex Expansion Considered by FCC

The advisability of expanding fm multiplexing to include a wider range of services is under consideration at the FCC. Deadline for filing comments on the proposal was October 2. The FCC was prompted to take a fresh look at the commercial uses of fm multiplexing by applications for such new services as traffic light control and stock market reports. Certain fm interests would like the FCC to remove all restrictions on the types of subsidiary communications an fm station can furnish. Still other fm broadcasters favor limitation of subsidiary services. As the rules now stand, only certain functional fm operations such as specialized programming of music, news and weather information are authorized by the FCC.

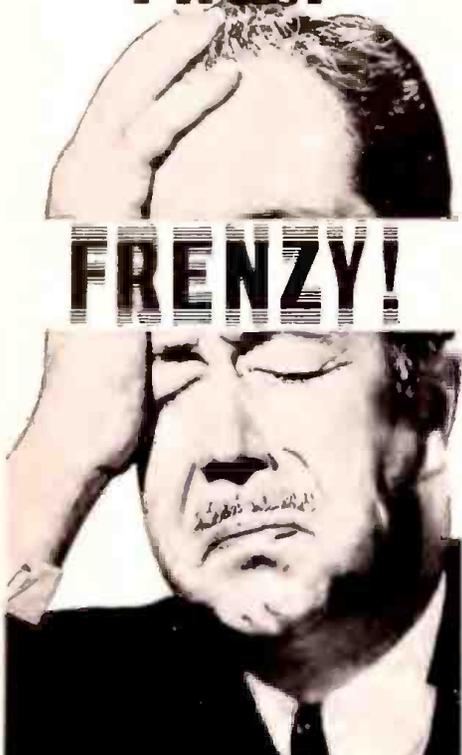
The Campaign Dollar: Where Should It Come From? . . .

A thorny issue in politics and one in which broadcasting has a financial stake is back in the limelight again as it is in all election years. Campaign expenditures are vexing incumbent lawmakers running for re-election as well as their less experienced cohorts who are just launching their political careers. In this electronic age, a sizable portion of a man's campaign dollar is spent on broadcast time. In addition to persuading his constituents that he's the man to fill that opening on Capitol Hill, the would-be congressman or senator on an ever increasing scale finds himself doubling in brass as a fund-raiser and timebuyer.

. . . House and Senate Search Out Campaign Solutions

One solution advanced by Senator Richard Neuberger (D-Ore.) is for the government to underwrite all campaign costs. To support his proposal to free candidates of their fund-raising chores, Senator Neuberger plans to introduce a bill along these lines in the upcoming Congress—the same piece of legislation he authored in the 84th Congress. Meanwhile, just before the 85th Congress adjourned, Representative Sam Rayburn (D-

FREEDOM FROM



FRENZY!

KBIG is welcome relief. Listeners really enjoy its melodic popular music of today and yesterday, plus award-winning news. This refreshing sound captures a convincible audience . . . 91% adults (Pulse, Inc.) in 234 Southern California market areas. Your sales message gets more attention from mature listeners with the ability to buy. KBIG is profitable radio coverage . . . at a cost averaging 71% less than competitive stations.

KBIG

Radio Catalina for all Southern California
740 kc . . . 10,000 watts

JOHN POOLE
BROADCASTING CO., INC.

6540 Sunset Blvd.,
Los Angeles 28, Calif.
HOLLYWOOD 3-3205

National Representative: WEED & CO. San Diego



WASHINGTON (Cont'd.)

Tex.), Speaker of the House, named a five-man committee to look into where campaign dollars go this November.

VOD Changes Made: One Winner Instead of Four

In 1959, there will be one winner of the Voice of Democracy contest rather than four co-equal winners as has been the case in the past. The VOD competition, promoted heavily by the radio industry and sponsored by the National Association of Broadcasters and Electronics Industries Association, holds a \$1,500 scholarship award for the winner next year. Subject of the contest—an essay entitled "I Speak for Democracy"—remains the same.

New Radio News Service Questions AT&T Rates

Several Washington staffers of the merged INS, who got together after that wire service merged with UP last June, have formed a Washington news gathering agency for radio stations called News Associates. Three months after its inception, the news group launched a campaign to get reduced press broadcast rates on long distance calls from AT&T. The new organization has advised the FCC that it feels it is not cricket for a telegram press rate to be enjoyed by printed media when no such concession is granted for oral news reports by telephone.

Congressional Interest Mounts in Spectrum Study

A conviction that a study of the uses of the radio spectrum is a must-do-and-soon project is mounting in congressional circles. A resolution calling for such a study and written by Senator Charles Potter (R-Mich.) passed the Senate in the last session. It later died in the House after it was drastically amended at the suggestion of President Eisenhower. But the ultimate prospects of a spectrum study were not buried with the Potter legislation. Representative Oren Harris (D-Ark.), Legislative Oversight Subcommittee chairman as well as chairman of the parent House Commerce Committee, already has expressed the opinion that a joint congressional committee should take a long look at the spectrum issue in the 86th Congress.



Now Operating
**24
HOURS
A DAY**

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS



THE BLUE CHIPS

ARE ON THE

LARGEST* NETWORK

* WITH OVER 400 STATIONS

MUTUAL

BROADCASTING
SYSTEM



THESE BLUE CHIPS USE MUTUAL

AMERICAN HOME PRODUCTS
 BELL TELEPHONE
 BENRUS WATCH CO.
 BRISTOL-MYERS CO.
 BUFFERIN
 CARTER PROD., INC.
 CHRYSLER CORP.
 COCA COLA, INC.
 COLGATE-
 PALMOLIVE CO.
 COLGATE TOOTHPASTE
 COLGATE MEN'S LINE
 BRISK TOOTHPASTE
 EX-LAX, INC.
 GENERAL ELECTRIC
 GENERAL FOODS
 CALUMET • JELLO
 GENERAL MOTORS
 PONTIAC • GMC TRUCKS

HEINZ FOODS
 LEVER BROS.
 LIGGETT & MYERS
 L & M CIGARETTES
 LIPTON TEA
 F. LORILLARD CO.
 L.P. GAS COUNCIL
 NATIONAL DAIRY
 KRAFT FOODS
 PEPSI-COLA
 PETER PAUL, INC.
 PHARMACEUTICALS,
 INC.
 PHILCO CORP.
 QUAKER STATE OIL
 R. J. REYNOLDS
 CAMELS • WINSTON
 STERLING DRUG CO.

- Mutual is the choice because
- Mutual gets the choice listening
- audience—the buyers in the fam-
- ily. Why? Because Mutual is the
- one network whose stations offer
- community-integrated program-
- ming—programming of local
- interest for local audiences—
- while delivering national news,
- special events and sports features
- that only top network program-
- ming can provide. *For big results,*
- *at the lowest cost-per-thousand*
- *of any major medium, pick the*
- *big network—Mutual.*

Success Story

Small advertisers are smart buyers, too. Example: 3 years ago, 3 employees and a \$12,000 budget. Today, 100 employees and a business that has increased a hundred-fold. Still on Mutual exclusively... and still growing.

Top Coverage

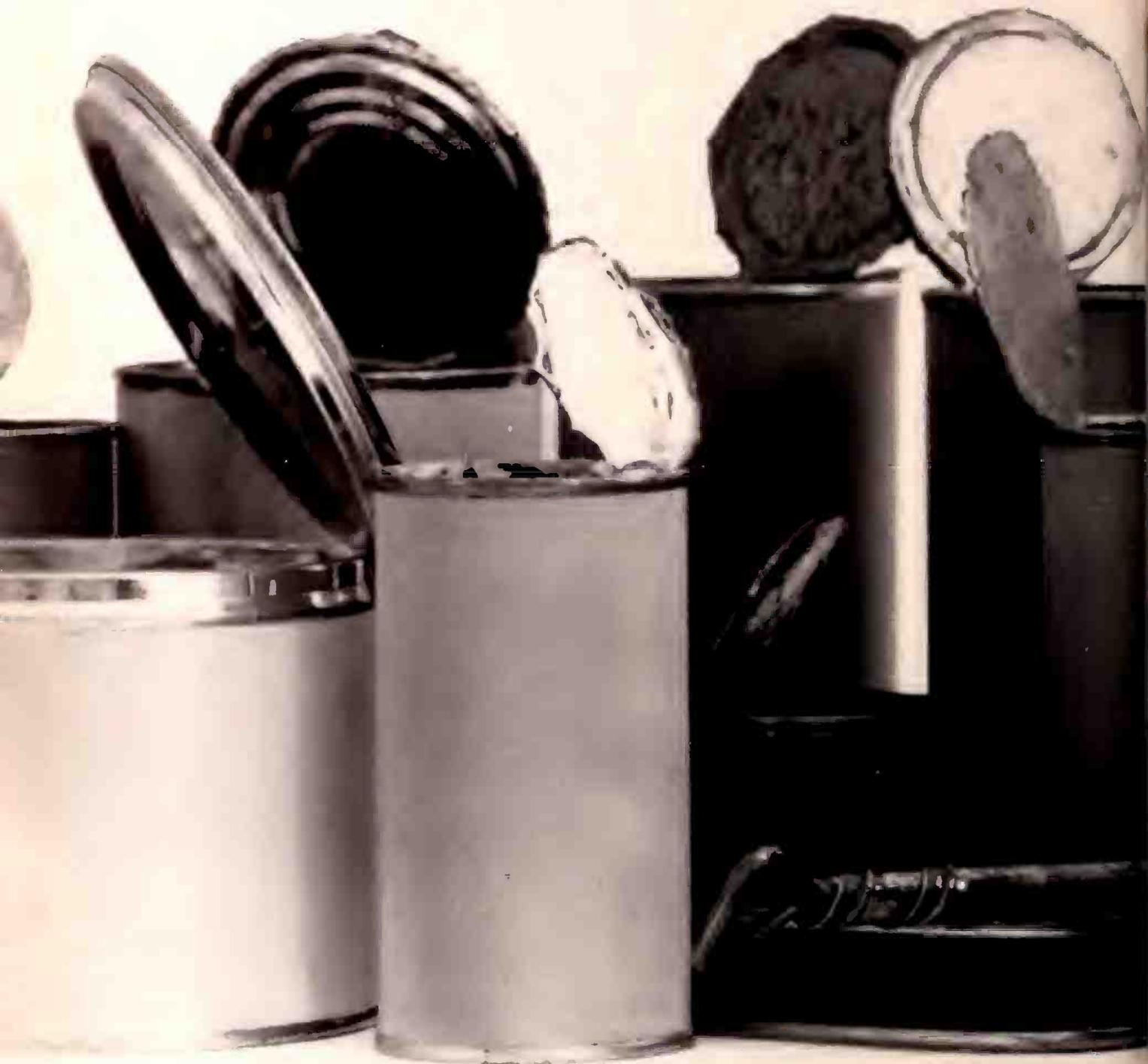
Verified clearance is assured by Mutual's own contract with affiliates which gives MBS advertisers up to 365* stations out of 400 per News program.

*For verification, see Nielsen, June II, 1958 or current report.

MUTUAL BROADCASTING SYSTEM, INC.

1440 BROADWAY, NEW YORK 18, N. Y.
 TRIBUNE TOWER, CHICAGO, ILL.
 1313 N. VINE, HOLLYWOOD 28, CAL.

HPL families open



1,000,000 cans a day!

They're not just radio listeners—they're customers. To them, the HPL Director's product approval is a personal, positive recommendation to buy. In 11 of the nation's biggest markets, a half million families hear it, believe it and act on it every day. No program has a more responsive audience.

The Housewives' Protective League does just what its name suggests: it protects the housewife, sponsoring only those products which measure up to the highest consumer standards. Your product is virtually sold on our word. Then HPL, in partnership with the food distributors, lends powerful sales and merchandising support to your campaign.

This is how HPL has been serving the canning industry for 24 years. Now, "September is Canned Foods Month" and HPL promotion is again lifting tops . . . off cans and sales records.

THE HOUSEWIVES' PROTECTIVE LEAGUE

REPRESENTED BY CBS RADIO
SPOT SALES, 485 MADISON AVE.,
NEW YORK 22, N. Y. PL 1-2345

"The Program That Sponsors the Product"

HPL DIRECTORS: CRAIG HARRISON, KCBS, San Francisco; GRANT WILLIAMS, KMOX, St. Louis; PHILIP NORMAN, KNX, Los Angeles; GRANT WILLIAMS, KSL, Salt Lake City; LEWIS MARTIN, WRVA, Richmond; JOHN TRENT, WCAU, Philadelphia; GALEN DRAKE, WCBS, New York; ALLEN GRAY, WCCO, Minneapolis-St. Paul; MORGAN BAKER, WEEI, Boston; PAUL GIBSON, WEBB, Chicago; MARK EVANS, WTOP, Washington; D. C.





It's Simply a Matter of Dollars!

If you added together all the money spent last year by all the people in Cincinnati, New Orleans, and Charlotte, N. C., you would just about reach the whopping total of \$2.5 billion spent by people covered by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include...

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW

W B C WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957

the *Silver Mike*



THIS MONTH:

JOHN F. MEAGHER

Vice President For Radio
National Association of Broadcasters

Executive on the Go

For the Radio Industry

A man who is always busy for radio—John Ford Meagher—is especially active this month as he travels across the country to participate in the annual fall conferences of the National Association of Broadcasters.

Mr. Meagher, NAB's vice president for radio, has held his present post since it was created in June 1954, but has been committed to the sound medium for most of his adult life.

As a young man, fresh out of Notre Dame, Mr. Meagher started out as a salesman in the cement business. Shortly thereafter in 1938—deciding to sell in a more ethereal vein—he and a few adventurous friends launched KYSM in Mankato, Minn. He headed up station sales for the outlet in his hometown until he moved to his NAB position.

The grassroots background acquired by Mr. Meagher at KYSM has stood him in good stead as he directs NAB radio operations for its 1,785-member am and fm stations. There is not a facet of a station's operation with which he is not familiar, and because of his first-hand knowledge of the problems of the local broadcaster NAB members know they can depend on his advice.

During his tenure at KYSM, Mr. Meagher's own desire to get on a first-name basis with this new busi-

ness of which he had become a part prompted him to join NAB. He felt then—and feels even more strongly now—that NAB membership is important to progressive radio station management.

One of the most recent aides to be produced at NAB on behalf of its radio members is a new promotion film entitled "Hear and Now." Prints of the film, which had its premiere at the first of NAB's fall regional meetings last month, are available to NAB members for showing in their own communities.

Before his staff affiliation with NAB, Mr. Meagher was active on a number of the association's committees prior to his election to the board of directors. He served as a member of the board for two consecutive two-year terms—the maximum time allowed by the association's by-laws.

Also a strong supporter of state broadcaster associations, Mr. Meagher was instrumental in the formation of the Minnesota group and served as its first president in 1949.

Mr. Meagher is married to the former Eleanor Ackerman. They have two children: Anne, now Mrs. Robert Adams, who lives in Washington with her husband and two youngsters, and "Jake," a Notre Dame graduate who is now a candidate for his PhD at Princeton. • • •



“You
talking
to
me?”

You should be! Adults are the nation's biggest customers. And in Boston radio you find the greatest concentration of adults on WEEI . . . 38 per cent more than tune to Station B, 53 per cent more than Station C, and 268 per cent more than Station D.* Moreover, these listeners pay greater

attention to WEEI and believe more in your commercials.** You're not just talking when you're on WEEI; you're selling!

WEEI RADIO

REPRESENTED BY CBS RADIO SPOT SALES



How
DEEP
is the
MARKET?



How
HIGH
is the
COST?

PETERS, GRIFFIN,

S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

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

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

The **PGW** Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

THE CALL LETTERS OF THE SALES GETTERS

West

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

Midwest

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

East

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



WOODWARD, INC.

D I O

Southwest

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

Southeast

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

LEADERS

WRBL AM-FM

WRBL — CELEBRATING 30 YEARS OF SERVICE
TOPS DAY OR NIGHT—MONTHLY, WEEKLY,
DAILY—NCS#2

WRBL-FM - 12 CONTINUOUS YEARS

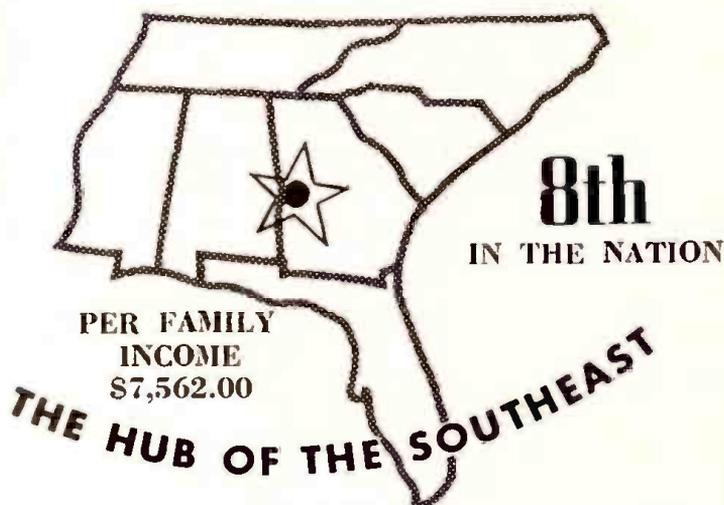
STEREOPHONIC PROGRAMS ONE YEAR SPONSORED

**COLUMBUS
GEORGIA**

METROPOLITAN AREA NET EFFECTIVE
BUYING POWER

\$409,854,000.00

SOURCE: SM-1958 SURVEY OF BUYING POWER



WRBL AM 1420 FM 933

CALL THE HOLLINGBERY CO.

LETTERS TO

In High Gear

It was an excellent article on Rootes' use of radio. (see *Hillman's Weekend Drive*, U. S. RADIO, September 1958). Everyone here liked it enormously.

David B. Williams
President
Erwin, Wasey, Ruthrauff & Ryan Inc.
New York

Research Role

We think so highly of the research story in the September issue (*New Role for Radio Research*) that we took the liberty of wiring our CBS Radio Spot Sales representatives. Congratulations on another fine issue, and incidentally, happy first anniversary to U. S. RADIO.

Ned Burgess
Promotion Manager
WBT Charlotte, N. C.

Many Requests

Please furnish us two additional tear-sheets of the article, *Radio Formats: What Is Radio?* (May 1958). You sent us several copies of this issue, but there have been many requests for them and our file is now depleted.

Avrilla S. Phillips
Liller, Neal, Battle &
Lindsey Advertising
Atlanta

A Friend Indeed

People who lend or lose copies of U. S. RADIO and then beg for reprints are probably as popular as a fellow wearing a dactron suit at the Cotton Carnival. I need three copies of *Banking on Radio* (February 1958) and three copies of *Tiny Key to Tomorrow's Radio* (June 1958). One of the latter will go to the radio department at the Arkansas State College in Jonesboro.

I'm looking forward to the time when U. S. RADIO arrives every week.

Ted Rand
General Manager
KDRS Paragould, Ark.

Homework

So that I may read your magazine thoroughly, I would appreciate having U. S. RADIO sent to my home at the following address. . . . Currently, it is coming to my business office, and I just don't have time during the day to read it.

David H. Steinle
Station Manager
KBUR Burlington, Ia.

THE EDITOR

Instead of sending U. S. RADIO to my office address, will you kindly arrange to have it sent to my home address.

George Balterman
Asst. Adv. Coord. for Budgets
Schenley Industries Inc.
New York

For Clients

I would appreciate your sending to me as soon as possible the reprint of your fine article, *Teenagers Are Radio's Small Fry* (July 1958). I believe that this is one of the best articles that I have seen for some time combating this point that is often brought up, and I would appreciate having this to send out to some of our clients.

Bob Hoth
V. P. and General Manager
KAKC Tulsa, Okla.

We were most interested in receiving recently a reprint of your article entitled "This is Radio!" (*Teenagers Are Radio's Small Fry*) taken from your July 1958 issue.

The article points out that teenagers are radio's small fry as a result of Nielsen listening data.

We would be most interested in ordering 100 of these reprints.

George A. Brown
Production Manager
CFAC Alberta

Barter Buying

We are trying to get some information on the status of barter buying in radio and tv. I am under the impression that there have been articles written on this subject, but in looking through our files of your magazine I have not been able to run across any references to bartering.

Would you be kind enough to send any reprints or other information you may have that has any relation to bartering for time in radio or television?

Henry C. Hart Jr.
Director Radio-Tv
Noyes & Co.
Providence, R. I.

I had not seen U. S. RADIO since taking over this station. The June issue was full of sound ideas and I'd like to subscribe.

In particular, I'd like several copies of that month's "This Is Radio" (*Tetley Leaves It to Radio*). This, it would seem, would be of value to our staff as well as my partner and me.

Richard B. Baker
Executive Vice President
WMET Miami Beach



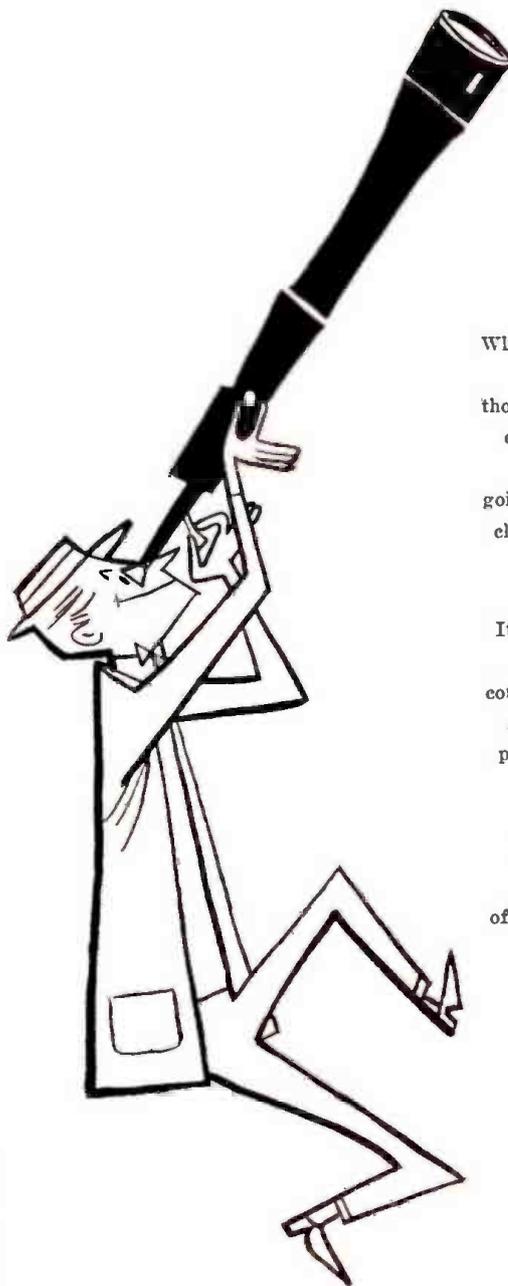
TAKE A CLOSE LOOK AT

Programs and People That Produce

When you find that happy combination of a station with top ratings and thoroughly documented proof of sales effectiveness—you've found WKLO in Louisville, Kentucky and you are going to make some money for your client when you place your advertising on this station.

It takes people to sell people. WKLO personalities deliver the advertiser's commercial with conviction, believability and personal persuasion. These are people talking with people . . . not voices speaking at people.

It takes people to sell people—and we've got the right ones in front of the microphones and more than any other station in Louisville at the receivers.

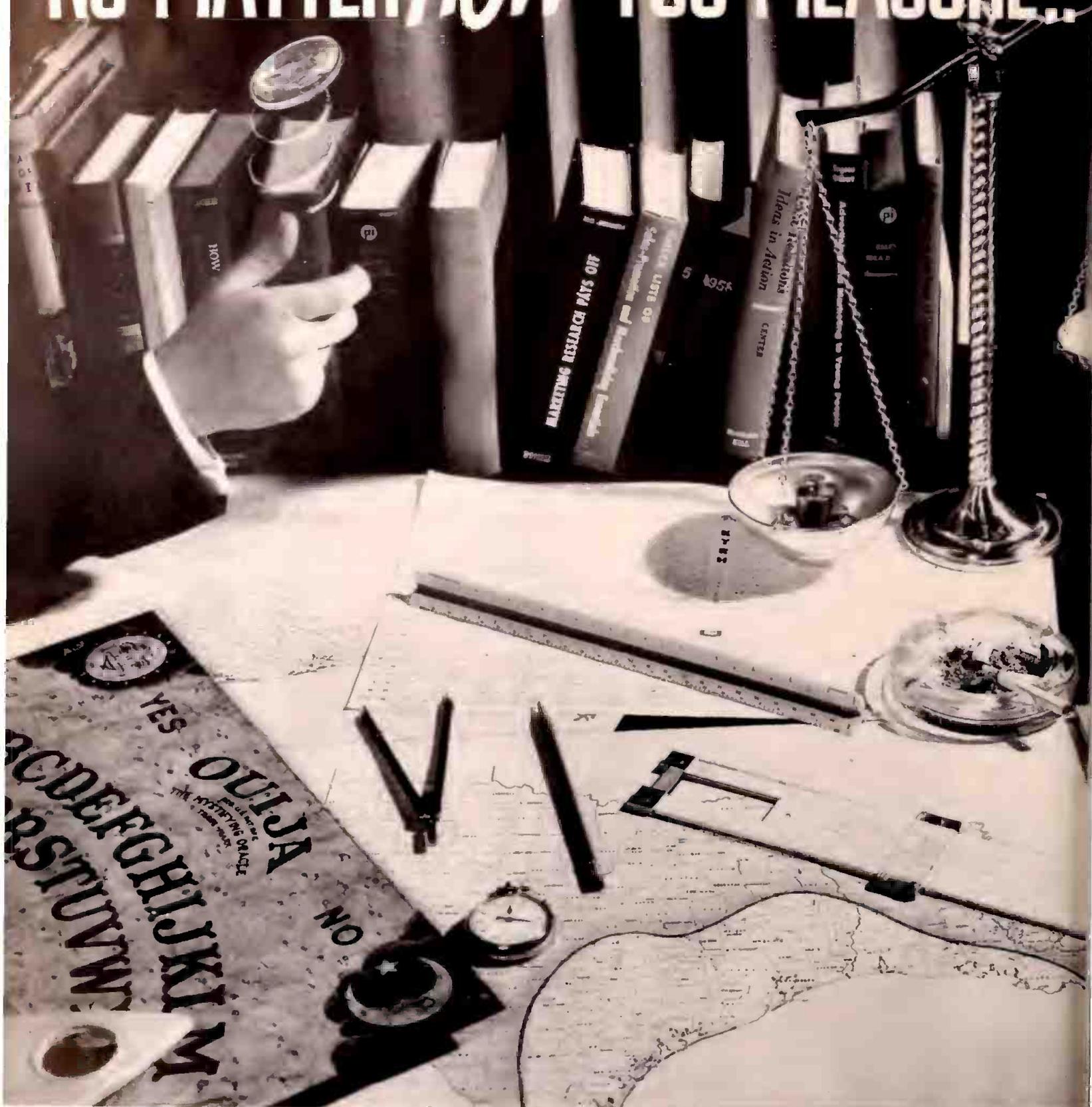


SOLD NATIONALLY BY:



robert e. eastman & co., inc.
NEW YORK, CHICAGO, SAN FRANCISCO

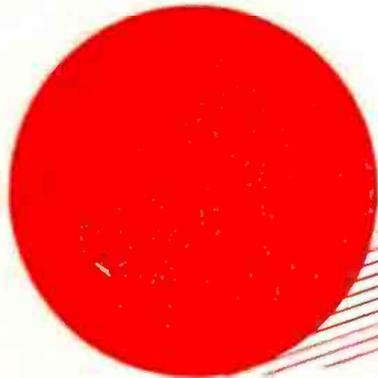
NO MATTER HOW YOU MEASURE..



