

or buyers and sellers of radio advertising

VOL. 4—NO. 2

# U.S. **RADIO**

FEBRUARY

1960

35 CENTS

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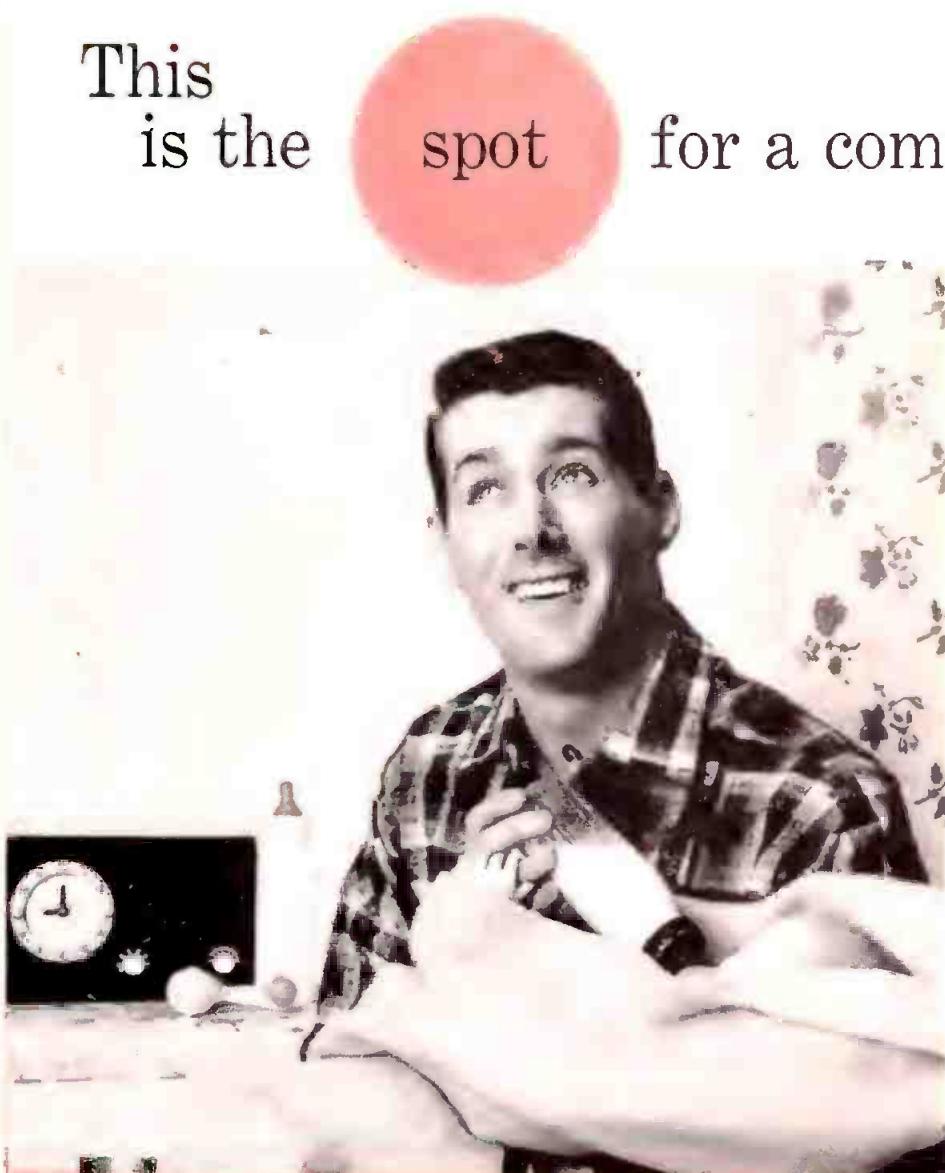
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Frank A. Corbett

Finds Farm Radio  
Advertisers' Major Share  
of Large Ad Budget

This is the spot for a commercial



He may be holding the baby, but radio is holding him! Radio-listening is the great American habit. Multiply all the hours spent at it every day and you'll know why Spot Radio pays off BIG for advertisers!

Radio Division

## Edward Petry & Co., Inc.

The Original Station  
Representative



# **SELL** the family board of directors... *with your local Meredith Station!*

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . appealing to the entire family, motivating the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience and the advertiser.

*Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.*

*Meredith Stations Are "One Of The Family"*

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

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

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

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



COLUMBUS, GA Georgia Farm Bureau Federation Award for Outstanding Service to Agriculture is received for WSB Radio by Farm Director Jimmy Dunaway (R) from J P Duncan, Jr., Federation president Elma Ellis (L) is WSB program manager



CHICAGO—WSB's Jimmy Dunaway (L) receives for the station, the National Safety Council's 1958-59 Public Interest Award for Exceptional Service to Farm Safety. The Council's Moynard N. Coe makes the presentation.

## Doubles this time!

*Farm Service Award  
and national  
Farm Safety Award . . .  
both go to  
Atlanta's WSB*

For the fourth time in the past five years WSB Radio was awarded the Georgia Farm Bureau Federation trophy, state agriculture's highest. Frosting was added to the cake when the National Safety Council tapped WSB as the Georgia broadcaster to merit its Farm Safety Award. This is meaningful to advertisers who like to get a bigger buck's worth out of every dollar they send to market. WSB Radio's good job with farm folk is spawned by the same spirit of public service with which this station also serves its millions of urbanites. Certainly your advertising in Atlanta belongs on WSB Radio.

# WSB Radio

*The Voice of the South/ATLANTA*

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

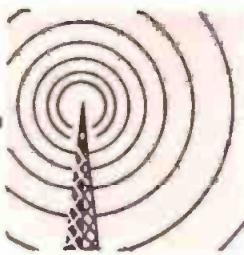
**OUTER  
DRIVE  
TO OUTE  
SPACE**

Even the moon is within reach of WMAQ's Sound of the Sixties...the new concept in sound that brings the Chicago area buying audience the programming it wants. Timely, knowing local news...the latest word on international affairs...up-to-the-minute traffic, transportation, and weather information...the newest beeps from outer space...tunes and rhythms of grown-up music. Here's programming an adult, buying audience prefers. Chicago is tuned to the Sound of the Sixties!



WMAQ • NBC OWNED • 670 IN CHICAGO • SOLD BY NBC SPOT SALES

**MILES**



## Radio's Barometer

**146,200,000 Sets in Use**

**15,000,000 Fm Sets in Use (NAB Research)**

**37,900,000 Car Radios (RAB est.)**

**14,069,049 Sets Made (Jan.-Nov.—EIA)**

**3,456 Am Stations**

**678 Fm Stations**

**Spot:** Based on spot radio activity so far this year, James Alspaugh, vice president for radio, H-R Representatives Inc., believes that total 1960 business will surpass the company's earlier estimate of a seven to eight percent increase.

**Network:** NBC Radio reports sales totaling \$3 million in a one-month period. The billings include \$1,700,000 in new business. (See *Report from Networks*, p. 67.) Pepsi-Cola, Inc., has launched a spot campaign employing the full facilities of NBC, CBS, ABC and MBS. Cost of the air program is said to be \$1.25 million.

**Local:** Year-end figures show that KNX Hollywood sales for 1959 reached all-time highs, the west coast station reports. Total time sales reflected an 11.7 percent increase over the 1958 totals. WRCA New York set an all-time peak in combined local and national spot business with more than one million dollars worth of orders being written over a seven-week period, according to Station Manager Arthur Hamilton. WSUN St. Petersburg, Fla. reports that business in the first quarter of its fiscal year is 15 percent ahead of last year's pace.

**Stations:** The number of am and fm stations on the air at the end of December totaled 4,134, an increase of 29 (15 am and 14 fm) over the previous month:

	<i>Commercial AM</i>	<i>Commercial FM</i>
Stations on the air	3,456	678
Applications pending	525	71
Under construction	71	160

**Sets:** Total radio production in November was 1,346,079, including 290,815 auto receivers, according to the Electronic Industries Association. Eleven month cumulative radio output came to 14,069,049, including 4,973,777 auto sets. This represents an increase of almost 1,000,000 sets produced over the same period in 1958. Total radio sales, excluding car radios, was 1,016,634; 11-month total was 7,142,424. The number of fm sets made in November totaled 50,131. The 11-month cumulative fm production was 480,894. The totals for the same period in 1958 were 303,808.

# WJDX

1  
in  
**FARM**  
**PROGRAMS in**  
**MISSISSIPPI...**

**WJDX has  
the only  
full-time  
radio farm  
department  
in Mississippi.**

*Howard Langfitt  
and Forrest Cox, NATRFD  
accredited members,  
broadcast 6 hours, 35  
minutes weekly.*

**WJ  
DX**  
First in  
Nielsen,  
Pulse  
Area  
Surveys

**5 kw Day, 1 kw Night  
radio 620  
JACKSON, MISSISSIPPI  
See Hollingbery**

for buyers and sellers of radio advertising

# U.S. **RADIO**

FEBRUARY - 1960

VOL. 4 - NO. 2

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# NEWSMAKER STATION of the WEEK



5000 Watts 950 KC

INDIANAPOLIS, INDIANA

## *the PIONEER of ADULT PROGRAMMING*

is pleased to announce  
the appointment of

**robert e. eastman & co., inc.**  
**AS EXCLUSIVE NATIONAL REPRESENTATIVES**



**robert e. eastman & co., inc.**  
representing major radio stations

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

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

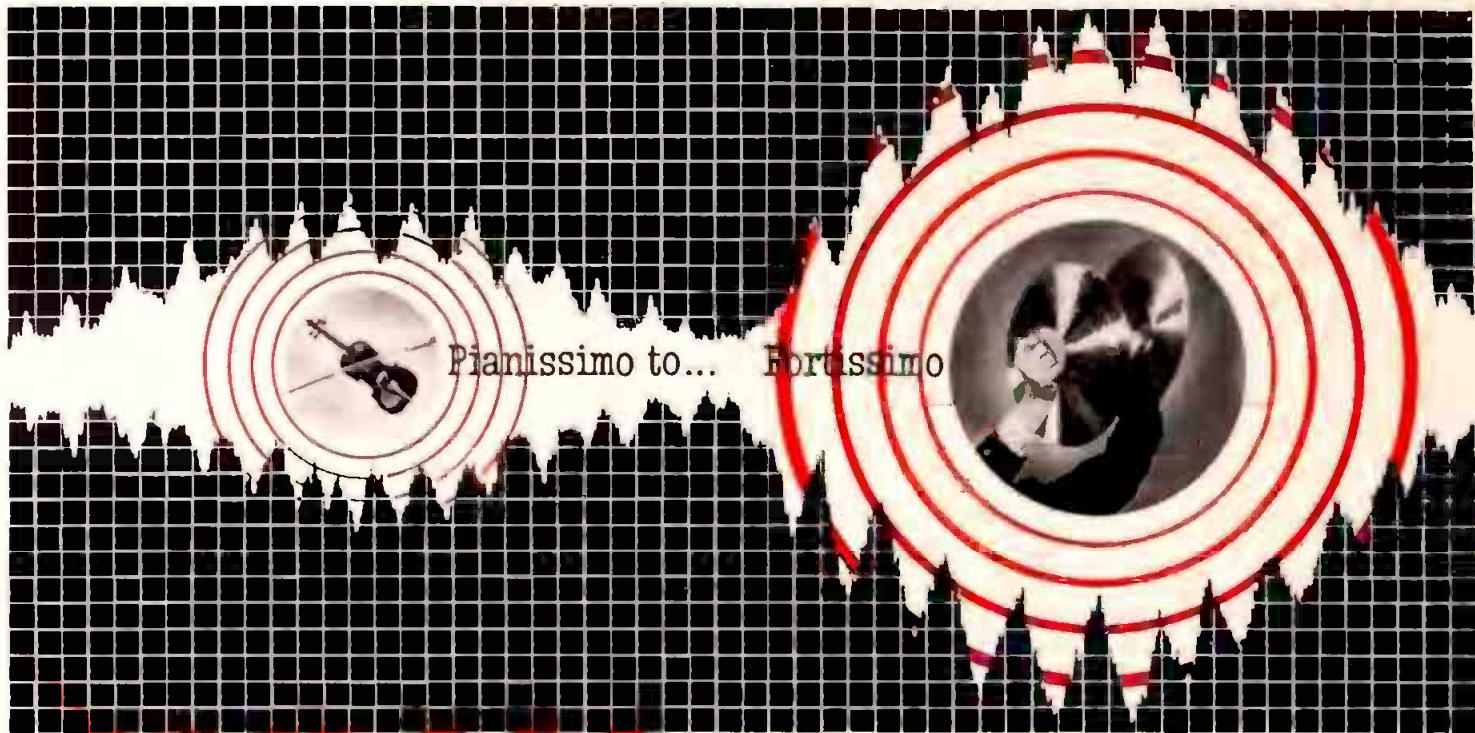
**SAN FRANCISCO:**  
Russ Bldg.  
San Francisco, Calif.  
YUKon 2-9760

**DALLAS:**  
211 North Ervay Bldg.  
Dallas, Texas  
Riverside 7-2417

**ST. LOUIS:**  
Syndicate Trust Bldg.  
915 Olive St.  
St. Louis, Missouri  
CEntral 1-6055

**LOS ANGELES: DETROIT:**  
Taft Building  
1680 N. Vine St.  
Hollywood, Cal.  
HOLlywood 4-7276

Book Building  
Detroit, Mich.  
WOodward 5-5457



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

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

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

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

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

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

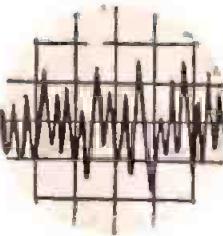
## NCS DAY-PART CIRCULATION.....PER WEEK.....

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

# soundings



## Upcoming RTES Session To Espouse Radio Values

In one of its first major radio sessions in a long while, the Radio & Television Executives Society, New York, is planning to devote its monthly Roundtable luncheon on Wednesday, March 30, to a discussion of radio advertising values (see *Question & Answer*, p. 40). Stations are urged to send in questions and pertinent comments covering areas of interest to advertisers, agencies and buyers of radio time. Headlining the speakers' panel are expected to be prominent advertiser spokesmen.

## Is There a Change Down on the Farm

In an atmosphere of a generally healthy business climate, farm radio finds itself in the throes of a "peaceful revolution" in programming (see *New Seeds for Farm Programming?* p. 23). Some of the issues at stake are whether shorter segments in farm information will gain complete acceptance, and the secularization of farm material to appeal to a wider audience (e.g., home-owners and gardeners).

## Balaban Stations Install "Active" Monitoring System

In a move designed to enable management to keep a closer eye on what is being broadcast over its outlets, Balaban Stations has installed an "active" monitoring system called PACC, Program and Commercial Control, at three stations—WIL St. Louis, WRIT Milwaukee and KBOX Dallas. Monitoring will be handled by a researcher employed by each individual station at a location removed from the station proper. Reports will be made directly to director of operations or the assistant to the vice president. A similar "control group" was instituted recently by the Storer Broadcasting Co. (see *Soundings*, December 1959).

## RAB Head Predicts Bright Radio Future In Next Decade

More radio and tv stations and fewer newspapers and magazines in 1970 is the prediction of Kevin B. Sweeney, president of Radio Advertising Bureau. Peering into the next decade, Mr. Sweeney foresees another 1,000 am stations in operation, and over 20 million radio sets in use. Radio's dollar volume will double, stations will be highly specialized as to editorial content and there will be a large increase in the number of stations owned by the investing public, if Mr. Sweeney's forecasts are borne out. Moving to an area closer at hand, the RAB is preparing a new survey charting the activities of radio's local advertisers.

## Low Cost Fm Receivers Seen Boosting Listeners

Availability of low cost fm receivers is expected to boost the number of fm-equipped homes. The Broadcast Equipment division of Sarkes Tarzian Inc. is marketing a table model fm set carrying a suggested retail price of \$19.95. In addition to distributing the sets through such mass outlets as drug and grocery chains the manufacturer is asking fm stations to sell the radios to their listeners.

## Air Force Academy Games To Be Aired By JMN

All Air Force Academy football games will be exclusively broadcast over the facilities of The Intermountain Network for the next three years, it was reported by Lynn L. Meyer, IMN president. Details of the agreement were worked out between IMN and Air Force Academy officials. The regional network's broadcast rights include coverage of games both home and away. During the 1960 season, IMN will air all 10 of the Academy's scheduled contests.

# time buys



American Motors Corp.  
Kelvinator Div.

Agency: Geyer, Morey, Madden  
& Ballard Inc., New York

Product: RANGES

After a mid-winter cool-off, the kitchen division is putting its ranges on the air for two separate weeks in February. The campaign, a continuation of a pre-Christmas run, will be heard in 65 selected markets. Daytime minutes for the housewife are being aired during the weeks of February 8 and February 22. Timebuyer is Ed Richardson.

American Tobacco Co.

Agency: BBDO, New York

Product: LUCKY STRIKE  
CIGARETTES

Currently lighting up Luckies in 70 markets across the nation, the company will soon be off on the second flight of its 26-week campaign. Five campaigns, each of five weeks duration, fill out the schedule. Frequencies will vary by market. Timebuyer is Hope Martinez.

Arnold Bakers Inc.

Agency: Kildner Agency Inc.,  
New York

Product: BREAD, ROLLS

A tasty bit of radio time is now scheduled for the breadmakers. The second section of its radio schedule started this month, and will probably run for the rest of the year. One-minute musical spots can be heard all day long, 35 times a week. The music features the company's butter and eggs and loving care theme. Timebuyer is Mal Murray.

Beech-Nut Life Savers Inc.

Agency: Charles W. Hoyt Co. Inc.  
New York

Product: BEECH-NUT COFFEE

Starting the last week in January and continuing for 34 weeks, the current campaign is on the air in many northeast markets. Frequencies will be heavy, ranging from 20 to 70 spots a market weekly. Timebuyer is Doug Hamm.

Commercial Solvents Corp.

Agency: Fuller & Smith & Ross,  
New York

Product: HI-D FERTILIZER

In a bid to farmers to feed their soil, Hi-D has planted spots in 50 farm markets this month. The schedule calls for two to three 60-second announcements a week for the entire 13-week period. Timebuyer is Bernie Rasmussen.

Dictograph Products Inc.,  
Acousticon Div.

Agency: Weston Co., New York

Product: HEARING AIDS

A four week test of 10 Canadian markets will begin February 15 for this corrective hearing instrument. Approximately five one-minute spots a week will be aired in news adjacencies, with extension of the campaign dependent upon results. Results of a recent one month test on the MBS network has led to additional buys. Timebuyer is Jean Boyde.

E. I. du Pont de Nemours & Co., Inc.

Agency: BBDO, New York

Product: TEXTILE FIBERS

The chemical giant will soon be saluting its man-made materials for

men's wear in 20 to 40 markets across the nation. The schedule calls for one-week campaigns in each of the markets starting this month and going through April. Time has been bought in minutes. Timebuyer is Trow Ellman.

Eagle Pencil Company

Agency: The Shuler-Rubin Co.,  
New York

Product: MIRADO-VERITHIN  
QUALITY CONTROL  
NUMBERS GAME  
CONTEST

Coordinating with Eagle's national contest, the company has purchased 39 spots in the New York area. The promotion begins on February 1, and will continue through May 1, with minute spots announcing the grand prize—a one-week vacation in Las Vegas and \$2,500 in cash. Timebuyer is Jean Coury.

J. A. Folger & Co.

Agency: Cunningham & Walsh,  
New York

Product: COFFEE

Brisk ads for Folger are currently livening up the airwaves in 35 markets covering 18 western states. Campaign will last a minimum of four weeks. Frequencies are very heavy, and vary with market. Both minutes and 20's have been bought. Timebuyer is Frank Martin.

Kiwi Polish Co.

Agency: Cohen, Dowd & Aleshire  
Inc., New York

Product: KIWI SCUFF MAGIC

Polishing up its debut, the new Kiwi product for children's shoes has extended the introductory cam-

[Cont'd on p. 12]

# The Soul of Radio

The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time-statesman, orator, warrior - followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

Birth is always a solemn thing and our emotions are deeply stirred as WHIO is announced as a new thing of life. May I express this christening sentiment - that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious of its duty to God and humanity.

Remarks of Ex-Governor James M. Cox,  
Saturday Evening, February 9, 1935, at  
the dedication of Radio Station WHIO

**WHIO**

TV—CHANNEL 7  
AM—1290 KC.  
FM—99.1 Meg.

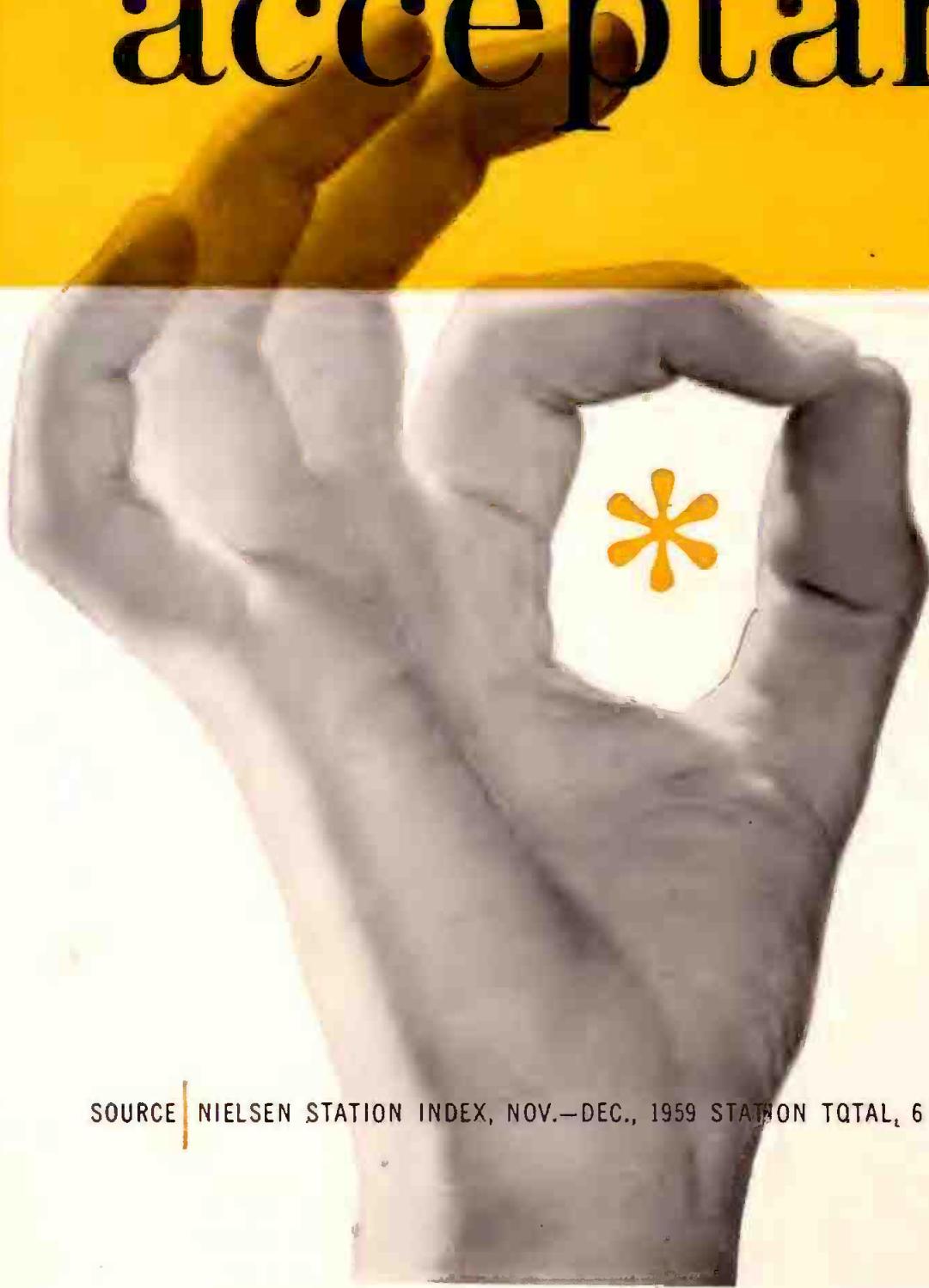
Basic CBS Affiliate

Associated with WSB, WSB-TV, Atlanta, Georgia  
and WSOC, WSOC-TV, Charlotte, North Carolina

Dayton, Ohio



# greatest acceptance



SOURCE | NIELSEN STATION INDEX, NOV.-DEC., 1959 STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

ever!