KTRH IS THE *AREA* STATION FOR SHARP TIME BUYERS*

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

Represented Nationally by DETEDS GREEN WOODWARD Inc. *See ANY Area Survey



SUN	MON	TUES	WED	THURS	FRI	SAT	
9:00		8:30	6:00				MORNING
	12:10				4:00	5:10	AFTERNOON
	3:00		5:05	6:00	10:00	11:35	EVENING

Is Spot Breaching Non-Driving Hours?

At present it is just a rumble, but representatives agree bulk buys beyond traffic times have started and may resound throughout the industry shortly



Radio-land would not be far from Utopia, representatives have been heard to remark, if advertisers could be induced to distribute their buys evenly throughout the day.

While this happy condition is far from a reality today, several representatives believe that national advertisers are at long last beginning to awaken to the value of purchasing non-traffic times. While no representative interviewed claims to have been "snowed under" with nighttime and middle-of-the-day orders, the consensus is that advertisers and agencies are more receptive than ever to sales pitches for non-driving hours — daytime, nighttime and weekend.

Even more to the point, there is growing evidence that clients particularly in product categories that

appeal to the housewife, are making buys beyond driving hours. Moreover, a study by a major representative of one of its stations shows an increasing percentage of business being done this year in "other" times compared with two years ago, particularly in the mid-day hours.

Arthur McCoy, executive vice president, John Blair & Co., New York, believes the breakthrough will come in 1959. "In 1955 and 1956, no one would buy anything but morning traffic hours," he explains, "and then it was morning and afternoon drive times. This year there has been considerable activity in the nine to four category, and I think next year will bring substantial interest in round-the-clock buying."

"It's a process of education," says Morris Kellner, vice president in charge of radio, the Katz agency, New York. "As long as more people tune in their sets during early morning and late afternoon hours, the law of supply and demand will operate. Advertisers will want to buy these times and stations will charge more for them. On the other hand, there are excellent reasons to go into other times and clients and agency people are on the verge of a substantial breakthrough in this direction."

Research a Key

Fred Heywood, promotion manager, CBS Radio Spot Sales, New York, believes that sound research is one of the keys to selling more non-traffic time in general and nighttime in particular. "People listen to the radio at night that do not turn on a set during the day. There may not be as many, but if the advertiser doesn't reach them he is not using radio with greatest effectiveness. Radio's distinction as a medium lies in the fact that it delivers unduplicated audiences throughout the day and night. An advertiser, for best effect,

should try to reach all these audiences. Research," Mr. Heywood says, "is beginning to convince the advertiser that he is missing a bet when he doesn't spread his buying throughout the day."

In a major northeastern market, Mr. Heywood points out, a Pulse survey reveals that on one station the percentage of total unduplicated radio homes reached remains nearly constant from six a. m. to six p. m. In the six a. m. to 12 noon segment, 50.9 percent are reached compared with 53.7 percent in the 12 noon to six p. m. time span.

An A. C. Nielsen project also supports this finding on a nationwide basis. From six a. m. to 12 noon, Monday through Friday, 69.3 percent of the cumulative in-home audience is contacted, while from 12 noon to six p. m. 61.8 percent is reached.

Cost Efficiency

Frank Boehm, vice president in charge of research, Adam Young Inc., New York, emphasizes the cost efficiency to the advertiser in distributing his purchases over several time periods. "We have had quite a bit of success in selling middle-of-the-day time," he says, "but as yet not as much success with nighttime. The big spenders tend to emphasize driving times because they want the large total audience and also the out-of-home audience. But we have been able to convince some clients to spread their buys by offering them saturation plans involving the use of *one third* traffic time and *two thirds* daytime at a non-premium rate."

The following advertisers, Mr. Boehm states, are among those sold on this plan:

"Pharmaco—This account was interested in reaching both men and women and felt that they would achieve this balance by using the one third in traffic time for the man

and the other two thirds for the housewife.

"Maidenform—This account was primarily interested in reaching the housewife and the working woman. They used the plan because they knew that the third in traffic would give them the working woman who listens to the radio in the morning for information, and the spots during the day would give them the housewife.

Tea Totals

"Lipton Tea—The tea company wanted traffic time (probably because they had a feeling that these audiences were much larger than non-traffic audiences) but were sold on splitting their schedule to take advantage of larger audiences and lower costs.

"Texaco—This gas-and-oil firm wanted to reach the driver and thus chose traffic periods. However, we were able to get them to mix their schedule between traffic time during the week and A time on the weekends when traffic is also heavy.

"Pall Mall—This account wanted the male audience and chose traffic times for this reason. As in the case of Texaco, we were able to sell them weekend plus traffic at a much lower cost than traffic-only would have been.

"Greyhound—Because of the cost efficiency involved, we were able to sell this account on using split schedules rather than traffic-only."

George Dietrich, director of spot radio sales for NBC, believes that the concept of saturation radio has been responsible for most of the non-traffic time purchases to date. "The bigger the schedule the more the certainty that several time periods will be used . . . stations just can't fit a large number of spots into one or two time slots."

Mr. Dietrich also emphasizes the relationship of good programming to

Non-Driving Hours, Too

Among the spot advertisers who are making time purchases in non-driving hours—in many cases supplementing traffic time schedules—are:

Addiator	Victor & Richards, New York	Weekend
American Airlines	Lennen & Newell, New York	Nighttime
Blue Bonnet Margarine	Ted Bates, New York	Nighttime
Falstaff Beer	Dancer-Fitzgerald-Sample, New York	Nighttime
Ford Cars	J. Walter Thompson, New York	Weekend
Ford Dealers	J. Walter Thompson, New York	Weekend
General Motors Accept. Corp.	Campbell-Ewald, New York	Weekend
Greyhound	Grey Advertising, New York	Daytime and Weekend
Gulf Oil	Young & Rubicam, New York	Weekend
Robert Hall	Frank B. Sawdon, New York	Weekend
Kiplinger Letters	Albert Frank-Guenther Law, New York	Weekend
Thomas Leeming	William Esty, New York	Weekend
Lipton Tea	Young & Rubicam, New York	Daytime
Maidenform	Norman, Craig & Kummel, New York	Daytime
Niagara Therapy	George Mallis Advertising, Philadelphia	Nighttime
Pall Mall Cigarettes	Sullivan, Stauffer, Colwell & Bayles, N. Y.	Nighttime and Weekend
Pharmaco	Doherty, Clifford, Steers & Shenfield, N. Y.	Daytime
Sinclair Oil	Morey, Humm & Warwick, New York	Nighttime
Shell Oil	J. Walter Thompson, New York	Nighttime
Texaco	Cunningham & Walsh, New York	Weekend

mid-day and nighttime purchases. "When programming improves, ratings will go up and advertisers will buy more during these times. I feel that there is a great deal of room for better programming during the non-traffic hours."

According to Robert Teter, vice president and director of radio for Peters, Griffin, Woodward, Inc., New York:

"The key decision maker in both advertising and selling is now conscious of the importance of spot radio for use in many time periods, not just the former peak hours of 7 to 9 a.m. and 4 to 7 p.m. Stations throughout the country have embarked upon aggressive programming for daytime, nighttime and weekend audiences that is geared to selling

needs and has a proven track record of results for important advertisers.

Cost the Same

"In a recent study by our radio research department, we found that 9.6 percent more radio homes are reached between the hours of six and 10 p.m. than between 6:30 and nine a.m. More significant is the fact that the cost is virtually the same for the larger nighttime audience as it is for the early morning hours. To put it another way, we found that 1,000 homes can be reached from six to 10 p.m. for 73 cents as opposed to 80 cents for 1,000 homes between 6:30 and nine a.m.," Mr. Teter states.

"As a result of these findings, station programming and industry efforts to pass the word along to the

'key man,' many new advertisers are using both weekend and nighttime spot radio. In the nighttime group are Niagara Therapy, Pall Mall cigarettes, Sinclair Oil, Blue Bonnet Margarine, American Airlines, Falstaff beer and Shell Oil. The weekend group, composed of a balance between men and women that differs in composition from weekday audiences, includes the Ford Division and Ford Dealers of the Ford Motor Car Co., Gulf Oil, Texaco, Robert Hall, Kiplinger Letters, GMAC and Addiator."

A gradual trend over the last couple of years towards purchases in non-traffic hours has been noted by Robert E. Eastman, president, Robert E. Eastman & Co. Inc., New York.

(Cont'd on p. 80)

Uses Radio to Ease



'Instant' Market Pressures

Two major problems confront the instant coffee industry today and their solutions are proving more elusive than many a company and agency executive likes to admit. A partial answer, however, for one of the major brands—Nescafe—is being sought in its advertising strategy where radio plays a prominent part.

These are the twin problems that Nescafe hopes radio will help resolve in its favor: (1) Fierce competition that is concentrated in the metropolitan markets where instant coffee sales are highest, and (2) public prejudice against drinking instant coffee instead of ground coffee.

With 1959 plans in the making, radio's role in the Nescafe picture is growing, according to Don Cady, ad-

vertising vice president, who reveals that next year's radio appropriations are due for a 150 percent boost over this year's.

U. S. RADIO calculates that the Nestle Co.—Nescafe's parent firm, and part of the worldwide Nestle group which is reputedly the world's fourth ranking food manufacturer—will allot nearly half a million dollars next year for radio compared with this year's total of almost \$300,000. These funds will form a national radio umbrella for Nestle's other products as well as its instant coffee, for which U. S. RADIO estimates a quarter of a million dollars will be expended compared with \$100,000 this year.

For Nescafe, this year's plans call for all radio funds to be invested in spot by the product's agency, Bryan

Houston Inc., New York. As presently determined, spot will also garner the lion's share of next year's radio appropriations, Bates Hall, advertising brand manager, states.

Two-Year Program

This two-year program represents an emphasis on spot which became necessary to meet efforts by competitive brands in selected metropolitan markets, declares Joseph Scheideler, executive vice president, Bryan Houston.

"The selling efforts of other instant coffees made it advisable for us to concentrate our radio advertising this year in 25 major metropolitan markets across the country," Mr. Scheideler states.

NESTLE RADIO BUDGET



1959 \$500,000

1958 \$300,000



Bates Hall (seated left), Nescafe advertising brand manager, meets with executives of Bryan Houston Inc. to discuss new commercials. Agency men are John Ennis (standing), v. p. and media director, and Bob Denning, vice president and Nescafe account executive.

This emphasis on advertising concentration is explained by the fact that, according to the agency, instant coffee—one of the food industry's most fiercely competitive products—does nearly 50 percent of its total business in only 40 major markets. City people, according to Nescafe's Mr. Hall, often accept new products and new methods more quickly than their rural neighbors, hence the preponderance of urban sales for the instant coffee business as a whole.

"In addition, city dwellers are usually in a hurry, living at a faster pace, so they use more instant coffee as a matter of convenience," he says.

Although sales of instant coffee have nearly tripled in the last five years, growing from 45 million to 120 million pounds, the industry's biggest problem is increasing acceptability,—getting people to serve instant in the living room to company as well as to the family in the kitchen.

"Psychologically, people still tend to think of instant coffee as a quick substitute for the ground coffee, in spite of the formula changes in the last few years," says Mr. Scheideler.

To combat this attitude, Nescafe and Bryan Houston will use commercials this fall that showcase Nescafe in group situations.

First Major Instant

Nescafe—the first major instant coffee on the market back in the 1930's—has been striving to update the product image in all its advertising efforts.

For example, this month in two major markets the firm is testing for both radio and television a new series of commercials by two well-known gentlemen.

Privately, they are known as Bob Elliott and Ray Goulding, who have had considerable success with animated commercial characters. The new character, which both the client and the agency hope will soon be publicly renowned, is one Mr. Danfield Nes.

Demands Perfection

Mr. Nes, the wealthy owner of Nescafe in the commercials, has both a heart and purse of gold, but he is very particular indeed about

NESCAFE RADIO BUDGET





the quality of his product and demands perfection at every turn.

In addition to the Mr. Nes commercials, Nescafé is running a spot campaign this month in a dozen markets placing between 25 and 100 spots per week per market, depending on the total market size and the number of radio homes, according to John Ennis, vice president and media director for the agency.

Three a Year

The makers of the instant coffee and Bryan Houston have worked out a system involving several radio campaigns a year in staggered markets. The radio pushes are geared to coincide in each market with the firm's big sales efforts which rotate from city to city throughout the year. At times these involve bonus jar advertisements (a slightly larger jar containing 10 extra cups of coffee), and off-label sales, where reductions vary according to what the competition is doing.

The commercials are usually a minute or 30 seconds in length and are placed to reach young married couples and particularly the housewife between 18 and 35 years of age, according to Emerson Cole, broadcast copy chief. "Young marrieds are in the buying habit forming stage," Mr. Cole says, "and we want them to form the Nescafé habit, naturally.

Own Preferences

"Prior to their marriages, most of these young people had been drinking what their parents served and are just beginning to form their own brand preferences. In addition, this age group is less prejudiced against instant coffee than their elders who formed their opinions when the industry was in diapers."

Mr. Cole points out that Nescafé also likes to reach children who sing the product song around the house . . . "a built-in commercial," he says.

To catch these groups, most spots are broadcast between six and eight a.m.; 11 a.m. and three p.m., and seven and 11 p.m. These time periods while very general and variable from market to market, are used to catch the family at meal times, on the way to work and shopping, and in the evening when shopping lists

for the following day are often prepared.

The bulk of the spots are aired on Wednesday, Thursday and Friday to take advantage of the usual shopping hours for grocery stores across the country, Mr. Ennis says.

For the campaign this fall, Nescafé will use new lyrics and arrangements of the song that's been the product's theme for the last two years—Irving Berlin's "Let's Have Another Cup of Coffee." To promote



Vocal group recording "Let's Have Another Cup of Coffee" spots was chosen for its "young" sound. Lyrics are built around situations appealing primarily to young people and promoting the social acceptability of instant coffee.

the social acceptability concept, lyrics will be built around group situations—rumpus room gatherings, parties, vacations, skiing, birthdays and home movies, among others—situations appealing primarily to young people.

Here is an example of this fall's commercials:

Sound: (Party noise)
 Man: This coffee's delicious! M-m-m-m, and that aroma!
 Woman: Well, thank you, sir. It's the new self-brewing coffee!
 Man: (Sings) So . . . let's have another cup of coffee . . .
 Woman: (Sings) Yes . . . let's have a cup of Nescafe!
 Bass: . . . the instant coffee that brews delicious fresh-roasted flavor and aroma . . .
 Woman: . . . right in your cup!
 Annr.: Just put a spoonful of Nescafe in your cup . . . add boiling water . . . and watch! You actually see new self-brewing Nescafe . . . bubbling as it brews delicious fresh-roasted flavor and aroma right in your cup.
 Woman: (Sings) If the gang has come to meet and play games and have some fun . . .
 Man: (Sings) Serve the coffee that's a treat . . .
 Woman: (Sings) . . . and you'll make a hit with everyone.

According to John Clark, copywriter on the account, even the sound of the vocal recordings is "young, right down to the chord structure."

"Radio can do an excellent job for us if it's used correctly," Mr. Cole points out. "Out of doors and in cars, particularly, it is very effective, but you have to remember that in cars



Donald Cady, Nestle advertising v. p.



Joseph Scheideler, agency exec. v. p.

motor noises and wind noises often affect the tone. You lose the base almost entirely, so we record with this in mind so that the commercial retains its effectiveness. For example, one of our main copy points is that Nescafe is self-brewing, so we have just one person saying or singing this phrase to make it stand out," he says.

Many Nescafe commercials are pre-tested in certain markets before they go into general use. "We might write 10 sets of lyrics, try them, and then decide to throw a couple out," Mr. Cole explains.

Experimentation with radio is nothing new for Nescafe, according to Bryan Houston's Mr. Ennis, who points to a saturation test undertaken by the coffee firm four years ago.

"We were one of the first users of saturation radio," Mr. Ennis says, "and ran the biggest saturation campaign ever heard on a single radio station up until that time."

The media director says that the instant coffee conducted a test campaign for more than a year over two stations in two markets—WNEW New York and WLW Cincinnati—to determine the most efficient saturation level and to test the effectiveness of repetition on audiences.

"We spent about \$6,000 a week over WNEW and between \$3,000 and \$4,000 in Cincinnati and found that in these markets 180 spots per week was the most efficient in terms of cost per thousand. Beyond this point," Mr. Ennis says, "the audience

increase wasn't worth the additional money expended."

This test also proved to the agency's and client's satisfaction that the public was sufficiently aware of the Nescafe commercial to make the saturation schedule worthwhile.

"Based on this experiment," says Mr. Ennis, "Nescafe expanded its use of spot radio into 60 to 75 markets and the agency as a whole recommended it to other accounts."

Since that time, the Houston agency has measured its saturation schedules by the number of stations per market that are required, with adequate spot frequency, to penetrate nine out of 10 radio homes, Mr. Ennis states.

Nescafe's spot strategy normally involves, according to Miss Frances Johns, associate media director, going into a market heavily for a couple of weeks, lightening up a little the next two weeks and running still fewer spots the last two.

Three radio stations per market are the norm but in peak seasons, Miss Johns says, two additional stations may be added.

Research studies and a weather eye on Nescafe's share of market during and after a saturation campaign help the agency to determine what stations to buy in what frequency the next time around, Mr. Ennis explains.

"Although we generally use radio in conjunction with something else," he says, "we have found radio to be a very productive medium for Nescafe." • • •

FLEXIBILITY FLEXIBILITY FLEXIBILITY

... Networks Take This Tack In Their New Sell

New tack corresponds with new role:

*A service and entertainment medium, they say,
that stresses convenience to the advertiser*



"Let's face it! We never took full advantage of network radio until tv forced us. We were an entertainment medium supported by 15 advertisers and now we're a service medium supported by 130. Our job is to provide local stations with the things they cannot provide themselves, and to make it as easy as possible for advertisers to buy our product."

In these words, the head of a radio network describes network radio — 1958. In similar words, top executives of the other networks concur. Economically, networks have remolded their product to stress flexibility and make it easier for the advertiser to buy their wares more effectively. They are striving, they say, for the following kinds of variety in advertising values:

- Flexibility as to the length of purchase.
- Elasticity in station line-ups.

Six-Way Service

In their efforts to make network service more elastic for advertisers, the networks outline six ways they feel sponsors can take advantage of "flexibility":

Type	Example
Introducing new product, brand or advertising theme	Oldsmobile and Buick fall saturation campaigns introducing 1959 lines
Special promotions on holidays for appropriate products	Florists' Telegraph Delivery Assn. drives for Mothers', Valentine's days
Concentrating messages on certain days of the week	Scott Paper Co. push of picnic products on days prior to summer weekends
Promoting seasonal products at the appropriate time of the year	Nor'way and Peak saturations during six fall weekends for anti-freeze
Capitalizing on fast-breaking product developments	Quick promotion of Chrysler victory in Mobilgas Economy Run competition
Promoting special events linked to the advertiser	Fisher Body-General Motors' yearly broadcast of Craftsman's Guild dinner

- Adaptability for tying-in with special holidays or events.

To a national audience, the networks state, they are selling established world-wide news operations, and programming such as *Breakfast Club*, Arthur Godfrey, *Monitor* and Kate Smith, and sports events of national interest.

To the advertiser, the networks say they offer an instantaneous national audience. "An advertiser today can saturate the nation with a one-week network buy," declares Edward J. DeGray, vice president in charge of the ABC Radio network. "A few years ago he couldn't do it."

Flexibility Six Ways

How can advertisers take advantage of network radio's flexibility and saturation coverage? NBC's Matthew J. Culligan, executive vice president in charge of the radio network, lists six ways: (1) *Introducing*

any new material, whether it is new brands or models or whether it is a new advertising theme; (2) taking advantage of advertising on *holidays* keyed to a particular business; (3) concentrating advertising on *particular days of the week* and even particular hours; (4) pushing seasonal products *in season*; (5) *capitalizing* on fast-breaking developments, and (6) tying-in with *special events*.

Advertisers also have the advantage, networks declare, of regional line-ups and "tailored networks." However, there is some disagreement as to how far this should go. As Mr. Culligan states, "We are a national operation, and for that reason we do not solicit or encourage regional networks." Adds Mr. DeGray, "We can put any number of stations on, but it must be a 'reasonable' amount and line-up of stations for a reasonable purpose, lest we be treading in the spot area."

The CBS Radio policy in regard

to split or regional networks "is simply that we welcome an opportunity to discuss an advertiser's distribution problem with him," explains Benjamin Lochridge, CBS Radio sales manager of network sales. "There is no set policy as to minimum size of the network, but generally speaking it must be a reasonable network."

Mutual Differs

On the other hand, Lawrence Field, MBS national sales manager, cites the split network as one of the prime examples of network flexibility. Mutual's operational system tailors availabilities to specific needs, he states, "whether requirements be for full or regional network buys, long-term or short."

The following is a documentation by the networks of the various types of flexibility:

- I. With any new product or new

FLEXIBILITY

model of a product, an advertiser's objective is to achieve consumer recognition as quickly as possible. He can best do this, say the network salesmen, by taking advantage of the "speed and saturation coverage" of network radio.

The automobile and automobile accessory industries are leading users of all networks at this time of year to introduce new models and products. CBS, for example, will have Chrysler, Dodge and Plymouth on its *Impact* segments for from two to four weeks in the last quarter. Also, Oldsmobile for seven 5-minute newscasts a week for four weeks and Cadillac for five 5-minute newscasts a week for four weeks. American Motors and Jaguar, among others, will also be on CBS during the fourth quarter.

"Advertisers," Mr. Lochridge points out, "can determine their length of schedule, length of program and type of program pretty much to suit themselves."



ABC's Mr. DeGray: "An advertiser today can saturate the entire nation with a one week network buy."

The purchase by Buick of a 13-week saturation campaign in comedy skits starring Bob Hope on NBC's *Monitor* marks the first use of what the network calls "Idea Planning." Objectives of the Buick campaign, NBC reports, are (1) to get the message of the new Buick line to motorists via the car radio audience, (2) to acquaint the public with Buick's new tv and print themes to be introduced in the fourth quarter, and (3) to link Bob Hope with Buick.

Relies on Football

Pontiac, biggest automobile advertiser on ABC, will rely greatly on the Notre Dame football broadcasts to introduce its new models. "Notre Dame football is an example of a feature that couldn't be afforded locally," says Mr. DeGray, "and of the network's function of doing things for stations that they can't do for themselves."

A four-week full network drive is being conducted on Mutual by General Motors Corp. for its new line of GMC trucks. General Motors had a similar saturation campaign on MBS last fall.

II. Tie-ins with special holidays keyed to their particular businesses and reaching vast audiences have brought many advertisers to the networks. The Texas Co. reached listeners on the nation's roads and highways with NBC's *Monitor* over the Fourth of July and Labor Day weekends, using thirty-eight 30-second announcements in each case. The Florists' Telegraph Delivery Association, with a view to increasing Mother's Day business, scheduled a saturation campaign of 50 announcements on NBC last May 7 through 10. Parker Brothers Inc. has ordered a special pre-Christmas campaign of four weeks starting November 24.



NBC's Mr. Culligan: "The fastest way to consumer recognition is through the network's speed & saturation."

B. F. Goodrich Co. saturated Labor Day weekend over CBS to reach motorists, and Scott Paper Co. took 30 units per week on CBS prior to the Memorial Day and Fourth of July weekends to push picnic products. Pre-Christmas campaigns are in the works over CBS for Kelvinator Division of American Motors Corp. and Scripto Inc. Scripto has purchased 51 *Impact* segments in the two weeks prior to Christmas.

Hot Weather Products

Over ABC, the Miller Brewing Co. concentrates on 10-second announcements in news shows during the summer "beer drinking" months. General Mills Inc. focuses attention on hot weather products with newscasts on Saturdays and Sundays in the summer. Stanley Home Products has purchased a 30-minute show the Sunday before Christmas featuring the Boy's Town Choir for several years.

Tee-Pak Inc., which makes frankfurter and sausage casings, used Mutual to spotlight the use of such food products during the Fourth of July weekend. The Florists' Telegraph Delivery Association has run saturation drives the week prior to Christmas and Valentine's Day on MBS.

III. Manufacturers of grocery products are among those, networks

say, who use advertising on particular days of the week. Most grocery shopping, network research claims, is done on Thursday and Friday, and network radio offers advertisers in this category "an easy national buy" on these important days.

IV. Strictly seasonal advertisers are also encouraged by the networks to try their services. "In pre-tv radio, minimum contractual requirements were generally 26 weeks," CBS' Mr. Lochridge recalls. Today, he says, there is certainly a place for the seasonal advertiser as "adaptability is the keynote now."

NBC comes up with a typical example of seasonal saturation. The Commercial Solvents Corp., in behalf of its Peak and Norway anti-freezes, is on the network during six weeks that fall within the key periods for anti-freeze sales: The weekends of September 13, 20 and 27, and October 11, 18 and 25. The 246 participations on *Monitor* are geared "to reach millions of motorists at the very time of year when they are most conscious of the need to equip their cars for winter driving."

V. The networks also declare that advertisers can capitalize on fast-breaking developments. The ability to get national advertising "in 24 hours by merely making a phone call" was illustrated recently when Chrysler was declared a winner in



MBS's Mr. Field: "The split network—regional or short-term—is one of the prime examples of our flexibility."

the Mobile Economy Run. "Within hours" after the official decision, NBC was broadcasting the results to the nation, and within 24 hours another Chrysler promotion announcing the triumph was on CBS.

VI. In addition, advertisers are tying in with special events and announcing special offers, network sales records show. Examples of the former are: Fisher Body Division of General Motors, which sponsors the Craftsman's Guild Award Dinner over CBS every year; Aluminum Company of America's sponsorship of live coverage of the Motor Boat Shows in New York and Chicago over NBC and co-sponsorship by three regional advertisers of the All-Star Football Game over ABC. An example of special offers or rates: American Telephone & Telegraph Co.'s drive over Mutual to promote greater use of the more economical nighttime-weekend long-distance phone calls.

Tailored Networks

The split, regional and tailored networks are said to provide advertisers with the coverage of network programming without buying a national line-up. NBC, which does not "encourage" these line-ups, nevertheless declares there are several exceptions "which have a long and illustrious history." *Three-Star Extra*, sponsored by the Sun Oil Co., is a stand-out example.

"On the other hand," says Mr. Culligan, "we practice complete flexibility in copy testing via split networks. Many advertisers find it necessary to use different copy approaches in various regions and, in some cases, products are known by different names in different sections."

For CBS, Mr. Lochridge asserts that "the two areas of programming which we require to be full network are Arthur Godfrey and *Impact* programs. Otherwise, the cut-down network must make sense. Tetley Tea, as an example," he adds, "has a distribution only as far west as Ohio, and is currently using our daytime serials on some 125 stations."

ABC limits its "tailored line-ups" to "reasonable amounts and sets of



CBS's Mr. Lochridge: "Advertisers can determine the length of schedule and program to suit themselves."

stations," with the exception of Don McNeill's *Breakfast Club* and the network news—sold only on the full network. The AFL-CIO presents weekday and weekend news broadcasts utilizing a special line-up where its union is most active.

"Advertisers who have provided their own programming, such as Sterling Drug Inc.," states Mr. DeGray, "are accommodated with regional line-ups." Sterling presents *The Sunshine Boys* Monday through Friday in the central and southern states over ABC.

Network Evolution

Network radio has evolved from an entertainment to a service medium, although the value of "name" personalities is still great. Advertisers have grown almost tenfold in number, although their buys are in smaller quantities. Minimum time buys have shrunk from 15 or 30 minutes to 10 seconds over the years.

"No other business was ever compelled to adjust as quickly and as effectively," NBC Board Chairman Robert W. Sarnoff told U. S. RADIO recently. And with that adjustment, network chiefs have been staging a fight back to a healthy future—based on the tack of flexibility in their new sell. • • •

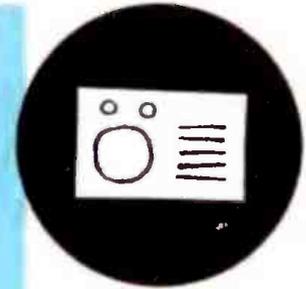
Smoothing on Saturation Radio

*A growing user of radio, this
lip balm employs the medium
to reach the whole family*



Transcriptions of the new Chap Stick commercials are played by Paul G. Gumbinner, vice president and radio-tv director of the Lawrence C. Gumbinner Advertising Agency Inc., for Everett Bond, general manager and sales director of the Chap Stick Co. at Lynchburg, Va. Mr. Bond visited the agency in New York to go over final plans for the spot and network campaigns that were scheduled to begin early in the month of October.

60% of Total Advertising Budget to Radio



Ears are as important as lips these days to Chap Stick. The makers of the top-selling lip balm are depending on radio to reach the listening ears of every member of the family.

Embarking on a new campaign to build sales for its fresh package now in national distribution and to promote wider consumer use, Chap Stick is doubling its spot radio budget beginning in October and is adding a network news show.

With 60 percent of the total advertising budget going to the sound medium, radio is spearheading the largest national advertising campaign in the history of the Chap Stick Co. The remaining funds are going to general and specialized magazines and point-of-sale merchandising, according to Everett Bond, general manager and sales director of the Lynchburg, Va., firm.

"The personalized case will be stressed in the campaign," says Mr. Bond, "and is one reason why radio is being used so heavily. During the planning stages, we came to our agency with an all-important question: How do we reach everyone?"

Income bracket makes no difference with our product; sex and age make no difference; occupation makes no difference," Mr. Bond declares. "The answer was saturation radio."

The Chap Stick radio buy includes spot in about 50 markets, to include up to 90 stations, and three-day-a-week sponsorship of Morgan Beatty's *News of the World* on the full NBC Radio network.

Chap Stick's increased advertising activity, says Mr. Bond, is a climax to "18 months of product refinement." The new drive will promote:

- A new swivel case that replaces the "push up" model.
- The habit of carrying Chap Stick at all times in pocket or purse.
- The extensive use made of the balm by outdoorsmen as well as women and children.
- The personalized case—marked so that each member of the family can identify his own.

The national campaign will be keyed to the broadened consumer theme: "Get that good Chap Stick feeling!"

"With national distribution of the new package completed, we wanted to use radio wherever we could," says Paul Gumbinner, vice president and radio-tv director of the Lawrence C. Gumbinner Advertising Agency Inc., New York. "The usage of spots will be pretty heavy, saturation going as high as 35 spots a week in some markets. The network buy of more than 200 stations—as an adjunct to the spot operation—gives us blanket coverage."

The Gumbinner agency, whose total radio billings will be up about 20 percent over 1957, is using radio very heavily for a number of clients. "Some of our clients use radio almost exclusively while for others its use has been very strong," Mr. Gumbinner says.

"Occasionally a company salesman asks: Why radio? We tell them that as far as budgets and costs are concerned, and the ability to reach more people more frequently, radio is still tops."

The very nature of Chap Stick's product and clientele makes radio a medium of prime importance for meeting specialized local problems,



the company's Mr. Bond points out. "Radio is excellent for us because it does an exceptional job in reaching the whole family market. After all, our product is used by two-year-olds and 90-year-olds.

"In our desire to have advertising follow the flow of goods, our use of radio enables us to come in behind and pour in advertising support," he says. "Spot radio, of course, has the ability to get into a specific area at any given time when an advertising push is needed."

Mr. Bond cites the example of a Nielsen market survey of several years ago that indicated the need for more Chap Stick advertising in the nation's larger cities. "Radio fulfilled that aim, too, to the point where we now show a pretty even

picture from the smallest hamlet to New York City."

Chap Stick has been a steadily increasing user of the senior air medium. "Seven years ago radio was tested in New York and the following year in about 10 markets," Mr. Gumbinner notes. "Our use of the medium gradually grew to a pattern of about 25 to 44 markets until this year. We favored ET's or partial ET's, primarily on a spot announcement basis, plus scattered news and weather shows where programming, time and audience factors met all our requirements."

Mr. Gumbinner adds that spot radio has permitted Chap Stick to employ an elastic budget. "Two years ago," he explains, "we increased our radio use 50 percent in mid-cam-

paign. This year we have a reserve budget for special situations in any area of the country where an increase is warranted."

For a product of such broad national distribution, radio's vast coverage is important, says Anita Wasserman, Gumbinner timebuyer for the account. Chap Stick is sold, according to the agency, in practically 100 percent of the nation's drug stores plus super markets, tobacco stores, general stores and even gasoline stations.

Important Local Appeal

"Although radio is a national medium," she declares, "its local nature has proved important for our purposes. Since Chap Stick is sold everywhere in local outlets, we try to let local personalities do the selling. A local station with a personality who is a good salesman gives a product a wonderful boost."

Miss Wasserman says that in choosing a station for Chap Stick spots she favors an adult audience. "We are trying to reach teenagers, in addition to reaching every other member of the family. In deciding on a station we, of course, make use of the various ratings. However," she states, "we like to listen to a station's tapes to determine whether it provides the right atmosphere to attract the whole family."

For that reason also, Chap Stick spots are usually confined to morning traffic hours up to 8:30 a.m. and 10 evenings from 5 to 7 p.m. "We try to avoid having too many spots in the daytime because dad and the kids might miss them. Participations in and adjacencies to newscasts," she adds, "have proved the best way to reach the men."

Miss Wasserman explains that while three different spot radio plans that stayed within the budget were submitted for Mr. Bond's approval by the agency, all stuck to "adult stations" and "general" time periods.



Mr. Bond reviews media strategy with Anita Wasserman, timebuyer on the Chap Stick account. It was decided that the spot campaign should concentrate on stations where local personalities give the product "a boost," and where the messages would reach every member of the family.

"The father on his way home from work, the mother preparing dinner, the college and teenage groups catching up with the news—all are targets for our transcriptions."

"The basic formats for these new Chap Stick transcriptions," Mr. Gumbinner explains, "are simulated interviews with different types of people—engineers, nurses, servicemen, housewives—talking in a rather human way as to why they use Chap Stick and also indicating the wide variety of people who can use this product."

"In our magazine ads we picture a variety of persons. Radio makes the all-family idea even easier to get across," Mr. Gumbinner says, "considering that a listener may hear as many as eight different one-minute spots."

The spots all begin with the announcer giving the key phrase, "Give your lips that Chap Stick feeling," followed by a user's "testimonial." The announcer then points out other advantages not mentioned by the customer. Typical testimonial is this one from a mother:

My boy was always bothered by dry, chapped lips. He'd lick them, which made them worse, and wouldn't let me do a thing for them. One day he noticed his father using Chap Stick and right away asked for a Chap Stick just like Daddy's. He carries it with him all the time and his lips are in wonderful shape now.

The personalized case is stressed in this ET by the announcer's suggestion that "each child should have his own Chap Stick, just as he has his own toothbrush. Tuck Chap Stick in their pockets every day."

The Gumbinner agency has prepared promotion kits for stations



Mr. Gumbinner puts final copy for the Chap Stick ET's to the test of the stop watch, as copywriter Thomas Lisker looks on. Copy stresses the idea that every member of the family should carry his own "personalized" Chap Stick, and simulates interviews with various types of people who use it.

that provide merchandising services, "but we do not insist on this help. What we are buying is radio," Miss Wasserman declares. "If the stations offer a merchandising plus, that's fine, but primarily we want the station that will sell Chap Stick."

She points out, however, that the kits were prepared after various stations "had done such a fine merchandising job, even when not organized to do so."

Also backing up the radio campaign will be an assortment of point-of-sale display material, which has been made available to all retailers in pre-packaged form ready for multiple display use. The merchandising material, the agency reports, is specialized for each type of store.

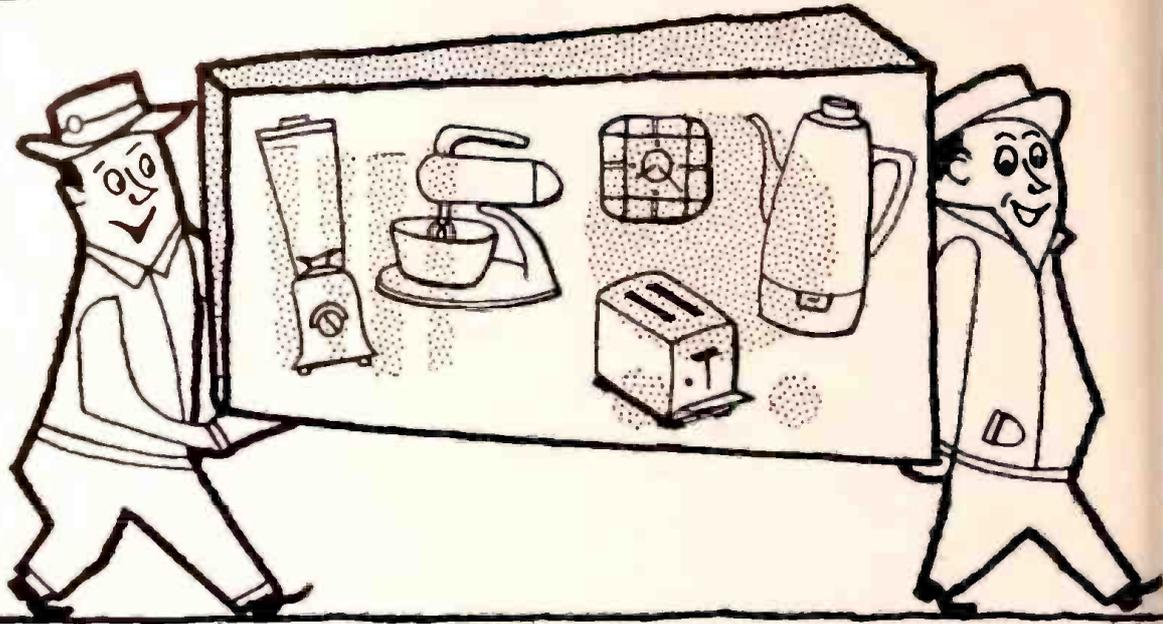
Chap Stick was first produced in 1882 but was not heavily promoted until 1938 when it went into national distribution. The first national advertising was in magazines.

During World War II, the product became popular with men in the Armed Forces and was sold in the PX's as well as being supplied to the government as standard equipment in survival kits.

The marriage of Chap Stick and radio, in Mr. Bond's words, "should go on and on. We are able to reach more people in more places in all seasons and weather. And we are able to do it frequently and at lower cost. The very nature of the product makes radio a primary advertising medium." • • •

**RAY DEO
APPLIANCES INC.**

SALE
ON ALL OUR
APPLIANCES



How Appliance Dealers Use Radio

*These retail stores make constant use
of sound, with the emphasis on sales times*

 The corner appliance dealer has just been through a year of tough sales and stiffening competition. His advertising and promotion needs have never been greater because today's consumer won't buy until he is sold. Many dealers are finding that the proper use of radio is the answer to promotional problems.

There are upwards of 70,000 stores in the U. S. that sell appliances—products ranging from radios, tv sets and phonographs to freezers, washers, dryers, refrigerators and ranges.

In 1957, total appliance sales reached \$7,885,100,000. So far in 1958, sales have not measured up to the previous year. The exceptions to this are new products, which most

appliance stores advertise heavily because of their newly discovered utility.

Among the products that have increased sales this year are: disposers, 11.2 percent, and built-in ranges, 15.8 percent. These are seven-month figures.

Some of the items that are down this year are: electric clothes dryers, 14 percent; gas dryers, 15 percent; freezers, 5.7 percent, and automatic washers, 12.1 percent.

The appliance dealer, selling the finished products of many of this country's leading industrial giants, has by tradition been a heavy newspaper advertiser. In the past, he has favored a visual presentation of his wares.

In greater numbers, though, appliance stores are also showing a decided preference for the job radio can do. In a U. S. RADIO survey, it was found that in many cases appliance stores represent as much as 20 percent of a radio station's local business.

In place of a picture, many appliance stores have substituted sound in various forms, as follows:

- Heavy spot schedules at sales times and for special seasonal promotions.
- Continuous advertising to establish store identification.
- Programs such as news and sports to appeal to the man.
- And programs during the day to appeal to the woman.

Although appliance business is a growing category for radio stations, many such stores have been long-time users of the medium.

WGBI Scranton, Pa., for example, has an account that has been with the station 24 consecutive years—Eynon Drug Store and Sugarman's, two jointly-owned outlets, described by the station as one of the largest major appliance dealers in the East. The station says, "Through the years their radio advertising budget has increased every six months, warranted by results. They are currently running a heavy fixed spot schedule morning, afternoon and nighttime. Direct results have been proved down through the years with the client selling major appliances to radio-attracted customers from as far away as 100 miles. Fifty percent of their advertising budget is spent on radio, with the rest divided between television and newspapers."

The results that radio has brought many appliance dealers are well documented. N. Horowitz & Sons of Philadelphia traces a considerable increase in this year's business to its use of WIP. The company declares, "We find that our WIP advertising has so stimulated business that it is 15 percent ahead of the same period last year.

"In addition, through promotion of our 'Six Hour Sales,' we have registered the greatest sale in our history which totalled \$5,800 for six hours, almost \$1,000 an hour." N. Horowitz & Sons has been advertising on the station for seven years.

Automatic Blankets

An even more dramatic testimonial to radio's effectiveness for this retail category occurred nearly a year ago. The Electrical Association of Philadelphia, in conjunction with WIP, staged a special radio push for automatic blankets. Prior to October 26, 1957, 92 percent of the housewives surveyed could not remember any advertising for automatic blankets. What followed was an intensive 10-day radio campaign. During this period, 236 announcements were used. Housewife telephone interviews were resumed after the seventh day and continued until the end of the campaign. On the 10th day, 48

percent of the housewives could remember automatic blanket advertising and 44 percent could actually identify radio announcement copy themes.

The problems involved in selling appliance dealers are many. Judging from replies from stations, most of the difficulties revolve around co-op outlays.

As stated by WIRK West Palm Beach, Fla., "The main problem is that most of the stores can get 75-25 co-op for newspapers, but only 50-50 on radio. Sometimes no co-op for radio."

Red Tape

WSJS Winston-Salem, N. C., declares, "It seems that every manufacturer has a different plan, and often too much red tape is involved in securing authorization. It is our opinion that most dealers would use radio if a clearer and more lucid co-operative advertising plan was made available to them by the factory and/or distributors."

What radio can do about it is suggested by WSTV Steubenville, O. "The radio industry's big job," the station declares, "is to sell the factory and distributor rather than the dealer. Most dealers want to use radio but are enticed into using newspapers by large co-op money."

Another problem that radio is facing today in selling the appliance store, as expressed by KNOE Monroe, La., is fighting the argument that a store needs advertising with visual and demonstration qualities.

The uses that appliance stores make of radio are varied. A very popular type of campaign is the special seasonal push involving concentrated and heavy use of announcements. WFAA Dallas, for example, reports that all Westinghouse dealers held a special drive in June for room air conditioners. The schedule comprised 50 one-minute announcements a week. Five other Dallas and Fort Worth stations were used as well as other area stations, WFAA states.

In support of the seasonal promotion, WINN Louisville, Ky., declares that its appliance business today is the highest in its 17-year history. The station says that most of its customers use heavy concentration when special

sales arise. As a consequence, 90 percent of its appliance business is in spot announcements. "Most of them," WINN states, "use a minimum of 25 spots a week and sometimes as high as 200 spots in a three- or four-week campaign . . . with a really good story to sell, like a trade-in or a beat-the-heat item.

"Some use such things as whisper sales, penny sales and door prizes with one thing in mind—the use of radio to create and generate interest in traffic in their stores, leaving the hard selling to the salesman on the floor."

WFBR Baltimore, Md., also notes that most of its appliance business is in seasonal promotions utilizing announcements. A two-month sale it promoted on behalf of automatic clothes dryers resulted in an increase in sales of as high as 500 percent for that item in some of the retail stores sponsoring the campaign.

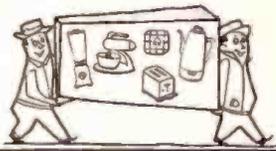
Another short-run campaign that had results is reported by KXO El Centro, Calif. In August, a furniture dealer wanted to close out window air conditioners in sizes of one- to two- and one-half tons. "The entire stock of 28," KXO declares, "was sold in five days with a 30-spot package. The brief campaign cost \$95 while sales totalled \$7,580."

'Warehouse' Sales

Two Washington, D. C., appliance stores also have had great success using heavy saturation radio to promote "warehouse" sales, WWDC states. These sales, the station declares, are usually pegged during normally non-busy or closed hours, i.e. late hours in the evening, Saturday nights and all day Sunday.

WAVZ New Haven, Conn., states it has five appliance accounts that use special promotions throughout the year utilizing announcements. "They saturate all day and sometimes all night, 24 hours per day, preferring days, of course." KENT Shreveport, La., also notes that the majority of its nearly 20 appliance accounts use saturation spots on a run-of-schedule basis.

An interesting version of the seasonal type promotion occurs in many communities where work is seasonal. For example, WDVA Danville, Va.,



Regular programs emanate from this mobile studio of WDSU New Orleans. It is often parked at a store for one or more weeks.

states that its heaviest appliance business is during the tobacco harvesting season. Announcements are used adjacent to news, farm and women's shows.

The use of radio on a continuing, year-around basis also is popular with many appliance dealers, despite the fact that the "sales" nature of the appliance business makes for heavy use of short-run drives. One great advantage to continuous advertising is developing a constant source of customers. KPRS Kansas City, Mo., reports that its appliance business is on a continuing schedule, based on the leads provided by the broadcasts. As opposed to announcement schedules, KPRS says its accounts use 15-minute and 30-minute programs advertising special reductions, gift certificates and other items for people who call immediately. One account, the Jenkins Music Co., selling major appliances, started with a 30-minute show on Sunday mornings and then

added two 15-minute programs on Thursday and Friday mornings each week from 10 to 10:15 a.m.

"Creating an equity in a good program property and staying with it" is the reason advanced by WHBF Rock Island, Ill., for the steady advertising on its station of the Iowa-Illinois Gas & Electric Co. and Andich Furniture Co. The furniture store uses two quarter-hour news shows Sunday through Saturday while the utility sponsors a 15-minute service program called *Round the Town* announcing club news, new babies and marriages, Monday through Friday, 3 to 3:15 p.m.

Negro Audience

According to WDIA Memphis, it is vital to advertise continuously if an appliance store wants to penetrate the Negro audience. Saturation campaigns and special sales, the station says, are not the best vehicles to reach this audience. Sales are best accomplished by a "steady, constant confrontation of the audience with the advertiser's name and message," the station states.

WDIA says that General Home Service was its first appliance account. "Today, the company is the largest volume GE dealer in the area." The Memphis market, according to the station, is 42.2 percent Negro.

Most appliance stores, of course, who advertise on a continuous basis also use announcements at certain times of the year. KOPR Butte, Mont., explains that its appliance

accounts "keep their names in front of the public on a continuing basis, but use spots heavier during sales season."

As for programming, news is by far the most popular form of sponsorship. Announcement users often place their schedules adjacent to news shows, too. WRFD Worthington, O., has an account, John Evans, that uses seven 5-minute news programs weekly. WMT Cedar Rapids, Ia., has three 52-week accounts that use three newscasts a week each: *Modern Appliance (GE)*, 7 a.m. Tuesday, Thursday and Saturday; *Smulekoff's*, 8 a.m. Monday, Wednesday and Friday, and *Iowa Electric Light & Power Co.*, 6 p.m. Monday, Wednesday and Friday.

Because many appliances are used by the housewife solely, stores also make a pitch in their ad efforts for the woman of the house. WFPG Atlantic City, N. J., has an account, the Mack Home Appliances, that sponsors the *Perry Como Show* 15 minutes, six days a week at noon. And KGNC Amarillo, Tex., reports that when its appliance dealers use spots, they prefer a woman's audience. And a similar choice is made by the appliance stores on KRES St. Joseph, Mo., where the times bought are 8:30 to 11 a.m. and 1 to 3 p.m. in order to reach the housewife, or "commuter's time."

Although a part of radio's appliance store business is in support of a national promotion by a name brand, the major portion is aimed at establishing the store's name and location in the local community. As a consequence, many stations go out-



Any dealer who spends more than \$300 a week for 13 weeks on WINN Louisville, Ky., is entitled to this 24-sheet poster for a 30-day showing.

side their studios and broadcast from the store in order to promote the outlet's location.

A special Show Wagon is employed by WFIL Philadelphia which broadcasts from the site of appliance stores. The station says that "dealers find that the crowds attracted more than make up for the additional cost."

A Volkswagen mobile studio broadcasting from appliance stores such as Baker Bros. in downtown Los Angeles is used by KBIG. The studio on wheels is often parked in front of stores and is used as a source for disc-jockey programming.

In Canada, CHUB Nanaimo, B. C., has had success with its Chubmobile and features it as a regular mobile show daily on location. The T. Eaton Co. department store found a Chubmobile broadcast between 5:10 and 5:15 p.m., aimed at the peak car audience, produced direct sales of home freezers the next day. A feature of the broadcast was an interview by a station personality with a member of Eaton's staff on location in the store.

'Most Impressive'

WDSU New Orleans also has a mobile studio that it parks in front of appliance stores for one or more weeks. The station has its regular programs emanating from the on-the-scene locations. The zone manager of the B. F. Goodrich Tire Co., whose stores sell appliances, last June called attention to the results this type of show produces. "The portable broadcasting station that you parked . . . in front of our store was most impressive and did a lot to stop traffic and draw attention to our sales promotion," he said.

The case for radio as an effective ad vehicle was summed up for WEJL Scranton by the appliance department manager of Scranton Talk. "As one of your oldest and well-satisfied clients, we are happy to say that we get maximum return on every advertising dollar we spend on your station. We know that in addition to getting maximum return on advertising, the good will and cheer . . . could never be measured by any yardstick." • • •

How Appliance Stores Use Radio

The following is a listing of what dealers are using, based on returns from stations in this mail questionnaire sampling:

ARKANSAS

KOKY Little Rock: Seasonal spots (early and late morning, noon and between 4 and 6 p.m.)

CALIFORNIA

KBIG Avalon: Year-around saturation spots plus two quarter-hour record shows.

KXO El Centro: Spots in early morning, 9 a.m. to 5 p.m. and Sunday afternoon; news, sports and music programs.

KFRE Fresno: Spot announcements in traffic times and around women's programs plus news program sponsorship.

KLAC Los Angeles: Daytime, traffic and Sunday spots; record, news and weather programs.

CONNECTICUT

WAVZ New Haven: Saturation seasonal spots all day (and often all night).

DELAWARE

WTUX Wilmington: Early morning and late afternoon seasonal spots; five-minute news program throughout the year.

DISTRICT OF COLUMBIA

WWDC Washington: Year-around spots, especially heavy for "warehouse" sales; pre-game baseball program.

FLORIDA

WIRK W. Palm Beach: Continuing spots in the morning and disc jockey participations.

ILLINOIS

WOPA Oak Park: Continuing saturation spots and programs.

WHBF Rock Island: Year-around programs—two quarter hour news shows and a quarter-hour service program, *Round the Town*.

IOWA

WMT Cedar Rapids: Saturation spots for special sales; year-around news programs three times a week (7 a.m., 8 a.m. and 6 p.m.).

KANSAS

KTOP Topeka: Year-around and seasonal spot schedules, mostly daytime.

KFH Wichita: Spots for introduction of new lines.

KENTUCKY

WINN Louisville: Heavy spot concentration for special sales, schedules ranging from 25 spots a week to 200 in a three- or four-week drive.

LOUISIANA

WJBO Baton Rouge: Year-around and seasonal spots near newscasts and soap operas; news program sponsorship.

KNOE Monroe: Year-around spots in short flights, preferring 9 a.m. to 4 p.m.

WDSU New Orleans: Year-around and seasonal spots.

KENT Shreveport: Saturation spots; music programs.

KWKH Shreveport: Spots to supplement national promotion.

MARYLAND

WFBR Baltimore: Seasonal spots for special promotions.

MASSACHUSETTS

WEZE Boston: Monthly announcements; news and five-minute personality programs.

MISSOURI

KPRS Kansas City: Year-around 15- and 30-minute programs on Thursday, Friday and Sunday mornings.

KRES St. Joseph: Year-around and seasonal spots aimed at housewife and during commuter's time; news, market and weather programs.

KXOK St. Louis: Seasonal spots during the day.

MICHIGAN

WKMI Kalamazoo: Year-around and peak season spots; 15-minute disc jockey program from a store three days a week.

MINNESOTA

WCCO Minneapolis: News twice a week from 10 to 10:15 p.m.

MONTANA

KOPR Butte: Year-around spots.