### NOTHING SELLS LIKE ACCEPTANCE...

For 35 years in Minneapolis-St. Paul, WCCO Radio's acceptance has always been tops. Now it's at an all-time high—**56.8% share of audience**. That's the greatest share ever recorded since Nielsen began measuring the market. More so than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations **combined--at the lowest cost per thousand**. Makes this the perfect time to put your sales story where it will enjoy the **greatest acceptance ever!**

**WCCO RADIO** delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

**WCCO**  
**RADIO**  
Minneapolis • St. Paul



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



(Cont'd from p. 8)

paign currently running in five western markets. These are Los Angeles, San Diego, Denver, Salt Lake City and San Francisco. Extension is due to run March 1 to mid-May. Sales message is mostly in one-minute spots. Timebuyer is Bob Turner.

#### National Home Study School

Agency: William Warren, Jackson & Delaney, New York

Product: CORRESPONDENCE COURSES

Learn at home, says this correspondence school in the radio campaign now underway in five cities around the country. They are Dallas, Chicago, New York, Boston and Philadelphia. Tentatively scheduled for 13 weeks, the campaign consists of five one-minute spots a week. Timebuyer is Stevens P. Jackson, a partner in the agency.

#### Penick & Ford Ltd., Inc.

Agency: BBDO, New York

Product: MY-T-FINE DESSERTS

Primarily for merchandising purposes, the company has scheduled time in about 35 markets. Campaign will be in three flights, totaling 13 weeks. Minute announcements will vary in frequency by market. Timebuyer is Ted Wallower.

#### Pepsi-Cola

Agency: Kenyon & Eckhardt Inc., New York

Product: SOFT DRINK

Beverage firm hits the spot with a sparkling campaign carried on NBC, CBS, ABC and MBS. Scheduled to run from February 3 through October 17, plans call for 218 spots a week to be aired over the full facil-

ties of the four networks. Announcements will be carried throughout the day, and will feature five word, six, 10, 30 and 60-second lengths. Campaign will be in addition to individual air activities of local bottlers. Timebuyer is Dick Trea.

#### Q-Tips Inc.

Agency: L. C. Gambinner, New York

Product: STERILIZED SWABS

Off and running this month in 21 top markets, the company has scheduled a campaign that will last for 13 weeks. Frequencies will vary from 25 to 40 a week, depending on the market. Minute announcements are being used. Timebuyer is Anita Wasserman.

#### Randolph Associates

Agency: Kenneth Rader Co. Inc., New York

Product: SAVINGS AND PLAN INVESTMENT CONSULTING

Considering it a sound investment, this firm has currently bought in six markets in eastern and midwestern cities. The 13-week campaigns are scheduled to run through mid-April. Minute spots will be employed 30 times a week. ET's are being used with local tie-ins. Timebuyer is David Klein.

#### Sandura Co. Inc.

Agency: Hicks & Greist Inc., New York

Product: SANDRAN

A solid sales foundation is being provided by the floor covering firm with an extensive campaign this month in 25 to 30 midwestern mar-

kets. Minute spots are scheduled throughout the day at saturation frequencies. Copy is aimed at the housewife. Timebuyer is Len Soglio.

#### F. & M. Schaefer Brewing Co.

Agency: BBDO, New York

Product: BEER

Beer is brewing this month over several stations in New York and Philadelphia, each carrying 50 minute spots a week. New York campaign is for 52 weeks, Philadelphia for 39. Six additional markets in the northeast will climb on the beer wagon at the beginning of April. Timebuyer is Jackie Moore.

#### Sterling Drug Co., Inc., Glenbrook Laboratories Div.

Agency: Thompson-Koch Co., New York

Product: MIDOL

The campaign presently underway for this pain killer is set to run through the year. Minute spots will be heard three times a week in 12 markets. The copy, directed at women, will be heard on women's programs, aired by women personalities where possible. Timebuyer is Bob Hall.

#### Watchmakers of Switzerland

Agency: Cunningham & Walsh Inc., New York

The watchmakers have decided that this is the right time to make their first venture into spot radio after a network fling last fall. The mid-March campaign will cover 30 top markets for 13 weeks. Minute and 30-second announcements will be aired at relatively heavy frequencies, depending on the market. Timebuyer is Bob Palmer. • • •



WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.

## Have you heard what the WeeReBel said to Kenyon & Eckhardt?

"We have the highest per family income in Georgia."

You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule. Metropolitan Columbus' family income is \$6,855 annually compared to the Georgia figure of \$5,002. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.



# WRBL

TV-CHANNEL 4 · RADIO-5000 WATTS

**COLUMBUS, GA.**

Represented by George P. Hollingbery Co.



# PEOPLE work - play - LIVE by RADIO!



## WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

**C**OOKING or cleaning—she listens to radio. There's no time to stop for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations—like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience

—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"

**WHO**  
for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

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

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



Peters, Griffin, Woodward, Inc., Representative



## Speakers at NAB Convention To Offer Views from the Top

Broadcasters attending the 38th annual convention of The National Association of Broadcasters—at Chicago's Conrad Hilton Hotel, April 3 to 6—will be able to get first-hand views on the international situation and the status of the industry as seen by two top government officials. Secretary of State Christian A. Herter and Chairman John C. Doerfer, of the Federal Communications Commission, are expected to make speeches that will provide valuable insight into matters of importance to all broadcasters.

A highlight of the opening NAB convention luncheon will be the official presentation of the organization's 1960 Distinguished Service Award to Clair R. McCollough, Steinman Stations, Lancaster, Pa. FCC Commissioner T. A. M. Craven's "long and distinguished career" was cited by the NAB's Broadcast Engineering Conference Committee in naming him as the second recipient of the annual Engineering Achievement Award. The conference awards subcommittee, which selected Commissioner Craven, said that he has "measurably advanced the technical state of broadcasting in engineering activities."

## Management and Engineering To Operate Idea Exchange

Engineers and management will have the opportunity to present and exchange views at several joint sessions which have been arranged by the NAB and the Broadcast Engineering Conference, which is conducting its 14th annual conclave concurrently with the NAB event.

Opportunities for the engineers to brush up on the latest advances being made in the "tools of the trade," will be provided by the broadcast equipment display. In order to enable conference members to pinpoint their equipment interests, a special 30-minute presentation will be given by Warren Braun, committee chairman and assistant general manager and director of engineering of WSVA-AM-FM-TV Harrisonburg, Va.

## SBA Heads Will Focus Attention On Current Industry Problems

When the gavel raps at the opening of the fifth annual Conference of Presidents of State Broadcaster Associations in the Shoreham Hotel, Washington, D.C., at the end of this month, the spotlight is expected to be beamed at "current problems facing broadcasters as the result of governmental and Congressional hearings." Howard H. Bell, assistant to the president of NAB, and presiding official at the conference elaborated on the objectives and goals of the meeting. Mr. Bell said, "Our conference this year will deal extensively with the critical problems which have arisen recently, the responsibility of broadcasters and plans of action for the state associations, as well as for the national association. Our agenda is being planned to afford discussion of the problems by national leaders, and a great deal of time will be devoted to discussions by the broadcasters themselves."

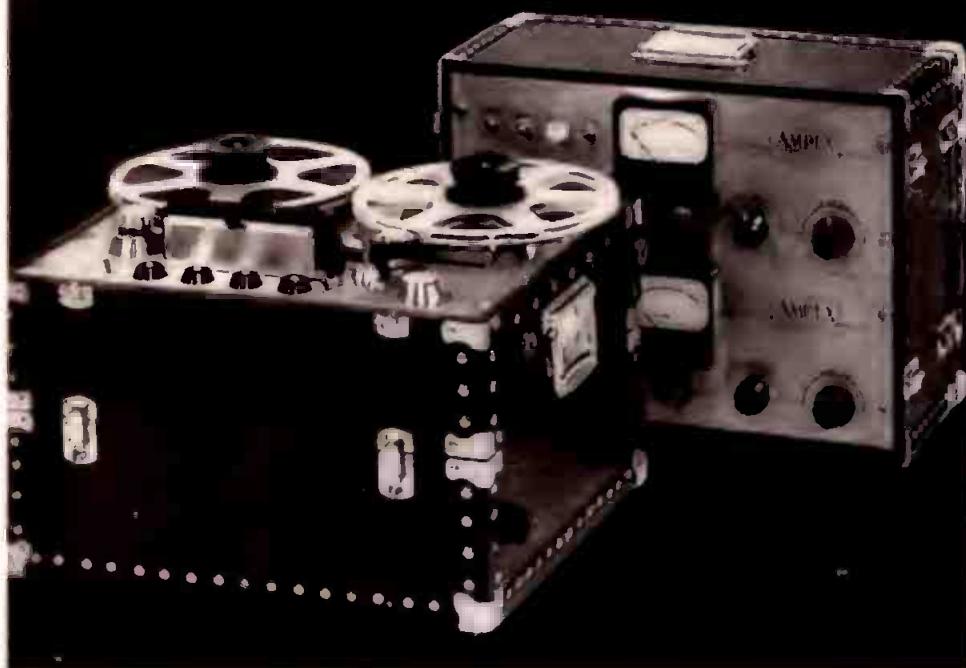
## Broadcasters Help Select Voice Of Democracy Contest Winners

Industry figures attending the Washington meetings expect to take time out to attend the National Awards luncheon of the Voice of Democracy Broadcast Scriptwriting Contest. One facet of broadcasting's role as a

(Cont'd. on p. 16)

# AMPEX 351

STEREOPHONIC / MONOPHONIC



## THE STANDARD THAT SAVES DOLLARS

Since its introduction, the Ampex 351 Series has been acknowledged as the *standard of excellence* in professional recorders for the broadcast industry. Broadcasters—and other users with highly critical recording requirements, such as recording studios and educational institutions—will find that the purchase of an Ampex 351 is further justified by these important facts:

The recognized precision and engineering skill which go into each Ampex 351 guarantees unsurpassed durability and reliability for a long, dependable life. As a result...on a cost-per-operating-hour basis, Ampex is the most economical of any recorder made.

### PERFORMANCE SPECIFICATIONS

Note: As professional equipment, the Ampex 351 specifications listed are accurate measurements required by NAB standards and do not incorporate any exaggerated sales claims. These are the guaranteed minimum performance specifications the customer can expect in long-range operation.

**Frequency Response:** 15 ips  $\pm$  2db 30 to 15,000 cps  
7½ ips  $\pm$  4db 30 to 15,000 cps  
 $\pm$  2db 40 to 10,000 cps

**Flutter and Wow:** 15 ips—well below 0.15% RMS  
7½ ips—well below 0.2% RMS

**Timing Accuracy:** Within  $\pm$  0.2% ( $\pm$  3.6 sec. in a 30 min. recording)  
**Starting Time:** Full speed in less than 1/10 sec.

**Stopping Time:** At 15 ips, tape moves less than 2" after pressing "Stop" button.

**Models:** Half track, full track, 2 track stereo (separate erase to each track). Console, portable and rack mount.

### FULL REMOTE CONTROL

The Ampex 351 Series can be operated in the relay-solenoid tape motion control unit for Start, Stop, Fast Forward, Rewind and Record modes from any remote location.

There are 185 Ampex dealers to serve you. Check the Recording Equipment listing in the yellow pages of metropolitan area directories, or write Dept. 304 for the name of your nearest dealer.

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA  
Offices and representatives in principal cities throughout the world.



WASHINGTON (Cont'd from p. 15)

responsible and active member of the local and national scene, the contest is sponsored by the National Association of Broadcasters and the Electronic Industries Association, in cooperation with the Veterans of Foreign Wars.

Many state broadcaster associations, local radio and tv stations administered the local phase of the contest last fall in communities throughout the United States. High school students competed by writing and delivering orally a five-minute script which had as its central theme, "I Speak for Democracy." A \$1,500 scholarship to the college of his or her choice will go to the youthful top national winner.

### "Learn-and-Live" Public Service Campaign Posts Impressive Record

The industry's awareness of its public service obligations is also demonstrated in the activities of the 695 radio and tv stations now taking part in the "Learn—And Live" public service campaign. NAB head Harold E. Fellows explains that the program is specifically designed "to help meet the nation's critical need for men and women with knowledge and skill.

"Participating stations are broadcasting programs and messages and sponsoring projects within their communities to further the objectives of the campaign. These objectives are to develop among all Americans a respect for learning and knowledge; to stimulate among young people a sense of the exciting adventure of growing to their full intellectual capacities; to impress upon their elders their duty to guide and support youth in obtaining more knowledge and training, and to instill pride in doing a job well."

One way in which broadcasters have sought to further these objectives, Mr. Fellows says, has been by giving special recognition to outstanding intellectual or scientific achievements of persons in each community. Last year nearly 500 miniature silver "Learn — And Live" keys were awarded to "men, women and young people who, in their own way, have helped unlock the door to knowledge and skill." • • •



WHAT MAKES WXYZ RADIO  
AND WXYZ-TV DETROIT'S  
MOST POPULAR STATIONS?\*

Meat and potatoes programming for our meat and potatoes audience . . . that's what!

Our hard working *young* audience likes down-to-earth information and entertainment with lots of *zing* . . . a specialty of the young-at-heart stations.

How many do we reach? More than there are in Maine, New Hampshire, Vermont, Rhode Island and Connecticut put together.\*\* They work hard, play hard and will spend more money this year than ever before. Industry leaders say they'll sell more than 7 million cars in 1960. This means our listeners and viewers will earn over 13 billion dollars.\*\*\* Better put WXYZing in your advertising plans.

\*Check your rating books and see.

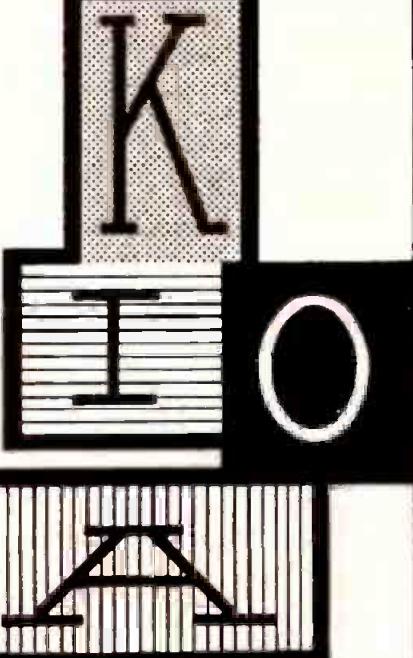
\*\*Population of WXYZ signal area: 6,505,500.

\*\*\*Effective Buying Income: \$12,921,160,000.

Source: Sales Management, 1958.

THE STATIONS WITH **WXYZING**

WXYZ RADIO 1270 • WXYZ-TV CHANNEL 7 • ABC DETROIT



AND *Ralph Vogel*  
**IOWA'S TOP RADIO  
FARM EDITOR**

No. 1 by both HOOPER & PULSE

Combine the power of the number one station in Iowa (70 county area Pulse November, 1958) with solid farm programming.

Vogel's wide experience as Farm Director and Assistant Farm Director of other stations in Iowa plus his extensive travel within the state ideally equip him to give his giant audience what they want—and need—and to sell YOUR product to Iowa farmers as you want it sold.

**PLUS FAST, FACTUAL, FAIR NEWS**

A go-getting Mobile News Unit—AP, UPI and Weather Bureau wires—Police and State Police Short Wave Radio Monitors—Hundreds of News Correspondents all over the country.

**THE STATION IOWA LOVES...  
BECAUSE WE LOVE IOWA**

**SELL IOWA!  
BUY KIOA!**



**KIOA**

**940 K.C. • DES MOINES**  
 JIM DOWELL, V.P. and Gen. Mgr.

**Public Radio Corp.**

**THE NEW KIOA      THE NEW KAKC**  
 10,000 WATTS      1,000 WATTS  
 First in Des Moines      First in Tulsa

**LESTER KAMIN, President**

Get the Low Cost Per Thousand Facts From

**ADAM YOUNG, INC.**

the *Silver Mike*



THIS MONTH:

**WALLY ERICKSON**

Farm Director  
 KFRE Fresno, Calif.

**Farm Radio In Good Hands,  
NATRFD President Says**

"Farm radio is in strong hands and we think 1960 will see further progress in the number of stations carrying programs, in the impact these programs have and in the number of firms who will want to use this specialized type of service."

These are the views of Wally Erickson, 1960 president of the National Association of Television & Radio Farm Directors, and farm news director of KFRE Fresno, Calif. Mr. Erickson contends that "management is increasingly aware of the public service concept, and farm radio over the years has been the epitome of this concept."

KFRE's farm director for nine years, Mr. Erickson feels that a radio farm program should achieve at least three things if it is to be successful. First, to deliver information to farmers that will help them in terms of dollars and cents. This would include up-to-date marketing data and weather reports. The program should also act as a clearing house on developments that apply to the area being covered and to agriculture in general. Finally, he believes that the farm program should function as a morale building agency, and help give recognition to deserving organizations and individuals.

In order to provide the material for his daily 90-minute broadcasts,

Mr. Erickson and his two associates, typical of farm directors, spend a considerable amount of time traveling in the central California area the station services. This enables Mr. Erickson to obtain on-the-spot tape recordings at farm meetings and similar events. It also permits him to inject an informal and more personalized flavor to his broadcasts, which he believes makes for better and more effective coverage.

Active in many organizations, Mr. Erickson has received a number of honors in recognition of his efforts. He is said to be only the second radio personality in 23 years to receive the Honorary State Farmer Degree for "outstanding service to Future Farmers of America." He has served the NATRFD as secretary-treasurer and vice president prior to becoming president of the organization.

A native of North Dakota, Mr. Erickson was graduated from the University of North Dakota in 1942 with a degree in journalism. His first newspaper job was covering farm events in Grand Forks, N. D. After a four-year period of service in the Navy, Mr. Erickson returned to farm journalism, and had his first contact with farm radio when he joined KMJ Fresno. He came to KFRE in 1950. • • •





The average  
radio-oriented housewife  
spends nearly  
one-fifth of her life —  
or almost 30 per cent  
of her waking hours —  
listening to the radio.

Spot radio advertisers  
have 12 times  
more opportunity  
to reach housewives  
than those using newspapers.  
As these high buying-powered,  
radio-active  
homemakers  
spend only  
23.4 minutes  
per weekday  
with newspapers!

These and other  
fascinating advertising  
and selling facts  
are revealed  
in a brand new study  
made for H-R by  
Market Planning Corp.  
(McCann-Erickson, Inc.)  
and published  
by H-R in a  
colorful brochure  
as another  
industry service.  
Write for  
your copy of  
"The Case of the  
Radio-Active Housewife."

## ONE-FIFTH OF HER LIFE

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

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

New York

Chicago

San Francisco

Hollywood

Dallas

Detroit

Atlanta

Houston

New Orleans

Des Moines

"We're a conservative, close-mouthed agency, but let me tell you" . . .

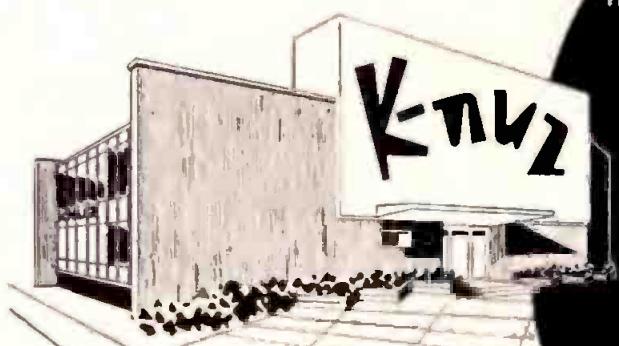


Mona Lisa  
LEONARDO DA VINCI (1452-1519) — Florentine School

## K-NUZ is the No. 1\* BUY in HOUSTON . . .

AT THE LOWEST COST PER THOUSAND!

\*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS



National Reps.:  
THE KATZ AGENCY,  
INC.

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

IN HOUSTON,  
CALL DAVE MORRIS  
JAckson 3-2581

## LETTERS TO

### Farm Radio

Glad to see the date moved up [on your farm issue from June to February]. (See *New Seeds for Farm Programming?*, p. 23.)

Because farm folks make up such a big part of our total audience, it is important that all of our on-the-air people know and understand the farmer. . . When *National Farm and City Week* rolls around each November, we have several of our people spend a day on the farm.

Clayton Kaufman  
Director of Sales Promotion  
and Research  
WCCO Minneapolis

### Image Builders

Here's the prospectus outlining our "Image 60" campaign. It reflects part of the thinking of Dr. Norman Young (*Question and Answer*, December 1959):

This year WBCM initiates a rigorous campaign to study our current station image while building and promoting a better one. We will follow two courses: Research into the qualitative and quantitative nature of existing audiences, and a vigorous program of image building.

. . . Research on the local level will include . . . coincidental telephone surveys and selective questionnaire polling . . . a general survey of auto radios . . . the formation of a WBCM consumer-listener panel.

. . . "Image 60" cannot succeed unless we maintain and surpass present high standards of programming and station operation in every area. No image building program can click [without this] any more than advertising of an inferior product can sell goods or services.

D. E. Logan Jr.  
Director of Programs  
and Promotion  
WBCM Bay City, Mich.

### Plaudits

Thanks . . . for the copy of the write-up on the BPA Convention material (*The Promotion Beat*, December 1959). It was excellently done.

Henry J. Kaufman  
Henry J. Kaufman & Associates  
Washington, D.C.

### Disaster Coverage

I read your article covering the Houston ship fire (*Houston Ship*

## THE EDITOR

*Fire Triggers Radio Action, December 1959). [We had] a similar occurrence here in Crescent City where radio played a big part.*

On December 28, 1959, a tug in the harbor exploded and burst into flames next to a barge containing 800,000 gallons of high-octane gasoline. The potential disaster was great since the 10 square blocks of the city fronts directly on the harbor.

[The explosion occurred at 9:20].

. . . We were issuing sheriffs bulletins less than a minute after it happened. Also, the AP was notified immediately and we scored a 60-minute exclusive for them. . . Our mobile news reporter was on the scene so fast that he was aboard the Coast Guard cutter going out to cut the tug loose when the second explosion occurred at 9:42 a.m. . . We reported to our listeners immediately the heroic rescue [of the five men on the tug] . . . brought the public an interview with the only injured man . . . from the hospital [and] gave 51 personal interviews to 37 stations.

Sonny Curven  
Program Director  
KPLY Crescent City, Calif.

### Spot Listing

Congratulations to you on the January issue of U. S. RADIO. I feel that it is one of the most informative issues of this popular magazine I have ever seen.

Of particular interest . . . was the article *Spot Radio Moves Up*—especially the review of 1959 spot advertisers as compiled by U. S. RADIO.

I can quickly realize the tremendous amount of work and research that went into the compilation of the list. However, to me it falls just an iota short of being perfect. While you list the accounts and agencies, would it not be possible to break them down in some way to designate the distribution area?

This is the kind of article, in my humble opinion, that is invaluable and will undoubtedly enlarge your already healthy circulation.

Thomas S. Carr  
Vice President & Manager of  
Radio  
WBAL-AM-TV Baltimore



**My how things change!**

**Did you know?**

**In Louisville**

**ONLY on**

**WKLO**

**people size radio  
for family size fun.**

**Check your latest  
Pulse—Nov., check your  
latest Nielsen—Nov.-Dec.  
and re-check your  
audience composition  
on BOTH.**

*Bill Spencer or Robert Eastman for wonderful details.*

**SOLD NATIONALLY BY:**



**robert e. eastman & co., inc.**

# Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders*.

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is \$3,944 per household . . . as compared to Fargo's whopping \$5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY regularly. Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

**WDAY**  
FARGO, N. D.

NBC • 5000 WATTS  
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.  
Exclusive National Representatives

*U. S. RADIO* • FEBRUARY  
1960



# New Seeds For Farm Programming

**U. S. Radio's second report on the developments and trends in farm radio and its use by advertisers**

**Also see:**

- **Capsule farm case histories, p. 27**
- **Radio: d-Con's Pied Piper, p. 28**

 There are many characteristics that link the agricultural portion of America's economy with radio. But the strongest bond is a word that is synonymous with both—*local*.

Farming is a *local* business that differs by region and section of the country. Crops differ, livestocks differ, incomes differ, demands for farm and consumer products correspondingly differ.

Radio is a *local* business that today—more than ever before—is built to serve the special information and



WELO Tupelo, Miss., an affiliate of the Keystone Broadcasting System, conducts one of its many on-the-scene broadcasts from the farm.



Highlight of his two-week trip through the British Isles, Don Tuttle (third from L.), farm editor, WGY Schenectady, N. Y., interviews on tape the winner of the 1959 World Plowing Matches, held in Northern Ireland. It was aired at home.



*"Overall growth, acceptance and increase in service are major trends in farm radio. Increases can be seen in the time given to farm shows, in the number of clients and in revenue."*

entertainment needs of particular locales. The economy and tastes of a particular area dictate the programming base of a radio station. The types of information, service and entertainment differ according to local factors. The degree of success an individual station achieves is generally dependent upon how well it is able to diagnose and prescribe for the local audience.

This, then, is farm radio: A local medium covering a local business that cumulatively is one of the nation's most vital industries.

In a U. S. RADIO questionnaire survey of farm stations, these observations stand out:

- Farm radio business is up.
- There is a peaceful revolution raging as to whether farm information in programming should be "capsulized" or not.
- The farmer is *not* an impulse buyer.
- But he is a buyer of consumer products as well as farm products.

According to questionnaire replies, 1959 was a generally healthy year for farm radio business, with the outlook for 1960 even brighter. (For capsule reports on individual advertiser successes with farm radio, see p. 27.)

Although each station's situation differs, questionnaires show that a majority of farm business is national. The breakdown for the *average* station for 1959 was 57 percent national and 43 percent regional and local. A slight trend was indicated in favor of growing national use in a breakdown for 1958, which showed national business for the *average* station at 53 percent with regional and local comprising 47 percent.

The generally optimistic outlook on farm radio is supported by Bob Miller, farm program director, WLW Cincinnati:

*"Overall growth, acceptance and increase in service are major trends. Increases can be seen in the time given to farm shows, in the number of clients and in revenue."*

*"This is notable because the glam-*

*our of television had seemed to overshadow radio in the past 10 years. Yet back in the 1940's in radio's 'heyday,' WLW scheduled about five and a half hours of farm programming a week compared with double that amount at present, and now has a proportionate increase in clients."*

*"It is significant, too, that the additions in farm programming have been in basic 'strictly farm' shows and well-rounded coverage of news in depth and entertainment geared to the rural population as well as urban."*

The overall health of farm radio business is also pointed to by Anthony Koelker, manager of KMA Shenandoah, Ia.:

*"With 22 hours of farm service programming weekly, we don't want to expand much more in that direction, but there are times when the temptation is great because it is a highly saleable commodity."*

*"At times, we have real problems taking care of competitive farm advertisers and treating them equally and fair. We see nothing but an up-*



Earl Sargent, farm director, KWFT Wichita Falls, Tex., chats with farmers during his noon-time show, which runs from 12 to 1:05 p.m.



During the annual observance of National Farm and City Week, WCCO Minneapolis has its employees spend time down on the farm. Here, Joyce Lamont, home service director, meets a whiteface Hereford steer. WCCO reports from farm.

ward curve for farm radio sales and service."

And Noel Rhys, executive vice president, Keystone Broadcasting System Inc., a network of 1,090 stations chiefly in rural areas, declares, "Farm radio programs enjoy consistently high listenership for the very sound reason that no other medium furnishes the local farmer with the daily vital statistics he requires in the conducting of his business, just as the investment broker is dependent upon stock listings.

"The farmer has to rely on the local radio station for this needed information and as a result, farm programming is listened to regularly and loyally." More than 900 stations of the Keystone system program to the farmer. Indicative of its faith in farm economics, Keystone estimates that in "the 14 leading agricultural states with the largest number of farms, each state having 150,000 farms or more, it covers 90 percent of the aggregate. The farms in these 14 states constitute 57.1 percent of the total farms in the country."

The increase in farm business is predicated on the generally healthy state of farming itself, although farm income was slightly down last year. According to the U. S. Department of Agriculture, gross farm income for 1959 was running at the rate of \$37 billion for the year, based on figures for the first three quarters; net income for the year was running at the rate of \$11.2 billion for the year. This compares with the 1958 figures of \$38.3 billion in gross farm income and \$13.1 billion in net farm income.

It is necessary to point out, however, that the 1958 farm income figures themselves represented a big jump over 1957 gross income of \$34.3 billion and net income of \$10.9 billion.

At the economic core of farm radio are three component parts: (1) Evidence of consistent radio listening; (2) need and ability of farmers to purchase farm products, and (3) their desire and ability to purchase consumer products.

Radio listening by farmers is well

documented. One example is a study by the Research Division, Nebraska Rural Radio Association Inc., conducted for KRVN Lexington, Nebr. With interviews in 166 households in a 100-mile radius, the study shows that all farm households had at least one radio in working order, with an average of 2.4 sets per home. (The number of households is projected to 66,829.)

All farm households, according to the study, turn their sets on every day; 83.2 percent tune in before 8 a.m. During the early morning and noon period, more than 80 percent of the households are listening.

The average farm household listens to radio 4.1 hours per day, the study reports. This closely approximates the research by Radio Advertising Bureau which shows that the average farm family spends three hours and 51 minutes listening to radio every day (see *Change Down on the Farm*, June 1959).

The dollar value of farm expenditures is staggering. Some of the dimensions are illustrated in the special farm radio spot presentation, "Make the Big Reach Even Bigger," which was developed last year by an industry-sponsoring committee. The presentation quotes USDA figures which show that farm operators in 1956 spent \$22.1 billion on farm equipment and supplies. The presentation states that farm operators buy more rubber than the big three auto manufacturers put on all the cars they produce in a year. Farm operators are the oil industry's biggest customers. And they also use as much steel as the auto industry puts in four and a quarter million cars.

The presentation further points out that farm family living expenditures, according to USDA, came to \$15.7 billion in 1955. This includes food, clothing, cars, appliances, cigarettes, among others. It is important to remember that these figures are four and five years old, respectively. There is every reason to believe these totals have risen substantially since then. In fact, sometime later this year, these data will be altered to accommodate the new Census report.

One of the key issues that faced farm radio last year—and will undoubtedly kick up a lot of talk this year—is the use of shorter segments



*Shorter segments of information and service to the suburbanite are programming issues at stake in farm radio.*

for farm information programming by a growing number of stations. Although the idea itself has its friends and foes, many stations report giving it a try.

"We are trying a new concept in dispensing farm information," says Bill Burn, sales manager of WDAY Fargo, N. D. "It consists of broadcasting capsule comments (two or three minutes) several times a day and evening. So far it is working very well. Busy as farmers are these days, they know they don't have to listen for long periods of time to get the message. We still maintain our regular farm programs."

Bill Martin, executive vice president of KMMJ Grand Island, Neb., states, "Farm & Home Radio (KMMJ and KXXX Colby, Kan.) made its major changes in farm programming a few years ago. These consisted of streamlining farm information and boiling it down for daily programming into shorter or meaty segments. While just as many—or even more—subjects in the farm field are treated in our farm blocks, we have eliminated time consuming extraneous material. We have continued, however, our policy of a morning farm block from sign-on to 7:45 a.m. and a noon farm block from 11:45 a.m. to 1:15 p.m. during which we give complete farm service."

Can the shorter segments of information serve the needs of the farmer? One of the first pieces of evidence comes from WKY Oklahoma City, which a year ago took its 6 to 7 a.m. *Farm Information Hour* and capitalized its farm news throughout the period, bridging the various segments with music, news and weather.

(Above) WLW Cincinnati and its Everybody's Farm help demonstrate U. S. Rubber boots. Bob Miller (l.), farm program director, and Mrs. Jack Conner, wife of the farm's manager, help the three Conner children with the fitting as part of the campaign.



(Right) Howard Lanfitt, farm service director, WJDX Jackson, Miss., prepares to take his portable equipment out in the field for a "live" report.



The program is sold in minute participations; there also are five-minute segments available and two-minute capsules (one-minute commercial and one-minute information). The station reports that the entire hour is sold out. Among the advertisers are such major farm accounts as International Harvester, Nutrena, Massey-Ferguson and Taylor-Evans Seed.

"After the format had been in use approximately nine months," states W. J. Willis, sales promotion manager, "one of the national agencies, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, asked us if we would send one of its prepared questionnaires to some 500 farmers, ranchers and dairymen in the state in an effort to determine whether the present format was more acceptable than the former straight farm news format... Five hundred questionnaires were mailed, 325 replies were received. We had only five negative reports. All others indicated that the present farm format was most acceptable and that they were listen-

ing to farm radio more now than they were a year or two ago."

An increase in demand for shorter segments of information is observed by Layne Beaty, chief of the radio-tv service of USDA. "We are getting continuing requests for one-, two- and three-minute segments. There seems to be a growing demand, in fact, for farm information in general. Requests for our quarter-hour *Agri-Tape*, which can be integrated into local programming, have been rising. We are currently sending out about 113 copies a week compared with between 75 and 80 a week a year ago. It is estimated that the current tapes are actually heard on about 300 to 400 stations because of the further distribution provided by state extension organizations and other services."

In addition, USDA now handles a 13½-minute show called *Agricultural U.S.A.* It is a complete feature

**FARM RADIO**  
**(CONT'D ON P. 55)**



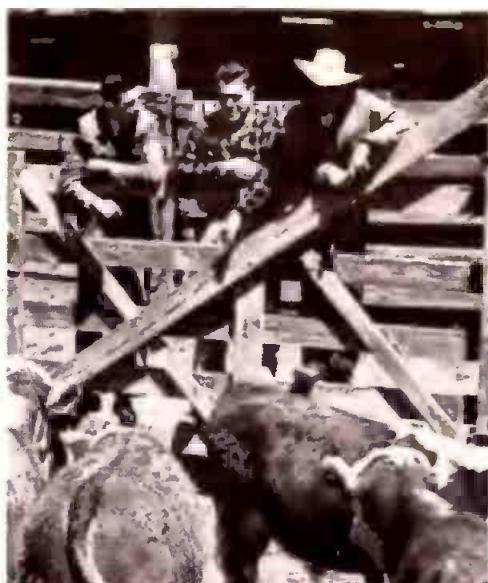
Farm men of WIBW Topeka, Kans.—Wilbur Levering (l.), farm director, and Charles Ross, associate farm director—get first-hand local report.



As part of its farm service activity, KMA Shenandoah, Ia., promotes discussion groups and panel sessions on farm problems. It contributes the air time, the farm service department and this 700-seat auditorium.



Jimmy Dunaway (l.), farm director, WSB Atlanta, covers the presentation of the winning awards in the Georgia Hybrid Corn Growing program.



George Stephens (l.), farm director, KCMO Kansas City, Mo., chats with representatives of the Burns-Skinner Cattle Co. at the city's stockyards; KCMO's farm department, located in the nearby livestock exchange building, puts the station near the hub of the area's activity.

## Farm Radio Advertiser Case Histories

### EQUIPMENT & SUPPLIES

**International Harvester** — Three IH implement dealers in the area of KMA Shenandoah, Ia., pooled their advertising money last September and October to sponsor five weeks of the 7 a.m. news three days a week. The 15-minute program put emphasis on the 34-HM-20 corn picker, selling for \$1,295.

At first, IH area salesman, Jack Niles, estimated that at least 40 pickers were sold. This led Cecil Hamilton, KMA sales manager, to make a spot check of eight IH dealers in the primary area. He found they had sold 127 new pickers (plus 148 used pickers) with a large percentage of the buyers mentioning the radio advertising.

KMA conservatively estimates that this traffic represents over \$250,000

in sales from these dealers in the primary area, not counting the many other dealers in the coverage pattern. Total cost to the sponsoring dealers was \$780. In its own advertising, IH sponsors a five-minute segment of the KMA morning farm show five days a week between 6:45 and 6:50 a.m. throughout the year.

**International Harvester** — A local IH dealer bought a three-week schedule of minutes on WIBW Topeka, Kan., at 5:59 a.m. for its "Charlie Ross Special," named for the station's associate farm director who did the spots. More than 18 announcements were used during the three weeks. WIBW reports that the dealer sold 16 pieces of used farm machinery, three to farmers living more than 75 miles away. Total budget was \$150, placed direct.

**Homelite, a Division of Textron Inc.** — Homelite Chain Saws were first heard on WSB Atlanta in fall 1958. A campaign of five 1-minute early morning announcements for eight weeks was used to introduce the Zip chain saw. The pattern of the campaign was two weeks in, one week out, two weeks in, spread from September through November. Gene McClellan, Homelite district sales manager, reports that the results of the drive were successful to the point that radio was selected again to introduce the 1959 model, the Wiz.

The length and pattern of the second campaign was identical with the first, except for the time of the year (March through May). This

**CASE HISTORIES  
(CONT'D ON P. 58)**



## **Radio: d-Con's Pied Piper**

**Having used farm radio to introduce product,  
rodenticide firm finds medium warrants  
getting 75 percent of total ad budget by  
doing successful, consistent selling job**



**E**ver since the Pied Piper of Hamelin packed up his pipes and took off for parts unknown, farmers have been searching for allies in their battle against rats. The nation's rat "bill" is said to be millions of dollars each year. Radio—farm radio in particular—appears to play an important role in combating this problem.

One of the most effective of the modern-day Pied Pipers is the d-Con Co., a member of the Sterling Drug family. This "piper" has been using farm radio to the tune of 75 to 80 percent of its total advertising expenditure each year since the product was marketed in 1951. (U.S. RADIO estimates the firm spends over \$500,000 a year in radio.)

d-Con is currently running spot campaigns in 312 farm markets over 321 stations. The firm has also been buying segments of the *Grand Ole Opry*, the *National Barn Dance* and

a few other local farm programs.

"Farm radio was the only medium used to test the market for this rodenticide when it was first introduced," Frank A. Corbet, d-Con's president, explains. "A small number of test spots were used to tell the story of this new product, and the listeners were requested to send orders in directly to the company. Using no other form of advertising," Mr. Corbet continues, "the response was so great that within two weeks orders poured in at a rate that taxed the production facilities of the plant. Radio got this company going, and it is still our most important medium."

"One of our most important tasks," Hamilton Hicks, the firm's educational director, says, "is to inform and educate the farmer in the proper use of our rodenticide." To accomplish this aim, Mr. Hicks devotes a considerable amount of his

time to travel and being interviewed on the air by farm directors. "For the most part," Mr. Hicks says, "these interviews are purely educational. We try to pass along the latest information about the rat problem, and how the farmer can most effectively get rid of these pests." Although Mr. Hicks carries on his educational program all year, he concentrates on the fall and winter months, when the problem of rats on farms is at its height.

d-Con's radio advertising philosophy hews closely to the line followed by the firm's education department. Although there have been indications that some farm stations are seeking to broaden the scope of their programming with music and other entertainment and information segments, d-Con only makes spot buys on straight farm shows.

"We found that we get our best results with programs that are de-

# pied-piper

signed to inform rather than entertain the farmer," explains Robert W. Hall, radio and tv buyer for Thompson-Koch Inc., New York, d-Con's agency.

"We concentrate our spots in the early morning and noon-time slots, since these are usually the segments devoted to farm news, market data and other 'use' material for farmers."

Mr. Hall also says that the frequency of the d-Con spots varies with the individual market, with three to 12 announcements a week being the average. d-Con places its

by the medical profession in the prevention of blood clotting. Dr. Link's experiments indicated that, paradoxically, this anti-coagulant which is used to help save human lives, had properties which made it an excellent rodenticide, when properly used."

The first commercial application of Dr. Link's discovery was made by d-Con which mixed the ingredient, called Warfarin, with a grain type of bait. Since Warfarin is tasteless and odorless, Mr. Corbet says, it became possible to develop a mixture which

enough to compete with the odor of corn and other foods for the attention of the rodents.

The firm's advertising program is built around pointing out the advantages of the product, and the importance of multiple feeding. Copy for the radio spots follows these general points.

"In 1957, when Sterling Drug acquired d-Con," William Madill, Thompson-Koch account executive, states, "most of the spots consisted of three-minute and one-minute ET's. However, we found that the three-minute length was too long to hold a busy farmer's attention. We also came to the conclusion that the one-minute ET's didn't get the story over with maximum impact."

## Live Commercials

A decision was made to switch to live commercials, Mr. Madill says. Two types of copy are employed. One is a 52-second announcement with the copy line stressing an endorsement from a satisfied user, and eight seconds devoted to local dealer tags. "The dealer names," Mr. Madill states, "are supplied by d-Con brokers. We have found that these tags are effective for two reasons. Naturally, it tells the listener where he can purchase the product. However, it has also proved to be very good for our dealer relations, since everyone enjoys hearing his name broadcast over the air."

The second type of d-Con spot commercial employed is a straight, non-technical live announcement explaining the product's chief features. Here is a sample of the copy used in a one-minute spot:

Friends, when you have a rat problem, then you know that a rat bait is only effective when the rats actually eat it. If you've wasted your time and money on baits that rats won't eat, listen to this. In demonstrations at county fairs all over the country, millions of people actually watched rats eagerly eat d-Con—the world's best rat-killer! Yes, rats just can't resist d-Con's



d-Con's management group is seen meeting with its agency people. They are examining a marketing map outlining sales by area vs. expenditures on local farm radio shows in planning their 1960 radio schedules. Seen (l. to r.) Bill Madill, vice president, Thompson-Koch, the d-Con agency; Bob Hall, agency media director and timebuyer; Frank A. Corbet, company president; Walter C. Camas, d-Con advertising manager and Hamilton Hicks, Jr., educational director.

heaviest blanket of spots in five key states—Illinois, Missouri, Ohio, Indiana and Iowa—which represent the heart of the nation's corn belt.

## Primary Objectives

One of the primary objectives of the educational and advertising programs, Mr. Corbet points out, is to explain d-Con's properties and its use, both of which are said to differ from most other rodenticides used on farms.

"d-Con's active ingredient," Mr. Corbet explains, "was discovered by Dr. Karl Paul Link of the University of Wisconsin. It is an anti-coagulant similar to those that are widely used

would not create "bait-shyness" on the part of the rats. When the rodent is exposed to multiple dose feedings of d-Con over a period of five to 14 days, the formation of prothrombin is inhibited and causes capillary damage. Mr. Corbet states that death is caused by shock due to loss of blood.

"Since a single ingestion of d-Con has little or no effect," Mr. Hicks declares, "this rodenticide has a built-in safety guard. If a child, a pet or a farm animal accidentally does get a dose of the mixture, it is unlikely that any harm will be done." He also mentions that the neutral flavor and odor of d-Con makes it possible to use a mixture which is strong

exclusive LX 3-2-1 formula—eat d-Con hungrily—yet never suspect it's bait and that each bite puts another nail in their coffins. d-Con, used as directed, is safe to use around small children, pets, poultry and livestock, yet it is guaranteed to keep your property rat and mouse free! Remember, a rat bait is only effective when rats eat it. And millions of people have seen for themselves how rats hungrily eat d-Con—the rat killer that outsells all others put together! So insist on d-Con, spelled d dash C-O-N, d-Con.

Where possible, d-Con prefers that its announcements be made by the station's farm director. The reasoning behind this, d-Con's advertising manager, Walter Camas, says, is that it helps personalize the message. It also permits the farm director to present the d-Con story in a manner and language which is familiar and sits well with the local listening audience. Since farm directors maintain such a close contact with their listeners, the live commercials permit d-Con to take advantage of this accurate local slant.

#### Farm Director Important

Tapping the local station farm director's knowledge of his listening audience has become increasingly important, Mr. Camas believes. "Farmers and farming have been undergoing major changes in recent years. In many areas the farmer is closer to being a business man, and a fairly substantial one at that, than the traditional and not wholly accurate image that most people still carry about with them. Farm stations, in general, have kept pace with the farmer's growth and his need not only for more information, but for new types of information."