NEW JERSEY

WFPG Atlantic City: Spots plus 15-minute music show six days a week at noon.

NORTH CAROLINA

WSJS Winston-Salem: Year-around and seasonal spots day and night; weather reports and news programs.

OHIO

WSTV Steubenville: Year-around morning spots and news programs.

WRFD Worthington: Year-around saturation spots (20 to 40 a week); five-minute news programs for 52 weeks.

PENNSYLVANIA

WFIL Philadelphia: Year-around and seasonal spots; five-minute news programs.

WIP Philadelphia: Year-around spots aimed at male audience; feature and music programs.

WEJL Scranton: Year-around spots; music and news programs.

WGBI Scranton: Year-around spots, morning, afternoon and evening adjacent to network shows.

TENNESSEE

WDIA Memphis: Year-around spots; popular music and Gospel programs.

TEXAS

KGNC Amarillo: Spots to reach the female audience; news programs.

WFAA Dallas: Seasonal spots, 7 to 9 a.m. and 3 to 5 p.m.

KFRO Longview: Year-around and seasonal spots; three 15-minute programs a week.

KTEM Temple: Year-around and seasonal spots near news and weather shows; news programs.

KWFT Wichita Falls: Year-around saturation spots; morning news and western disc jockey programs.

UTAH

KSL Salt Lake City: Year-around and seasonal spots, daytime near network shows.

VIRGINIA

WDVA Danville: Year-around and seasonal spots throughout the day adjacent to news; news, farm and women's programs.

CANADA

CHUB Nanaimo, B. C.: Year-around spots adjacent to news and *Chubmobile* shows; news, sports and musical programs.

How Automobile Sellers Can Better Use Radio

The following are excerpts taken from the Master's thesis of Howard Kamin, research analyst for the Radio Advertising Bureau. This summary follows a review of the 116-page project by the editors of U. S. RADIO.



In many markets throughout the country, automobile dealers are radio's most important local customers. Yet a survey conducted by Fact Finders for Radio Advertising Bureau reveals that 44 percent of metropolitan automobile dealers do not use radio as effectively as they can. Results such as this indicate that perhaps dealers are not taking proper advantage of radio's assets. To remedy the situation, stations must aid and guide dealers in making better use of the medium.

Every dealer has unique marketing problems and advertising objectives. There can be no stereotyped approach in buying radio. An analysis of dealers' radio buying habits, however, does indicate that advertising objectives might better be accomplished if dealers consider the following:

1. Dealers confronted with station selection should not be swayed by quantitative factors only.
2. The prime driving hours are not the only strategic time periods to reach the adult male.
3. The female audience exercises a great deal of influence in brand selection.
4. Because of radio's cumulative affect, a dealer with a consistent advertising effort can do an efficient advertising job despite a relatively light schedule.
5. A favorable dealer image can be developed by radio personalities and through the creative use of music and humor.

6. It is sound strategy for dealers to reinforce the psychological impact of their advertising by setting up a merchandising program at the point-of-sale.

When current radio buying techniques are related to the median's qualities, the following are the points on which the dealer's approach to radio falls short.

"Prime Time" Blindness

Although the automobile has mass appeal, it carries a selective price tag. Most dealers regard the adult male as the prime decision maker in the selection and purchase of a new car. Accordingly, their advertising is scheduled to reach this prime prospect.

Radio salesmen can produce reams of research proving that radio which primarily is a mass medium can be utilized on a selective basis to pinpoint prime prospects. Audience composition figures and listening habit studies are used to point out that more adult males can be reached during the 7 to 9 a.m. and 4 to 6 p.m. prime driving hours. As a result, an analysis of New York dealers' scheduling pattern shows that 84.2 percent of total program minutes and 40.2 percent of total announcements are scheduled within four hours of the 18-hour broadcast day. This "prime time" blindness has its pitfalls.

The male prospect does not confine his listening time to the prime driving hours. A glance at the accompanying table reveals that substantial listening takes place during every day part. In fact, on the average quarter hour in the New York metropolitan area an automobile dealer can reach more males between 6 p.m. to 12 midnight than in any other six-hour day part. For example,

between 6 p.m. and 12 midnight it is possible to reach 582,806 male listeners on the average quarter hour; between 6 a.m. to 12 noon there is an average of 559,737 male listeners; from 12 noon to 6 p.m. there are 464,902 male listeners tuned in on the average quarter hour.

Don't Overlook the Woman

Dealers also have a tendency to overlook the influence of the women in choosing the family automobile. The current thinking of most automobile marketing men is to regard women as having a definite influence in the choice of color, style and comfort features of a car, but it is believed that men select the make of the car. Dealers have concentrated on reaching the male prospect and have virtually ignored the female audience.

Recently, surveys have been made which point out the influence of women in the selection of brand and where that brand should be bought. The wife is mentioned in 63.3 percent of new car purchases as having played an important role in selecting the new model. The husband is mentioned in 73.3 percent of cases. Research such as this indicates that both the adult female and male family members play an equally important role in car selection.

If dealers are interested in reaching the female, then daytime scheduling, particularly during the late morning hours, will be most productive. For example, during the average minute of any weekday morning, at least 24.5 percent more women are listening than in any other day part.

Consistent Ad Effort

The examples of radio's efficiency and ability to reach mass audiences

are impressive. The average dealer rarely can afford to schedule 200 announcements per week. In fact, 25 announcements per week would be regarded as a heavy schedule by New York dealers.

The average New York distributor schedules 12 spot announcements per week. The average dealer scheduling program segments buys six segments weekly. If these schedules are typical, dealers cannot hope to reach prospects on a mass basis unless they advertise consistently.

Analysis of New York Broadcast Advertisers Reports reveals that most dealers buy radio for only unusual and seasonal sales events. Of the New York automobile dealers on radio, only three Chevrolet dealers maintained consistent advertising schedules for more than six months. The bulk of distributors utilize radio advertising in a sporadic manner—especially heavy for introduction of new models. While this can be sound strategy, it requires a great quantity of announcements to be effective.

Dealers can get more consistent results, however, if they extend the duration of their campaigns. The cost economy of radio enables a dealer with a limited budget to maintain

consistent advertising pressure over longer periods of time through frequency discounts and package plans.

For example, a schedule of 200 announcements in one week reaches 53.3 percent of a market's radio homes. A schedule of 25 announcements per week for four weeks reaches 49.3 percent of a market's radio homes.

Personalize Commercial Messages

The ability of radio to implant memorable messages and for listeners to associate these messages with the visual product symbol is a tribute to radio's psychological impact.

Key to the creation of a showroom image through sound is the local radio personality. Almost all selling is personal and the announcer aided by music and sound effects can develop an appropriate showroom image.

In a recent Pulse study, 90.5 percent of people interviewed could name a local radio personality in their broadcasting area. Almost two thirds were aware of the product advertised on these personality programs. Seven out of 10 indicated that they would try a new product recommended by their favorite personality. Radio listeners also react

emotionally to what they hear on the aural medium. In a study to determine why people use various media, radio was found to involve listeners emotionally through the use of sound. Listeners who had bought products advertised on radio mentioned three reasons why radio helped them make a buying decision: The merchandise had value, sound was used effectively to create product appeal and the human voice of the local personality made the offer believable.

Imaginative Station Selection

Dealers adhere too rigidly to formula buying in their selection of radio stations. Costs and ratings are only two aspects of station selection. There are other dimensions to consider. Motivational researchers have discovered that each station develops a distinct station image in the mind of its listeners. The station's authority and popularity play an important role in determining how listeners react to commercial messages.

It has been recommended, therefore, that dealers not be swayed by impressive numbers or psychological terminology. A station must be evaluated solely from the point of view of the dealer's marketing goals. The ability to reach real prospects for his make of car, not merely listeners, is the ultimate measure of efficient station selection.

Use Merchandising Support

One basic problem facing advertisers today is the increased competition for consumer attention. With the average family exposed to 1,518 advertising impressions per day it is getting increasingly difficult to achieve memorable advertising impressions. Moreover, soon after exposure advertising messages tend to be forgotten and obscured by many other daily events.

Favorable product images associated with the original advertising messages are more readily recalled at the point of purchase, if consumer memories are refreshed with posters, banners and other merchandising techniques.

Most radio stations are ready to cooperate and aid advertisers in setting up an effective merchandising program. • • •

When and Where Do Men Listen?

	Males Above \$7500 Income	Professional Men	Working Men	Young Men (25-35)
% listening in week	93.3%	90.4%	92.4%	93.4%
Average hours per weekday	1:42 min.	1:32 min.	1:59 min.	1:36 min.
% listening daily:	75.0%	73.2%	75.0%	75.7%
6 a.m. to noon	58.8%	56.0%	58.0%	57.4%
Noon to 6 p.m.	36.7%	30.2%	32.2%	35.6%
6 p.m. to midnight	32.3%	25.8%	30.7%	27.9%
Favorite programs	Music News Variety	News Music Variety	Music News Variety	News Music Sports
Favorite listening post	Automobile Kitchen Bedroom	Automobile Kitchen Bedroom	Automobile Kitchen Living room	Automobile Kitchen Living room

Source: The Pulse Inc. "Listening Habit Surveys," published by RAB.



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



VANCOUVER'S BEARDED WONDERS gather for CKNW's centennial beard contest. Contestants—here vying for the bushiest beard in the province—numbered more than 500. Other categories were: Most colorful; best mutton chops, van dyke and goatee; most unique; curliest, and longest. In a close contest, the champion won by a hair.



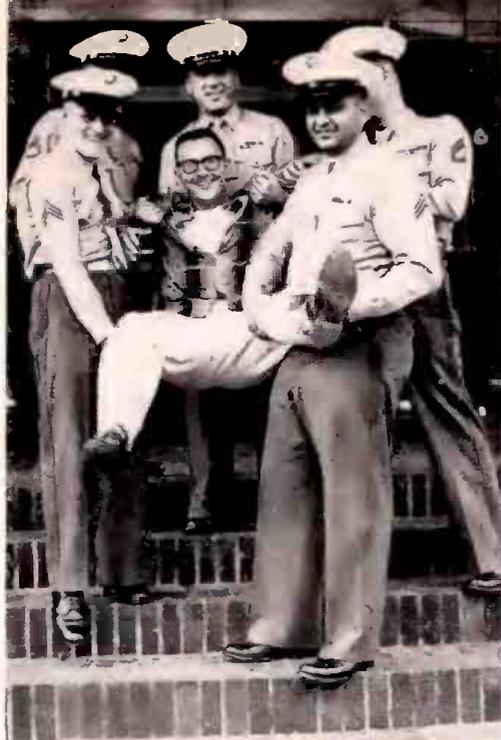
FINDERS KEEPERS ARE the watchwords in the WCPO Cincinnati hidden treasure contest. David Smith (left) and Robert Piaget (right) demonstrate where they found one of the \$1,000 cash certificates concealed by the station for the promotion. Looking happy but envious are Olan Stigers (left), Gordon Potato Chip executive, whose firm sponsored the competition, and Pat Crafton, station manager.



LUNCHEON AT TWENTY-ONE is the high spot of the day for these representative and agency executives, some of the 128 entertained by KOIL Omaha and KMYR Denver. Watching a presentation for the Star Stations are (left to right): William Kosta, Denver advertising executive; Thomas Dooley, Adam Young Inc., New York; Jeff Fine, Robert Widholm, Sam Vitt, Stuart Eckhardt, all of Doherty, Clifford, Steers and Shenfield, New York; Gloria Maheny, J. Walter Thompson, New York; Edward Green, Doherty, Clifford Steers & Shenfield, and Arthur Pardoll, Foote, Cone, & Belding Inc. of New York.



HOUSEWIVES PROTECTIVE LEAGUE takes a coffee break as nearly 100 key agency personnel turn out for presentation in New York featuring HPL directors from four major markets. Chatting with Galen Drake (right), an original member of the HPL program, and HPL General Manager Ed Wood (left) is Victor Seydel, radio and tv director for Anderson & Cairns Advertising Inc., New York.



THE MARINES LAND at WILD Boston to issue a cease and desist order to disc jockey Tod O'Hara who spent 42 hours airing a recording of Fever by Peggy Lee. The marathon platter spin brought over 5,000 telephone calls and several hundred telegrams into the station while Mr. O'Hara remained locked in the control room. According to General Manager Peter P. Theg, the disc jockey "just liked the record." Marine sergeants called "halt."



PULCHRITUDE PUSHES PROMOTION for the newest Balaban station, KBOX Dallas. These pretty young ladies help open the station by proving that radio can look as well as it sounds, and attracted much attention to the new entry on 1480.

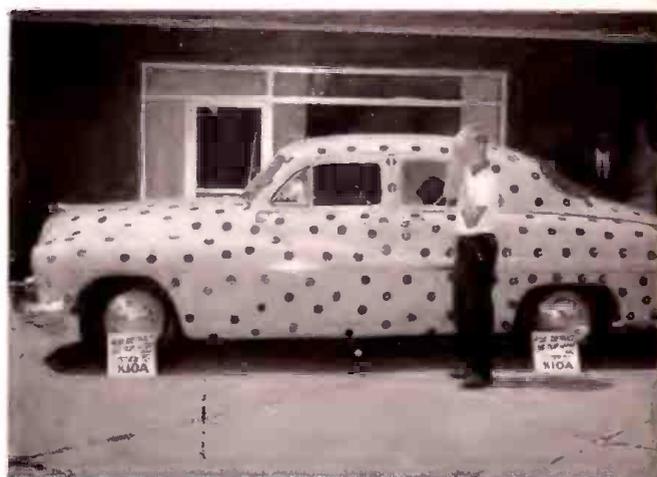


SINGLE GIRL LIKES it that way as she wins a weekend cruise to Nassau from WQAM Miami. Gloria Hall, winner of the station's Bachelor Girl contest, receives her tickets here from General Manager Jack Sandler. Miss Hall had to submit an unusual or useful household hint, in addition to picture.

KFJI BELIEVES IT set a marathon record when disc jockey Larry Jones broadcast continuously for 169 hours and 15 minutes in celebration of the station's 35th anniversary. This feat for the Klamath Falls, Ore., outlet tops the previous record of 168 hours, KFJI declares. Listeners who came closest to estimating how long Mr. Jones' powers of endurance would last received prizes from the station.



DENNIS THE MENACE contest to create public awareness of public safety is won by Rich Kinney, who is shown with his prize, a polka dotted car. The campaign, conducted by KIOA Des Moines, called for listeners to guess which car parts were missing or defective from 102 clues broadcast. Rich answered 100 right to defeat 3,800 entrants.



Just a year ago...

FOR RADIO ONLY

With this issue, U. S. RADIO makes its debut.

We would not be human if we did not feel a degree of excitement and exhilaration. Yet this is confined under the weight of a more profound thought that no trade publication deserves the right of existence unless it fulfills a need, unless it can logically serve the industry to which it is dedicated.

The history of radio and of the broadcasters and advertisers who have had faith in it is truly one of the greatest success stories of our time. Radio is a separate and distinct advertising medium; it has its own place in the sun and certainly should not fall in the shadow of tv. Like magazines and newspapers in the print field, radio and tv are just as competitive for the advertising dollar. To those who have fought long and well for these recognitions, we now add for the first time since the advent of tv the voice of a *radio only* trade publication.

Today radio stands stronger than ever, and all indications point to a tomorrow that will dwarf today. Those of us who live too much subjectively must appreciate that though radio people know and understand radio's tremendous story, this same story constantly must be made known and understood by those who think less subjectively about radio. These are the people who use and consider radio in their advertising plans.

THE WHOLE OF AMERICAN LIFE

Is there any other medium of communication that so encompasses the whole American life as does radio? We submit there is no other.

For all practical purposes, radio is in every home of our country, two or three sets in each more often than not. On the highways: Radio. On the beaches and at the resorts: Radio. And as we note in the transistor article (page 25), inexpensive transistor sets will become like "ashtrays" in the average household. And still the most tremendous development is yet to come... more correctly, it is here. When the Army Signal Corps releases the wristwatch radio to the American public, radio truly will be everywhere!

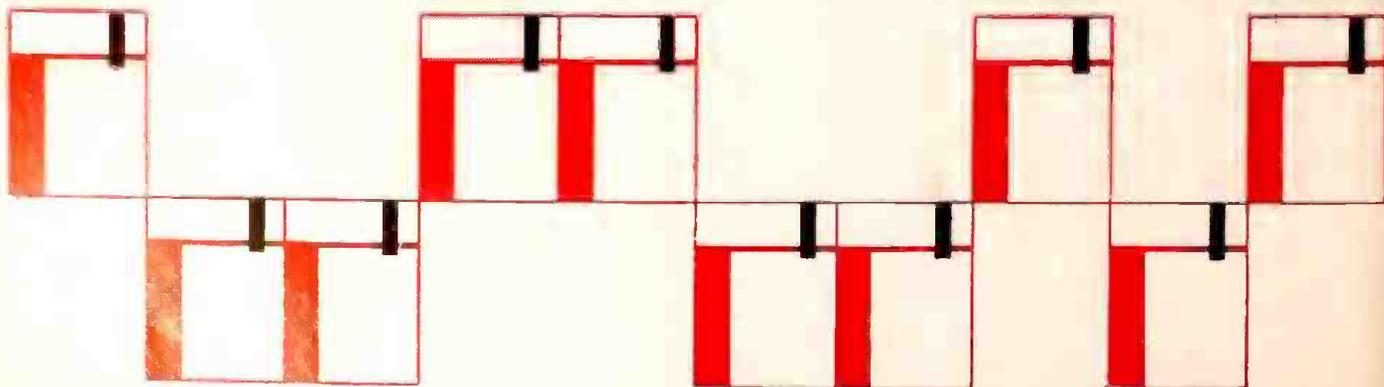
Radio is the mass medium to reach the whole of America. But in its very preponderance, radio is the most flexible of all media. Whether the advertiser uses spot radio or network, there are many, many different formulae that can be applied to reach all the population or any segment of it, according to the needs of the product... anything from "pop" to fine music, from soap operas to Shakespeare. Night or day. Whatever the need, radio stands ready to fill it.

TO THIS WE ARE DEDICATED

U. S. RADIO, an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the successful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry. U. S. RADIO will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.

To this we are dedicated.

Editorial U. S. RADIO • October 1957





for buyers and sellers of advertising

U.S. RADIO

OCTOBER 1957

RADIO-ACTIVE 1957
The Best Holiday
to Meet!

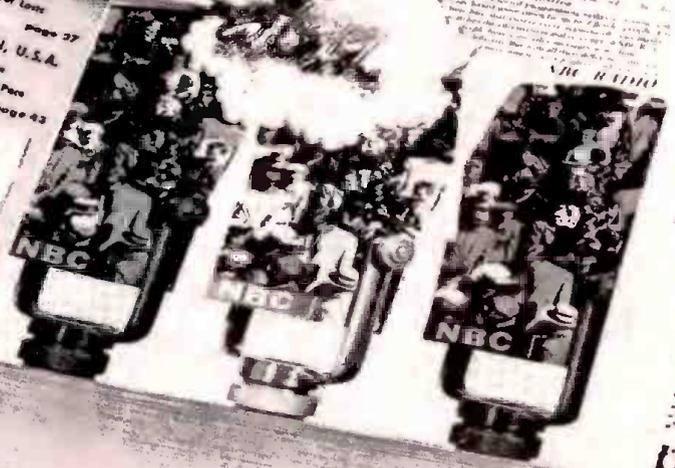
page 25
Translator Boom
Accounts for 27%
Of Set Sales

page 25
BEECH-NUT WIG
\$1,000,000 Budget
White Flower Love

page 27
HOMETOWN, U.S.A.
Local Promotion
Sets Community Pace

page 34
William L. Warrick
Clears Problem
On Sinclair's 5 Second
Spot Campaign

it takes a... friends and NBC RADIO reaches all kinds...



K T O K

OKLAHOMA CITY, OKLAHOMA



Effective October 15



robert e. eastman & CO., inc.

national representatives of radio stations

CBS Radio

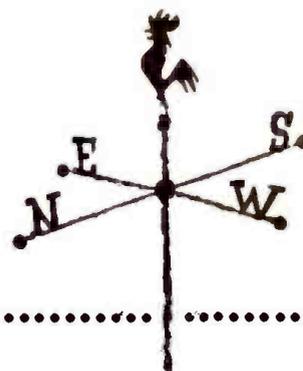
NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

hometown USA

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



L. A. and Scranton Retail Stores Find Radio Made to Order

West Coast Sally chain (15 shops)

spends 75 percent of budget on radio.

Scranton's Globe department store

has been a steady user for eight years



Pleased with the way radio has been moving goods off the shelves, two retail outfits are allotting sizable chunks of their budgets to the sound medium. Widely separated in location, they are nevertheless very close in advertising philosophy—having used radio since the turn of the decade.

In Scranton, Pa., the Globe department store is sponsoring three programs per week plus eight Sunday newscasts, and in Los Angeles, the Sally Shops are relying on radio for the major part of their advertising effort.

The Sally Shops—a chain of 15 outlets scattered around the Los Angeles area—now put 75 percent of its advertising budget into radio, according to John Bainbridge, gen-

eral manager and account executive, Tilds & Cantz Advertising, Los Angeles.

The clothing chain, which caters to women and teenagers, uses 16 spots and 17 radio programs per week in the Los Angeles market on stations KBIG, KMPC and KFWB. This represents an increase in expenditure of 10 percent this year over last.

The Sally stores have been gradually increasing their use of radio for the last seven or eight years and, according to Marvin Zuckerman, owner, "We are of the opinion that radio has contributed substantially to the growth of our firm. Because of the scattered location of our stores, we have determined that we can reach more potential customers

at a lower cost with radio."

According to Mr. Bainbridge, the retail chain uses spot schedules on two metropolitan and one outlying stations plus programs on the metropolitan outlets. The spots are scheduled from as early as 6:35 a. m. to as late as 5:45 p. m. The early morning announcements are designed to catch persons leaving for work at an unusually early hour and regular driving times are heavily bought by Sally because "this is obviously a choice radio buy in such an automobile-congested area as Southern California," declares Mr. Bainbridge.

Sally's program schedule includes five-minute participations in music programs on the weekends to catch beach-goers, in addition to an 8:15

a. m. news program for prestige identification. Mr. Bainbridge reports that the clothing chain also purchases a noon-time program on a country music station "which we find exerts considerable influence over many of Sally's customers in the eastern sections of Los Angeles County."

The agency changes Sally's copy each week and uses a series of 15-second recorded playlets to lead into the live commercials. When announcements concern such items as bras and girdles, the client employs a Los Angeles feminine personality to record the entire spot.

The Sally shops originated in 1938 with one store in El Monte, Calif. Several more are presently under construction, Mr. Bainbridge states.

Tilds & Cantz indicates that overall radio billings for their agency have increased in the last year by approximately \$200,000. "While we certainly do not discount the importance of other media," says Mr. Bainbridge, "we have found the proper use of radio to be most effective for many of our clients, both old and new."

"We are very proud that Sally

Shops was chosen last spring as the recipient of the Southern California Broadcasters Association's first award for consistent, intelligent and successful use of radio advertising," Mr. Bainbridge states.

In accepting the award, Mr. Zuckerman of Sally paid high tribute to radio's advertising impact for the retailer: "When we open a new store we find the area practically pre-sold because of our constant and continuing use. We find that the personalized impact tells our story when and where it counts."

The Globe Story

Three thousand miles away in Scranton, the Globe department store—the largest in town—also feels that radio tells its story when and where it counts.

"Radio is given a very specific job to do in our merchandising program," says William W. Davis, advertising director, "and its accomplishment of that job is certainly a big contributing factor to the \$10- to \$20-million volume we realize per year."

Nearly all of the Globe store's ra-



All available Sunday newscasts on WEJL Scranton have just been purchased by the Globe Store, adding to its large radio use. Sealing the bargain are Cecil Woodland, WEJL g.m. (left) and Globe's President John A. Noble.

dio money goes into three programs on WEJL. "Programs fit naturally into our scheme of building loyalty for the store as a whole by creating a loyal following for the shows," Mr. Davis says. "And at the same time we can feature whichever department and whatever item we want."

In its eighth consecutive year on the station, Globe sponsors a full hour music and news program heard from nine to 10 a. m. six days a week called *Globe Store Showcase*. This show has been on the air since 1950 and the results were the chief reason, according to WEJL, that the store recently purchased another full hour per day between two and three p. m. for the *PM Globe Store Showcase*. In addition to these programs aimed at the housewife, the department store sponsors the *Athlete of the Week* program during the school year to reach the male audience.

To cap its radio purchases, Globe has just signed a contract, WEJL reports, for eight 5-minute news shows each Sunday.

"We use radio more to sell the whole store rather than to saturate our programs with specific merchandise. We think it is very effective in selling our slogans, like 'Scranton's largest store' and 'Scranton owned, Scranton operated,'" Mr. Davis explains.

Mr. Davis and the radio station work together in the planning of commercial continuity and change copy almost daily to keep it up to date. • • •



Sally Shops executives are on-the-scene of one of their shows as they visit KBIG Avalon DJ Carl Bailey. Standing left to right are owners Marvin, H. Lew and Ted Zuckerman, store manager Jo Tuttle and Mrs. H. Lew Zuckerman. Sally also uses KMPC and KFWB Los Angeles.

WKY RADIO

reaches more
OKLAHOMA HOMES
than any other
RADIO STATION
*in OKLAHOMA**

*By any measurement

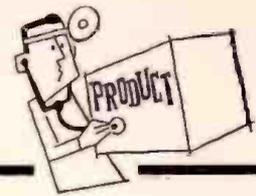


OKLAHOMA CITY

RADIO 930

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

commercial clinic



'Around the World' Theme

Used by Schick Razors

To Hone Radio Commercials

One day last spring a gentleman named Warren Schloat took his wife and children to see Mike Todd's epic "Around the World in 80 Days." A few weeks later a \$1 million deal was announced between Mike Todd Jr. and the Schick Safety Razor Co. involving exclusive national rights to the picture's characters and music.

Mr. Schloat, vice president and associate creative director for Schick's agency, Compton Advertising, New York, was looking around for a new campaign theme for the razor firm and "four or five days after I saw the picture it came to me.

"Most new ideas are combinations of old ones," says Mr. Schloat, "and it occurred to me that proper use of the 'Around the World' theme and characters would make an ideal all-media campaign for Schick."

Mr. Schloat and his staff have adapted the theme to radio by side-stepping the principal characters in the movie, Passepartout and Philleas Fogg, and utilizing instead various third parties whom they might meet on their journeys. The commercials are introduced by the theme music from "Around the World" followed by a vocal group singing:

Around the World in
Eighty days
You'll see the ways that
Schick is praised
For faster, safer
shaves.

Then the international character who may be an Indian, a Chinese or a South American extols the merits of Schick in his own accent before singing:

Avoid the cut
Avoid the nick
Get a fast, close shave
With a safe new Schick
Schick safety razor.