The upgrading of the farmer, Mr. Camas says, varies in each area. The farm station, therefore, must keep close tabs on its market to make sure that the material it presents is abreast of the changing local pat-



#### d-Con Stimulates Station Activity

In order to stimulate and give recognition to farm stations that provide merchandising assistance to support the firm's advertising campaign, d-Con instituted a "Fact Trophy" award. During the eligibility period of the first competition last year, over 90 stations supplied entries. Seen are two examples described by d-Con as typical of the type of activity created as a result of the award competition. KFH Wichita, Kans. (l.) installed a product window display in the lobby of its building for three weeks. It is estimated that 1,500 people daily saw the display. WGBF Evansville, Ind. (r.) devoted the space on its highway sign for 14 days to a d-Con message that was seen by thousands of autos.

terms and conditions. In view of these conditions, d-Con believes that its message can be most accurately pegged when presented live by the farm director; and to a much greater degree than any ET or rigid copy that does not permit the director to lend the weight of his personality and knowledge of the market.

d-Con's radio plans for 1960 will follow the successful pattern of recent years, Mr. Camas states. Fully aware of the importance of the merchandising support provided by farm stations, the firm is also continuing with a promotion designed to stimulate and reward these activities. d-Con will present its Fact Award to the station giving the most merchandising assistance to the company in 1960.

#### Annual Competition

"We conducted our first Fact Award competition last year," Mr. Camas explains, "and got such a good reaction that we will continue with it as an annual event. As an indication of the appeal the award appears to have with farm stations, we sent out the first announcements

in mid-October and by the time the eligibility period closed at the end of December we had over 90 stations which had submitted material outlining their merchandising efforts for d-Con."

As an example of the type of entries that were submitted, Mr. Camas described the efforts of KXL Portland, Ore.

"The station used a billboard facing a busy Portland street that had an estimated daily circulation of 6,400. The copy carried a station message and played up 'Featuring d-Con Rodenticides.' A total of 350 copies of a display card was sent to our primary outlets, 100 feed and seed stores, 100 hardware stores and 150 grocery stores.

"The card prominently displayed a d-Con ad, and suggested that the retailers 'hear the pre-sell on KXL.' To round out its promotion, the station ran a full-page back cover ad for d-Con in *TV Prevue*, a local magazine with 50,000 weekly distribution through a grocery chain, and another advertisement in the official publication of the Oregon Food Merchants Association." • • •

# Radio On A Specialized Diet

**Dannon yogurt custom packages  
radio campaigns, as to copy  
and frequency, to meet demands  
of individual marketing areas**



Irwin Zlowe, president of the agency that has handled the Dannon account since 1942, pours over radio schedule with media director Pauline Mann. In buying time, they will concentrate on a fixed audience, vary the time of day and theme of the copy to fit the market.

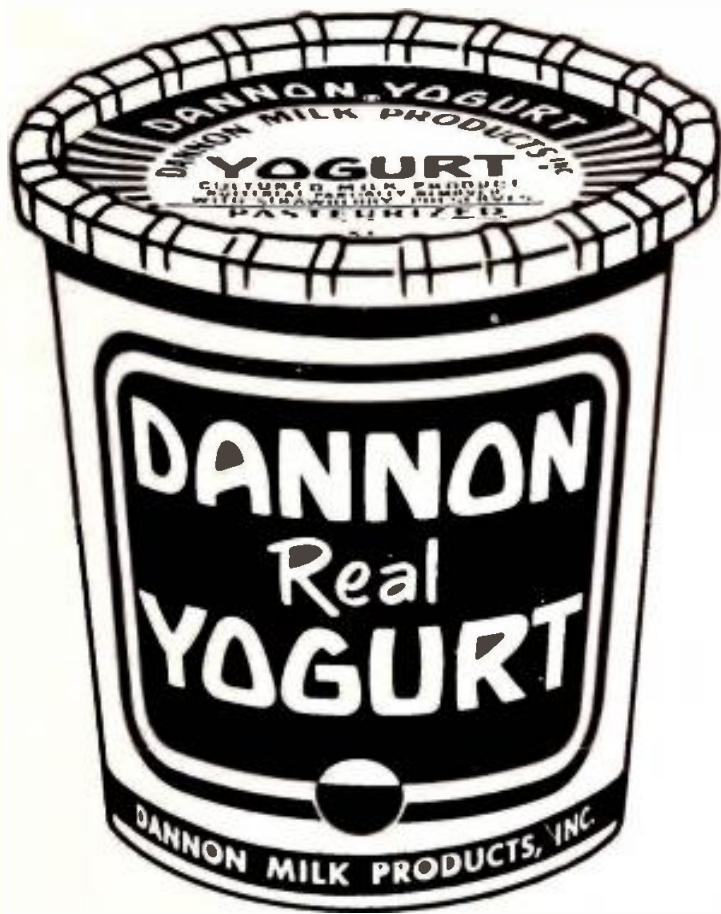
If there is such a thing as formula advertising, Dannon yogurt and its agency, The Zlowe Co., New York, aren't aware of it. Last year the product was advertised in three different cities. And in each market, it was advertised a little bit differently.

During that 12-month period, Zlowe placed 4,000 one-minute spots in three markets for Dannon. And, for the second year in a row, the yogurt company showed a 30 percent increase in sales.

"Our advertising budget in all media will be up at least 20 percent in 1960," states Irwin Zlowe, president of the agency. "While we may experiment with other media, radio will continue to be our basic medium. And we will continue to give each market the individual attention that has worked successfully for us during our 18 years with Dannon."

## Special Treatment

There are a trio of reasons why Dannon's three markets, Boston,



4,000

One-Minute Spots

## 52 WEEKS

Year Round Campaign

## COPY APPROACH

Tailored For Each Market

Philadelphia and New York, each get special treatment, Mr. Zlowe says.

First, the market for yogurt in each city is in a different stage of development. Dannon was introduced to Boston only last November. The product is going into its third year in Philadelphia. After 18 years in New York, the market is fairly well advanced.

Secondly, Dannon was faced with different market conditions when it introduced the product into the cities. A market for the product did not exist in New York. In both Boston and Philadelphia, competitors had already created a small market for themselves when Dannon arrived.

Thirdly, Zlowe was able to apply its previous experience to each of the markets. The experience it gained in New York has affected its decisions in Philadelphia. Similarly, the patterns it has followed successfully in New York and Philadelphia are being applied in Boston.

For example, when Dannon went into Boston four months ago, the agency had already developed, from its experience in New York and Philadelphia, a concept its media director, Pauline Mann, sums up in a succinct phrase—"repetition in a fixed position."

### Saturation Advertising

This means saturation advertising to the same audience all year round. "We'll sacrifice the larger audience," says Mrs. Mann, "to concentrate a greater number of impressions on a constant group. We use this approach in all our Dannon markets."

As applied to Boston, it has meant 41 one-minute announcements over two stations. In Philadelphia, it means 30 one-minute spots a week over a single station.

The individual market situation determines to whom the commercials will be directed, and therefore the time period the announcements will be aired. Mrs. Mann explains,

"When we're offering a new food product, we have to sell it to the housewife first. In Boston, we are doing an educational job—explaining what yogurt is and what its merits are. In Philadelphia, we're one step further. Our audience has heard about yogurt and we have developed our distribution set-up. Here our aim is to get the customer to the store to try a container."

"In both cases, however, our audience must be sold for the first time. And it's the housewife we must reach first."

In both cities, time is bought throughout the day, with equal emphasis on weekends, for 52 weeks.

The situation in New York is more advanced. A market for the product already exists, primarily among the women of the house. "In order to increase our market," Mrs. Mann declares, "we must go after other members of the family."

Time is bought in New York, for example, when it can reach both men

and women). Prime news-time spots and news adjacencies are used in morning, evening and traffic time. And, as in all markets, the agency insists on full minutes.

New York is also allocated the largest share of the budget, which last year amounted to an estimated \$275,000. This permits a heavier use of air time in the spring and summer months, when yogurt is most in demand. The spring budget, in fact, is double that used in winter, the agency says. The result is a pattern of seasonal advertising in which "the budget follows the sales curve."

### Budget Concentrated

In line with this reasoning, Dannon carries eighteen 60-second announcements on two stations in New York through the middle of February. The larger share of the budget is spent between mid-February and mid-June. At the peak of the season, Dannon carries about 50 spots over at least six stations in the New York area.

"However, there is not a week in the year," Mr. Zlowe says, "that we're off the air. While our New York budget allows us to increase our advertising when spring comes, we do not consider an increase at the sacrifice of consistency. It is to this facet of our advertising policy that we attribute a rounding off of the peaks and valleys in Dannon's sales charts that we've seen occurring. People are buying more yogurt all year round. We feel this is a direct result of our 52-weeks a year advertising policy. It is one of the most satisfying developments in Dannon's sales pattern."

### Constant Copy Factors

Two copy factors remain constant in all markets, Mr. Zlowe says. "The first is the quality story Dannon has to sell. Only pure concentrates are used in Dannon flavored yogurts.

Only pure fruit preserves are used in the fruit yogurts. This is one example of the care and considerations that go into Dannon products."

Secondly, Dannon is sold as a delicious food staple. "At one time, Dannon was advertised as a health food," Milton Sutton, vice president and creative director at Zlowe, says. "Now the copy emphasizes the dietary advantages of yogurt, its use as a food staple and its flavor. (There are now six—plain, orange, strawberry, vanilla, pineapple, and prune whip.)

"The amount of interest in diets, from doctors' conventions to women's bridge games, is phenomenal. The theme is a natural for our product. So emphasis on the diet is a key point in our copy."

The copy approach, however, is also affected by market conditions. Mr. Zlowe declares, "We write our commercials with our audience in mind. This means accommodation to fit the sophistication of the market. In addition, there may be differences in the different cities. Bostonians and Philadelphians tend to be more conservative than New Yorkers. We take this into consideration, too."

The variations can be seen by comparing the commercials in the three cities. "In Boston," says Mr. Sutton, "the copy is very basic. We use a question and answer commercial, since it is a technique that most easily lends itself to basic explanation."

### Typical Commercial

A typical commercial runs like this:

Here's your one-minute Dannon quiz:

Question: What's the best way to stick to a diet?

Answer: The Dannon Yogurt way.

Question: Just what is Dannon Yogurt?

Answer: It's a cultured milk food that's smooth as custard. Made from fresh homogenized cow's milk—but half the butterfat is removed, and famous Dannon cultures added...

In Philadelphia, a glamour approach is used . . . "it's the best way to foil the hungry feeling that creeps up on you between meals." The theme is carried out in the following message:

Here's your one-minute Dannon quiz:

Question: What are the three things you need to follow a diet successfully?

Answer: To follow a diet successfully, you need first—a scale, second—willpower. And third—is knowledge of the facts. Now if you have the scale, Dannon Yogurt can help you with the willpower and the facts. Dannon, you know, is the thing for dieting. Gives you the benefits of milk, but far less calories. Yes, it has far less calories than milk—but is much more satisfying . . . it's the best way to foil the hungry feeling that creeps up on you between meals. And those famous Dannon Yogurt cultures really do wonders for you. You'll find a smart new way to slim down in Dannon's new 44-page booklet called "Dieting to Reduce." Brings you the latest facts now accepted by medical authorities—it's scientific, but simple and sensible. Now this 44-page booklet is your free, compliments of Dannon Yogurt.

## **Yogurt: A European Import Goes Over Big In U.S.**



Joe Metzger, co-founder of Dannon Milk Products, Inc. and now Chairman of the Board, sits down to lunch with his son Juan, the company's president. Their daily luncheon menu, at the company's Long Island City plant, includes Dannon yogurt, a cultured milk food with the butterfat removed. Yogurt, an every day European food, was unknown to American markets when the elder Metzger and Daniel Carasso, son of the founder of the Dannon Yogurt Co. in Paris,

opened their factory in 1942. They went after three segments of the New York market to start with: the health food enthusiast, the European-born and the American who had eaten yogurt in Europe. Now they advertise to the diet-conscious American public in three markets, and will spend an estimated \$300,000 in radio in 1960. Dannon was recently purchased by Beatrice Foods, and is now run as an independent subsidiary with headquarters in Long Island City.

"Dieting to Reduce" has pulled, according to Mr. Sutton, "a tremendous number of responses."

And in New York, after 18 years of advertising effort, the company is selling a known product. A current example shows how the agency assumes a prior knowledge of the product:

Whenever doctors get together in a convention, the subject of weight almost always comes up. We are told again and again that the average American is carrying around too many pounds for

his own good. And lots of people have decided to do something about it. That's why you see them picking up yogurt at the local food market . . . That trim, new figure you see in the mirror will be yours. You'll be glad you decided to keep young with yogurt.

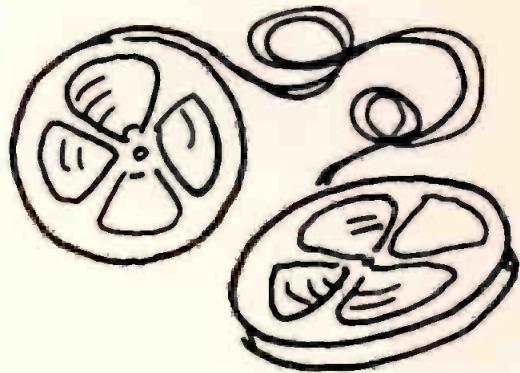
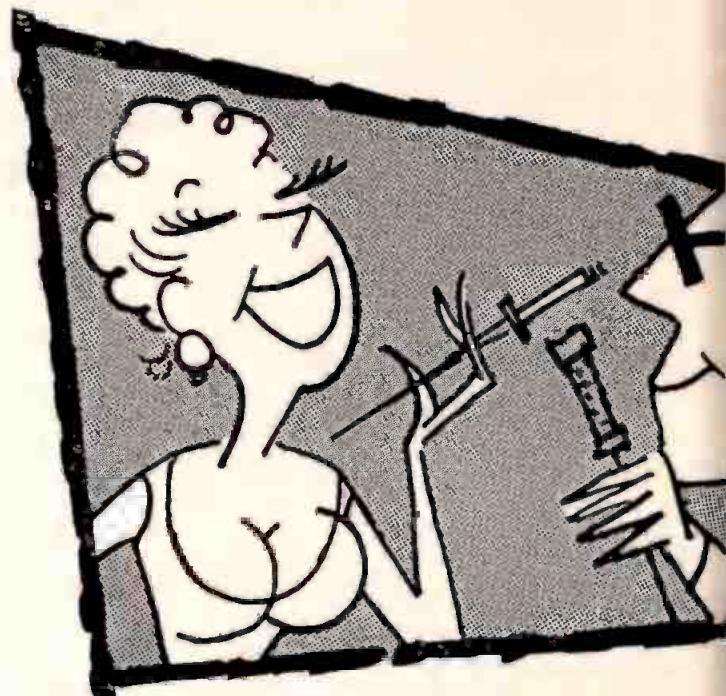
After 18 years of experience with a single product, doesn't a pattern develop? "Yes," says Mr. Sutton. "We plan to go into Boston with our Philadelphia commercial next year. And we look to the time when our

Philadelphia market has developed sufficiently to enable us to use our present New York approach."

### **Developing a Pattern**

"We hope," concludes Mr. Zlowe, "we're developing a pattern that we can follow when we go into any new city. However, any plan we follow must be adjusted to our evaluation of the particular marketing situation we find. No market stays the same forever. And when it changes, our radio advertising will keep up with the new conditions." • • •

**Report on new packaged  
radio program services.  
Trend can be seen in  
greater offerings of talk  
and interview shows.**



## **What's New In**

 Newly-packaged capsules of radio programming material for station consumption are currently making their way around the country.

These program services mirror the complexion of radio today: There is material for disc jockey chatter, talk and interview programs, sound libraries to tone up station programming and showcases for selling messages.

With the emphasis today on tight

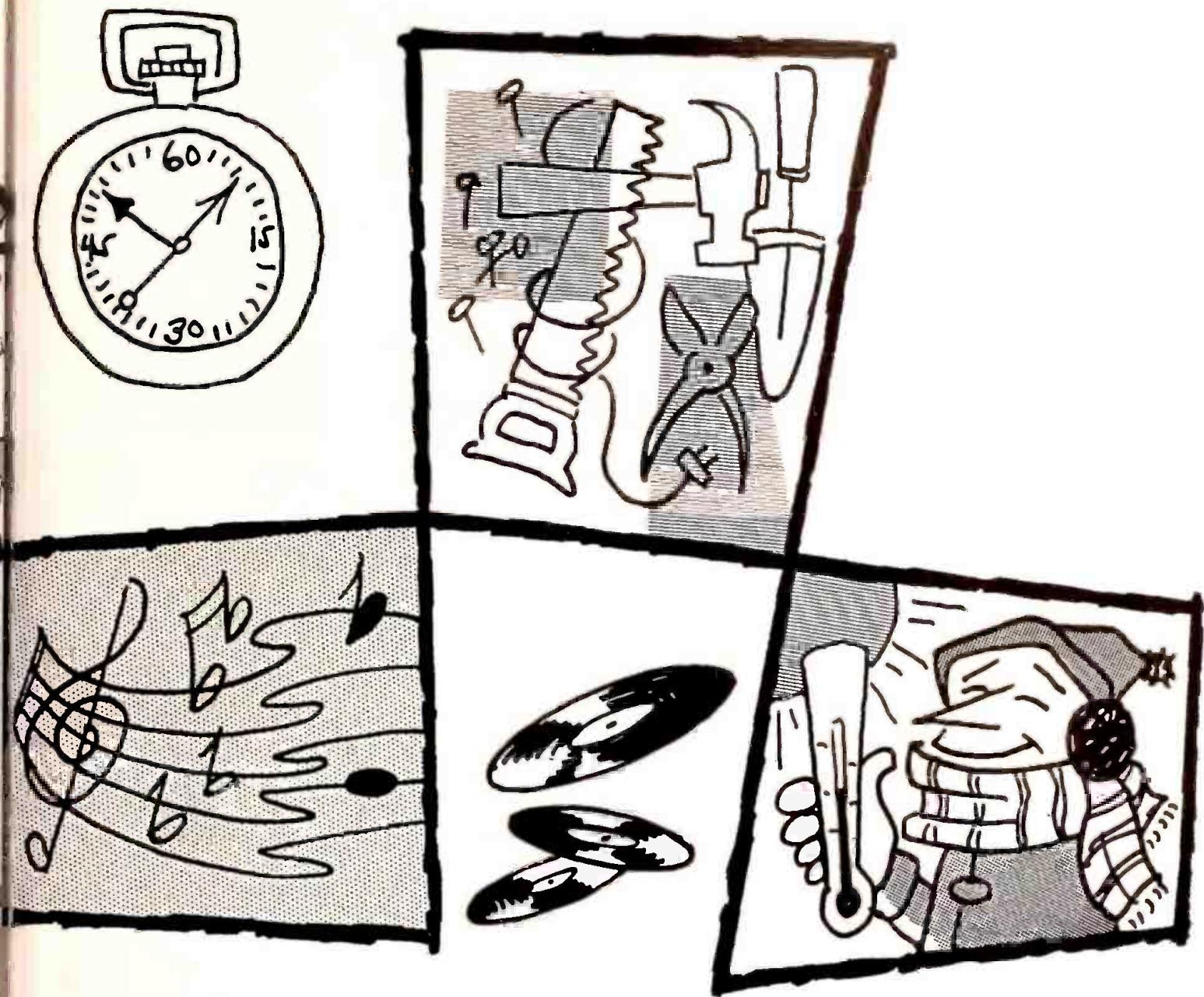
production in programming, the newly-packaged material is short in length so that it can be easily integrated into existing schedules. In general, a long packaged program today is considered to be five minutes, less time for opening and closing announcements. Most of the material offered is in minute capsules or less.

Although a majority of the new material emanates from firms that have been doing business for years, it is significant that a fair share of

it comes from new entries into the field of syndicated radio services.

Here is a rundown of some of the recent offerings:

- Richard H. Ullman Inc. has expanded "The Big Sound" library as the package enters the second year. Currently being distributed in over 200 markets, it features top movie and show business personalities doing everything from time, temperature and weather introductions to



## Program Services?

thoughts for today. Included in the material are modern sound effects like the take-off of a missile.

- Lang-Worth Feature Programs Inc. recently introduced a new package of "Special Selling Season Shorties" composed of 397 selections for year round use. What is special about this package is that it "showcases" the commercial message by surrounding it with complete but

short arrangements of standard and popular music.

- RCA Syndicated Programs is planning distribution of a five-minute sports show with Jackie Robinson. In addition, the company has in the talk stage another five-minute series that would deal with medical advice and news.
- Program Development & Research Corp., a new entry, is packaging a monthly service of

capsule programs, approximately one minute long. Called the "Informacast," the service provides researched scripts on various subjects (e.g., auto care, gardening, health) that can be inserted anywhere in the regular schedule.

- Harry S. Goodman Productions is distributing a one-minute talk show, *Young Hollywood*, which features interviews with stars on location in their homes or at

# PROGRAM SERVICES

preview showings. The package consists of 25 one-minute capsules a week.

- Trand Associates, a comparatively recent entry, is packaging five-minute talk and interview shows. Its first show, *Celebrity Talk* (Maggi McNellis), is reported on about 302 U. S. stations plus 180 outlets of the Armed Forces Radio Service. Among other Trand shows are *This Is Zsa Zsa* (Zsa Zsa Gabor), *Decorating Today* (Virginia Graham), *Ladies First* (Anita Colby and Ilka Chase), *Time Remembered* (Westbrook Van Voorhis) and *News Analysis of the Week in Review* (John Cameron Swayze).
- Nemrac Recordings is producing a children's show, *Flight Into Fantasy*, as well as a comedy show, *McNaughton & McGonagle*. While the humor series comprises short takes of one minute and 30 seconds in length, the moppet production hopes to buck the capsule trend and is being offered in 30-minute segments.
- Public Affairs Radio Inc., formed this year, is an independent company that intends to produce and distribute news and public affairs programs to radio stations throughout the country. The first production is a 15-minute survey of business and finance that will be recorded in New York's financial district. It will be available to stations for Saturday or Sunday broadcast.

## 'Big Sound'

In "The Big Sound" library being distributed by Richard H. Ullman Inc. of Buffalo, N. Y., and New York, two new features are being added to this year-old package. One is *Memo to Mary*, a letters to the lovelorn series, and the other is a contest of the month, syndicated pro-

motion ideas.

With the "Big Sound" in its second year, it is being heard in over 200 markets. Stars International, Hollywood, is the producer; Ullman distributes it in the United States and All-Canada Ltd. north of the border.

The second-year production package includes musical bridges, modern sound effects, one-liners (anecdotes), show-stoppers (spoof on station executives) and jockey shorts (light material for disc jockeys). In addition, some of the key features of the first-year package will be continued. These include open-end station breaks, time and temperature introductions, thoughts for today, baseball and football promotion spots, weather introductions and comments.

## Stars

In all "Big Sound" material, the voices are those of Hollywood and show business stars. A station that subscribes receives an initial package of 12 discs; each month it then receives five discs and four tapes. The first-year series covers 11,823 promotion tracks, using the voices of 427 stars.

Cost of the "Big Sound" is based on a weekly fee and ranges, according to the size of the market, from \$15 to \$200. Major markets are on a one-year contract and smaller locales on a two-year pact.

Lang-Worth Feature Programs Inc., New York, is producing a package called "Special Selling Season Shorties," which offers 397 selections for year-round use.

The idea behind this package is to offer a showcase for a commercial by providing short arrangements of standard and popular musical selections. The length of the "shorties" vary from 35 seconds to two minutes. The package comprises 350 standards for use during holiday seasons throughout the year as well as 47 Christmas tunes.

RCA Syndicated Programs is readying distribution of the five-minute sports show called *Jackie Robinson's Sports Shots*, featuring the former baseball star. The show is a five-a-week series that will cover all sports, presenting news interpretation, guests and interviews.

The company also is talking about producing a new five-minute series on medical advice and news. This, too, would be a five-a-week show.

The monthly "Informacast" service is being made available by Program Development & Research Corp., a division of Photography Publishing Corp., and Zang Golobe, vice president of Select Station Representatives Inc., New York. The researched material is prepared in script form of about one minute in length. Each script is categorized by subject matter so that it can be arranged in a binder that is provided. Subjects covered include a wide range of topics—auto care, cooking, gardening, health, money management and household hints among others.

The "Informacast" service offers a basic library of 250 scripts, which is augmented by 50 new ones each month. There are bonus "Informacasts" during the year to cover special events. A leather-covered binder with dividers for the separate categories is also part of the basic service, which is made available on an exclusive basis to one station in its primary area.

## Suggested Service

A suggested way in which stations can use the "Informacast" service is by having, for example, a local drug chain sponsor the health scripts or a hardware store taking the gardening hints.

Subscription rates for the service are based on U. S. Census population figures. According to the rate card, the cost varies from a low of \$20 a month in cities of under 50,000 pop-

*Stepped-up activity in new radio program services shows greater offerings of talk and interview shows. Emphasis also is seen in using voices of stars*

ulation to a monthly high of \$75 for cities of over one million in population. In cases of multiple station ownership, a discount of five percent is allowed for each additional station up to 20 percent.

A trend towards greater use of talk shows in station programming is observed by Harry S. Goodman Productions, New York. The company reports that "stations are showing an overwhelming interest in talk and interview shows of one minute in length."

One such Goodman program that is currently in distribution is *Young Hollywood*. Dick Strout, radio reporter, interviews stars on location in their homes and at previews.

Subscribing stations are provided with 25 one-minute programs per week. The Goodman organization is the distributor; Celebrity Management Corp., Hollywood, is the producer.

#### **'Celebrity Talk'**

Trand Associates, New York, a relatively recent arrival in the program packaging field, started with one 5-minute show, *Celebrity Talk*, featuring interviews by Maggi McNellis, and has since added five more—*Decorating Today* with Virginia Graham, *This Is Zsa Zsa* with Zsa Zsa Gabor, *Ladies First* with Anita Colby and Ilka Chase, *Time Remembered* with Westbrook Van Voorhis and *News Analysis of the Week in Review* with John Cameron Swayze.

*Celebrity Talk* is heard on 302 stations plus 180 outlets of the

Armed Forces Radio Service. Miss McNellis conducts impromptu interviews with prominent personalities from all walks of life. These are taped and mailed to stations.

The latter show represents a departure from the five-minute, five-a-week format; it is a once-a-week, 10-minute show.

Trand programs are offered to stations on a fee basis; some are sold for as little as \$2.20 and others for about \$10.

It is the intention of Trand, according to Dudley C. Andrews, Jr., president, to offer a total of six 5-minute shows which will be offered as a package to radio stations, covering interviews, decorating hints, teen talk, sports, news analysis and news for women.

#### **Nemrac Shows**

Nemrac Recordings, West Islip, N. Y., is packaging a children's show, *Flight Into Fantasy*. The star of the 30-minute program is a good-natured robot named "Nemrac." The show is described as a "musical and informative journey into the realm of fact and fiction." Led by "Nemrac," the children take sound journeys to lands of the past, present and future with a stop, of course, at Birthday Island. The weekly taped program is being offered at \$10 a tape on a minimum 13-week agreement.

Another show currently being put together by Nemrac is a humor series called *McNaughton & McGonagle*, a taped comedy routine in one-minute and 30-second segments.

The comedy vignettes are written by Harry McNaughton, veteran performer of the series, *It Pays To Be Ignorant*. There are 25 vignettes to a half-hour tape.

The increased interest in "talk" shows is evidenced by the newly-formed Public Affairs Radio Inc., New York. The firm was organized by Guthrie Janssen, president, who was a news correspondent for NBC from 1941 to 1947. The first effort of the new company is a 15-minute survey of business and finance that is designed for weekend airing, either Saturday or Sunday.

#### **Local Sponsorship**

The show will include reports from the stock markets, features and interviews with investment authorities. The series, recorded in New York's financial district, is open to local sponsorship.

Public Affairs Radio also will offer to stations a daily voiced service giving 50 seconds of the day's final business and financial news direct from Wall Street. Each report will be custom-tailored to the individual station and community interests.

The services of Public Affairs Radio are expected to be expanded as rapidly as possible to include other direct-voiced news reports (both domestic and overseas), discussion of public issues, coverage of public events and other public affairs programs.

Mr. Janssen declares that it is the company's intention to make available to stations a selection of quality voiced public affairs programs in a variety of lengths, styles and formats.

The current wave of activity in new packaged radio program services is paralleling the interest and desire by stations to alter continually programming matter in an effort to make their sound an effective voice in the community • • •

# question and answer

## An Event To Watch For

**On March 30, the Radio & Television Executives Society stages a major radio session designed to produce answers to many radio questions. Station men are urged to mail in questions to U. S. Radio by March 1 (see below)**

 This month's *Question & Answer* feature is a departure from the usual format of having agency or advertiser executives answer a radio question. And yet it is written as a forerunner of an event that in itself will provide ad world answers to radio questions.

Why do some national advertisers swear by radio?

Why don't others use more of it?

These are some of the *questions* on which *answers* will be sought on Wednesday, March 30, at the monthly Roundtable luncheon of the Radio & Television Executives Society, held at the Roosevelt Hotel, New York.

In probing and exploring some of the "why's" and "how's" of radio use by major national advertisers, the RTES Roundtable will be presenting its first major radio luncheon in a great while. Responsible for

putting the agenda together are Al Shepard, sales manager, Select Station Representatives Inc., and Ed Reynolds, assistant director, press information, CBS, co-chairmen of the monthly Roundtable Luncheon Committee.

Matters of interest to advertisers, agencies and buyers of radio time will be studied. Speakers, as yet unannounced, will be chiefly advertisers, plus representatives of radio station management.

Radio stations across the country are urged to send in pertinent questions that will be answered at this session. Mail them to U. S. RADIO, 50 W. 57th St., New York 19, N. Y.

The premise that underlies the forthcoming session is that "radio is a primary medium capable of performing a basic sales job for an advertiser," state co-chairmen Shepard and Reynolds.

"There is no marketing or sales problem that cannot be solved with effective use of radio advertising."

The session is aimed at promoting the interests of all radio—spot and network.

In addition, the use of the entire day's schedule is to be explored, not only the hours of 7 a.m. to 6 p.m. The successes local and national advertisers have had with the total broadcast day will be studied.

### Program Effectively

Advertisers will be urged to take a look at the ability of radio to program effectively. Such things as the medium's capacity for news, documentaries, public events and remote broadcasts will be brought home through case illustrations.

The idea behind the programming discussion is to show advertisers that radio can program to deliver



Co-chairmen of the forthcoming RTES Roundtable luncheon are Al Shepard (r.), sales manager, Select Station Representatives Inc., and Ed Reynolds, assistant director, press information, CBS.

a specific audience. "All too often not enough time is spent by agencies in researching the kind of local programming buy that would best suit a national client," state the luncheon co-chairmen. "For example, a national insurance firm would do well to use a series of local public affairs shows on a station."

There are many radio values that the March 30 session expect to explore. Among these are:

- Frequency and repetition.
- Timeliness.
- How radio motivates — case studies.
- Flexibility and creative aspects of the medium.
- Economy.

"The people who know radio well are the ones that are using it effectively, declare Messrs. Shepard and Reynolds. "One of the aims of the forthcoming session is to spread some

of this knowledge around for everybody's benefit. This will be a forum—an exchange of ideas by knowledgeable people.

"It is the feeling of RTES that the creativity of radio is limited only by agencies and advertisers and the degree of effort expended on individual campaigns."

The techniques of using radio for various advertisers and kinds of accounts are expected to be highlighted.

The session will try to relate local and regional radio success stories to national advertisers. It will try to encourage national firms to take a look at local distributors who are using radio to move products and merchandise at the point of sale.

The reason advertisers are being picked for speakers, it is explained, is because RTES feels that the clients ultimately pay the freight.

Among the less talked about aspects of radio that are expected to be underlined at the session are radio's ability to merchandise creatively, to build point-of-sale tie-ins and to offer personality endorsements.

Another aspect of radio advertising that is expected to be explored is creative strategy, including such things as local *versus* canned copy and live delivery *versus* transcribed spots.

If there are any significant areas uncovered by the March 30 meeting, another session will be planned to conclude the subject matter. There will also be discussion from the floor.

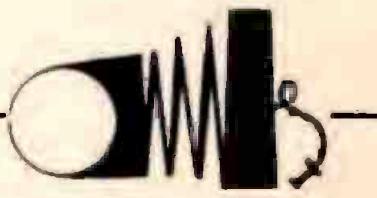
Stations are urged to submit their questions and comments so that they may be considered at the gathering.

Questions should be in the hands of U.S. RADIO no later than March 1.

• • •

# focus on radio

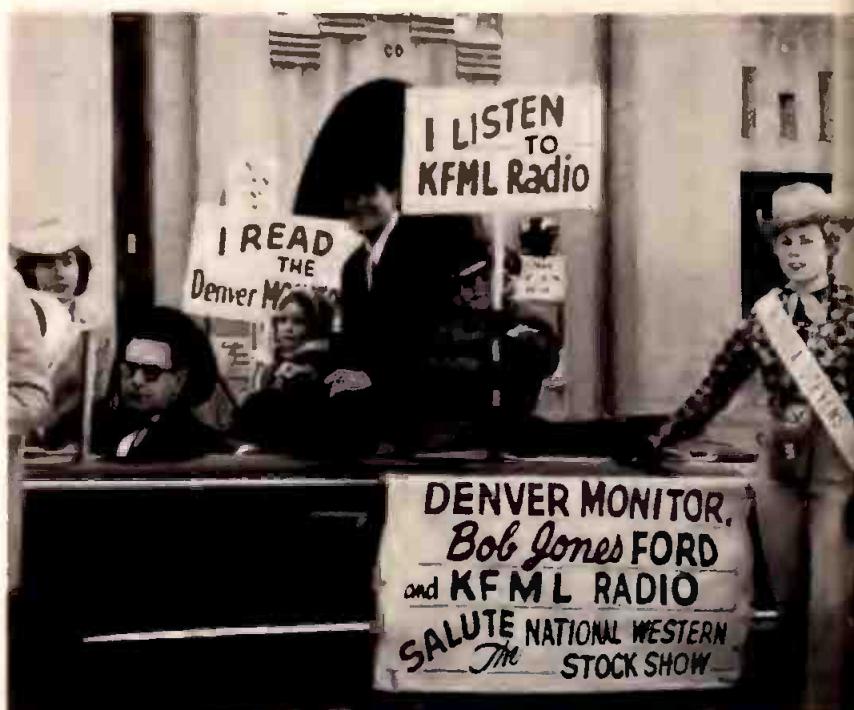
A Quick Glance At People, Places  
And Events Around Radio-Land



KEY TO THE fate of deejay Bob Calvert, WGH Norfolk, was in the hands of one of 20,000 persons who received keys from the station. That person would have the key which would open the lock of the cage housing the air personality. "Operation Lock Up" was a promotion tied in with the grand opening of this supermarket. After three-and-a-half days, and 8,000 attempts, the key was slipped into the lock and out came the deejay. Lucky key holder was awarded \$150.



HOME FROM A MARCH for the National Foundation is KSO Des Moines Program Director Dick Vance (c.), here receiving congratulations from Bob Ray, the foundation's Iowa State Chairman. Tony Moe, KSO general manager, looks on. Contributors deposited \$3,600 into the barrel in the wheelchair Vance pushed for 35 miles from Ames, Ia., to Des Moines.



"RUGGED" WESTERN-CLAD models braved 23-degree temperatures and a heavy snowstorm as part of KFML Denver salute to the National Western Stock Show. Station's Art Knott supervised the girls who distributed program schedules and invitations to tune in. The KFML entry in the show's grand parade was co-sponsored by the Denver Monitor and Bob Jones, local Ford dealer.



**HI-FI RADIO** gets one more enthusiastic supporter in the person of Mrs. L. M. Larsen. She was the winner of drawing held by WLOL-FM Minneapolis. Her prize was a Blaupunkt fm-am radio provided by a local dealer. Names were mailed in by listeners at the station's request. Seen (l. to r.) Don Guis, hi-fi dealer; Mrs. Larsen and Tom Rueben, station manager.



**LETTING THE SECRET** out of the bag about the secret word contest conducted by KRLA Hollywood, is Donald Fry, station comptroller, as he interviews Rose Queen Margarethe Bertelson. Queen Margarethe is surrounded by some of the 49,100 entries that were submitted in the station's popular contest.



**GIVE THE GIFT** of life itself was the theme of a campaign put on by KOIL Omaha to boost blood donations to the Red Cross. Each donor was rewarded with a popular music album contributed by the station. Deejay Steve Brown (l.) looks on as one listener responds to the call.



**NAMED TO FCC**'s National Defense Executive Reserve Unit, Lawrence Webb, managing director, Station Representatives Assoc., receives scroll from FCC Commr. Robert E. Lee. H. Preston Peters, SRA head and president, Peters, Griffin, Woodward, Inc., looks on.



**BURIED UNDER** the 5,000 ping-pong balls used by KFMB San Diego is Nancy Kierspe, secretary to Virgil Clemens, station account executive, who helps her out. Ping-pong balls were dropped over Tustin Hills Ranchos, to promote new homes in the area.

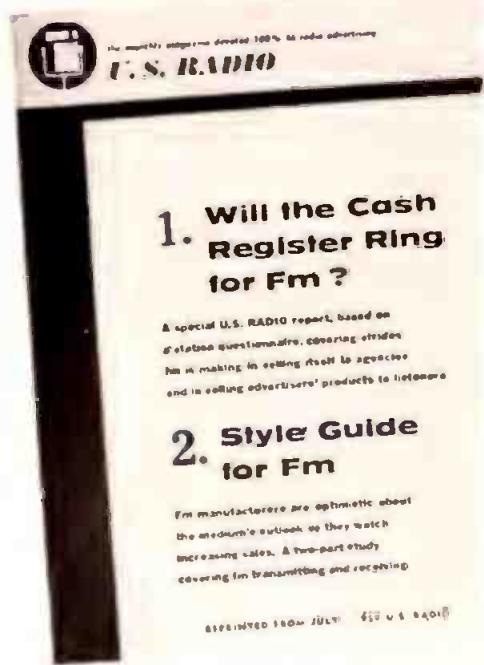


**RUSHING TO THE RESCUE**, Bob McKee, of WAKE Atlanta, keeps his listeners informed of the latest exploits of Dick Tracy. McKee is staging a one-man campaign to bring the comic strip back to Atlanta. Strip was dropped recently by the city's newspapers, so McKee stepped in.

# **Articles Of Major Interest**

## **Reprinted From U. S. Radio**

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



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

**For further information, write—**

Reprints  
U.S. RADIO  
50 West 57th Street, NYC 19.

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

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

**U. S. RADIO**

**SUBSCRIPTION**

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

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

1 YEAR \$3  2 YEARS \$5

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Company or \_\_\_\_\_

Home Address \_\_\_\_\_

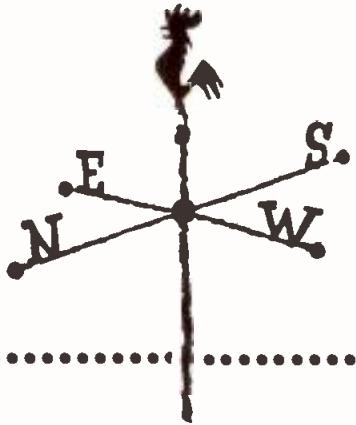
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

PLEASE BILL

PAYMENT ENCLOSED

## **hometown USA**

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



# **Radio Developing Editorial Viewpoints**

**Regular procedures recommended for stations  
to follow in efforts toward effective presentation  
of on-the-air editorial opinion**



Radio station editorials, dealing with everything from the latest international crisis to whether or not the town should vote funds for a marble bust of the mayor, are being aired with increasing regularity. There is a definite tendency among stations to exchange their role of being purely an observer for that of an active member of the community, with definite viewpoints and ideas that are clearly and forcefully expressed.

An interesting example of inde-

pendent thinking by stations was found in St. Louis during last year's elections. Two CBS-Owned outlets, KMOX-AM and KMOX-TV, held opposite views on a suggested Metropolitan District Plan. And each station took a different on-the-air editorial stand on the subject. In issuing "rules and guideposts for editorials on CBS-Owned stations" last month, the Network's editorial board states that "There need be no uniformity of editorial views" among its outlets.

Covering various areas to be considered in the preparation and presentation of editorials, the Network guide explains that "The primary purpose of presenting . . . editorials, and the replies to them, is to serve the public interest by stimulating thinking and decision-making about important public issues. Station editorials are not only to be fair, accurate and effective, but also carried out with the maximum care and attention to details of all kinds."

Encouragement of editorializing



by its owned stations is indicated by the statement from the CBS board that "Editorials should be broadcast with considerable regularity and frequency . . . and should be of sufficient length to present the logic and evidence behind their (the stations') conclusions." It is suggested that a radio editorial rarely be less than five-minutes in length. "Editorial 'spots' should never be used," the editorial board said.

### Fixing Responsibility

In fixing responsibility for the origination of editorials, the board states that this should be the function of station management alone, "not of individual departments, program personalities or 'columnists of the air'." Turning to the actual on-the-air presentation, the opinion is given that editorials not be delivered by news personalities "whose impartial presentation of the news may thus be questioned. Nor should editorials be delivered by announcers who are otherwise primarily identified with commercials or essentially entertainment programming."

### Professional Writer

The suggestion is made that each station employ at least one professional editorial researcher-writer who would be responsible to the general manager for the preparation of editorials. Although the editorial need not necessarily be delivered by the general manager, the CBS guide points out, they "must be delivered by management spokesmen. Each station should search out—and, when feasible, use—individuals who best combine on-the-air presence with a considerable degree of managerial responsibility, or should hire a special editorialist whose function is to speak for management."

### Two Types of Editorials

Attention is given to two types of radio editorials—the consensus and the partisan. A consensus editorial is described as one "in which a station primarily underscores or reminds the public of basic principles or obligations to which no responsible segment of the community is likely to take exception."

Devoting a considerable amount of care to the subject, the Network guide explains that "partisan editorials, in which a station clearly takes sides, should be accompanied by painstaking concern for fairness and balance in providing on-the-air opportunities to the opposition."

### Treatment of Opposition

While the "equal time" concept does not apply to editorials, it is declared, stations should provide the same kind and amount of time, technical facilities and promotion to the opposition viewpoints as they make use of for their own partisan editorials. "When a station gives inordinate weight to its own partisan editorials by the pre-emption of commercial time, it should take particular care to choose comparable reply time for the opposition."

The warning is also given that stations make every effort to search out opposition to their partisan editorials. By following this procedure, it is said, a station may avoid demands for equal broadcast time by the opposition. The use of the "letters to the editor" technique as a means of permitting the opposition to reply to a partisan editorial is said to be "frequently insufficient to guarantee fairness and balance."

### Production Techniques

Production techniques used in the presentation of partisan views by stations should be of such a nature that they could be fairly offered to the opposition, taking into consideration the production "know-how" of the opposition, the guide says.

When a partisan editorial is repeated, CBS suggests that the opposition also be given the opportunity to be heard again. In general, however, it is felt that editorials should normally be repeated only in order to reach different audiences.

A wide area of subjects are suggested as suitable topics for a station editorial. These include all local subjects, or national subjects that have special local implications. • ♦ \*

## CBS Guide to Station Editorials\*

- *Editorials should be fair, accurate and effective*
- *Editorials should stimulate thinking and decision-making*
- *Editorials are sole responsibility of station management*
- *Editorials should be delivered by a station management spokesman*
- *Editorials should be broadcast with regularity*
- *Editorial "spots" should not be employed*
- *Editorials should be prepared by professional researcher-writer*
- *Opposition must have opportunity to reply to partisan station editorials*
- *Stations should search out opposition views*
- *All local subjects are suitable topics for station editorials*

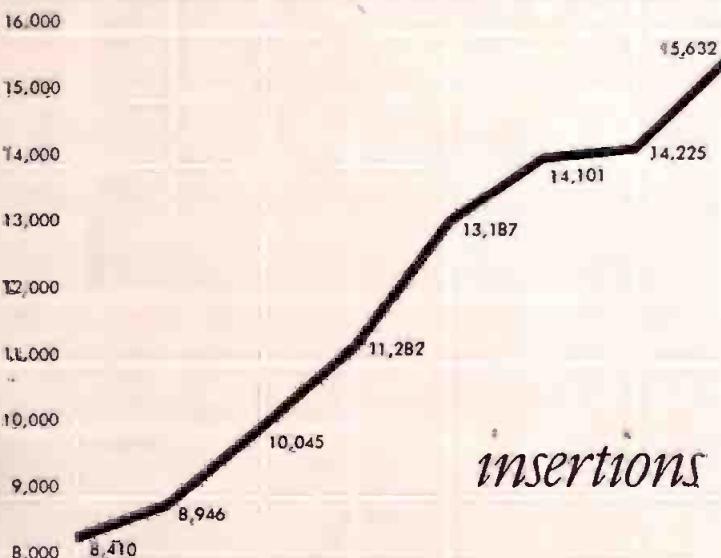
\*Chart based on recommendations found in CBS Radio Network's "Rules and Guideposts for Editorials on CBS-Owned Stations."