An announcer closes the commercial with a straight pitch.

"A radio commercial should do three things," Mr. Schloat says. "It



Warren Schloat, Compton v. p.

should attract attention, hold attention and make the sale. We think the Schick radio spots do just this.

"They attract with the familiar music from 'Around the World.' They hold the listener's interest, we think, through the integration of the theme with Schick's selling message in the lyrics, 'Around the world in 80 days you'll see the ways that Schick is praised. . . ." The sell comes in the announcer copy at the end and in the 'avoid the nick, avoid the cut' jingle just preceding."

Mr. Schloat sees no limit at present to the length of the campaign because of the infinite variations that can be brought to bear within the present format. "We can introduce

new characters as long as there are countries left. And they should continue to sustain interest with their different accents and national characteristics."

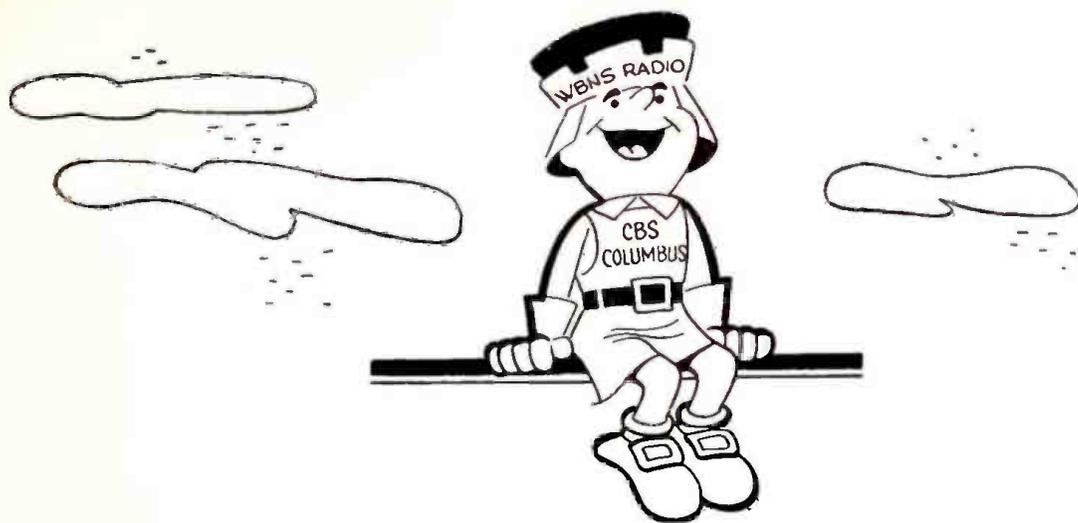
The Schick company has a year's contract with the Mike Todd Co. with an option to continue after that. While buys have not yet been completed for the radio campaign, Compton reports that the commercials will blanket the U. S. and Canada shortly.

Radio has also been a regular part of the Todd firm's promotion of "Around the World." According to the Todd office, "Radio has formed the bulk of our advertising effort for the movie in the last six months."

There are several reasons for this emphasis on the sound medium, one of the most important being the picture company's interest in reaching families in their cars—who may be about to drop in on a movie.

Radio is also excellent, in the firm's opinion, for the subsidiary promotions tied in with the film, such as selling the record album of the soundtrack. Spots are bought in disc jockey shows promoting both the film and the recording.

In addition, the Todd Co. reports, radio is ideal for advertising the various playdates of "Around the World" from city to city. "We are not so interested," the firm declares, "in promoting the movie itself because most people are familiar with it by now. What we are doing on radio, principally, is announcing its individual engagements across the country." • • •



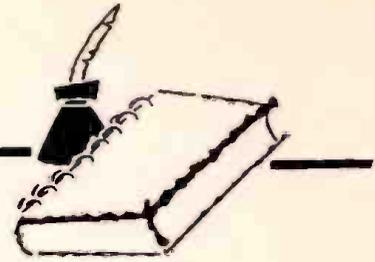
**“Ask
John Blair
How we stay
way up here”**

wbns radio

First in Columbus, Ohio



station log



Local Station News Staffs Cover the World Community

Two stations that have reported the celebration of their 38th anniversaries illustrate the growth of radio into the nation's primary news source.

KNX Los Angeles, celebrating its 38th anniversary last September 10, will operate a reciprocal news exchange with XEL Mexico City. Significant political, social, economic, sports and entertainment news will be exchanged on a regularly scheduled basis. KNX traces its origin to a five-watt transmitter operated by Fred Christian in his Hollywood home in 1920. He was assigned the KNX call letters in 1924.

The lifetime of WWJ Detroit spans the history of radio broadcasting. Originally equipped with a 20-watt transmitter, WWJ says it broadcast "the first program"—news bulletins combined with election returns—on August 31, 1920. Other firsts claimed by WWJ: the first sportscast, September 1920; the debut of Fannie Brice, December 1921; the first orchestra organized exclusively for radio, May 1922, and the first play-by-play football broadcast, October 1924.

From WWJ's news bulletins, local news operations have grown to reach even beyond the borders of the U. S.

Keeping ahead of the news, a party of five People's Broadcasting Corp. newsmen flew to Geneva, Switzerland, to cover the U. N. meeting on the peaceful uses of atomic energy. Stations involved are WGAR Cleveland; WRFD Worthington, Ohio; WNAX Yankton, S. D.; WTTM Trenton, N. J., and WMMN Fairmont, W. Va. Before returning, they will visit Amsterdam, the Brussels World's Fair, Zurich and London. The team will broadcast nightly to the five U. S. stations.

WCCO Minneapolis will put the watchful eye of radar on guard to pick out tornadoes and other storms, and will make its equipment avail-



Raoul A. Cortez (left), president of KCOR San Antonio, is given plaque by the San Antonio Missions of the Texas League for "presenting baseball broadcasts at a great personal loss to help preserve baseball in the community." Ballclub's pres., Marvin Milkes, makes presentation.

able to the U. S. Weather Bureau in the Twin Cities which lack this service, the station states. The radar information will be carried to listeners on all weather reports and special bulletins will flash warnings of severe storms within a 300-mile radius of the Twin Cities. Broadcasts will start as soon as federal licenses are approved under FCC rules.

The station manager and sports director of WDEW Westfield, Mass., packed tape recorders with their boots and blankets as they headed for Army Reserve summer training at Camp Drum, N. Y. A series of four 15-minute programs resulted, keeping Westfield informed about the various phases of its unit's training. The tapes were also used on the NBC weekend *Monitor* program.

Quick action by a WBT Charlotte, N. C., newsmen brought an end to unhealthy conditions caused by heavy rains and frequent flash floods in the Charlotte area. After residents of the area had complained that a North Carolina Highway Commission construction project was causing the flooding, WBT's Grady Cole secured medical help and then placed a telephone call to Governor Hodges in Raleigh. The governor flew to Charlotte the next day, examined the area and in one day work began toward the elimination of the flooding conditions.

Other examples of valior newsmen getting there first: A WERE Cleveland stringer was driving near a playground just as a Piper Cub plane swooped down to make a forced landing. While the boys playing baseball scattered, WERE's reporter dashed to the unhurt pilot to get a statement and phone in the first knowledge of the incident to the newsroom. The station then called the police rescue squad. WPON had two reporters on-the-scene of a \$200,000 fire in downtown Pontiac, Mich., within five minutes of the first alarm. They stayed on to describe intermittently for the next two hours the collapse of the building, the work of the firemen and the reaction of the owners.

RADIO ACTIVITY

• The Marketing Reference Bureau of San Francisco is publishing a monthly index designed for reference and research use by advertising personnel and mass media research departments. The service will act as an aid in finding, reading and utilizing articles and information appearing in leading trade journals.

• WGLI and WTEM, new am-fm operation in Babylon, N. Y., have begun program tests on a full-time schedule, the stations announce. • • •



Its "Drive With Care" safety spots win a citation for Sinclair Refining Co.'s president, T. B. Kimball (center), from Joseph P. Kelly (right), commissioner of the N. Y. State Bureau of Motor Vehicles. Arthur Hamilton, WRCA New York station manager, looks on.

**STORER
RADIO
STATIONS**

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Michigan

WAGA
Atlanta, Georgia

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Virginia

WGBS
Miami, Florida



GOING STEADY

21 years ago, Ohio's ace newscaster, Jim Uebelhart, joined WSPD Radio. He's been heard at the same time, without interruption, ever since:



News Director JIM UEBELHART

*at 7:00 AM, participating—20 years
at 8:00 AM, same sponsor—20 years
at 12 Noon, participating—20 years
And at 9:00 AM and 1:00 PM,
participating, for 11 and 10 years.*

SHARE OF AUDIENCE? From 53.7 to 75.7!*

For 37 years, news has been WSPD Radio's proudest feature (30 times a day), prepared and delivered by an able, completely staffed news department. See Katz or Storer sales offices for news availabilities.

**C. E. Hooper, Inc., April thru June, 1953*



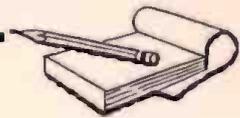
WSPD RADIO
Toledo

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

BPA memo



"Riding a winning horse"

Emmet R. Gemme, Jr., president of The Genr Van and Storage Company, writes:

"This makes about 25 families that we moved to Florida in the last 60 days that called us only because of Bob Steele.

"Called on several new traffic managers . . . not one that did not mention Bob Steele.

"WE KNOW THAT WE ARE RIDING A WINNING HORSE . . . 1958 should be the best we have ever had."

The Bob Steele Show is on WTIC, Hartford, Connecticut, whose 50,000 watts penetrate every bit of the rich, rich Southern New England market.

For prompt action contact Henry I. Christal Company.



Radio Promotions:

On Land, on Sea

And in the Air

A WFBM* Indianapolis disc jockey and a local hi-fi dealer gave listeners an opportunity to forget the cares of the day and get down to some really important business—guessing the number of "hot dogs" it would take to stretch from the WFBM studios to the appliance store four blocks away. The winning guess was just one half a frankfurter away from the actual distance of 5.2281½, measured with a 10-foot string of wieners by DJ Chuck Breece. WFBM reports that the winner got a year's supply of frankfurters and a hi-fi set; Mr. Breece got a sore back and the string of used hot dogs.

A \$10,000 catch floated within reach of Southern California weekend bathers in September. Nearly 1,600 plastic bottles containing cash and gift certificates were dropped offshore by KDAY disc jockeys near beaches in the station's listening area. Each bottle was labelled "KDAY Booty Bottle" and held up to \$100 in cash or gift cards. KDAY emphasized safety in driving to the beaches during promotion of the contest and indicated that bottles would be floated only near patrolled beaches.

WBBC Flint, Mich., and 30 advertisers have sponsored jointly a campaign and contest aimed at safer and more courteous driving. Participating sponsors display posters and distribute courtesy pledge cards and windshield safety stickers. Listeners who send in the pledges may be called by the station and asked for their definitions of automobile courtesy. Awards ranging from \$10 to \$200 are given for the best answers.

KMOX* St. Louis built good will in the community while solving the problem of replacing its vacationing disc jockeys by inviting prominent citizens to pinch-hit during the summer. The presidents of Mercantile

Trust Co., Union Electric Co., St. Louis Medical Society and a former mayor who now heads the Chamber of Commerce spun the records and introduced the selections. They did not deliver any commercials.

The "kidnapping" of 58 San Francisco timebuyers and agency executives was carried out by KOFY San Mateo, Calif., when the guests arrived at 6 p.m. for what had been described as a "night on the town." The "town" turned out to be Reno, Nev., and the party lasted until eight the next morning. The group was flown from Oakland Airport in a private plane; met at Reno by the mayor; provided with "credit cards" for dinner, a show and gaming, and pajamas, razors, hair nets, cold cream—and even vitamins.

Visitors to Nebraska's State Fair at Lincoln had an opportunity to operate the all-electric voting machines that attracted thousands to the U. S. pavillion at the Brussels World's Fair. Installed by WOW* Omaha, the machines gave Nebraskans an opportunity to vote on the next President, legalized bingo, a state sales tax and other questions of state interest. Results were tabulated daily and announced during WOW newscasts.

WCPO personality Bill Dawes was "won" by a Cincinnati couple in a letter-writing contest. The subject: Why we would like Bill to serve us Sunday breakfast. The station supplied the food and Mr. Dawes, and reports indicate that nothing burned.

Station Manager Dave Froh of WILS Lansing, Mich., broadcast from a jet bomber flying at 600 m.p.h. to call attention to the job being done by the Michigan Air National Guard. Two broadcasts were made, one of five minutes and one of 10. They were separated by a 15-minute period of promotional announcements calling attention to the flight. • • •

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

MEET ME IN ST. LOOIE, LOOIE



AT THE

B.P.A.

SEMINAR

SALES PROMOTION * AUDIENCE
PROMOTION * MERCHANDISING *
PUBLICITY * PUBLIC RELATIONS *
COMPETITIVE MEDIA PROMOTION
* TRADE PAPER ADVERTISING

These are the top subjects to be studied in depth at third annual BPA Seminar, Chase Hotel, St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 North State Street, Chicago, for information on individual sessions.

Mr. William E. Pierson
Broadcasters Promotion Assn., 190 N. State Street, Chicago 1, Illinois

Please reserve _____ places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—\$35.00

NAME _____

ADDRESS _____

CITY _____ STATE _____

I will make my own hotel reservation.

CLIP OUT AND MAIL



most
**HAPPY
SPONSORS**

select these fine Radio Stations

Supermarkets and appliances, transit service and banking . . . from the East Coast to Honolulu most Happy Sponsors and stations cheer for Lang-Worth jingles!

**KBUR, BURLINGTON, IA:
DAVID STEINLE REPORTING—**

Lang-Worth Radio Huckster jingles complete a hard-hitting Radio package for Benner Tea Company's 34 supermarkets, introducing the sponsor . . . reaching frequently into L-W's bag of jingle tricks to push special store promotions.

**KCBC, DES MOINES, IA.:
DON PURDY REPORTING—**

Radio Hucksters provided the right selling jingle for a famous national brand, Amana Air Conditioners. KCBC wrote and sang its own lyrics over a Lang-Worth instrumental theme, followed by hard sell copy. Sponsor: Amana Distributor and Brack's Radio & Appliances.

**KGU, HONOLULU, H. I.:
BUD ZIMMERMAN REPORTING—**

Honolulu Rapid Transit through Hobt & Male, Inc. uses a smartly produced spot series on KGU based on L-W's "You Don't Need a Parking Space" Huckster plus persuasive live copy, tags and sound effects. KGU reports ad agencies using its production facilities more frequently since subscribing to the jingle service.

**KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—**

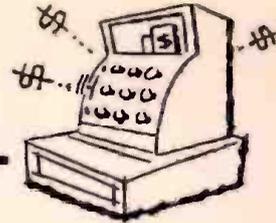
KAWL sold an additional 100 spots monthly to York State Bank for its new Charge Account Service. The secret: Radio Huckster jingle production plus a cut-in plan for participating merchants. By coincidence, the jingle title—"Everybody's Happy!"

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

**LANG-WORTH
FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.

**radio
registers**



RESTAURANT

O'Brien's Restaurant in Waverly, N. Y., purchased a schedule of six announcements per week for a nine-month period over WEJL Scranton, Pa.—nearly 100 miles away. Total cost of the spots was approximately \$1,000. According to WEJL, O'Brien's credits the station with a 15 percent increase in business over the previous year, which had been the best in the restaurant's history. The spot schedule has been increased, the station says, and is now running on a continuous basis.

REAL ESTATE BROKER

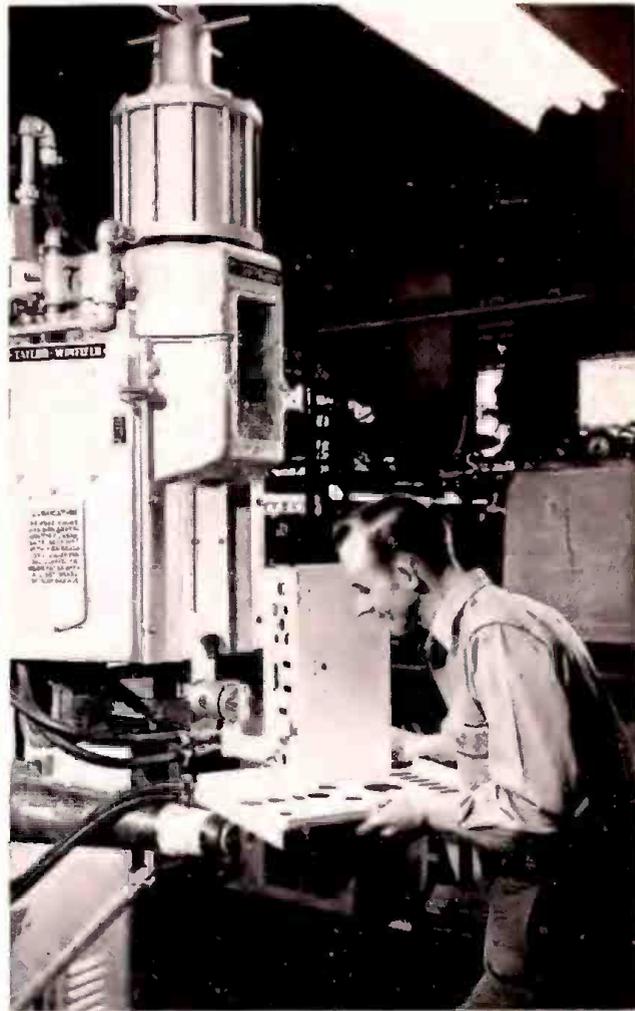
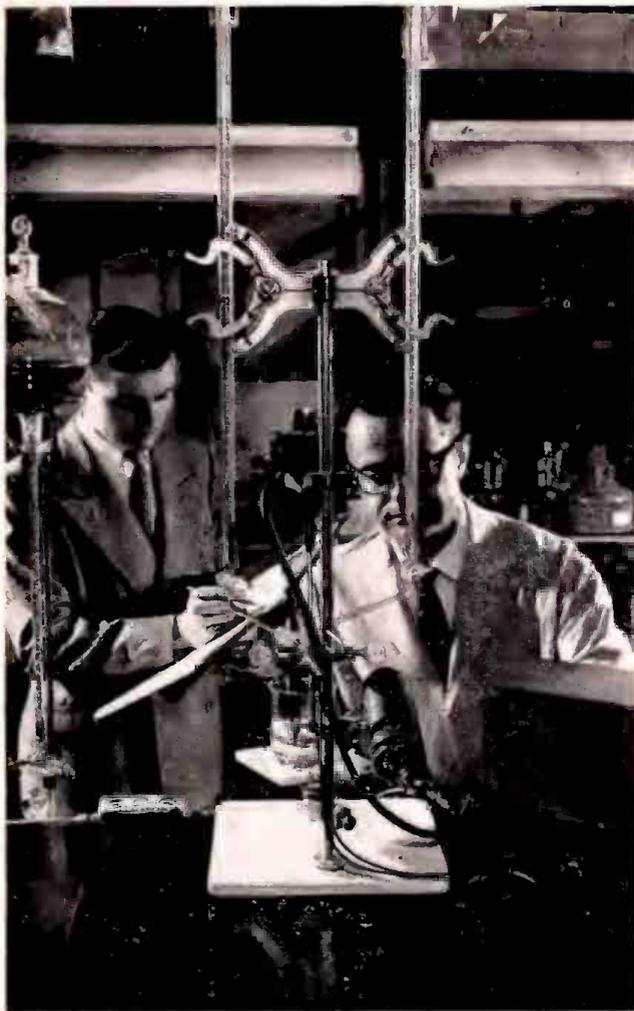
Highbaugh Mortgage Co., advertising on WAVE Louisville, purchased 25 ten-second announcements to promote the sale of 23 houses priced at \$9,100 each. Highbaugh cancelled the remainder of the schedule after 24 hours when every house was sold, the station reports. "It looked like we had 10,000 people out here," said L. Leroy Highbaugh, the developer.

DRY GOODS STORE

Marx's, a dry goods store in Clarksville, Tex., had to clear out all of its summer dresses ranging in price from \$5.95 to \$24.50. Marx set up a One Cent Sale offering a second dress for one cent with every purchase. All advertising was done with three days of spot announcements over KCAR. At the end of the sale, KCAR states, Marx's had only 20 dresses on hand, having sold more than \$250 worth.

HOME BUILDER

Cannady Construction Co. purchased six spots plus a 15-minute remote broadcast over KUMA Pendleton, Ore., to promote an open house at the model home of a new housing development. The spots all ran on a Sunday morning, with the remote starting at 1:30 p.m. At the 2-to-9 p.m. open house, more than 200 persons attended and most of them, the station says, indicated they "heard about it on radio."



**You'll have to do a lot of research
to beat this kind of development**

With the field of physical science front and center in all minds today, consider the prominent part played by Metropolitan Washington. Our biggest business firm, the Federal Government, has become a virtual partner with American industry in research and development. In 1956 Federal funds financed 49% of all national expenditures in this direction. Research and development organizations in or around Washington, D. C. employ some 35,000 persons. Ours is now the nation's *sixth* largest scientific and technical labor force. Whether America is at peace or in a cold war, these people seem certain to stay—and to grow.*

Staying and growing right along with them will be WWDC, Radio Washington. According to PULSE, month after month, we're FIRST in the hearts of our local countrymen—6 A.M. to midnight, Monday through Sunday. And you can't do any better than that! We have a simple formula — to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC radio Washington

*Economic Development Committee, Washington Board of Trade REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

report from RAB

THE
ONLY
NEW YORK
STATION

WITH

87%

OF
TIME
DEVOTED
TO

NEGRO
PROGRAMMING

WLIB
1190 ON YOUR DIAL

WLIB - has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB—only New York radio station with studios in Harlem

WLIB—first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour

WLIB—only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2050 Seventh Ave., N. Y. 27, N. Y. MO 6-1800

Radio's Non-Prime Time

Can Pinpoint Sales Prospects,

RAB Studies Testify

Although the demand is strongest for radio's so-called "prime hours," there is increasing evidence that for the first time advertisers and agencies are taking a hard look at non-driving periods. (See *Is Spot Breaching Non-Driving Hours*, p. 27.)

There is much to be said, RAB notes, for the non-traffic hour campaign because it can pinpoint prospective customers.

Family Purchasers

Housewives, for example, as the purchasing agents for their families, often control the cash and make the bulk of the buying decisions. (Studies show that women influence as much as seven out of ten of men's clothing purchases.)

One of the best times to reach the housewife, RAB states, is while she's having that second cup of coffee after the breadwinner and youngsters have gone off to school. While she's making the beds, bathing the baby, driving to the supermarket. Reach her in the non-prime time between 9 a.m. and 1 p.m., the bureau declares.

RAB, in a report developed from data supplied by March 1957 Audimeter reports of the National Nielsen Radio Index, reveals that *over half* of all radio homes can be reached from 9 a.m. to 1:30 p.m. during the week. And in four weeks the "reach" of radio is half again larger still.

Enroute to Shopping

Furthermore, the 9 a.m. to 4 p.m. periods allow an advertiser to deliver sales messages adjacent to times when his products are being used and even while women are enroute to do their actual shopping. For manufacturers of food products, drugs, soaps, cosmetics and cigarettes (all of them big sellers in supermarkets), this is particularly important.

With urban women exposed to 200 or more advertising messages in an average day, the advertiser who reaches these ladies just before they go shopping is likely to get his point across most effectively. With this in mind, RAB asked

Advertest Research to study the advertising media exposure to women shopping in supermarkets in four metropolitan areas: Buffalo, Kansas City, New Orleans and San Francisco. These cities were chosen because they are covered well by all advertising media.

A total of 13,714 women were interviewed as soon as they entered the store to determine what advertising media they had been exposed to for more than 15 minutes that day before they arrived at the market. Advertest found that radio in this non-prime time period provides advertisers with the opportunity for much greater "today" exposure to women than any other medium.

And to reach the women who buy 90 percent of all household supplies, who buy 62 percent of all hardware, who generate 89 percent of all home remodeling, who have 65 percent of all savings accounts and who outnumber and outlive men—you don't have to play "follow the leader" and stick to radio's prime time exclusively, RAB declares.

Weekend Attention

Weekend radio, RAB points out, has attracted advertiser attention. In some markets, the bureau states, radio listening on weekends is higher than peak listening during "traffic" hours Monday through Friday. (See *Radio Listening Remains at Work on the Weekend*, U. S. RADIO, August 1958.)

There are many advantages to weekend use, RAB declares. Rates are no higher than weekday rates; in fact, most stations offer special packages which make their weekend rates lower. For the advertiser who wants to reach the whole family, there are more listeners per home on weekends. For example, RAB says, the A. C. Nielsen Co. reports in "Dimensions of Radio and Television Circulation" 1.7 persons listening per home during the morning weekday hours compared with 2.3 on Sunday morning.

Advertisers bent on reaching a specific target, taking advantage of the buyers' audience when timing is important, enjoying a favorable cost-per-thousand buy will find great advertising potential in the so-called non-prime radio time. • • •

as basic as the alphabet



EGYPTIAN

Of the many word-signs in the Egyptian system of writing, the one picturing the human hand is considered to be the ancient ancestor of our letter I.



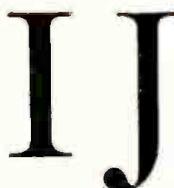
PHOENICIAN

In the great eastern Mediterranean seaport of Tyre, the Phoenicians used this mark (probably derived from the Egyptians) as their letter yod (hand).



GREEK

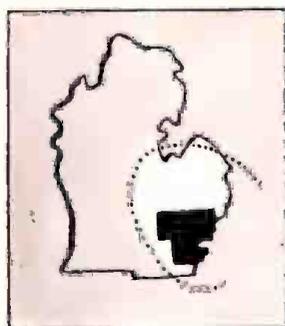
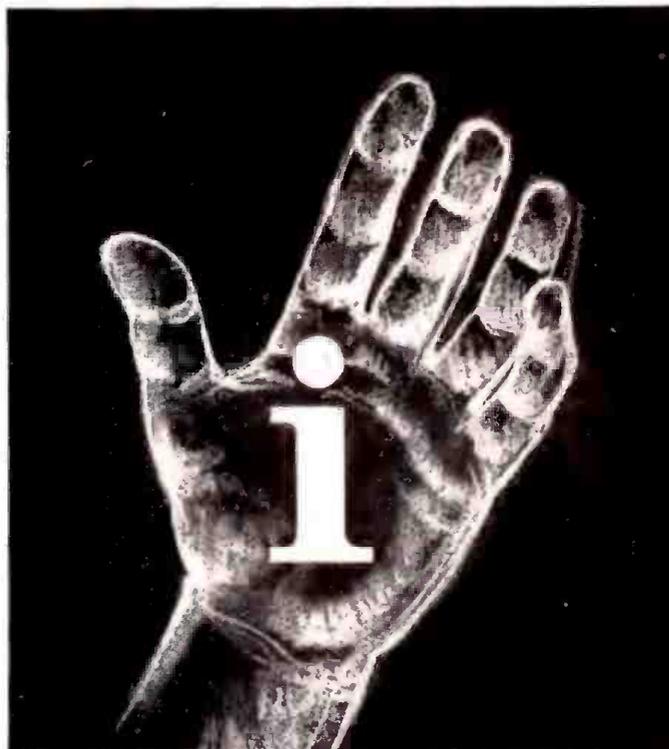
After the ten-year Trojan War, the Greeks adopted the Phoenician alphabet to their own speech. In the process, yod became iota.