# 1959

*...another  
year of growth  
for Standard Rate  
& Data Service*

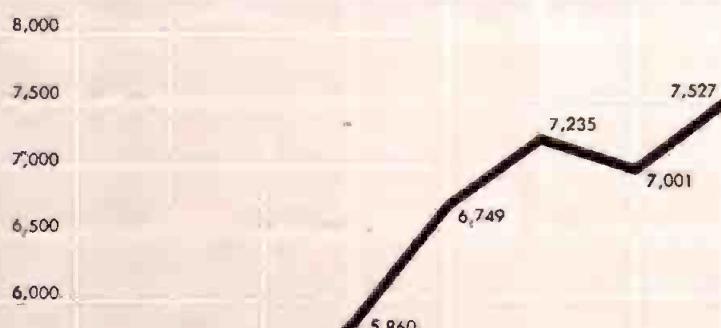
(media advertising volume)

1952 1953 1954 1955 1956 1957 1958 1959



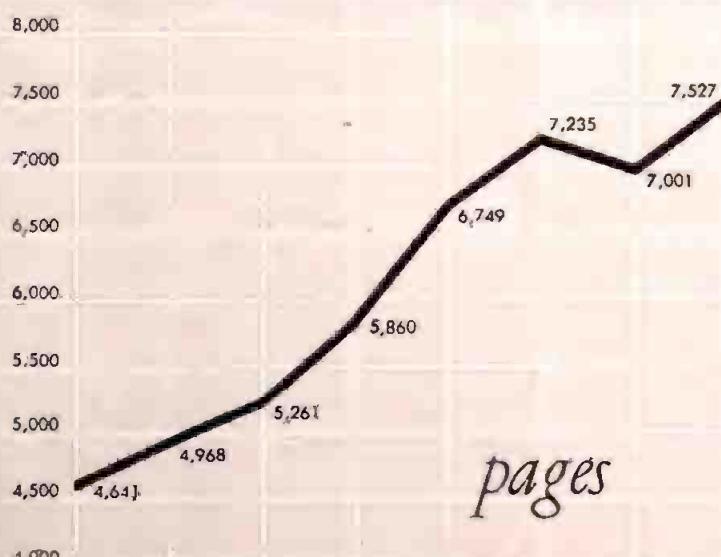
*accounts*

1952 1953 1954 1955 1956 1957 1958 1959



*insertions*

1952 1953 1954 1955 1956 1957 1958 1959



*pages*

Reflected in this growth pattern is the increasing employment, by media owners, of a modern marketing concept which adds force to all of their selling actions by tying in with a buying action common to buyers, everywhere . . . habitual and repetitive use of their "classified directory."

Two thirds of the publishers and station owners whose promotion programs include no space advertising in editorial-type periodicals, do use space in SRDS to be sure of representation every time their medium or market is being considered.

And of all media that use space in advertising periodicals, the majority use Service-Ads in SRDS with adequate information dominantly and constantly in evidence at the time and place of media comparison.

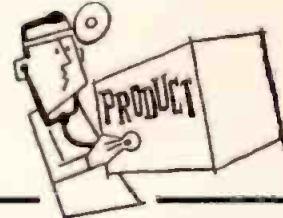
The trend, for years, has been toward thinking like this: "No matter what else we do in our sales promotion program, we'll run informative Service-Ads in SRDS to help us sell the way the advertising business buys."

**standard rate & data service, inc.**  
the national authority serving the media-buying function

Walter E. Bottorf, Publisher  
5201 Old Orchard Road, Skokie, Illinois

Sales Offices—  
Skokie • New York • Atlanta • Los Angeles

# commercial clinic



## 'Tiger In Your Tank' Theme Has Hard Sell Built Right In

Who put a tiger in the gas tank?

Oklahoma Oil, when they found out what a tiger could do for gas sales. Now they've set it to music and put it on the air in 15 cities in the Midwest. The result—a "Tiger in your Tank" theme with a hard sell beat.

"What more can you want in a radio commercial?" says Don Zabel, co-producer with Lee Marsh at Needham, Louis and Brorby Inc., Chicago. "We've got an entertaining theme with the sell built right into it."

"There are two parts of this tiger that everybody wants in his gas tank," he explains. "First, there's his roar—the roar of the engine as you step on the gas pedal. Then there's his purr—the purr of a smooth running motor propelled by Oklahoma's High-Q gasolines. Add a snappy rhythm with a light melodic touch and you've got a happy commercial."

### Inspired Theme

"We started with an inspired theme," Mr. Marsh says. "'Put a tiger in your tank' is the motif of Oklahoma's current print campaign. We fitted this to radio and found they matched quite well."

"For instance, we took the theme line, put it to music and used it to introduce all the radio commercials. It makes an effective—and, by now, familiar—opening. Our quartet gets things going with:

O—klahoma  
I said O—klahoma  
...will put a tiger  
in your tank!

Then comes the roar of the tiger.  
"We've calmed the roar down since

the original series, which started last April. At that time the commercial opened with the roar. The beat of the music was faster then, too, and the whole effect louder. The best way to describe it is to say that if you were carrying a pile of dishes when the commercial came on, you had better be holding on tight. Now that our listeners are more familiar with the music, we've slowed it down some and made it more melodic.

### New Effect

"The purring effect, too, is new in the current series, which began in September. It's a natural, both for the tiger and the motor. And it fits in well with the lyrics in the jingle," Mr. Marsh says:

And your motor will purr,  
with perrrfect perrrformance when you switch to  
Oklahoma High-Q gasoline!  
Your motor will purrrr, and  
parrrticular people all  
switch to Oklahoma High-Q  
gasolines!

"That's the jingle we use," Mr. Marsh continues. "In some of the 60-second spots in our current Frank Blair series it's used twice, before and after the announcements. In others, the announcement comes immediately after the theme and the jingle follows the announcement.

"The fast beat serves to keep the prose lively, too. We keep the music going in the background during Frank Blair's lines. Imagine these announcements, in tune with the tiger theme, with the music running along underneath:

Frank Blair Speaking! Each month more than two million

particular people drive in at the sign of Oklahoma. Join the ranks of people with tigers in their tanks!

Here's another of the series that keeps it entertaining, with the emphasis on the service:

Frank Blair speaking! Ever wonder why service is always so good at Oklahoma stations . . . why attendants are always such nice people? We ask what kind of service you want, what kind of people you like, then make sure you get them at Oklahoma stations everywhere!

"And all the commercials end with a roar that sends them off the air in the same tiger tempo," Mr. Marsh concludes.

### Team Effort

Getting a series like this together was a job that took the efforts of many people, according to producers Zabel and Marsh.

"First," says Mr. Zabel, "our team of two producers, one writer and two art directors took the print media theme and used it as the basis for our thinking. We worked with an independent composer, Bill Walker, on the music. The roar came from a sound-effects studio in Hollywood.

"We've had an enthusiastic response to the tiger. The public seems to have a sharp awareness of it. And the Oklahoma attendants at the service stations seem to like it. According to reports, they're having a wonderful time with the tiger right at the gas tanks!" • • •

# station log



## ► News:

Efforts to provide better news service have led to news program developments in both breadth and depth. One station reports on improvements in the news gathering service, another on development of its in-depth reporting.

KREX Grand Junction, Colo., and the *Grand Junction Daily Sentinel*, long-time rivals, announced the merger of their news gathering facilities. The move was made, the station reports, to provide improved news service for the public at lower costs.

Some 70 area correspondents, as well as a half dozen reporters and feature writers, have been added to the station's news gathering staff as a result of the merger. The station has moved its entire news department into the newspaper's building.

Both firms emphasized that the joint news service will in no way affect the business or editorial policies of either media.

KSTP St. Paul-Minneapolis is giving listeners a more thorough report on the news on its *Behind the Parade* show, heard twice-a-day Monday, Wednesday and Friday. The program is designed to dig deep into controversial topics and report frank-

ly on them. It has covered such subjects as pornographic literature, police brutality and political demagoguery. According to the station, "considerable pressure is sometimes applied because of the controversial nature of the program," but it is felt that a program like this is needed "to inform the community of what's going on."

## ► Programming:

A two-part documentary aired by WMC-TV New York last month has been described by station Chairman Nathan Straus as "combining radio's public service and news functions with its recently unexploited dramatic range."

Entitled *We Accuse*, the programs dramatized events dealing with the recent Mack Charles Parker lynching. Using the dramatic technique of presenting a fictional account of the trial Parker never received, the station assembled a large cast of performers headed by the well-known actor Chester Morris.

## ► Public Service:

A schedule of public service programs for the entire broadcasting year has been set by WJJD Chicago. The programs will cover a wide range of fields. Some of the subjects



"Announcer of the year" George Walsh, KNX (l.) smiles as he looks at citation from Los Angeles Times' "Radio Beat" with Paul Condylis (c.) and Bob Grant KNX, cited as best news personalities. Others cited for outstanding local achievements in 1959 were Hugh Brundage, KMPK (newscaster); Vin Scully, KMPK-KFI (sportscaster); and Dick Whittinghill, KMPK (disc jockey). All are local stations.

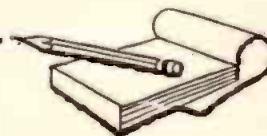
to be studied are law, religion, health and community problems. The broadcasts will be aired daily, usually in the 15-minute segment before sign off.

Fourteen different programs have been set for 1960, including *Your Right to Know*, a presentation of the American Civil Liberties Union; *Chicago Highlights*, a program about educational and entertainment activities in the area; and *Wherever They Go*, an offering of the U.S.O. of Chicago. • • •



The Rounsville clan gathers around Robert W. Rounsville (front row, third from left), president of the Rounsville stations, at Dinkler Plaza Hotel, Atlanta. Convention was held to discuss station business.

Stations represented were WCIN Cincinnati, WLOU Louisville, WMBM Miami Beach, WTMP Tampa, WYOL Nashville, WYLD New Orleans and WQXI Atlanta. Station representatives also attended.



## **Letters Win Respite For Deserving Spouses**

Time off for deserving spouses has been promised by KXOK\* St. Louis to winners of the station's combination "Worn Out Wife" and "Goldbrick" contests. Time out from home routine for the little woman; time off from daily toils for the overworked husband.

To the wife of the man who writes in the best letter on why his wife deserves a night out on the town, the station has offered a reward of flowers, candy, chauffeur driven limousine, dinner, theater, dancing and baby sitter. For the husband of the woman who writes in the best reason why her man needs a rest, will come a whole day off. The station has said it will reimburse the winner's employer for a complete day's wages.

## **Prettiest Locks of Hair Auctioned Off for Charity**

A search for the prettiest lock of hair in central Virginia led to a drive in behalf of the Richmond T.B. Association over WLEE Richmond. After the winner was chosen, some of the best looking locks were auctioned off as mustaches. The station held 14 auctions for the locks at the rate of one a night. At the end of that time, the station reports, over \$300 had been pledged for the T.B. fund. Single pledges ranged from \$3.25 to \$100.25, according to the station.

## **Built-In Listener Interest Lives Rose Bowl Promotion**

When the University of Washington was invited to the Rose Bowl for the first time in 23 years, KOL Seattle staged a tie-in promotion. Local enthusiasm and a scarcity of tickets provided a built-in listener interest that the station utilized in two ways.

First, it held a treasure hunt. For 10 days before the Bowl, the station hid six miniature footballs in the Seattle-Everett area and broadcast

clues on the air. Each football was worth two tickets and two round trip air passages to the game.

Secondly, the station served as a clearing house. It provided tickets for fans by notifying them of ticket holders who, for one reason or another, couldn't go. To make sure there was no scalping, the station bought tickets which would have gone unused and sold them at cost.

Over 100 ducats were obtained in this way and turned over to University of Washington fans ready to take the 2,400-mile round trip to Pasadena, the station reports. In two instances, entire families waited, their luggage packed in cars outside the station, until tickets turned up, according to KOL.

## **Sponsor Contest Reveals People Listen At Night**

When the Duncan Coffee Co. promoted a contest for its Admiration coffee label over 60 stations in Texas and Louisiana, KSAM Huntsville, Tex., went all out to win.

Its heavy promotion helped win top prize for its "Admiration Queen." It also exposed, says the station, a whole new segment of its audience—the nighttime listeners.

One of the most popular promotions, according to the station, was a nighttime quiz with prizes worth no more than a dollar. The quiz was subsidized by local merchants in exchange for air time on that program. In order to qualify, winners had to present an Admiration label as well as the correct answer.

The station admits it was a bit dubious about this promotion. "Few would want to answer a question for only a dollar's worth of merchandise" it thought.

Listeners, however, were enthusiastic in their response. The first night 40 calls came in, states KSAM, with succeeding nights bringing in an even greater response. During the course of the final quiz, 89 calls were recorded, says the station.

"All of which proved to us that

we had a much larger nighttime audience than we thought." More encouraging still was the favorable reaction of the merchants cooperating in the quiz.

## **Captain Wins a Car In Lucky Snowball Drop**

Among the several thousand snowballs that fell from the sky above the listening area of KFAB Omaha was one containing a prize winning slip of paper. It was picked up by the son of an Air Force captain, who turned it in for a new Corvair for the family.

The snowball drop was part of a week long promotion to attract attention to the station's new programming format. Some of the snowballs contained lucky slips. They were carried aloft in a helicopter that roamed the skies, dropping them on the metropolitan areas of Omaha and Lincoln, Neb., and Council Bluffs, Ia., as well as on 25 smaller Nebraska and Iowa communities.

The station kept listeners posted on the position and progress of the 'copter about every 15 minutes. As people gathered along the helicopter route, the snowballs were dropped. Among the prizes promised by the slips in the lucky snowballs were transistor radios, bicycles and portable tv sets. Distribution of the lucky snowballs was made on a population basis.

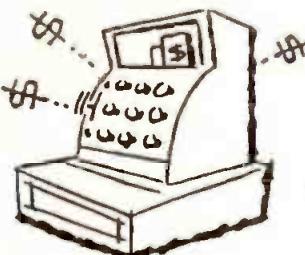
## **Guess the Weather Contest Promoted by Pop Music**

The contestant who sent in the closest estimate of the date and time that the thermometer in the Twin cities' area would fall to 15 below zero won \$150 in savings bonds. Called Radio Radar Weather, the contest was held by KSTP St. Paul, Minn., over several of the station's popular music shows. About 2,000 separate entries were reported by the station. • • •

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

 HOMETOWN, U. S. A.

## radio registers



### CAR DEALER

The success of a poodle contest over KFKF Bellevue, Wash., convinced the sponsor to sign an annual contract with the station. Eastside Renault sponsored a six-week campaign featuring a name-the-French-poodle contest. Listeners were urged to come in to the dealer's sales room to see and name the French poodle on display. Winner got the poodle. The cost of the campaign was \$300. According to the station, over 3,000 people visited the sales room and entered the contest. In addition, 30 new Renaults and 15 used cars were sold.

### SHOE STORE

At the recommendation of KNOK Dallas, Cinderella-Cindy's Shoe Stores increased their Christmas schedule from 18 to 60 announcements a week. The campaign ran during the two weeks before Christmas. According to store owner Mel Wood, business doubled as a direct result of the radio schedule. They sold 250 extra pairs of shoes at \$12.95 to \$16.95 during the campaign, including 50 pairs in a single day.

### DEPARTMENT STORE

To stimulate teen traffic in department store sales, the Mangel Department Store sponsored a remote program over WDXB Chattanooga. The program, held in the store, was presided over by a station personality and directed to teenagers. According to J. Levine, manager of Mangel's, 35 accounts were opened as a direct result of the program and 35 more were strong prospects. In addition, the store reported a 20 percent increase in business that day.

### SAVINGS BANK

The Alamo National Bank of San Antonio sponsors a weekly show over WOAI San Antonio. The program, which lasts a half hour, features taped interviews with prominent farmers, ranchers and agricultural personalities as well as various stories about the Texas outdoors. The cost of the show is about \$150 a week. According to the station, bank officials reported that the program added greatly to its effective service in South Texas, so much so that the bank has contracted to sponsor the show for the eighth consecutive year.



**NEGRO**  
Community Programming



**SPANISH/PUERTO RICAN**  
Programming



of Whirl-Wind sales action

**WWRL**

**NEW YORK DE 5-1600**

\*10:00AM-5:30PM

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

## report from RAB

### "Sell With Sound In '60" Program Merits Surveyed By RAB

The exciting and arresting sounds of radio commercials—designed, of course, to sell goods to consumers—will be used more frequently in 1960 to sell radio to advertisers. A recent RAB study finds that almost 95 percent of all radio stations occasionally include tapes or discs in their sales pitches; but few use this natural sales tool as often as they might.

RAB's new sound presentation program—called *Sell With Sound in '60*—is aimed hard in that direction, and should make radio's commercial creativity a part of many more station presentations.

During 1960, the Bureau will produce a series of tapes, each covering outstanding radio commercials of a specific advertising category. The tapes are intended to give prospects a earful of radio selling sounds as they're currently being employed by advertisers in leading retailing fields.

The first two tapes have already been produced. One contains 30 supermarket radio commercials, selected by the supermarkets themselves as their best. The second has 30 samples submitted by successful furniture dealers. Aside from containing a complete 30-minute sales presentation, the tapes also provide stations and advertisers with a running cross-section of what's happening to radio commercials, circa 1960.

For stations interested in a closer look at the sell-with-sound technique, here's a rundown on the way the tapes are constructed.

The supermarkets represented run

the gamut, from McDaniels Markets on the west coast to Penn Fruit on the east; range in size and scope from A & P and Safeway to aggressive, independent operations like Wyatt's, Columbia, Mo.

The commercials themselves reflect the great variety of modern radio advertising and include comedy and straight sell, price specials and institutional approaches, bright, catchy jingles and sound effects. They are arranged on the tape to complement each other. For example, a spot from a Kohl's Food new store opening is followed by a jingle celebrating "100 years of A & P."

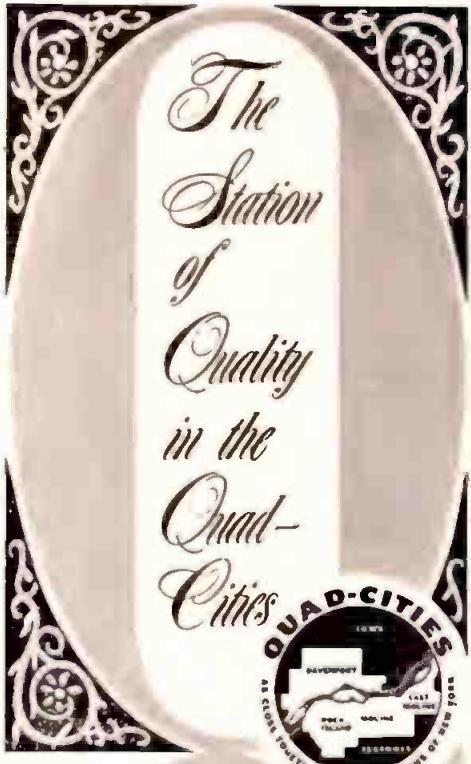
A professional narrator links the commercials with informative introductions like this one: "The informality of radio advertising can transform a big, impersonal business into a warm and human one. Safeway stores is the second largest chain in the country . . . yet, there's nothing stuffy in this humorous conversation between two very 'far-out' jazz musicians . . ."

RAB recommends stations use the tapes in a number of ways. Play them straight through, or else select a half-dozen samples—with emphasis on supermarkets that come closest to the size and advertising outlook of the firm being pitched.

The Bureau also advises: "Tailor the tapes to your specific needs. Select some of the best commercials from it, then splice on your own locally produced commercials." • • •

### RADIO SALES TREND OF THE MONTH

"On-Target," the RAB technique which allows an advertiser to chart how many of the potential customers in an area listen to radio on the day they shop, has been received with intense interest by food and drug advertisers. Now it's being used for the first time in a completely unrelated field. RAB's national sales force is currently working with several major airlines, preparing for a definitive "on-target" study of the radio listening habits of first-time jet-plane passengers. Airlines are concerned that existing advertising patterns might not be efficient and are cooperating with RAB to profile the radio listening of these "new passengers."



CBS

# WHBF

RADIO and TELEVISION

NOW we can offer you  
**PROVEN RESULTS\***  
with these  
**TELE-BROADCASTER STATIONS**

IN Hartford - **WPOP**  
(CONNECTICUT)

IN Kansas City - **KUDL**

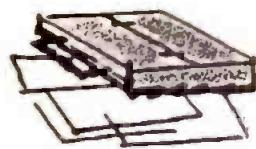
IN Los Angeles -  
(SPANISH LANGUAGE  
MARKET) **KALI**

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

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS
- BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL  
A TELE-BROADCASTER STATION

# report from representatives



## Katz Report Traces National Spot Radio Costs In 1959

Rates for national spot radio in 1959 showed very little change when compared with the previous year's time charges, according to the third annual "spot radio budget estimator" prepared by The Katz Agency Inc.

Costs in the 150 markets included in the estimator were up 1.5 percent for daytime hours. The early morning-late afternoon "traffic" period showed a rise in time charges of only 0.8 percent. Evening rates declined 1.3 percent in 1959, as compared to a 6.4 percent drop in 1958.

Based on the cost of 60-second announcements in 150 markets, the spot radio budget estimator is not designed to "take the place of individual station rate cards," the firm states. Its purpose is to provide a quick method of estimating spot radio costs.

The markets included in the estimator are ranked in order of the largest daytime weekly circulation in each market, it is explained. NCS #2, as furnished in a special tabulation made for The Katz Agency by the A. C. Nielsen Co., is used as the base.

"Since the rates tabulated are those of the station in each market with the largest daytime weekly circulation, they tend to reflect, in most cases, the highest cost station."

The summary shows for each of

the 150 markets the cost-per-announcement, based on a weekday schedule of 12 one-minute announcements per week, for 13 weeks in each of the following time periods:

- *Early Morning-Late Afternoon.* This refers to 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m. The two periods were averaged where the late afternoon and early morning rates differed.
- *Daytime.* Refers to the rate in effect for the most hours between 9 a.m. and 4 p.m.
- *Evening.* Refers to the rate in effect for the most hours between 6 p.m. and 11 p.m.

Supplementing the summary of spot costs, the estimator also includes a formula for estimating the cost of 12 or 24 announcements per week for four different cycles. According to the firm, "The formula was derived from a complete tabulation of the rates of the stations (used in the summary) in the top 50 markets. Test tabulations indicated that the relationship of specified rates to each other among the top 50 markets was essentially the same as that among all 150 markets."

Included in the formula (below) is data for estimating cost of 12 or 24 announcements per week for cycles of 13, 26, 39 and 52 weeks. • • •

### Spot Radio Estimating Formula

Based on One-Minute Announcement Rates  
100% = Daytime Open Rate

	COST PER ANNOUNCEMENT		
	Daytime*	Early Morning-Late Afternoon*	Evening*
Open Rate	100%	111%	85%
12 anncts. per week			
13 weeks	74%	86%	63%
26 weeks	70	81	59
39 weeks	69	80	59
52 weeks	67	78	57
24 anncts. per week			
13 weeks	63%	75%	53%
26 weeks	61	72	52
39 weeks	60	71	51
52 weeks	59	69	50



la musique  
continental  
with that  
soothing  
ingredient—

NO-YAK



7:30 AM | 10:30 AM | 3 PM

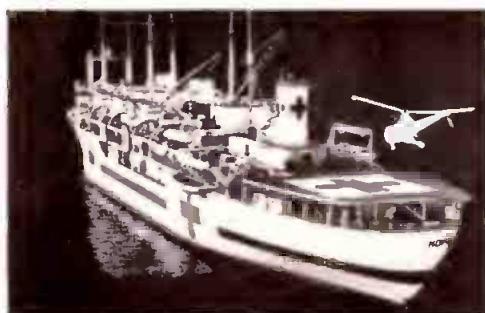
**WBAP 570**

Fort Worth - Dallas

3900 Barnett, Fort Worth

See PETERS, GRIFFIN, WOODWARD

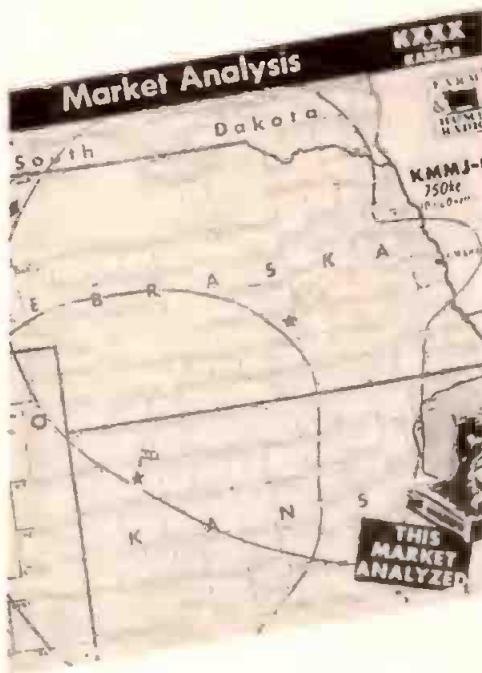
**HELP  
LAUNCH  
HOPE**



OFFICIAL UNITED STATES NAVY PHOTOGRAPH

Help this ship share our medical knowledge—make friends for America. Mail your dollar (more if you can) to HOPE, Box 9808, Washington 15, D. C.