ROMAN

The descendants of Romulus and Remus borrowed the Greek iota and made it their letter I. In the Middle Ages, a variant of I became our letter J.

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



Important for Michigan sales and profits

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

In planning fall-winter radio campaigns, make **WWJ your basic buy in Michigan.** Here you enjoy the profitable combination of efficient coverage, audience loyalty, and station character of the highest order.

Inquire now about **WWJ's** Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand — about the WWJ programs originating at Northland and Eastland Shopping Centers — about other WWJ salesmaking features. It's the basic thing to do!

WWJ RADIO

AM and FM

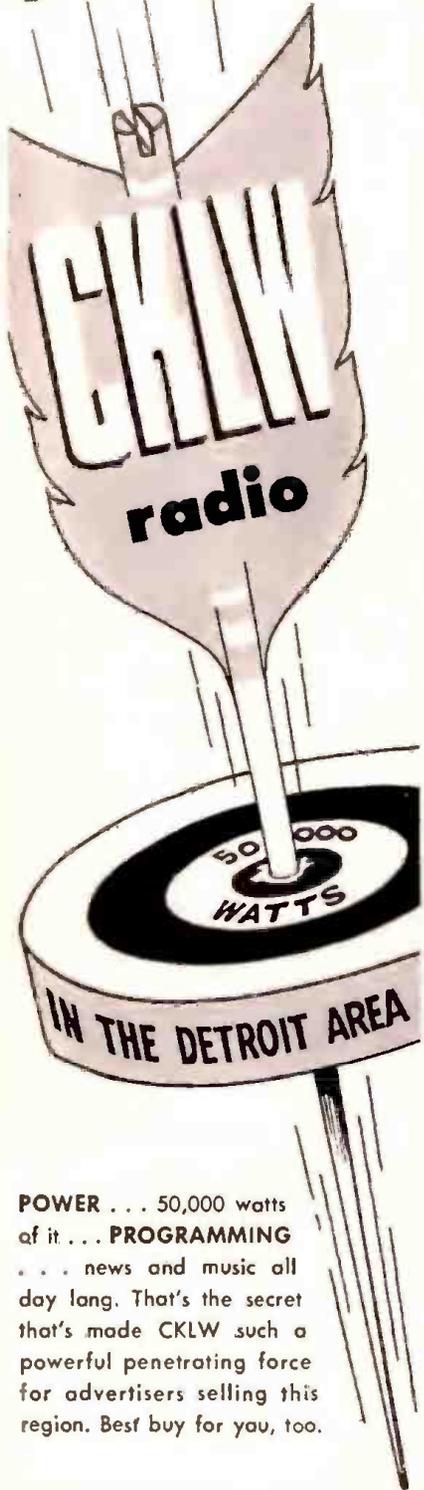
Detroit's Basic Radio Station

Owned and operated by The Detroit News
NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

POWER

to penetrate!



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

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

report from representatives



More Market Information

Is Needed by Agencies,

Meeker Research States

The factors that really make a distinction between one station in a market and another are all too often ignored, declares Mimi von Zelowitz, research director for The Meeker Co. Radio, she suggests, should be sold in terms of the needs of an individual product and the marketing plans of that product.

"Ratings, sets-in-use figures and cost per thousand are very valuable," she admits, "but only as an indication of the effectiveness of a station. It is the responsibility of the agency, representative and station to study the market more thoroughly."

The timebuyer is not at fault, Mrs. von Zelowitz is quick to point out. "He has neither the time nor the data necessary to make the best evaluation. It is the job of the station to supply to the representative the same data that its local salesmen utilize, a job that all too many stations fail to do. By arming its representative with specific market information, it makes him more than just an availability carrier."

The types of information that stations should make a constant effort to assemble, according to Mrs. von Zelowitz, should revolve around the actual living habits of the people in their community. Stations should include breakdowns of:

- The working hours of the major industries.
- The store hours and shopping nights.
- The store types: supermarket, chain store, local grocery.
- The competition, including other media (e.g. what time does the newspaper come out?).
- Programming and talent.

"The representative is then in a position to analyze this material in terms of the needs of the particular account he is servicing.

"The Meeker Co. represents a station in a town where most of the workers arrive at their jobs by 7 a.m.," Mrs. von Zelowitz notes. "Therefore, driving times in this town are probably different from



Mimi von Zelowitz, Meeker Co.

others. Without the specific information on working hours, we and the advertiser might be missing a lot of sales.

"Even minor details such as the hour that school lets out are important. Perhaps mother is away from her radio picking up the children, or perhaps she is calling for them by automobile and listening. There are so many factors that a rate card or a rating book cannot reveal."

Mrs. von Zelowitz asserts that representatives should concentrate on "true marketing information." It adds "immeasurably," she says, "to the effectiveness of a radio buy."

RECENT APPOINTMENTS

KBUZ Phoenix to Adam Young Inc.; WTTM Baltimore and WLEE Richmond, Va., to McGavren-Quinn Corp. (in all markets except New York City); WLW Cincinnati to Tracy Moore & Associates, Los Angeles, for the West Coast; WAPO Chattanooga to Gill-Perna Inc.; WAAB Worcester, Mass., WEEP Pittsburgh, Pa., and WSAV Savannah, Ga., to Robert E. Eastman & Co.; KPAM Portland, Ore., to The Meeker Co.; WDOK Cleveland to Broadcast Time Sales; NEMO Tijuana, Mex., to W. S. Grant Co.; WORC Worcester, Mass., to Richard O'Connell Inc.; WKY Louisville to John Blair & Co.; WABJ Adrian, Mich., to John E. Pearson Co.; WKAB Mobile, Ala., to Venard, Rintoul & McConnell Inc., with Adam Young Inc., Atlanta, as southeastern representative, and WBBM-FM Chicago to CBS Radio Spot Sales. • • •

PIET Serves **PIE...**

Gene Piet, the new Record show star at RADIO WOW, Omaha, wanted everybody to know his name. So, (because everybody loves pie!) Gene served homemade pie to 5,000 of his WOW Radio listeners!

We're predicting everybody will love Piet, too, and very soon.

Gene's new show in heavy traffic tune-in time (4 to 7 p.m. weekdays) inherited a fat 8 (102-county) area rating among the 560,000 Radio WOW families.

Watch this rating grow!

We suggest radio buyers get aboard NOW! It'll be easy as PIE to pay out with (Gene) PIET on WOW Radio.

See your Blair man
NOW for availabilities.



Regional

RADIO

WOW

FRANK P. FOGARTY
Vice President and General Manager
BILL WISEMAN
Sales Manager
JOHN BLAIR & COMPANY
Representatives

**A MEREDITH
STATION**

OMAHA, NEBRASKA • CBS AFFILIATE

**WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMQ and KCMO-TV, KANSAS CITY**

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

You'll sell more
in the nation's 14th
largest
market
because

**LASCELLES
SELLS**

on

"Musical Clock"

MON.-SAT.
6:15-10:00 A.M.

DILL SELLS
on "SOUND ON"

MON.-FRI.
1:30-6:30 P.M.

**KELLY
SELLS**
on "MIKE 55"

MON.-FRI.
11:00 A.M. to
1:30 P.M.
10:00 P.M. to
12:00 MIDNIGHT

• Experienced Record
Show Hosts — mature
in voice, judgement
and Salesmanship.
Write for availabilities.

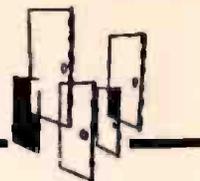
**WGR
RADIO**

BUFFALO'S FIRST STATION

Reps.: Peters, Griffin, Woodward, Inc.

T SYMBOL OF SERVICE
T A TRANSCONTINENT STATION
C WROC-TV, Rochester • WGR Radio, WGR-TV,
Buffalo • WSA Radio, WSA-TV, Harrisonburg
WNEP-TV, Scranton-Wilkes-Barre

report from agencies



Webb Sees Spot Radio

Sharing in Increasing

National Agency Billings

National agency billings are headed for a higher plateau this year over last, a poll by the American Association of Advertising Agencies indicates, and spot radio is expected to receive an increasing share of these funds.

According to Lawrence Webb, managing director, Station Representatives Association, "Advertising managers have been increasing their spot radio budgets throughout the year, and we anticipate that spot radio will be up as much as 10 percent this year over last.

10 Percent Gain

"For the first six months of this year, spot jumped 7.8 percent over the first half of 1957 and we believe the 10 percent gain will be realized by year's end."

The AAAA's note that out of a total membership of 335 agencies, more than two thirds (225) have replied to this survey of business volume covering the first six months of this year plus estimates for the second six months. According to the association, its members place almost exactly three-fourths of all national advertising in all media.

Agencies reporting a rise in business for the first six months of this year over the first half of 1957 total 113, with the range of increases varying between 0.5 percent and 131 percent. Eighty-one agencies say business was off (from one to 60 percent), while 30 reveal a continuation of the status quo. One agency did not reply.

Second Six Months

Estimates for the second six months of 1958 compared with the latter half of 1957 show 100 optimists (from one percent to 125 percent) and 61 pessimists (from one percent to 50 percent). Sixty-one think business will be "the same," three did not answer.

AAAA declares that no significant dif-

ferences from the general pattern exist in relation to size groups.

Geographically, all sections of the country show more ups than downs for the entire year 1958, except for the East Central region, which includes Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh and other Michigan and Ohio cities. There agencies report downturns for the whole year.

The most optimistic region, according to AAAA, is the Western division, predicting by more than three to one that billings will be up during the second six months of 1958 over 1957.

In the Eastern region, 32 agencies estimate an increase in billings for the second half of this year versus the same period last year. Twenty-eight believe billings will be down and 23 that they will remain the same.

In the Central section, 35 agencies expect an increase while only 15 anticipate a downturn in billings. Twenty-two think they will remain the same and one agency expressed no opinion.

Increases and Decreases

For the first six months of this year versus the same period in 1957, 11 Eastern agencies reveal an increase in billings while 26 report a decrease. Fifteen say their billings were the same.

Only eight East Central regional agencies report an upswing in January to June billings this year compared with 14 that reveal a downturn. Four of these firms report the same billings.

The picture brightens for the Central region with 40 agencies billing more during this same time period compared with 23 billing less. Ten agencies stayed the same.

Out West, 24 agencies went up in billings as opposed to 18 that experienced a slowdown, with only one remaining the same the first half of this year compared with the first half of last year. • • •



"The media
representatives'
sales tools
are the agencies'
sales tools..."

says Mildred Fulton (Mrs. George Backus),
Broadcast Supervisor,
McCann-Erickson, Inc., New York.

"... and the representatives' tool kits get bigger and better each year."

With these words, Mildred Fulton cued her train of thought at the outset of an interview by a field reporter engaged in *Standard Rate's* continuing study of advertiser and agency buying practices. Miss Fulton went on to say:

"Yes, there definitely has been substantial progress made in the information that stations have been giving us. More facts, more about their audiences—facts that help us arrive at recommendations more quickly—recommendations we are more satisfied with. After all, we have to be in a position to defend them, 'sell them', if you will. Now you might even say that the stations are giving their men better sales tools and in turn help us to be better salesmen for our recommendations. And, as I say, these sales

tools seem to have improved all along the line. For one thing, their coverage analyses are much better. They give us a better picture of their audience composition and viewing habits. They are giving us better service on things like merchandising. Many stations are doing a very good job on this score and our clients appreciate it. All this is above and beyond a wealth of good information of the statistical type.

"And speaking of statistics—the trade publications, too, have recognized our need for more and better data. For instance, the addition of maps and market information to *STANDARD RATE & DATA* has done much to make our jobs easier. And in that connection, I would like to see the stations put more of their own information right in *Standard Rate*. We

(continued on following page)

(continued from the preceding page)

use SRDS constantly. For instance, factual market information is something we need, particularly in terms of a station's coverage area, the TV homes they cover. Really there are a lot of things that stations do put in *Standard Rate* where they are extremely handy to refer to. We appreciate anything stations do to make our job of gathering and compiling facts quicker and easier.

"You can imagine the tangle we get into when we are working with coverage maps, rate cards and program schedules, no two of which have the same

size, layout or sequence of information. Here, let me show you a file on program schedules in just one state. See, there aren't two alike and look at that variety of sizes, layouts, folds and shapes. Some printed—some mimeographed. Not that I care how they are printed, if they'd only get into some sort of standardization so that when you're working with a pile of them you can run down them and get the information quickly the way you can in SRDS."

Hundreds of field interviews like the call made on Miss Fulton have sharply defined the main points that agency and advertiser executives alike say they look to find in Service-Ads when they're using *Standard Rate* to select markets or media. Of the many useful Service-Ads you'll find each month in SRDS a few are reproduced on this page.

Service-Ads in SRDS help agencies and advertisers buy space and time

These Taft Radio and TV stations, WBRC Birmingham, WTVN Columbus and WKRC Cincinnati use these Service-Ads in SRDS SPOT TV and SPOT RADIO to give buyers of time maps of their coverage areas, market data, program information, facts about the merchandising services they make available to advertisers. All are linked to their basic "Top Taft station" slogan and their Katz Agency representation.

SPOT RADIO FACTS for the BIRMINGHAM RADIO AREA

WBRC LATEST PULSE SHOWS

THE "PITTS" BURGLAR of the SOUTH

WBRC

Spot Radio Stations

ALABAMA

Spot TV FACTS for the BIRMINGHAM TELEVISION AREA

47% and all other area surveys show WBRC-TV leading 31,000 more TV homes than any other station.

Staple share of 40% in one with only 48% last 1951; shows WBRC-TV with 55% from high to 30% again as compared to station B with 44%, there becomes evidence for maximum open results in the 50 county WBRC greater Birmingham area.

MARKET DATA		Station
Population	Home Area	Home Area
1,200,000	2,281,000	1,800,000
1,700,000	2,700,000	1,800,000
1,800,000	2,800,000	1,800,000
1,900,000	2,900,000	1,800,000
2,000,000	3,000,000	1,800,000

WBRC-TV Birmingham, Alabama

Another Top Taft Station

Spot Television Stations

Spot TV FACTS for the COLUMBUS TELEVISION AREA

1,700,000 PEOPLE LIVE IN THE WTVN TV SERVICE AREA

1,700,000 people live in the WTVN TV service area. This is a 22 county area for the Columbus area. The total area has for \$3,700,000,000 and is growing at the rate of \$1,200,000,000 in the next 10 years.

TEST CITY USA

Columbus has been designated as one of America's leading test markets. It is the only city in the world that has been designated as such. (Over 1,000) companies have tested products in Columbus. As a result of Columbus, many products have been introduced to the market.

"TVS 1000" PROGRAMMING

Created and controlled by WTVN-TV. This is the only program in the world that is controlled by the station. It is a 1000 hour program that is broadcast every week. It is a 1000 hour program that is broadcast every week. It is a 1000 hour program that is broadcast every week.

WTVN-TV Columbus, Ohio

Another Top Taft Station

Spot Television Stations

SPOT RADIO FACTS for the COLUMBUS RADIO AREA

WTVN

WTVN

Spot Radio Stations

SPOT TV FACTS for the CINCINNATI TELEVISION AREA

NOW—THE WFTV MOVIE PACKAGE BETTER THAN EVER

WBRC-TV has the exclusive Cincinnati rights to the best feature film series produced by the Motion Picture Company in Hollywood. This is a 1000 hour program that is broadcast every week. It is a 1000 hour program that is broadcast every week.

MARKET DATA		Station
Population	Home Area	Home Area
1,200,000	2,281,000	1,800,000
1,700,000	2,700,000	1,800,000
1,800,000	2,800,000	1,800,000
1,900,000	2,900,000	1,800,000
2,000,000	3,000,000	1,800,000

WKRK-TV Cincinnati, Ohio

Another Top Taft Station

Spot Television Stations

SPOT RADIO FACTS for the CINCINNATI RADIO AREA

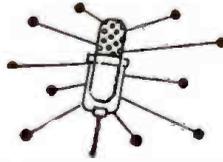
WKRC

WKRC

Spot Radio Stations

SRDS Standard Rate & Data Service, Inc.
 The national authority serving the media-buying function
 Walter E. Botthoff, Publisher
 1740 Ridge Avenue, Evanston, Ill.
 Sales Offices: Evanston, New York, Los Angeles

report from networks



Bright Sales Picture, Stereophonic Sound And 30th Milestone

The discovery of network radio by the younger timebuyers, plus the general easing of economic strain on a national basis, has accounted for a rosy outlook for sales in the coming months, according to John Karol, CBS Radio vice president in charge of sales.

He explains that "the young timebuyers, who might never have tried the medium because they were born a few years too late," have discovered radio during the recent period of "tight money."

With more than \$4 million in fall business already "in the vaults," he notes, the signs for last half billings are "extremely bright. We see favorable economic news all around us and on the horizon, so a surge in network radio advertising is materializing as a result.

"To the pioneer salesman of radio," Mr. Karol says, "the comments of top agency and sponsor people who came into radio as a result of the 'tight money' feeling have been most rewarding. Many of them have told me that network radio's flexibility and economy are outstanding in this age of tv consciousness."

Stereophonic Network

Stereophonic music is being broadcast by ABC to radio and tv audiences in five different cities on *The Plymouth Show* this fall. Called a "first" by the network, the innovation gives true stereophonic sound without expensive extra equipment, ABC says. The new broadcast will feature Lawrence Welk on both am and tv. Radio and television receivers in the home should be placed seven to 10 feet apart, the network points out.

The broadcast is limited to five cities only because of telephone line clearance, according to John White, director of national sales for ABC Radio. "Right now the show goes stereo to Chicago, New York, Detroit, Los Angeles and San Francisco," he notes. "As soon as we get the telephone lines cleared, only the number of tv stations will limit the operation."

Long-Run Show

The National Farm and Home Hour marks its 30th anniversary on NBC Radio and its 14th year with the same sponsor—Allis-Chalmers Manufacturing Co., makers of farm implements.

Now broadcast on 175 stations of the NBC network Saturdays from 12 to 12:25 p.m. EDT, the program informs people in urban as well as rural areas about the latest developments in American agriculture.

Compared to this long-run show, a station affiliated with NBC for one day when businessmen in Loris, S. C., raised the money for a special 175-mile telephone line to connect WSLC with the network. The arrangements were made so that six *Monitor* features recorded previously in Loris dealing with the growing, storage and auctioning of tobacco could be heard in the town.

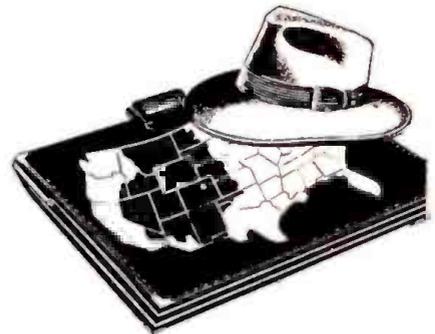
Hurricane Warnings

The four major networks, the American Telephone & Telegraph Co. and the Florida State Broadcasters' Association have cooperated in organizing a 114-station hurricane warning system for Florida. A Mutual circuit links WKAT Miami Beach with AT&T's main control center in Jacksonville. From that point all network stations in Florida are fed via special broadcast long lines. The plan is called by the participants the answer to a three-year search for a workable warning network serving the bulk of the Sunshine State.

Keystone Affiliates

The Keystone Broadcasting System has added eight new affiliates, bringing its total to 1,047, reports Blanche Steine, director of station relations. The outlets are: KRKC King City, Calif.; KNEZ Lompoc, Calif.; KUBC Montrose, Colo.; WCHK Canton, Ga.; KANO Anoka, Minn.; KNPT Newport, Ore.; WAIM Anderson, S. C., and KWYR Winner, S. C. • • •

KOA-Radio... your best Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

Because KOA-Radio covers Denver and the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

Because KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

Because KOA-Radio SELLS! Make your ad budget work harder... more effectively! Use KOA-Radio!



Represented nationally by
HENRY I. CHRISTAL, INC.

RSR 10 58

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

"Over the Coffee-Cups"

with Art Hogan

7:35 AM-8:00 AM

Monday thru Saturday

"In the Know"

with Ron Lutz and Jo Christian

9:05 AM-10:00 AM

Monday thru Friday

Limited participations.

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

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

CCA PROVIDES IDEA

In a recent letter to Mr. Jerry Hauser, Inter-Mountain Sales Manager of Community Club Services Incorporated, Mr. George H. Haskell, General Manager of Station KNEB, Scottsbluff, Nebraska, stated that "CCA provides an 'idea' to present to potential clients—a tangible plan, which in our case brought some new accounts into the fold. . . . Most of these accounts were interested primarily in reaching women, and of course that's an important factor in CCA.



George H. Haskell

All in all, I believe CCA to be a good, clean, promotion for a station in almost any market—and for the CCA sponsor—and for the many civic and church groups. It helps to know too, that the weekly and final award money has been of great value to needy groups and institutions."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE

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



NAB ASSOCIATE MEMBER

report on



Growing Interest in Fm

Spurs Research, Promotion

And Calls for Information

Interest in fm is growing—and with this interest has come a demand for more research and information. Stations, trade associations, equipment manufacturers and new fm promotion groups all have been active in attempting to provide the needed data.

A big boost for the medium came when Electronics Industries Association agreed to release a monthly tabulation of fm factory production. These figures, as well as other significant fm developments from around the country, will be carried in this column as a regular feature.

The first figures available from EIA are for the month of July when fm factory production totalled 11,816 sets. Figures retroactive to January 1958 are now in preparation at EIA and will be available within a month, an EIA spokesman says.

Manufacturers, in general, have been showing greater interest in the fm and high-fi fields. Raymond W. Saxon, vice president and general manager, RCA Victor Radio & "Victrola" Division, told U. S. RADIO: "Public acceptance of our new line of stereo-orthophonic high-fidelity instrument has been more enthusiastic than we anticipated when the sets were first announced in June."

"We are convinced that hard-hitting plans which are already under way will give added momentum to the promotion of these fine instruments," Mr. Saxon states. "Such intensive promotion of this advanced medium of entertainment, if supported by other firms, will also mean increased revenue for broadcasting stations throughout the country."

There are 1.42 fm sets per fm home in the Boston area, and their owners spend more than four hours a day, six days a week, listening to them, according to a survey of fm listening patterns conducted by WBZ-FM. Questionnaires sent to 966 listeners who had responded to a previous merchandising offer brought a response of better than 66 percent, and indicated that the "average" listener is 36 years old and in the upper-middle income bracket. The breakdown on

what kind of sets they listen to shows 50.1 percent with component sets, 49.6 percent with package sets.

And KFTT San Diego reports that a Pulse survey of the metropolitan area of that city reveals that 36 percent of its homes possess fm receivers. Based on the latest census figures of dwelling units, this would mean 100,000 homes with fm, KFTT says.

Another San Diego station, KFSD-FM, marked its second anniversary of separate "fine music" programming in high fidelity by presenting a specially produced stereophonic broadcast. KFSD-AM pre-empted regular programming for one and one-half hours to make the fm fm birthday stereocast possible. KFSD began stereocasting in October 1956, just a month after separate fm programming was started, using stereo tapes. For the anniversary show, stereo records were used.

'Shakedown Period'

Because KYW-FM Cleveland is going through what it calls a "shakedown period" of programming and format testing, the station has rejected all commercial sales. Advertising will not be accepted, according to Rolland V. Tooke, Cleveland vice president for the Westinghouse Broadcasting Co., "until we are sure that we can deliver an audience to ourselves and our clients." KYW-FM is set up as a "fine arts" station with "both music for 'longhairs' and talk for 'eggheads.'"

On the technical side, an amplifier that transmits the sum of both stereo tracks in such a manner that a listener with a single fm set receives a "lull and complete monaural tape or disc signal," has been tested by WBAI-FM New York. Developed by Crosby Laboratories and Standard Electronics, the installation features a full 15,000 cycles on both the main channel and its 50kc multiplex sub-carrier. Broadcast stereo has usually depended on am and fm, fm and tv or am and tv. WBAI's stereo broadcasting will be completely compatible, the station claims, for monaural listeners. ● ● ●

U. S. RADIO'S ANNUAL

EDITORIAL INDEX

OCTOBER 1957 — SEPTEMBER 1958

AGENCIES

	Mo	Pg
N. W. Ayer's Best Year	Feb.	46
o*N. W. Ayer's Philip Morris success	Apr.	26
BBDO Doubles Network Radio	Nov.	46
B & B's Rich: Fewer Commercials	July	57
Baltimore Agency Data Exchange	Sept.	50
o*Burke, Dowling Adams Delta Airlines success	June	30
o*Cunningham & Walsh's Texaco success	July	18
D-F-S Fall Buys	Sept.	7
o*D'Arcy's Budweiser success	Feb.	18
o*Dowd, Redfield & Johnstone Ehler's coffee success	Sept.	18
o*EWR & R Hillman success	Sept.	26
o*Ehrlich, Neuwirth & Sobos' Waverly success	Nov.	24
o*Esty's Pacquin success	Nov.	22
o*Foote, Cone & Belding TWA success	Dec.	32
o*Albert Frank—Guenther Law's Bache success	Mar.	22
o*Albert Frank—Guenther Law increases billings	June	50
o*Guild, Bascom & Bonfigli Heidelberg Beer success	Aug.	38
o*Guild, Bascom & Bonfigli's Ralston success	Jan.	30
Gumbinner: Modern Radio	Mar.	34
o*K & E Pepsi success	Aug.	30
o*Lake-Spiro-Shurman Plough drugs success	July	22
o*Liller, Neal, Battle & Lindsey's Colonial Store success	May	16
Mathes: Billing 1958	Jan.	48
o*Mathes Canada Dry success	Dec.	26
o*Mogul's National Shoe success	May	28
o*Ogilvy's Tetley Tea success	June	22
o*Sawdon's Robert Hall success	Feb.	30
Silvernail Retires	Apr.	60
JWT's Canadian Study	July	61
o*JWT's Ford success	Jan.	26
o*Y & R's Beech-Nut success	Oct.	27

ASSOCIATIONS

AIMS Convention	June	46
AWRT Meetings	June	46

* Indicates feature length article, o Use story

Associations Cont'd.