# THIS MARKET ANALYZED



If you're buying for farm advertisers in Mid-America, get your copy of complete agricultural market analysis—county by county figures of major crop and livestock.

write

**KMMJ**

Grand Island  
Nebraska  
10,000 watts  
750 kc

**KXXX**

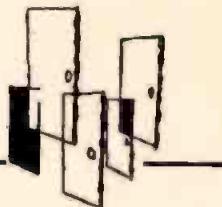
Colby  
Kansas  
5,000 watts  
790 kc

or

H-R Representatives Inc.

**FOR YOUR FREE COPY**

## report from agencies



### Buy Time In a Small Market? "Tell Me Why," Say the Buyers

Like any good product, a station must have a selling point. And when buyers of national time are solicited by stations, they want to know what the station has to offer to their client.

This was the consensus of the agency timebuyers who were asked this question by U. S. RADIO: "What can a smaller market radio station do to make itself known to buyers of national and regional advertising time without prohibitive expense?"

Joan Stark, media group supervisor at Grey Advertising Inc., New York, points out what a station must have before it should consider selling time to a national advertiser. "First of all, the market must have a national potential as far as advertising goes. Or else, the station must be able to offer something unique in its market."

#### Advertising and Promotion

"Station advertising and promotion are effective if well done," continues Miss Stark. "Advertising in trade papers is very important. Since we are part of the advertising business, buyers are likely to notice outstanding ads. But they must be good ads. They must have something that attracts our attention."

"The same goes for promotion. If it is creative, and says something of interest to us, the buyer is likely to remember the station."

John Nuccio, Benton & Bowles Inc., New York, media buyer, states that "the national advertiser will consider buying time in a small market if the profit merits the expense. Conversely, the station should seek out only those advertisers whose distribution represents a reasonable share of the local market. And don't ignore the local and regional dis-

tributors of nationally advertised products," Mr. Nuccio suggests.

"If he feels his market has something to offer the national buyer, the station salesman should make a sales call," says Bob Anderson of Sullivan, Stauffer, Colwell & Bayles Inc., New York. "There is no substitute for personal contact. If he can't afford to cover all the agencies he thinks he can sell, let him pick one that he feels is the most important to him—maybe the closest center to him—and make a visit there. Pick a market, work up a presentation and make a personal call."

"He can even make a list of those particular products which he thinks should be advertised in his market. Then meet as many of the buyers working on those products as possible. He doesn't have to consume the buyer's time. He should come with something to say, and be able to say it quickly. And don't," Mr. Anderson says, "forget the thank you note afterwards."

Ted Meredith, associate media director at BBDO, agrees on the importance of personal salesmanship. "Good promotion is effective, but personal contact is far better."

Summarizing the factors these timebuyers believe to be important when considering buying on small stations, the following points were made:

- Market must have national potential.
- Station advertising and promotion are important.
- No substitute for personal contact.
- Station should prepare factual and concise presentations.
- National advertisers want profits to merit expense. • • •



(CONT'D FROM P. 26)

## New Seeds For Farm Programming

### U. S. Radio's second report on the developments and trends in farm radio and its use by advertisers

(Cont'd from p. 26)

package on tape. The show was formerly produced by the Clear Channel Broadcasting Service.

The use of shorter segments in farm programming, however, is not universally accepted by any means.

"We continue to program farm information in 10- and 15-minute segments mainly because our experience shows this is what the farmers want," states Jack Timmons, commercial manager, KWKH Shreveport, La. "They do not want to wade through an hour or so of music to get 10 or 15 minutes of information vital to their business."

Ben Ludy, general manager of KWFT Wichita Falls, Tex., declares, "Farmers and ranchers want 10- and 15-minute service programs, no capsule programming."

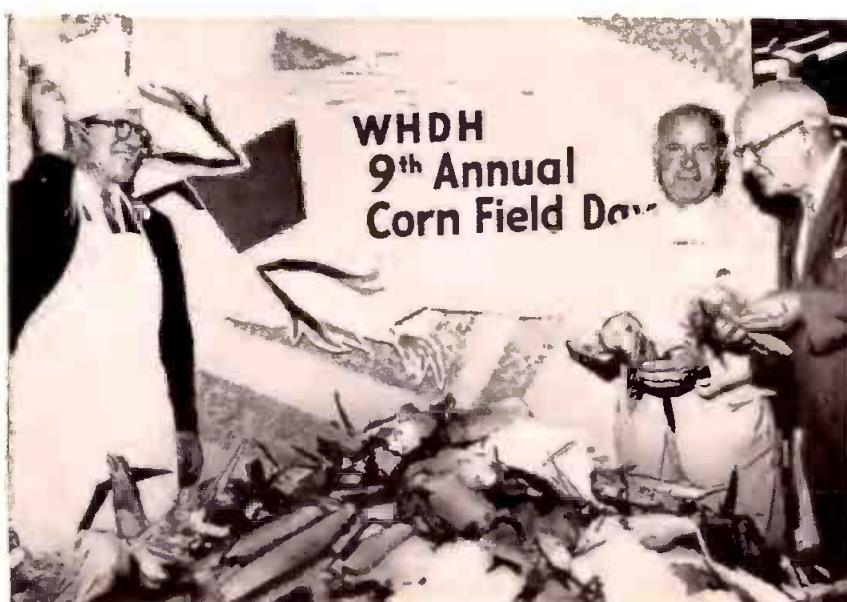
Discussing the trend further, Charles Griggs, general manager of WVLN Olney, Ill., says, "Many stations are trying to go to a modern farm program format—short segments for their farm men with music as the basic format. We don't believe it's right for our market. We give our farm man a show which reflects his personality and don't intend to change."

Among other changes in farm programming that are reported in station questionnaires is a move in the direction of widening the scope of farm programming to include home-owners, gardeners and, in some cases, more information with a consumer angle.

Much of this is being done because of metropolitan and suburban

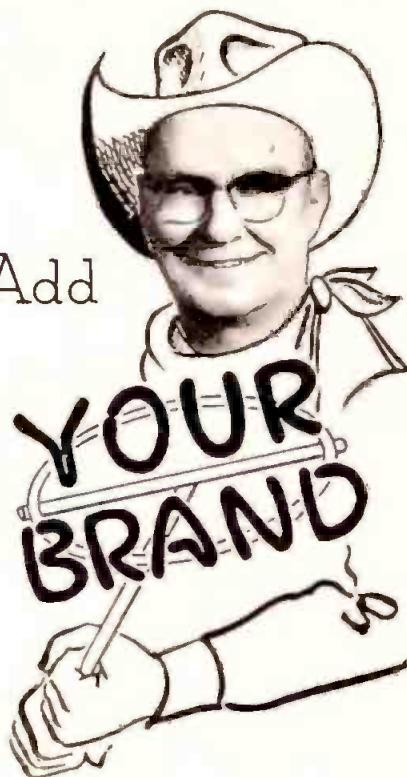
area considerations.

"There is more news of interest to city and town home-owners, particularly in suburbs," declares Clayton Kaufman, director of sales promotion and research, WCCO Minneapolis. "In addition, farm directors have become more personal, informal and conversational; there is more information on farm manage-



Joe Kelly (l.), farm director, WHDH Boston, covers ninth annual Corn Field Day.

BEN LUDY says . . .



Add  
to these top brands  
now cashing in on

**KWFT**

**FARM SERVICE  
PROGRAMMING**

- Dow Chemical — DeKalb —
- International Harvester —
- Quaker Oats — DuPont Dybar —
- Hercules Powder —
- Superior Feeds — Oliver —
- Dempster Mills —
- Black, Sivals & Bryson —
- Tennessee Roofing & Fencing —
- Fort Worth Livestock —
- Oklahoma Farm Bureau —
- Purina Feeds —
- Nutrena Mills —
- Minneapolis Moline —
- Oliver — Chevrolet —
- Cadillac — Prestone —
- DeSoto Cars — Flex-O-Glass —
- Eveready Batteries —
- Peter's Ammunition —
- Black Draught —
- Doan's — d-Con —
- Creomulsion —
- Humble Gas — Y-B Cigars —
- Florist Telegraph Delivery Service —
- Fairmont Foods —
- G & G Milo Guards —
- Willard Tablets —
- Phillips Petroleum —
- Camels —
- Northrup, King & Co. —

**KWFT**  
*The Voice of the Rich Southwest*

**WICHITA FALLS, TEXAS**  
5 KW at 620—Day and Night  
BEN LUDY, Pres. & Gen. Mgr.



ment and marketing rather than sheer production."

William Bryan, station manager of KTRH Houston, states:

"Today, there is a greater recognition of the relationship that exists between agricultural producers and the consuming public. We now deliberately include the 'consumer angle' in all farm stories. Also, there has been a greater recognition of the informational needs of the urban and metropolitan audience in our farm programming. We now incorporate information of particular interest to that group, such as household and garden tips, best food buys of the week, among others. Significantly, much of our increased local business has come as a result of nursery, hardware store and other local retailer attempts to reach this vital market."

Mr. Bryan also states that "from an overall farm advertising standpoint, there is a significant trend apparent in the cooperative advertising field, with clients building up dealer enthusiasm and support by getting dealers actively involved in their advertising programs."

The scope of its radio service to farm inhabitants is explained by Elmo Ellis, program manager of WSB Atlanta: "The rural dweller today wants basically the same type of radio service as the urban citizen in regard to music and straight news. WSB farm programming has been maintained as in the past, but there have been changes in the programming concept."

"Farm Director Jimmy Dunaway steers clear of long, dull and tiresome discussions and gears his farm features for a smooth, swift approach."

Wally Erickson, farm director of KFRE Fresno, declares: "The basic idea is the same—farm service (farm news, weather, markets). More farmcasters are also trying to reach the part-time farmer, the suburban gardener and doing a job of farm-city

relations by interpreting farm problems to city people. That way city listening is also encouraged."

Similarly, Clyde Keathley, farm service director, WRFD Worthington, O., declares that a major trend in farm programming is "providing additional service to part-time farmers and home-owners. This segment of the farm program audience will continue to grow and demand more programming attention."

From a marketing point of view, the farmer is really two people. He is a producer of agricultural products and therefore needs a wide range of equipment, supplies and services to keep him in business; the farmer is also a consumer with all the desires and demands of other consumers, only maybe more so.

But selling consumer advertisers on the idea of trying to reach the farmer through farm directed programming has met with resistance. Every effort is being made, however, to gain acceptance for this "consumer" story.

"We are making a concerted effort to convince advertisers of mass consumed products (cars, appli-

(Cont'd on p. 58)



WNAX Yankton, S. D., received this winning plaque from the Grocery Manufacturers of America Inc. for furthering public understanding of the "life line of America" concept.

# SHOOTIN' FOR THE RICH KANSAS FARM MARKET?

Again this year Pulse Survey  
Ranks WIBW as the First  
Station in Eastern Kansas.

## WIBWland Ranks AAA-1

(that's why WIBW is your best investment in the  
27 counties surveyed)

- ... 31% of farms in Kansas
- ... over 24% of the harvested acres in Kansas,  
producing over \$196,000,000 worth of  
crops a year
- ... 35% of the total livestock products of Kansas
- ... 28% of the total farm income in Kansas

Wilbur Levering and Charles Ross make their  
homes in the kitchens, living rooms, barns and  
farrowing houses throughout all Kansas.

• • •

More Kansas families listen to WIBW than to any  
other station. They rightly consider WIBW as  
their station.

# W I B W

The Voice of Kansas  
Topeka 580 K. C.

Represented by Avery-Knodel, Inc.  
Thad M. Sandstrom, General Manager

### WIBW - First in Farm Hour Programming

Station	6-7:15	11:30-12:30
WIBW	40%	27%
Station B	10%	10%
Station C	9%	10%
Station D	5%	8%

Topeka Trade Area — Pulse, October 1959

Blankets All Kansas During Prime Farm Listening Time.

5:30-7:15 a.m. 11:30-12:30 p.m.



(Cont'd from p. 56)

ances, insurance, food and drugs) that farm programming offers a new untapped source of potential customers," says Robert Hyland, vice president and general manager of KMOX St. Louis. "The farmer is one of our most prosperous citizens and is as interested and able to buy a 1960 car as his counterpart in the city. Wise advertisers can pinpoint these prospects with farm radio.

"Conversely, we are trying to convince farm product advertisers that the full range of our schedule is as potent for reaching the farmer as specifically designated farm time."

In line with this, Jim Dowell, manager, KIOA Des Moines, Ia., states, "Because we serve a predomi-

nantly rural area, we try to sell the farm advertiser—and the consumer advertiser, too—on the basis that we are reaching a mass audience all the time. We do program specifically to the farmer one hour a day, a half-hour in the morning and a half-hour at noon. Our farm information is in five-minute segments."

Ald Scott McLean, WLW Cincinnati sales manager, declares that "there has been some improvement. Advertisers of other than strictly farm equipment are steadily realizing that the rural dweller is a buyer of other than strictly farm goods. But there is much progress to be made in this activity along these lines yet." • • •



George Roesner, farm director, KPRC Houston incorporates the authentic sound of this poultry farm in on-the-scene radio broadcast

## Case Histories

(CONT'D FROM P. 27)

time, district saw sales were reported up 10 percent. WSB declares that radio was then selected for a 52-week run on a program basis for the current 1959 to 1960 season. Homelite sponsors on WSB the 15-minute farm roundup segment (5:15 to 6 a.m.) of the *Dixie Farm & Home Hour*

(Cont'd on p. 60)

# OHIO's MOST POPULAR STATION with FARM ADVERTISERS

### *Partial List of 1959 Advertisers*

#### EQUIPMENT

J. I. Case Company  
International Harvester  
Massey-Ferguson  
Minneapolis-Moline  
Ford Tractors  
Speedy Manufacturing Co.

#### FEEDS & SUPPLEMENTS

Allied Mills  
Armidexan  
Diamond Crystal Salt  
McMillen Feed Mills  
Moorman Manufacturing Co.  
Murphy Products Co.  
Oelwein Chemical (OCO)  
Oyster Shell Products Co.  
Ful-O-Pep Feeds  
Myron, Inc.  
Mared

#### SEED & FERTILIZER

Funk "6" Hybrids  
Davison Chemical Co.  
DeKalb  
Farm Bureau Co-op  
Federal Chemical Co.  
Royster Guana  
Sahia Chemical Co.  
Spencer Chemical Co.  
Swift Plant Food  
Allied Chemical  
Northrup-King

#### ANIMAL HEALTH

Anchor Serum  
Geigy Agricultural Chemical  
Hess & Clark, Inc.  
Dr. Salsbury Labs

#### PETROLEUM PRODUCTS

Sinclair  
Standard Oil Co.  
Sun Oil Co.  
Ohio Oil Co.  
Pure Oil Co.

#### MISCELLANEOUS

D-Can  
Hanneggers Mills  
Livestock of Omaha  
Ohio Guernsey Breeders  
Ohio Holstein Ass'n.  
Ohio Rural Electric Coop Ass'n.  
Ohio Wool Growers Ass'n.  
Producers Livestock Ass'n.  
Independent Livestock Ass'n.

... Why not join this group of satisfied advertisers?

**"THE VOICE OF OHIO AGRICULTURE"**  
COLUMBUS - WORTHINGTON, OHIO  
Represented by GILL-PERNA, INC.



# FARM SERVICE... With A Meaning



Left to right: William J. Kuhfuss, Pres., Illinois Agricultural Assn. (Farm Bureau); Dorsey Kirk, Master of Illinois State Grange; Norman Kraeft, WGN Farm Dir.; Ralph Bradley, Pres., Illinois Farmers Union; and Richard Grob, Pres., Association of Illinois Soil Conservation Districts.

An important program in WGN Radio's comprehensive schedule of farm service is the WGN "Farm Policy Outlook" series.

During recent weeks, WGN Farm Director, Norman Kraeft, has arranged for leaders of the American Farm Bureau, The National Grange and National Farmers Union to meet and discuss agriculture's problems—for the first time on any public forum.

On the first programs in this vital series, William Kuhfuss, President of the Illinois Agricultural Association (Farm Bureau), Dorsey Kirk, Master of the Illinois State

Grange, and Ralph Bradley, President of the Illinois Farmers Union, joined Mr. Kraeft in two half hour discussions which resulted in agreement on eight points in the field of farm policy. Subsequent programs featured the leaders of the Indiana and Michigan Farm Bureau, Grange and Farmers Union, who also reached similar agreements on policy.

This is farm service with a meaning—another example of WGN Radio's continuing efforts to present the most constructive programs for the farmers of the great middlewest.

Daily WGN Farm programs include Milking Time, 5:30-6:00 A.M., Monday thru Friday; Country Fair, 12:10-1:00 P.M., Monday thru Saturday; Farm Market Reports, three times daily, Monday thru Friday.

## WGN - Radio Chicago

First in Service — Reaching More Homes Than Any Other Chicago Station

# WJAG-KCSR

Covering Nebraska's  
Rich Beef Empire

Where Agri-Business  
is Big Business

KCSR  
Chadron  
Nebraska

NEBRASKA

BEEF EMPIRE STATIONS

WJAG  
Norfolk  
Nebraska



**WJAG**—Independent farm voice NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C.—\$498,675,000 Consumer Spendable Income—Retail Sales \$424,447,000—124,740 radio homes—42% more listeners.

**KCSR**—Chadron, Nebraska, "Beef Empire" market—\$411,870,000 Consumer Spendable Income—\$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By  
**WALKER-RAWALT CO.**  
New York — Chicago — Boston  
Kansas City — Los Angeles

# KMA-960

Covers 67 Counties\*  
In 4 Top Farm States

Radio KMA enjoys a 35-year history of service to agriculture in the nation's prosperous cornbelt. Listener loyalties developed over the years by KMA personalities pay off in sales for numerous top national advertisers. You're in good client company when you sell on KMA, the most trusted voice in midwest radio.

A big 69% of the people in these 67 counties live on high gross income farms or in small towns of 2,500 or less. Let your Petry man show you how to fill the metropolitan gap by using 960 in 1960.

\*NCS #2

**KMA SHENANDOAH, IOWA**  
5000 WATTS 960 KC ABC  
Affiliated with KMTV DART



Dewey Compton (r.), farm director, KTRH Houston, reports on insect control program.

(Cont'd from p. 58)

every Saturday.

Homelite's Mr. McClellan declares, "Sales results from the radio advertising have been beyond expectations."

**Homelite, a Division of Textron Inc.**—On WLW Cincinnati, Homelite was a new advertiser in 1959. It bought Monday, Wednesday and Friday participations on *Choretyme* (6 to 6:15 a.m.) and Tuesday, Thursday and Saturday participations on *Everybody's Farm* (11:30 to 12 noon).

Homelite now has the 15-minute sponsorship of the *Farm Roundup*

show (6:15 to 7 a.m. on Saturday), with a contract extending from August 1959 to August 1960. Frederick Cristiano, Homelite district manager, lets this to say about the radio use:

"Chain saws in the Midwest are big business, but it is only those who are willing to promote aggressively chain saws through all media who will discover this truth."

"Our biggest customer is the farmer, in that about 75 percent of our sales are made to this category. The other 25 percent represents the com-

(Cont'd on p. 62)

## Common Mistakes in Buying Farm Radio

The following, submitted to U.S. RADIO by Bill Wiseman, sales manager, WOW Omaha, Neb., describes two common mistakes that timebuyers make in buying farm radio time:

**Mistake No. 1.** Buyers who use the same approach to farmers in different sections of the country. There simply isn't such a thing (in national spot buying terms) as 'The Farmer.'

"The New England dairy or truck gardener or poultry raiser, the Deep South cotton farmer, the Texas range-cattle raiser, the California vegetable raiser, the Oregon (or Florida) fruit farmer—have almost nothing in common with the corn-wheat-meat-cattle family in the Midwest.

"National statistics on farm income, and buying habits, are worse than meaningless to the national spot buyer. Example: In 1958, the gross farm income in the WOW Nebraska-Iowa area was about \$16,000 per farm, the national average figure was less than \$7,500. Florida farmers grossed \$200 million from poultry, but the rich farm (wheat) state of Kansas produced less than one-quarter of that volume. The use of national average data is a more grievous error than using no data at all.