	Mo	Pg
BPA Activities	Nov. 9, May 5, July 53	
CARF's Audience Measurement System	Apr.	53
CARTB Convention	May 80, June 55	
CBS's Stanton: NAB Award	Feb.	7
Day-Time Broadcasters	June 11, July 9, Sept. 10	
Flint Association Adds Stations	May 72	
McGannon: RTES President	June 9	
o*NAB 1958 Convention	Apr. 34, May 37, June 34	
NAB Editorializing Study	Aug.	9
NAB: Census—Set Count	June 9	
NAB's Meagher: Reviews Progress	Nov.	55
NAB Measuring Technique	Feb. 7, Mar. 39	
NAB Membership up	Jan.	9
NAB Name Change	Jan.	11
NAB Promotion Plans	Feb. 10, Aug 9	
NAB-RAB Promotion	Aug.	9
NAB: Radio's Best Year	Jan.	12
NAB Regionals	Oct. 12, Nov. 12, Sept. 9	
NAB 1958 Predictions	July 9	
o*RAB Measurement Report	Sept.	34
RAB: Sales Clinic Format	June 9	
Radio Symbol	Oct. 12, Mar. 7	
Single Side-Band	Dec.	11
SRA Standard Form	Jan.	47

o AUTOMOBILE AND ACCESSORIES

Automobile Dealer	Jan. 45, Feb. 43, Aug. 59, Sept. 46
Automobile Parts	June 47
Chevrolet Dealer	Mar. 43
o-Co-op Advertising	Apr. 19
*Ford	Jan. 26
*Hillman's Drive	Sept. 26
*Rambler	Mar. 18
Used Cars	Jan. 45, May 73

o BANKS, INVESTMENTS, INSURANCE

*American Banks	Feb.	23
*Bache Investment Broker Finance Company	Mar.	22
	Mar.	43

BROKERS

	Mo	Pg
*Broker's Survey 1957-1958	Mar.	26

o BUILDING AND CONSTRUCTION

Home Builder	Feb. 43, April 45
Ranch Homes	July 54
Realty Company	Nov. 40

CANADIAN RADIO

CARF's: Audience Measurement	Apr.	53
CARTB Convention	May 80, June 55	
Canadian Audience vs. U. S.	Nov.	48
Canadian Radio Week	May	80
Elliott Haynes Rating Technique	Jan.	50
International Surveys Rating Technique	Feb.	48
McDonald's Rating System	Mar.	49
Private Networks urged	Aug.	68
Push Power Increase	Sept.	53
Rating Systems	Dec.	48
JWT's Study	July	61
Trends	Oct.	58

o CLOTHING

Ladies' Clothing	June 47, Aug. 59
Men's Clothing	Nov. 40, Dec. 42
*National Shoe Stores	May 28
*Robert Hall	Feb. 30

COMMERCIALS

BBDO's Siegel: Individualized Commercials	Sept.	43
B&B's Rich: Fewer Commercials	July	57
Blair Survey	May	5

<i>Commercials Cont'd.</i>	Mo Pg
Bob & Ray Success	July 52
Coca-Cola: Coordinates National Local	June 15
Grey's Leokum: Local copywriting	Mar. 11
*Hard and Soft Sell	Nov. 19
Live vs Canned	Jan. 43
National Advertisers at NRCA	Oct. 48
News Shows	Feb. 41
Nucoa Uses Subliminal Sound	May 71
Pepsi's Product Image	Aug. 56
PI's	Dec. 39
Selling: Institutional approach	Apr. 43
Sinclair Safety Spot Campaign	Oct. 51
Triple Spotting	Sept. 48

<i>Food and Beverages Cont'd.</i>	Mo Pg
*Budweiser Beer	Feb. 18
*Canada Dry	Dec. 26, Aug. 59
*Colonial Stores Super Market	May 16
Cookbooks	May 73
Donut Shop	July 51
*Ehler's Collee	Sept. 18
Grocery Store	Oct. 46
*Heidelberg Beer	Aug. 38
Ogilvy Ups Spending	May 76
*Pepsi-Cola	Aug. 30
*Ralston Cereal	Jan. 30
Restaurant Drive-In	Oct. 16
Rheingold	April 7
*Tetley Tea	June 22
Wholesale Grocery	March 13

<i>Government Cont'd.</i>	Mo Pg
Multiplexing	Dec. 11, Aug. 10
News Reporting	Sept. 7
*Pay Tv Effect on Radio	Oct. 11, Mar. 10, Sept. 31
Public Proceedings Coverage	
Ban	Dec. 12
Radio & the Satellites	Nov. 11
Radio Monitoring	
Nov. 11, Feb. 33, Apr. 10	
Radio on Capitol Hill 1958	Jan. 11
Remote Control Ruling	Oct. 11
Senate Praises Networks	May 7
Senate Vetoes Sets Excise Tax	May 8
South American Broadcast Link	Aug. 9
Spectrum Study	Dec. 11, Sept. 9
Sports Coverage	Aug. 9

◊ DEPARTMENT STORES

*Department Store Roundup	Feb. 42, April 22, May 11, Oct. 9
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◊ DRUGS AND COSMETICS

*Co-op Advertising	Apr. 19
*Pacquin Lotion-BenGay Pharmacy	Nov. 22
Pharmico	Apr. 45
Pharmico	July 7
*Plough Drugs	July 22

FARM RADIO

Economy & Efficiency	Dec. 16
Keystone Analyzes Markets	Dec. 17
*Keystone Seeks Rural Markets	Apr. 31
RAB Farm Study	Aug. 7

FM RADIO

Applications	Sept. 10
Chicago Study Planned	Sept. 7
EIA Set Count	July 9
*Enigma	Aug. 31
Future	Dec. 22
Multiplexing	Dec. 11, Aug. 10
MBS's FM Stations	Jan. 49
*Profile	Dec. 25
Pulse Analyzes NY FM	Nov. 9
Spectrum Study	Sept. 9
WQXR's Network	Sept. 7

◊ FOOD AND BEVERAGES

*Beech-nut	Oct. 27
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* Indicates feature length article, ◊ Use story

◊ FURNITURE, FLOOR COVERING, DECORATION, UPHOLSTERY

Furniture Store	Sept. 16
*Waverly Fabrics	Nov. 21

◊ GASOLINE AND OIL

*Co-Op Advertising	Apr. 11
*Gasoline and Service Stations	June 26
*Texaco	July 18, Apr. 7

GOVERNMENT

Alcoholic Advertising	Mar. 10, Apr. 10, June 11
ASCAP-BMI Controversy	Feb. 9
Mar. 9, Apr. 9, June 11, Sept. 31	
Baltimore Ad Tax	Apr. 50
Barrow Report—Bricker	Feb. 9, Mar. 9, Apr. 9, June 11, July 10, Sept. 9
Broadcasting Legislation	Feb. 9
Broadcasters Traffic Campaigns	May 8
Census: Set Count	June 9, July 9
Chain Store Merchandising	July 10
Cigarette Advertising	June 12
Clear Channel Issue	Aug. 9, Oct. 11
Conelrad	Jan. 12, May 8
Cross appointed FCC Commissioner	
Apr. 7	
Daytime Broadcasters	Oct. 11, June 11, July 9, Sept. 10
Dill's Plan for new Agency	Apr. 9
Eighty-Fifth Congress	Sept. 30
FCC-FIC Budgets 1959	May 7, July 9
FCC 1956 Revenue Figures	Feb. 9
*FCC: Programming	Aug. 10, 42
FCC Report Indicates Radio Study	Oct. 11
*FCC Scrutinized	Oct. 11, Mar. 9, May 7, June 12, Aug. 10, Sept. 9 & 31
FM Applications	Sept. 10
License Fee	Dec. 12
Moulder Inquiry	Nov. 11, Feb. 9

◊ HARDWARE AND APPLIANCES

*Co-Op Advertising	Apr. 19
Stores	Oct. 16, Nov. 40, Dec. 42, Feb. 13, Apr. 45, May 73, June 47, July 51, Sept. 41

◊ HOME FURNISHINGS

Home Furnishing Store	Jan. 45
Home Furnishing Buy	Jan. 49
*Wedgewood	Oct. 31

◊ JEWELRY

Credit Jewelry Chain	Jan. 45
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LOCAL/REGIONAL RADIO

Bartell's Formula	Feb. 42
Civics or Gimmicks	Oct. 43
Community Club Services	Aug. 53
Grey's Leokum: Local Copywriting	Mar. 41
Institutional Approach to Sales	Apr. 43
Listenership	Jan. 41
Local Business Barometer	
See AIRWAVES each month	
Merchandising	July 48
Program Innovations	Nov. 39
Promotion/Techniques/Growth	
Dec. 37	
Radio Month	June 43
Stations Combat Current Economy	May 72
Stations Increase Salesmen	May 69
Storz Disc Jockey Convention	Feb. 42, Apr. 41
WBC's Baltimore Conference	Apr. 37

☉ MISCELLANEOUS PRODUCTS

	Mo	Pg
Dance Studio	Mar.	43
Flower Shop	Feb.	43
Greeting Cards	May	73
Luggage	Nov.	40
Movie Theatre	June	47
Paint Company	Dec.	42
Sewing Center	Aug.	59
Sewing Machines	Sept.	46
Teen-age Dances	Apr.	45
Theatre Drive-In	Oct.	46
Variety Store	Dec.	42

NAMES: BYLINES/AWARDS

Charles S. Beardsley	Nov.	13
Harold E. Fellows	Apr.	12
Grey's Deckinger Counsels Radio	Jan.	33
Gumbinner: Modern Radio	Mar.	34
H-R's Pellegrin Challenges Ratings	Feb.	45
Marion Harper Jr.	Feb.	11
Donald H. McGannon	Mar.	11
Don McNeill	Dec.	13
NAB's Meagher Reviews Progress	Nov.	55
James G. Riddell	July	13
SRA's Webb: Representative Analysis	Aug.	48
Robert W. Sarnoff	Sept.	11
Frank Silvernail	Oct.	14
Dr. Frank Stanton	May	9
George B. Storer	June	13
Kevin B. Sweeney	Jan.	13
William L. Wernicke	Aug.	12

NETWORK RADIO

*ABC New Network Concept	Jan.	34
ABC Revised Format	Apr.	7
BBDO Doubles Network Radio	Nov.	46
Barrow Report-Bricker	Feb. 9, Mar. 9, Apr. 9, June 11, July 10.	Sept. 9
CBS' Dimes: 1957 Gains	Feb.	47
CBS' All About Women Presentation	June	9
CBS Increases Billing	Apr.	52
CBS' Karol Discusses Program Types	Mar.	48
CBS Motivation Research	Dec.	47
*CBS Traditional Program Format	Mar.	30
Canadian Private Networks	Aug.	68
Edward J. DeGray Heads ABC	May	78
Armand Hammer Assumes MBS Presidency	Mar.	7
Home Furnishings Buy	Jan.	49
Keystone Analyzes Farm Markets	Dec.	47
*Keystone Seeks Rural Markets	Apr.	31
Robert E. Kintner Heads NBC	Aug.	7
MBS Adds New Department	Apr.	7
MBS FM Stations	Jan.	49

* Indicates feature length article, ☉ Use story

Network Radio Cont'd.	Mo	Pg
*MBS New Format	Dec.	28
MBS Traffic Study	May	78
NBC/ABC Sales Up	Jan.	49
*NBC's Block Programming	Feb.	26
NBC Foresees Break-even	May	78
NBC Sales Up	Apr.	52
Network Barometer	See AIRWAVES each month	
Network Billings	June	51
*Networks' Advertisers	May	26
Networks Up Billings	Aug.	66
New Network Affiliates	Feb. 17, Mar. 18, Aug. 66, Sept. 52	
1958 Potential	Dec.	47
Ohio University Honors Networks	June	51
Philco on ABC	Jan.	49
Programming Review	Oct.	56
Pulse Qualitative Network Data	Aug.	72

Review Promotion, Profits, Programs	Nov.	47
Riddell Assumes New Post	Apr.	52
Sales and Affiliations Up	Sept.	52
Sarnoff—NBC History	Feb.	29
Robert W. Sarnoff Promoted	Aug.	7

NIGHTTIME RADIO

Advertisers' Awareness	Mar.	44
CBS Study	May	5
Commercial Reach	Sept.	56
*Dialing After Dark	Apr.	15
Male Trends	Oct.	9
McGannon Report	Feb.	7
NBC Study	Jan.	47
Nighttime Radio Up	June	51
*Radio-Active	Oct.	23

OUT-OF-HOME RADIO

*Car Radio	Dec. 9, Feb. 15
Christal's Politz Study	Mar. 7
MBS Traffic Study	May 78
Pulse Approach	Oct. 60
Transistors Further Role	June 48

PROGRAMMING

*ABC New Concept	Jan.	34
ABC Revises Format	Apr.	7
ASCAP-BMI Controversy	Feb.	9
Mar. 9, Apr. 9, June 11.	Sept.	31
Blair's McCoy: Spot Trends	Nov.	43
Blair Study	Aug.	7
*CBS: Traditional Format	Mar.	30
*Editorializing Survey	Nov. 27, Aug. 9	
*FCC: Programming	Aug.	42
*Formats	May	20
Katz: Audience Building	May	75
*Keystone Seeks Rural Markets	Apr.	31
Local Innovations	Nov.	39
*MBS New Format	Dec.	28

Programming Cont'd.	Mo	Pg
NAB's Meagher Reviews Progress	Nov.	55
*NBC's Block Programming	Feb.	26
News Past and Future	Sept.	36
News Reporting	Sept.	7
News Shows: Commercials	Feb.	41
PP's	Dec.	39
Review of Network Programming	Oct.	56
South American Broadcast Link	Aug.	9
Sports Coverage	Aug.	9
Standards	Aug.	10
Summer Radio	July	60
Wooing Teenagers	Oct.	9

PROMOTION, SALES TECHNIQUES, MERCHANDISING

Broadcast Time Sales	June	49
Canadian Radio Week	May	80
Chain Store Merchandising	July	10
Civics or Gimmicks	Oct.	43
Coca-Cola Coordinates	June	15
Community Club Services	Aug.	53
*Future Sales Opportunities	May	13
Grand Ole' Opry Contest	Aug.	50
Hollingbery: Selling Manufacturers	Aug.	62
MBS Merchandising Program	May	5
Merchandising	July 10, July 48	
NBC Know Your School Project	Feb.	47
National Radio Month	June	43
Picture History	May	42
RAB Sales Technique	Dec.	44
Stations Combat Current Economy	May	72
Stations Increase Salesmen	May	69
Station Management Know-How	Feb.	39
Summer Radio	July	60
Techniques & Growth	Dec.	37

PUBLIC SERVICE

Disaster Warning and Aid	Aug.	58
Editorial Campaign Saves 1,000 Jobs	June	46
Education	Aug.	58
Middle East Crisis	Sept.	44
Political Time	Aug.	58
Safe Driving Campaign	July	53
Safety Council Award	June	46
Storm Warnings	Dec. 40, Mar. 42, Apr. 44	
WBC's Baltimore Conference	Apr.	37

RADIO EQUIPMENT/SYSTEMS

Christal's Direct Wire Hook-up	Apr.	48
EIA 1957 vs 1956 Figures	Jan.	12
Multiplexing	Dec. 11, Aug. 10	
Set Count See AIRWAVES each issue	Single Side-Band	Dec. 11
*Transistors	Oct. 25, Mar. 7, June 19, June 48, July 7	

RADIO RATES AND EXPENDITURES

	Mo	Pg
Albert Frank—Guenther Law		
Increases Billings	June	50
*Co-op Advertising	Apr.	19
FCC 1956 Figures	Feb.	9
*Future Sales Opportunities	May	13
Mathes Billing 1958	Jan.	48
Network Billings	June	31
Networks 1958 Potential	Dec.	47
Networks Up Billings	Aug.	66
1958 Increase	July	55
*1958 Outlook	Jan.	19
1957 Estimates	Nov.	54
1957 Revenue	Sept.	9
N. W. Ayer's Best Year	Feb.	16
*Rate Card Riddle	Sept.	22
Rate Chiseling	July	56
SRA 1957 Estimates	Apr.	3
Texaco Rheingold Spending	Apr.	7
Young Estimates Spot 1956-57	June	38

RADIO RESEARCH

Ad Volume 1957 vs 1956	Feb.	3
Agency Data Exchange	Sept.	50
Alaska	Sept.	41
All Time Periods Values	Jan.	46
Audience Measurement	Jan. 9, 41, Feb. 7, Mar. 39, 52, Apr. 53, June 56, Aug. 72, Sept. 12, 31, 56	
Clarke R. Brown: Separate Rate Cards	Apr.	48
CBS Motivational Study	Dec.	47
Canadian Audience vs U. S.	Nov.	48
Canadian Rating Systems	Dec. 48, Jan. 50, Feb. 48, Mar. 49	
*Car Radio	Dec. 9, Feb. 15	
*Dialing After Dark	Mar.	13
Eye & Ear Timebuying Study	Mar.	46
FM—Chicago Study	Sept.	7
*Fall Buying	July	15
H-R's Pellegrin Challenges Ratings	Feb. 45	
H-R: Rating Needs	Nov.	52
Hooper Nielsen moves offices	Sept.	56
Hooper Research Revenue	Aug.	7
Katz Estimator	Jan.	47
Market Study	Nov.	9
*Mid-West Market Study	July	30
Multiple Rating Services	July	62
NAB Figures	Jan.	12
National Advertisers at NRAC	Oct.	48
*Need for Additional Data	Sept.	15
Network Profit Promotions Programs	Nov.	47
New Sets—New Locations	May	5

* Indicates feature length article, o Use story

Radio Research Cont'd.	Mo	Pg
New Trends	Sept.	47
Nighttime Values	Mar.	41
Nielsen Technique	Dec.	52
*1958 Outlook	Jan.	19
Picture History	May	42
Promotion Creates Rating Problem	Jan.	52
Pulse: Out of Home Listening	Oct.	60
Pulse Program Identification	Mar.	7
Pulse Qualitative Network Data	Aug.	72
Pulse Reports Networks' Ratings	Feb.	52
*Radio-Active	Oct.	23
*Rate Card Riddle	Sept.	22
Rate Card Simplification	Aug.	64
Rating Services	May	88
*Representatives Selling Techniques	Dec.	19
Set Sales in TV Areas	July	7
Stations Count see AIRWAVES each issue		
Summer Radio	Apr.	46
*Teenager Survey	May 71, July 26	
Trends in Canadian Radio	Oct.	58
Young Examines Traffic Time	Oct.	52
Young Report	Jan.	47

REPRESENTATIVES

Blair Commercial Survey	May	5
Blair History	Apr.	19
Blair Study	Aug.	7
Branham 50th Anniversary	May	75
Broadcast Time Sales Selling Technique	June	49
CBS Spot Motivation Research	Dec.	47
Christal's Politz Study	Mar.	7
*Eastman Rates	Sept.	22
Hollingberv: Selling Manufacturers	Aug.	62
H-R's Pellegrin Challenges Ratings	Feb.	45
H-R Stresses Rating Needs	Nov.	52
Katz Audience Building	May	75
Avery-Knodel New Role	Dec.	19
NBC Spot Sales Survey	Aug.	46
Pearson 1958 Outlook	Mar.	45
*Petty Expanded Role	Dec.	19
PGW's Spot Guide	Mar.	45
Push Power Increase	Sept.	53
Radio-TV Reps' Peggy Stone: Ratings	July	62
Rate Chiseling	July	56
Selling Technique	Dec.	19
SRA Standard Form	Jan.	47
SRA's Webb: Rep Analysis	Aug.	48
Triple Spotting	Sept.	48
Venard Opens New Office	Apr.	48
Venard: Multiple Discounts	May	75

Representatives Cont'd.	Mo	Pg
Walker Changes Name	Apr.	48
Westinghouse Represents Own Stations	July	7
Young Examines Traffic Time	Oct.	52
Young's Listenership Survey	Mar.	7

o SMOKERS' REQUISITES

*Philip Morris	Apr.	26
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SPOT RADIO

Bernard: Multiple Discounts	May	75
Bernard Sells Sinclair	Apr.	48
Blair's McCoy: Trends	Nov.	43
Buitoni Foods Credit Radio	May	5
D-F-S Fall Buys	Sept.	7
Domestic Foreign Airlines	Nov.	12
*Future Sales Opportunities	May	13
Katz Estimator	Jan.	47
Monthly Barometer		
See AIRWAVES each month		
NBC's Honolulu Report	Feb.	45
NBC's Sales Survey	Aug.	46
NBC's Timebuying Opinion Panel	Mar. 45, Apr. 56, June 49	
PG&W's Spot Guide	Mar.	45
*Representatives' Selling Techniques	Dec.	19
Sinclair Safety Campaign	Oct.	54
SRA's Webb: Selling	Dec.	45
Triple Spotting	Sept.	48
WIP's National Spot Data	Feb.	7
Young Estimates Spot 1956-57	June	38
Young Report	Jan.	47

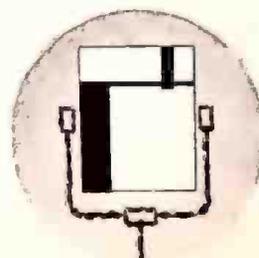
o TRAVEL AND TRANSPORTATION

*Delta	June	30
Domestic Foreign Airlines	Nov.	42
*TWA	Dec.	32

WEEK-END RADIO

Increased Billings	Feb.	44
*Listening High	Aug.	27
Listening Measurement	Sept.	12
Monitor Adds	Sept.	7
RAB Study	Aug.	60

Reprints of this Index are available on request. Please write:

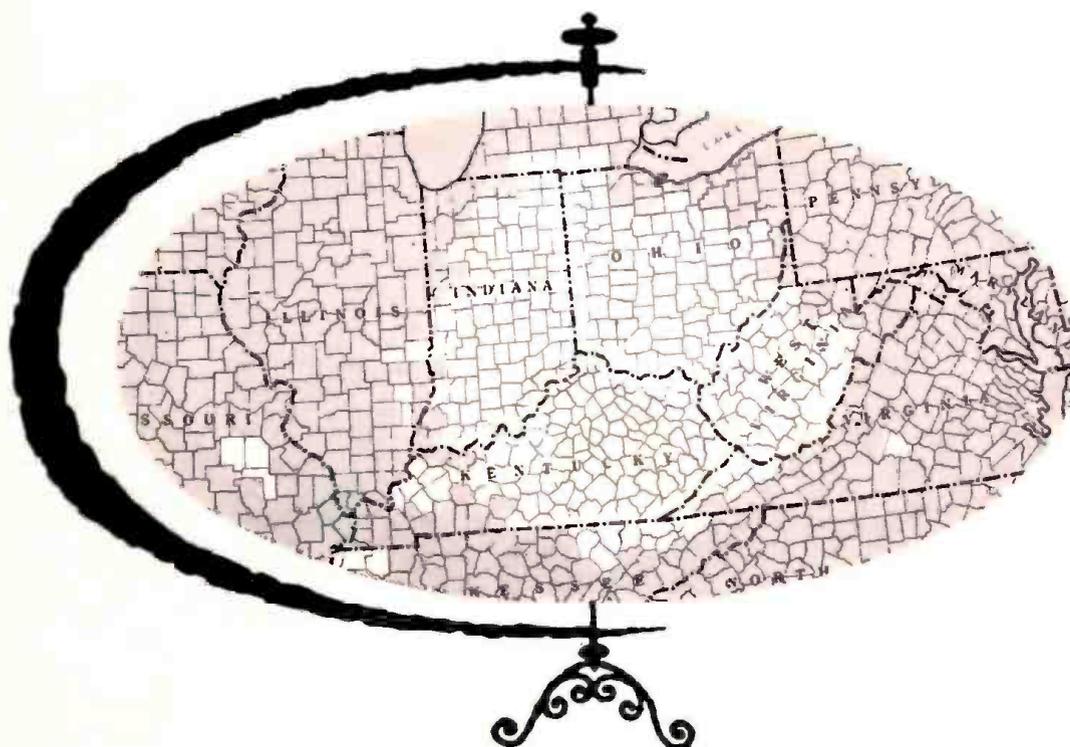


U. S. RADIO

50 WEST 57th STREET + NEW YORK 19, NEW YORK
TEL: Circle 5-2170

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

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

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

(Source: 1956 Nielsen Coverage Service)

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

the NUMBER ONE STATION



IN THE SECOND
LARGEST MARKET IN
BOTH MINNESOTA AND
WISCONSIN

WEBC

DULUTH • SUPERIOR

See your *Hollingbery* man
In Minneapolis . . .
See Bill Hurley

Your Buck Goes Farther

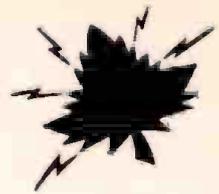
WREN DELIVERS FOR
26¢ LESS
PER 1000 HOMES

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



WREN
5000 WATTS • TOPEKA, KANSAS

report from Canada



13-Year Study

By Canada's BAB

Shows Radio's Growth

The number of new radio homes in Canada has increased 25,000 in 1958 over 1957 bringing total homes to 3,955,000, the Broadcast Advertising Bureau of Toronto reports.

Since 1916, when the bureau first started to keep track of such figures, radio homes have increased more than one third from 2,211,300.

In a study of radio rate and circulation trends over the past 13 years, the BAB reports that the average one-minute announcement rate in class A time for all 171 private commercial stations in Canada has remained almost constant the past year. In 1957, the average cost of minutes on all stations was \$10.95 compared with \$10.91 this year. For this one-year period, the number of am stations also has grown with eight new ones going on the air for the first time.

Since 1916, the average one-minute announcement cost has risen by 55 percent compared with an increase in radio homes of 81 percent. The number of commercial am stations is up by almost 76 percent.

In actual figures, the average one-minute commercial cost in 1916 was \$7.01. Am stations on the air then totalled 99.

It is interesting to note that one of the largest jumps in radio homes occurred between 1953 and 1951 when radio was at its lowest ebb since the war. In 1953, there were 3,582,000 radio homes, according to BAB, but by the following year the number had climbed to 3,718,000, an increase of 166,000 radio homes. Rates during the same period (average one minute) were increased 29 cents.

BAB Survey

A Study of Radio Rate and Circulation Trends on Private Commercial Am Radio Stations from 1916 through 1958

—Class A Time—follows:

Year	No. of Radio Homes	No. of Stations	Avg. Cost, One Minute
1916	2,214,300	99	\$7.01
1917	2,800,000	109	7.11
1918	2,870,400	113	7.74
1919	3,247,600	120	7.90
1950	3,275,000	126	8.12
1951	3,375,000	132	8.73
1952	3,451,000	131	9.33
1953	3,582,000	135	9.75
1954	3,718,000	145	10.01
1955	3,807,000	153	10.30
1956	3,877,000	159	10.70
1957	3,930,000	166	10.95
1958	3,955,000	174	10.91

BBM Sets Survey Date

From the Bureau of Broadcast Measurement, Toronto, comes the announcement of its fall survey dates, November 3 through November 9. The ratings service will conduct its semi-annual, nationwide study of audience measurement by ballot. For the first time this fall, BBM will tabulate the full seven days of the survey week. Previously, the firm has been measuring only four days during the prescribed study period.

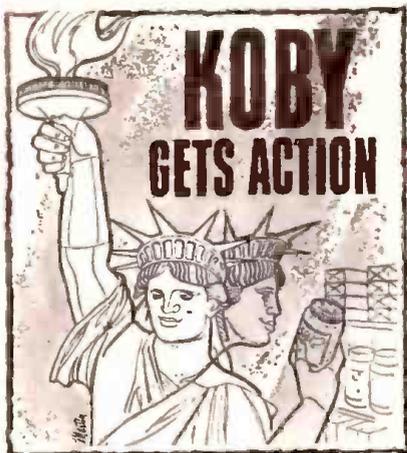
BBM also reports the admission to membership of five additional firms, bringing total subscribers to 317 agencies, stations, advertisers and representatives. The new members are: Donahue & Coe Ltd., Montreal; Gislason-Reynolds Ltd., Toronto; Tandy-Richards Advertising Ltd., Toronto and Montreal; Thompson-Petersen Advertising Co. Ltd., Toronto, and Trans Ocean Radio & Television Representatives, Toronto and Montreal.

A non-profit organization, BBM draws its governing board equally from advertisers, agencies and stations. • • •

ALL-CANADA RADIO and TELEVISION LIMITED

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

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



In San Francisco, audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market! If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY / 10,000 watts
San Francisco

Sit in with your **PETRY Man**
In Denver it's KOSI—
in Greenville, Miss.—WGVM
Mid-America Broadcasting Co.

Mr. Advertiser:
DON'T LOOK DOWN
ON SOMETHING YOU
HAVEN'T
LOOKED UP!

SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 128,357 active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI
For availabilities call Humboldt 3-3100
Represented Nationally by—
John E. Pearson Company

SPOT (Cont'd from p. 29)

This is particularly significant during the nine to four times when advertisers are trying to reach the woman while they are thinking about household products and shopping for them. Mr. Eastman does not believe advertisers are yet ready to buy nighttime in bulk except as part of package deals that emphasize other time spans. He does feel, however, that weekend is coming into its own "when the family is available both in and out of the home."

'Incubation Stage'

"Weekend and all non-traffic times have always drawn a certain number of orders," says John J. Tormey, radio sales manager, Avery-Knodel Inc., New York. He believes, however, that radio is "in the incubation stage of selling substantial amounts of non-traffic hours."

Mr. Tormey states that if an advertiser wants to do a complete job in a market—which is usually his aim—he should use all time spans on radio to reach as many potential listeners as possible. "Nighttime radio, in particular," he says, "is a sleeping giant that has not yet been exploited."

Katz's Mr. Kellner further points out the importance not only of reaching unduplicated audiences during those hours, but also the value of selling to an attentive audience that is relaxed and receptive. Mr. Kellner predicts a sharp business upturn in 1959 that will benefit all media. "The obvious place for an advertiser to go will be where the competition is lightest . . . on the radio in the evening."

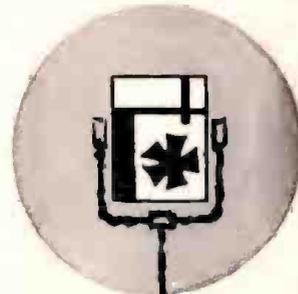
More Daytime Buys

Mr. Kellner also expects a rise in daytime buys next year that will confirm an already developing trend. He cites a study done by his firm this year on a station in one of the nation's top 10 markets: "We broke up the day into three categories—6:30 a.m. to mid-morning, mid-morning to 3:30 p.m. and 3:30 p. m. to 7 p. m.—and found that while nearly 50 percent of the station's spots were placed before 10 a. m., a full 25 percent were bought during non-traffic hours in the middle of the day up to

(Cont'd on p. 82)

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

...



*** U.S. RADIO**

for the buyers and sellers of radio advertising

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

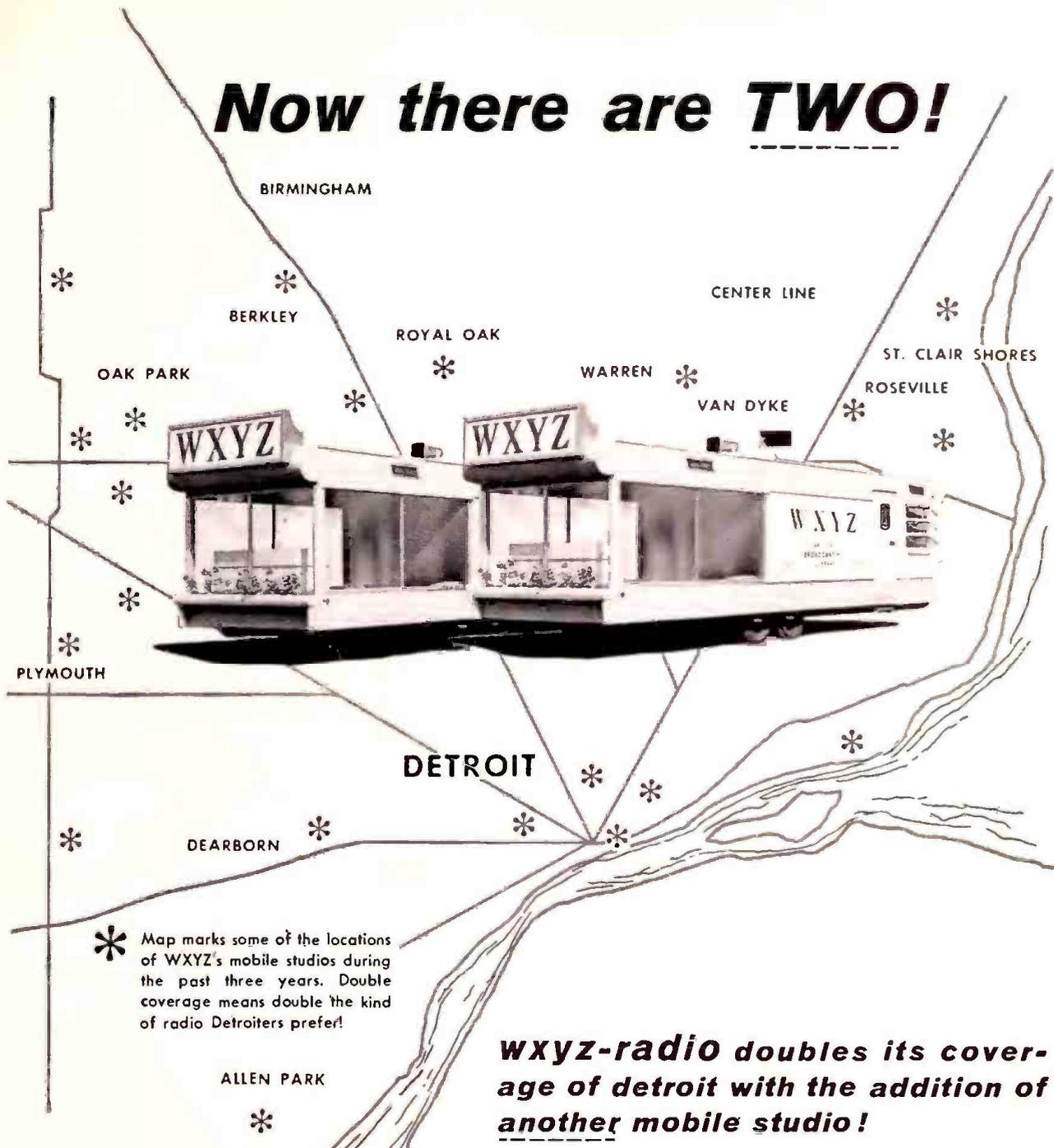
ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

Now there are **TWO!**



* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio / 1270 Detroit

"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.



U.S. RADIO

**THIS IS
RADIO**

PRINTED IN U.S.A. BY U.S. RADIO

**Telley Leaves
It To Radio**

U.S. RADIO

NOW . . .

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

For complete details write—

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

SPOT (Cont'd from p. 80)

3:30 p. m. This equalled the 25 percent purchased between 3:30 p. m. and 7 p. m., a time period that includes the afternoon drive hours. Compare this study with one which we made on the same station two years ago, where only 10 to 15 percent of the daytime spots were placed during the non-traffic times, and we see that middle-of-the-day buying has increased considerably."

Another representative agrees that non-traffic buys are on the rise, and credits this to advertiser faith in the medium as a whole. "Radio station salesmen and representatives have done such a good job selling the sound medium in the last several years," he says, "that clients who want but can't get saturation in drive times are now turning to other times of the day rather than abandon the medium."

Drive Time Bind

He also points out that the radio industry brought the "drive time bind" on itself over the past few years. "When television came along and radio people were looking for a competing sales point, we seized upon the out-of-home audience that tv couldn't reach. We pounded the advertiser and agency people over the head with this so hard and so long that it boomeranged by indirectly underselling the rest of the day."

Blair's Mr. McCoy believes that one way to remedy this situation is by pointing out to agencies and advertisers that many groups can be reached in non-traffic hours that in many cases are unavailable to the radio client. He cites America's 21 million working women, in particular, who are only at home during the evenings, and also points out that there are many truck drivers and working men who are on the road at night.

Reaching Executives

Mr. McCoy believes that evening radio is important to reach such groups as merchandising men, household product executives and grocery store personnel who are influential in arranging merchandising campaigns and making distribution decisions.

Mr. McCoy thinks that all times of the day can benefit "most adver-

tisers who use radio. To use radio most effectively the client must reach all radio's audiences." In this connection, Blair has developed a plan named Satureach (see *Rate Card Riddle*, September 1958) that calls for an advertiser to purchase equal announcements in six time segments throughout the day. Packages like this enable a client to reach nearly everyone listening to the station, he points out.

A variation on this theme has been developed by WHDH Boston whose around-the-clock package calls for a one-minute spot every hour during the day. Depending upon availability, the spots can be broadcast in a single day or rotated throughout the week. In this manner, Mr. McCoy says, 90 percent of the radio homes are reached each week. Advertisers who have used the plan include accounts as varied as a discount house, an amusement park, a department store and a soft drink company.

Specifics of Plans

In selling around-the-clock plans, Blair has generally found it more effective to use a different approach with the timebuyer than with the advertiser. Mr. McCoy reports. Timebuyers like to have the specifics of plans set before them, he says. If a buyer has asked for traffic times and the representative is trying to sell him other periods in addition, the latter will probably be more successful, says Mr. McCoy, if he develops alternative plans showing combinations of drive times with other times. The cost savings over buying only traffic hours also should be illustrated.

A Broad Approach

For the advertiser who hasn't the time generally to deal with individual plans, a broad approach often works—illustrating the large and different audiences reached by around-the-clock purchases.

Before clients begin to buy non-traffic time in large quantities, a vast selling job must be done by stations and representatives to show agencies and advertisers that radio is an effective selling vehicle 24 hours a day. "Such a program has been undertaken in many quarters. Now all we need is for the spark to ignite," Mr. McCoy declares. • • •

YOUR FUTURE IS GREAT IN A GROWING AMERICA



AMERICA ALWAYS OUTPERFORMS ITS PROMISES

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

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

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

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

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

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

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

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

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



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

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

Your
Great Future
in a
Growing America

NOW AVAILABLE!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION
PROGRAM

For Information

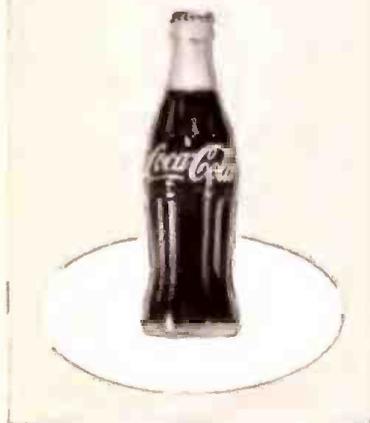
Contact: **BILL SCHUBERT**

WVET RADIO

ONLY Station In The Nation
That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

In the leadership spotlight



Top-drawer advertisers
are buying WGN

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

WGN-RADIO
CHICAGO, ILLINOIS

radio research



Nighttime Radio Audience

Is Very Much There—Pulse,

Nielsen Studies Testify

Just short of seven million Americans listen to radio every average minute—at night—and 63.1 percent of all U. S. homes are tuned in to nighttime radio every week. These figures published by A. C. Nielsen Co. help crack the myth of the absent nighttime radio audience.

Now, surveys of the Los Angeles area by The Pulse Inc. and reported by KNX, have torn down any remnants of that idea in this West Coast market. Among the facts uncovered, according to KNX, is that more than a half million adults (21 and over) listen to radio in the average quarter hour between 7 and 10:30 p.m., Monday through Friday. Another is that the average Los Angeles radio station reaches almost half (46 percent) of its entire weekly audience between 6 p.m. and 6 a.m.

"We hope that the measurement of nighttime radio dispels of some of the broad, unfounded generalities many advertising people have about it," declares P. B. Hillman, advertising and promotion manager of KNX Los Angeles. "People—many people—do listen to nighttime radio. And these people are of the same social, educational and economic status as tv viewers.

"Furthermore," Mr. Hillman states, "these listeners are to be found in metropolitan areas where tv variety and coverage is at its optimum . . . where tv has its strongest programs and largest audience."

Nighttime radio in the Los Angeles market compared to daytime radio, newspapers and tv offers some surprises. For one thing, Pulse audience composition figures (per 100 homes) show that the average Los Angeles nighttime listening home has 13 percent *more* listeners, 11 percent *more adult* listeners and 64 percent *more men* listeners than the daytime listening home.

Compared to evening newspapers in Los Angeles, nighttime radio reaches more homes in the average 7 to 10:30 p.m. quarter hour than the leading evening newspaper reaches with its entire

circulation. Pulse also reveals that nighttime radio reaches more homes than daytime tv—17.2 percent to 15.1 percent.

Compared to nighttime tv, radio's audience during the average quarter hour from 6 p.m. to midnight is better than one third the size of tv's. Pulse breaks the figures down this way:

- In the early evening (6 to 8 p.m.), radio reaches more than 450,000 Los Angeles homes, or more than 20 percent of the market. This audience is 40 percent of tv's.
- In mid-evening (8 to 10 p.m.), against tv's toughest competition, radio still reaches almost 20 percent of the market. This audience is over one quarter of tv's.
- In the late evening (10 p.m. to midnight), when less audience is available, tv suffers the severest loss. Radio's audience is again 40 percent of Los Angeles tv's.

Who Listens?

KNX points out that these figures, combined with Nielsen 1957 figures on "who listens?" to air media, make a strong case for nighttime radio advertising.

The station states that these Nielsen figures reveal that from 6 p.m. to midnight, 95 percent of the radio audience is *adult*, and reasons that "if adults buy and use your product, the advertiser can profit with the economical effectiveness of nighttime radio."

This reasoning is further bolstered by Pulse figures for another West Coast market showing no significant economic or educational differences between the daytime and nighttime audiences. Income level for San Francisco listeners breaks down this way: Upper—24.6 percent daytime, 26.9 percent nighttime; upper-middle—28.1 to 23.5; lower-middle—21.6 to 23.9, and lower—22.7 to 25.7. Figures for educational backgrounds of listeners are equally as close between daytime and nighttime. • • •

ONLY PULSE DELIVERS THE 100% WHOLE SAMPLE

Of the three major television services, Pulse alone delivers the complete sample contracted for—a pre-determined sample of high accuracy.

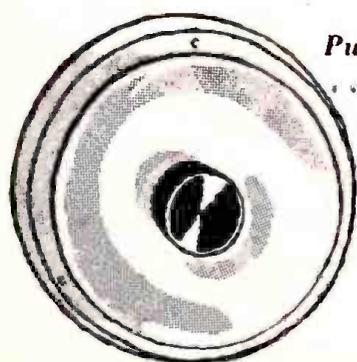
Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—*Pulse alone uses direct, face-to-face interviewing right in the home.*

Since 1941 Pulse has developed accredited tech-

niques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a nighttime Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers *actually talk with 6,000 different families about your show.* This sample of identical size—but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluses. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.



*Pulse rings doorbells
... interviews families
in their homes*



*Nothing
takes the
place of
INTERVIEWS
in the
home*

730 FIFTH AVENUE
NEW YORK 19, N. Y.

Largest Scientific Sampling

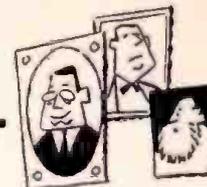
"Only U. S. Census talks with more families"

P

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

WALTER GRAY, vice president in charge of radio-ty for Norman, Craig & Kummel Inc., New York, named to the board of directors. The agency also appointed WALTER TIBBALS vice president and general manager of radio-ty department. WILLIAM C. PANK, vice president and account supervisor at Reach, McClinton & Co., New York, named to the board of directors. Also, WILLIAM H. FINE, former executive editor of *Good Housekeeping*, named vice president and director of market development. WILLIAM F. JAMES appointed executive vice president at Paris & Peart Inc., New York, and GEORGE R. GIBSON named a vice president. ROBERT J. FOREMAN, executive vice president in charge

of the plans board, named head of all creative services at BBDO, New York.

NEWT MITZMAN appointed manager of commercial production in the radio-ty department of Ogilvy, Benson & Mather Inc., New York.

E. J. COLLINS, formerly with Foote, Cone & Belding, Chicago, has joined Compton Advertising Inc., Chicago, as creative group head. Also, C. H. BILLIPP has joined Compton's creative department.

HERBERT STOTT, recently associate media director of Lenzen & Newell, has joined Kenyon & Eckhardt Inc. as media manager in Los Angeles.

JOHN ROTH, previously with Roy S. Dursting Inc., appointed an account executive at Hicks & Greist Inc., New York.

STATIONS

ARTHUR M. FOLCHIN, vice president and head of WMMG New York, elected to the board of directors.

GEORGE W. ARMSTRONG, general manager of WTNX New Orleans, named executive vice president of the Stutz Broadcasting Co.

JOSEPH T. CONNOLLY, vice president in charge of WCAU, Philadelphia, named general manager.

RAYMOND W. WELPOTE, formerly with NBC's owned stations and spot sales division, named vice president and general manager of WRCV-AM-TV Philadelphia. He succeeds FLOYD E. YODER, named vice president and general manager of WNBQ-WMAQ Chicago.

JACK KEINER, formerly with the representative firm of Edward Petry & Co. Inc., New York, named station manager of KFMB San Diego.

DON V. SHOEMAKER, former promotion and merchandise manager at KFAB Omaha, named general manager of KIMS Lincoln, Neb.

ROBERT E. MITCHELL, general manager of WINZ Miami, and BERNARD PEIZOLDE named vice presidents of Rafid Broadcasting Co.

BOB McVAY, former co-owner and manager of KGEN Tulare, Calif., named general manager of KWG Stockton, Calif.

ROBERT F. OHLEYER named manager and RAY REISINGER named director of promotion and merchandising at WISH Indianapolis.

CARLOS F. MONTANO promoted from sales manager to station manager of KOOL, Phoenix.

ROBERT A. BARBER promoted to station manager at KTOP Topeka, Kans.

JOSEPH K. MIKITA, formerly treasurer of Capital Cities Tv Corp., named to newly created post of comptroller for the Westinghouse Broadcasting Co.

HERB WINSON, formerly general manager of KGEF Bakersfield, Calif., named sales vice president of KGB San Diego.

MURRAY SECHER appointed sales and advertising manager

for World Wide Broadcasting System and its international shortwave station WRUL.

ARCHIE S. GRIMALDS named sales manager of WDA Memphis.

PAN SHAEFFER, formerly with Peters Griffin Woodward Inc., Chicago, appointed sales manager of WOC-AM-FM-TV Davenport, Ia.

JAMES H. SHOEMAKER, former eastern sales manager for *Sponsor*, named national sales manager of WLS Chicago.

MRS. LOUISE W. MORRIS promoted from the local sales department to head the national sales department of WDAK Columbus, Ga.

MELVIN M. BAILY named program manager of WBZ-WBZA Boston-Springfield. He held a similar post at KEX Portland.

RAY TURNER named station manager and HARRY W. MOORE named sales manager by WTAR Norfolk, Va.

REPRESENTATIVES

RICHARD J. KELLHER, previously manager of the San Francisco office of Adam Young Inc., named midwestern manager. His successor is FRANK A. WATERS, formerly of the New York sales staff.

CHARLES DUNBAR, former general sales manager of WERE Cleveland, named an account executive with John Blair & Co.

JEANNE PYLE has joined the sales staff of Boh Dore Associates, New York.

NETWORKS

MATTHEW J. CULLIGAN, vice president-NBC Radio network, and P. A. "Buddy" SUGG, vice president-NBC's owned stations and spot sales division, elected executive vice presidents by the NBC board of directors.

JULES HERBUVEAUX, former vice president and general manager of WNBQ-WMAQ Chicago, named to newly created post of NBC vice president, central division. Also, NORMAN S. LIVINGSTON, director of NBC Radio network programs, named NBC director of radio program sales.



Connolly



Mitchell



Armstrong



Morris



Keiner



Craig



Mikita



Welpote



...muscle-flexing

A HEALTHY RECORD

Media in general this past year have felt the pinch of tighter-drawn advertising belts. For the most part, this has led progressive sales management into a hard-sell campaign for business.

Radio has more than kept pace. This form of muscle-flexing has produced for radio a generally healthy record.

The Station Representatives Association, buoyed by the record \$93,574,000 taken in by national spot for the first six months, believes that indications point to an even bigger second half. New-season business for the radio networks is bigger than it has been for many years. And a survey by the American Association of Advertising Agencies shows increasing billings projected for the last half of this year.

FIRST ANNIVERSARY

In line with this muscle-flexing is *U. S. RADIO* which this month celebrates its first anniversary. Through our first 12 issues (see comprehensive index, p. 73) we have endeavored to cover through research and analysis the breadth and depth of the radio business.

But even more important is what lies ahead. To keep pace with the expanding radio and advertising fields, *U. S. RADIO* has focused efforts on enlarging and refining its news coverage and analytical features.

As part of our own muscle-building, two new features have been added beginning with this issue. One is a report on fm activity (see p. 72) charting the continuing developments in this segment of radio that is steadily gaining in recognition.

The other new feature is called *Time Buys* (see p. 10), a presentation in capsule form of new and upcoming radio buys by advertisers. It

covers both spot and network purchases and comprises reports that emanate from the agencies themselves.

BPA Memo, a third new feature which started last month, is a report on radio station promotion activity (see p. 60).

TO THIS WE ARE DEDICATED

Our sights for the second year are set just as high as they were at launching time a year ago. As we stated then in our first editorial:

U. S. RADIO, an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the successful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry. U. S. RADIO will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.

BEYOND DRIVING TIMES

There is growing evidence that spot advertisers are making greater use of non-traffic times. Moreover, radio industry leaders foresee a real breakthrough in this form of business (see *Is Spot Breaching Non-Driving Hours?*, p. 27).

Audience research continues to show substantial listenership during non-driving hours. It's been a long campaign trying to gain acceptance for this research. But it appears that the light is finally beginning to shine on portions of the broadcast day that have been too long in the dark.

FRESH...EXCITING...AND "EXCLUSIVELY" YOURS
 ...A NEW, MODERN RADIO GAME!

LUCKY LYRICS®

THE FUN SHOW WITH THE THRILL OF A CONTEST AND LURE OF A PRIZE

...ROCKET YOUR RATINGS WITH THIS LIVELY, CAPTIVATING PROFIT PACKAGE TAILORED TO YOUR NEEDS!



EDDY ARNOLD

JUNE VALLI

BETTY JOHNSON

DENISE LOR

JACK HASKELL

Here's a bright, new client-catching idea that'll wallop your competition! It's Lucky Lyrics—a powerful money-maker polished to sparkle with mass listening appeal. The best "programming" since the phonograph record... the best audience builder since "Mister Whisper"... the best sales sparker since the singing jingle!

Complete with super-simple format, Lucky Lyrics can be a lively insert integrating your own star deejays, or a saleable smooth five-minute hypo to pep up the day's programming. Here is radio at its profitable best!



Catchy favorite tunes plus easy-to-play contest fun spark tremendous audience response... build huge in-store traffic! Packed with station and sponsor goodwill and profit potential, Lucky Lyrics is a budget priced spearhead for your aggressive sales and station promotion plans.

FEATURING THESE TOP RECORDING STARS SINGING ALL-TIME FAVORITES

NOW BOOKED BY THESE LEADING STATIONS!

- | | |
|------|----------------|
| WDSU | New Orleans |
| KJBS | San Francisco |
| WIL | St. Louis |
| WRIT | Milwaukee |
| KDYL | Salt Lake City |
| KXYZ | Houston |
| WTAR | Norfolk |
| KBOX | Dallas |
| KYES | Roseburg, Ore. |
| WLEE | Rchmond |



PRODUCED BY
ADVANTAGE ENTERPRISES DIVISION
 OF
 MILLS-PARK-MILFORD, INCORPORATED
 NEW YORK, N.Y.

Producers of the new PATTI PAGE SHOW ON ABC-TV

FOR THE LUCKY FACTS IN YOUR MARKET
 WRITE, WIRE OR PHONE

COMMUNITY CLUB AWARDS

PERIHOUSE BLDG
 527 MADISON AVENUE
 NEW YORK 22, NEW YORK—PLAZA 3-2842



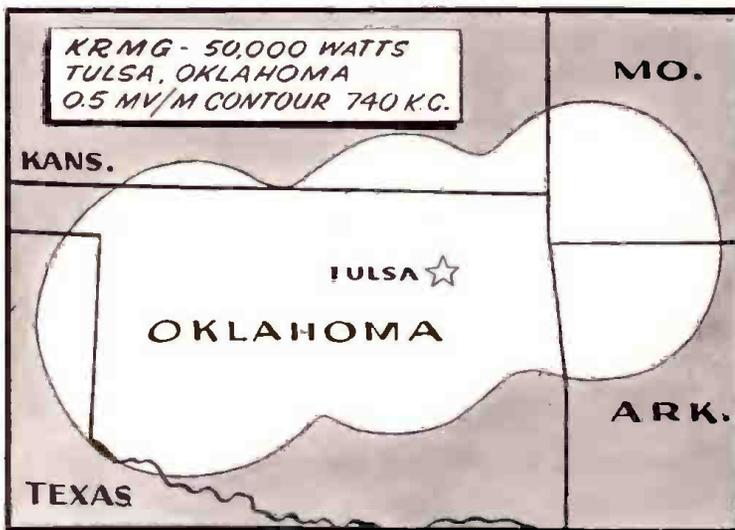
NAB ASSOCIATION MEMBER



POSTCARDS . . .

we got
postcards
from listeners
to Regional
KRMG Tulsa

*all we said was "drop us a card"
and we got 87,312 postcards!*



During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

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

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

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