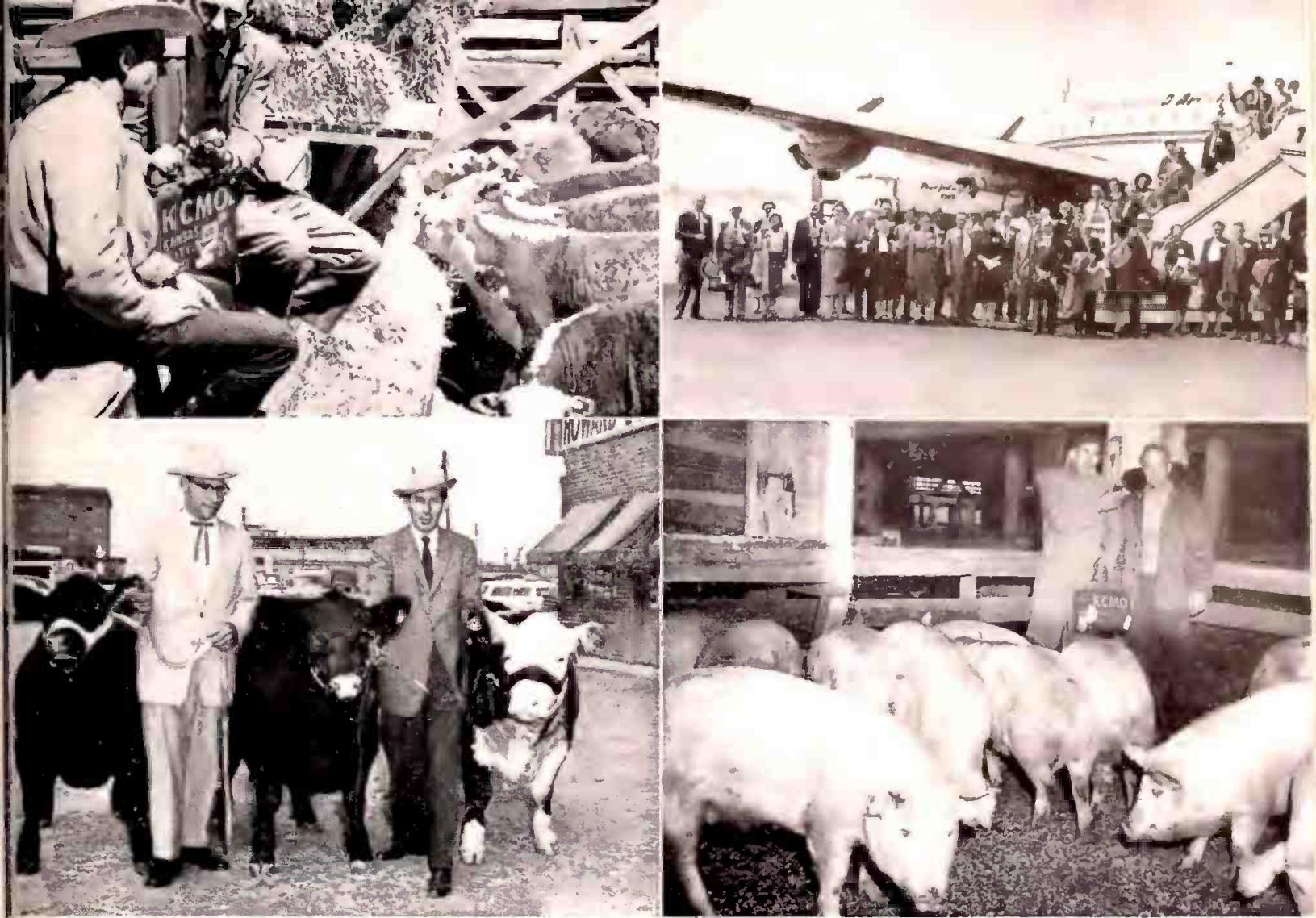
**Mistake No. 2.** It is almost human-

ly impossible for a buyer who lives near and works in a big city to understand the thinking of a Midwest farmer because their day-to-day existences are as different as night and day.

"The big city dweller may live in an apartment or suburban development with 50 other families close by. He rides to work in subways, eats in crowded restaurants and he talks (or at least sees) thousands of his fellow humans every day. He attends meetings, answers phones. He has literally thousands of distractions every day. His job forces him to make quick decisions. He is an impulse buyer.

"The Midwest farmer may go for days with no contact with other humans except his wife, his children, his hired help. His nearest neighbor may live a mile, or 10 miles away. Sure he sees cars racing past his farm on a superhighway endangering his livestock, his fences or his crops.

"Because of this kind of living, the farmer is cautious and deliberative over new people—and new products. He is not an impulse buyer. He must be sold through people he knows. He must be reached in a steady manner that gives him a chance to learn about a given product or service."



# KCMO...50,000 watts of Farm Newspower

KCMO's farm newspower starts wherever the news is breaking . . . in a Kansas wheat field . . . a Missouri livestock feed lot . . . or a Congressman's office in Washington, D. C.

Its objective: Deliver today's farm news accurately, completely and instantaneously. There's no room for error nor omission—millions of dollars will be invested by Mid-America's nearly 200,000 farmers on the strength of the news they receive. That's why KCMO's Director of Agriculture, George Stephens, and Market Reporter, Paul Pippert, are so well listened-to by farmers. Farm-born and reared, these men are career farm journal-

ists—skilled professionals who know what makes news on farms today, and how to get all of the story behind the story. And, behind them are the far-reaching newslines and special facilities of CBS and KCMO's world-wide network.

This special kind of newspower develops a big, strong audience that takes KCMO-sponsored 'round the world farm tours . . . raises better calves under the rules of a KCMO-sponsored contest . . . and takes pride in buying the products featured on KCMO.

Put your Mid-America farm money on KCMO—get the newspower that only KCMO can deliver.



Among those using KCMO's farm newspower right now to gain a bigger share of the market for their products are:

Ford Tractor

DX Sunray Oil Company

Massey-Ferguson Tractor

Ralston-Purina Chows

Quaker Oats Company

Murphy Products Co.

DeKalb Hybrid Seed Corn

Colonial Poultry Farms

**KCMO • Radio • Television / Kansas City, Mo.**

The Tall Tower at  
Broadcasting House

CBS Radio and TV

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

E. K. Hartenbower, Vice President and General Manager

R. W. Evans, Station Manager — Radio

Sid Tremble, Station Manager — TV

(Cont'd from p. 60)

mercial wood cutter, contractors and miscellaneous users. This being the case we realized very quickly that if we were to capture our share of this market, we must appeal directly to the farmer, using various approaches.

"Prior to 1958, we depended primarily upon newspapers, national publications and our own organization's promotions. In 1958, we used radio during the fall and winter months in order to reach the farmer who is interested in our product at

Danny Williams (l), program director, WKY Oklahoma City, and Russell Pierson (r), farm director, present the station's monthly Farmer-Rancher award to Mr. and Mrs. J. G. Stratton.



this time only. The results were amazing. Our sales jumped approximately 33.33 percent over our sales of the previous year because we were using what, in our opinion, was the right program at the right time.

"The increase in sales which has been noted was for the Cincinnati district, but this program was used

on a national basis and the results were so promising that the advertising department contracted for 52 weeks of advertising, blanketing the entire nation in 1959. This new program, which is now in effect, is definitely helping us show gains, and it is my belief that this medium will continue to be used in the future."

(Cont'd on p. 64)

## Evaluation of Farm Director's Role

This report, submitted to U.S. RADIO by Jay Gould, farm service director, WOWO Fort Wayne, Ind., analyzes the modern farm director's position in relation to advertisers and potential advertisers:

"1. *The Farm Director's Place on the Air.* The tendency of sponsors to hope to have the farm director broadcast for no competitive product is based on a lack of understanding of the radio audience and its attitude towards the farm broadcaster, and on exactly what a farm broadcaster is and his significance to his audience. From a commercial standpoint his first job is to get, and hold, the largest possible number of potential customers so that they will hear the sales message. Secondly, he needs to keep the listener open-minded for that message. Once he has identified himself with a certain product, a very important degree of his authority as a source of farm information is lost. For example, say 10 percent of his audience are sold on the use of feed 'A.' If he tells all 100 percent that feed 'A' is the best in his opinion, then the 90 percent discount his message by thinking: 'Well, of course. He's a feed 'A' man.' And thus, he can no longer represent a source of objective agricultural information to that 90 percent of his audience. Thus, his 'getting and holding' ability as a farm authority is curtailed, and also, the effectiveness of the commercial itself is damaged.

"Our clients need to realize that the commercial announcers on our farm programs are exceptionally well-trained in the business of farm selling—tops in this specialized type of commercial announcing.

"2. *Meaning and Value of Sponsored Commercial Time.* Farmers are big businessmen, with extremely high capitalization and high gross income, and such a narrow and fluctuating margin of profit that radio listening is an extremely important part of their successful management. They must have the news, the markets, the weather and up-to-the-minute information that is

correct. And they do dial until they get it—at the time that they can listen. They also like entertainment and music and humor and thoughts—the same as other folks. But a program that holds farmers must serve them or they will dial. There must be time for that service, or the commercials will have no receivers. Farmers are aware of the time that is furnished to them for service by a sponsor, and it is wise to include in the format of sponsored time the mention of the fact that it is brought to the farmers as a service of the sponsor.

"3. *The Need for the Sponsor to be Aware of the Entire Program of Which He Is Sponsoring a Portion.* There is a dangerous tendency for clients to feel that their five or 10, or 15 minutes is a program. They ask air checks of their individual portion and evaluate it as such. The design of the whole farm program must be seen if a portion of it is to be understood and appreciated. For example, *The Little Red Barn* program which begins with Bob Sievers from the 'Farm House Kitchen,' and his unique telephone news service, music, chatter and sound effects, is followed at 5:30 by two hours at the Little Red Barn, with at least five men participating. This means much more to 'listener-holding' than any five- or 10-minute portion. The salesman needs to be familiar with the entire layout of a farm program and so, surely, does the sponsor of any portion of it.

"4. *The Unique Farm Sales Potential.* From the standpoint of sales, one farmer is worth many non-farm listeners.

"Other radio listeners who are non-farmers have only their net income to spend on the things radio advertisers sell. But practically everything the farmer buys with his entire income—and this means his gross income—is advertised on radio. A non-farmer with a \$10,000 annual income has only \$10,000 to buy with, but the farmer with the \$10,000 net income will have from \$50,000 to \$75,000 for purchases.

# NO MATTER HOW YOU MEASURE



# KTRH

**THE AREA STATION FOR SHARP TIME BUYERS\***

Serving 60,000 square miles blanketing over 80 counties housing more than 4,000,000 people living in 1,200,000 radio households

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



*"We are making a concerted effort to convince advertisers of mass consumed products that farm programming offers a new untapped source of potential customers."*

(Cont'd from p. 62)

**Danville (Va.) Welding Co. (Meyers Water Pumps & Tanks)**—In a 12-week campaign on WDVA Danville, Va., the firm used the *Frank Raymond Farm Hour*. It bought time between 5 and 5:30 a.m., Monday through Friday, at a total cost of \$900. The results, according to WDVA, came to over 200 units and tanks sold, amounting to over \$4,000 in sales. No other medium of advertising was used.

**A. A. Walrod Bottled Gas**—In April 1952, this Kennedy, N. Y., firm bought five participations a week on WJTN Jamestown, N. Y. During the winters of 1953 and 1954, Walrod reported that for the first time in its 30-year history orders and new customers for bottled gas were greater than its cancellations.

The store has since continued with a similar schedule on the *WJTN Farmer*, conducted by Doc Webster, station farm service director. In every season it has shown a steady increase in bottled and bulk gas in-

stallations and in appliance sales. Walrod credits the program for this steady flow of customers.

**Massey-Ferguson Inc.**—Early in 1959 the company started sponsorship on WNOX Knoxville, Tenn., of *The Voice From the Farm*, using 10 minutes on Monday, Wednesday and Friday. Cliff Allen, farm director, worked closely with local dealers. Several months after the start of the campaign one M-F dealer, Charles Sloan Implement Co., was first in sales in the nation and another outlet, White Brothers Farm Service, had climbed to the sixth national spot. Massey-Ferguson continues to sponsor the program.

**Silent Glow Oil Burner Corp.**—This company purchased a 27-week schedule on WTIC Hartford, Conn., to run three times a week on a rotating basis. One week announcements were heard on Monday, Wednesday and Friday, and the other week on Tuesday, Thursday and Saturday.

All spots were aired at approximately 5:33 a.m. during the early morning show of Frank Atwood, WTIC farm director. R. M. Sherman, president of Silent Glow Oil Burner Corp., had this to say after a commercial had been on the air a total of four times:

"Admitting that the broadcasts were very timely in view of the weather situation . . . plus the fact that radio is about the only medium with which you can spin on a dime, the results have been none the less phenomenal. You will be interested to know that equipment sales today, as a result of your broadcasts, far exceed the cost of the entire 27 weeks for which we are scheduled."

**J. H. Furrow Farm Machinery Auction**.—This firm, whenever its promotional funds will permit, advertises through spot announcements on WBT Charlotte, N. C., which is about 200 miles from its home in Sweetwater, Tenn. The auction firm has been a regular farm advertiser

## These People Capture Listeners!

**WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups**

Through personality shows such as the "Martha Brooks Show" and "Farm Paper of the Air," **WGY** captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who spend the money for your products. With spots on **WGY**, you can pinpoint your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes **WGY** your best area buy for a class or mass message. For availabilities, contact the Henry I. Christal Co. or **WGY**, Schenectady, N. Y.

982-15



**DON TUTTLE  
"FARM PAPER  
OF THE AIR"**



**MARTHA BROOKS  
"MARTHA BROOKS  
SHOW"**



**50,000 Watts • NBC Affiliate • 810 Kilocycles**  
**A GENERAL ELECTRIC STATION**

on the station since 1952 and this is what Mr. Furrow says of his radio use:

"I am happy to inform you that the advertising I have done through WBT has proved most effective. The attendance at my sales has been good. I have received numerous letters and phone calls from both Carolinas, Virginia and West Virginia, Kentucky, Georgia and parts of east Tennessee."

## NURSERIES

**Zollar Nursery**—In a campaign on WHFB Benton Harbor, Mich., this firm offered certified strawberry plants to area growers. The purchase comprised three spots a week for a six-week period. At the end of the second week, the nurseryman requested that the station cancel the remainder of the spots because he had sold out his entire stock of a million certified plants and had taken orders for another 250,000 for next season's delivery. This was the only advertising used, with a total cost of \$48.

**Fields Nursery**—Until 1959, this firm had been spending all its money on newspapers in 14 weeklies and one daily. From February to July of that year, Fields bought a schedule on KGNO Dodge City, Kan., using two spots a week during its heavy season. The schedule ran for 20 weeks at a cost of \$308 (the newspaper budget for the busy season formerly amounted to \$500). The results? 1959 sales were about 40 percent higher than the previous year.

## FEED

**Ralston-Purina Chows**—The company has been a steady advertiser on KCMO Kansas City, Mo., since 1954. It has sponsored *Farm News* with George Stephens, from 12:10 to 12:20 p.m., Monday through Saturday since January 4, 1954. The most recent contract, running through December 31, 1960, has just been renewed at a total cost of \$330 weekly. The company declares that each year it has had the program tonnage sales have increased.

**P. J. Osterling Inc.**—This local feed manufacturer ran a two-week promotion on WISR Butler, Pa., using four spots daily. The initial campaign featured the company's new dog food. The drive resulted in a "quadrupling" of dog food busi-

## Sampling

Replies from the following stations were received for the farm survey:

KCMO Kansas City, Mo.  
KDHL Faribault, Minn.  
KFEQ St. Joseph, Mo.  
KFH Wichita, Kan.  
KFKA Greeley, Colo.  
KFRE Fresno, Calif.  
KFYO Lubbock, Tex.  
KGNC Amarillo, Tex.  
KGNO Dodge City, Kan.  
KIOA Des Moines, Ia.  
KLKJ Jefferson City, Mo.  
KMA Shenandoah, Ia.  
KMMJ Grand Island, Neb.  
KMOX St. Louis, Mo.  
KOTA Rapid City, S. D.  
KPRC Houston, Tex.  
KRLD Dallas, Tex.  
KRVN Lexington, Neb.  
KSUM Fairmont, Minn.  
KTHS Little Rock, Ark.  
KTRH Houston, Tex.  
KVOO Tulsa, Okla.  
KWFT Wichita Falls, Tex.  
KWKH Shreveport, La.  
KWTO Springfield, Mo.  
KXXX Colby, Kan.  
WAVE Louisville, Ky.  
WBAL Baltimore, Md.  
WBT Charlotte, N. C.  
WCAU Philadelphia, Pa.  
WCCO Minneapolis, Minn.  
WCSH Portland, Me.  
WDAF Kansas City, Mo.  
WDAY Fargo, N. D.  
WDVA Danville, Va.  
  
WEEK Easton, Pa.  
WFAA Dallas, Tex.  
WFBM Indianapolis, Ind.  
WGAR Cleveland, O.  
WGN Chicago  
WGY Schenectady, N. Y.  
WHDH Boston, Mass.  
WHFB Benton Harbor, Mich.  
WHO Des Moines, Ia.  
WIBW Topeka, Kan.  
WIOU Kokomo, Ind.  
WISR Butler, Pa.  
WJAG Norfolk, Neb.  
WJDX Jackson, Miss.  
WJTN Jamestown, N. Y.  
WKJG Fort Wayne, Ind.  
WKOW Madison, Wisc.  
WKY Oklahoma City, Okla.  
WLW Cincinnati, O.  
WMBD Peoria, Ill.  
WMC Memphis, Tenn.  
WNAX Yankton, S. D.  
WNOX Knoxville, Tenn.  
WOAI San Antonio, Tex.  
WOW Omaha, Neb.  
WOWO Fort Wayne, Ind.  
WPTF Raleigh, N. C.  
WRFD Worthington, O.  
WSAZ Huntington, W. Va.  
WSB Atlanta, Ga.  
WTAX Springfield, Ill.  
WTIC Hartford, Conn.  
WVLN Olney, Ill.  
WWL New Orleans, La.

## Farm Advertisers

The following is a partial list of national and regional farm advertisers as reported in station questionnaires:

Allied Mills  
American Cyanamid  
American Poultry Journal  
American Salt  
American Steel & Wire  
Ames Hybrid Chicks  
Armour & Co.  
Black, Sivalls & Bryson  
J. I. Case  
Chattanooga Medicine  
Chemagro  
Chilean Nitrate  
Churchman Mfg.  
Coker Seed Co.  
Commercial Solvents  
DeKalb Agricultural  
Derby Oil  
Dr. Pierce's Proprietaries  
Dr. Salisbury's Labs  
D-X Sunray Oil  
Esso Weed Killer  
Ford Tractors  
Ful-O-Pep

Funk Seed  
Hercules Powder  
Hess & Clark  
Homelite Chain Saws  
International Harvester  
Kendall Mills Milk Filters  
Massey-Ferguson  
McCulloch Chain Saws  
Merck  
Minneapolis Moline  
Monsanto  
Myzon  
Nutrena  
Oyster Shell Products  
Pennsylvania Salt  
Pfister  
Pfizer  
Plymouth Cordage  
Quaker Oats Feeds  
Ralston-Purina Feeds  
Sterling Drug (d-Con)  
U. S. Rubber  
Virginia-Carolina Chemical  
Willard Tablet Co.

# FARM RADIO

ness and a continuation of the radio advertising.

## EXCHANGES & MARKETS

**Sturgis (S. D.) Livestock Exchange**—Using KOTA Rapid City, S. D., for the past 15 years, the exchange has been sponsoring the *Livestock Market Summary* (7:20 to 7:25 a.m.) Monday through Friday. The client reports selling 72,000 head of cattle during 1959, an increase of 13,500 over 1958. This was the largest dollar volume in the history of the exchange.

**Durham (N. C.) Tobacco Market**—This organization has been using a 15-minute interview program during the market season, which usually runs from Labor Day to around Thanksgiving. The program is heard at 12:30 p.m., Monday through Friday. R. C. Rankin, supervisor of sales of the tobacco market, conducts interviews on the show with farmers who tell what price they got for their tobacco and how

long they have been selling in the market.

Mr. Rankin expresses these views about the radio use: "Everyone connected with the Durham market gives radio credit for most of our gain. . . . We base the above statement on the fact that we have polled hundreds of tobacco farmers personally. . . . Our warehousemen consider the time over WPTF a most profitable investment and you can consider this letter a contract for the same time, to begin near the same dates, during the 1960 tobacco marketing season."

## HATCHERIES

### DeKalb Agricultural Association

DeKalb hatchery has been sponsoring the *Jolley Farm News* (12:05 to 12:15 p.m.) on KRLD Dallas three days a week. The campaign runs eight to ten months a year with a total budget of between \$15,000 and \$20,000. The agency for DeKalb had this to say about the program's effec-

tiveness: "We have found A. B. Jolley more than anxious to cooperate with our sales organization in the field and always ready to obtain localized news which has made the program exceedingly effective. . . . He has never failed to appear before our dealer meetings and has originated many worthwhile ideas that have consistently paid off."

## SERVICES

**Farm Bureau Cooperative**—This organization has been using the 5:05 to 5:20 a.m. *Farm Show* on WEEN Easton, Pa., and is completing its second year of full sponsorship of the 12 to 12:10 p.m. news costing \$65 per week. The results have justified the addition of eighteen 10-second spots costing \$34.20 per week.

**"A Practical Cotton Insert Control Program" Booklet**—Last spring, Marvin Vines, farm director of KTHS Little Rock, Ark., offered this booklet over the air. Using thirty 20-second announcements, 3,152 requests were received from Arkansas cotton growers.

## SAVINGS

### Southwestern Savings Association

—In June 1959, the savings and loan institution decided to try to develop the farm market. Because of budget problems at the time, they purchased a series of six spot adjacencies to morning and noon farm time. The response proved "overwhelming." But the important plus was that the company found that the accounts from the farm audience were in greater amounts than those received from urban or metropolitan accounts. They also found they received added response from the metropolitan group because of the "farm" advertising. These results led the savings association in 1960 to sign a 52-week contract using a combination of farm programs and spot announcements to reach this audience.

## CHEMICAL

**Merck Chemical Division**—On August 31, 1959, this company started a schedule on WGN Chicago of three 1-minute spots per week on *Country Fair* (12:10 to 1 p.m.). Due to the success of the campaign, Merck enlarged its schedule as of last January 4 to five 5-minute shows per week for 52 weeks. • • •

## There's only one full-time Farm Director in Central Illinois



Emil "Farmer" Bill  
with

11½ hours Farm Programming Weekly  
on

# WMBD

First in Farm Service — First in the Heart of Illinois  
Radio Peoria



## 41 Percent of Greater Detroit Households Can Receive Fm

Activity on all fm fronts continues brisk as advertisers and stations probe, prod and explore the current and future possibilities of this still developing medium.

Adding another dimension to its "Fm Radio Receivers Study" (see *Report on Fm*, November 1959), WLDM Detroit reports on its new "Fm Ownership Study," conducted by Independent Research Measurements, East Lansing, Mich.

Covering the greater Detroit and surrounding "extended metropolitan" area, the study shows that 41.4 percent of all households surveyed are able to receive fm radio. There is "no statistically significant difference" between urban and suburban areas in the number of fm radio households, according to the study. The report shows that 39.6 percent in greater Detroit receive fm radio, and 44.4 percent in the extended metropolitan area.

Based on a systematic sample of 1,452 telephone households, the study points to a number of areas in which there is little or no difference between the fm and non-fm household. Fm households and non-fm households have approximately the same number of members, according to the survey. For example, in households with three to four members, 40.8 percent receive fm and 41.4 percent do not. In terms of automobile ownership, 59.4 percent of the fm households have one auto, and 60.5 percent non-fm households have a single auto. Two autos are owned by 25.3 percent of the fm households, and 23.2 percent of the non-fm families.

Another area of similarity between the fm and non-fm family is the type of dwelling. The survey shows that 84 percent of the fm families live in private homes and 12.7 percent in multiple dwellings. In the non-fm group, 83.1 percent reside in homes, and 11.9 percent in multiple dwellings. Home ownership, the survey shows, breaks down

as follows: 77.9 percent of fm families own their home, and 74.1 percent of non-fm families are home owners. In the extended metropolitan area, however, there is greater home ownership "to a statistically significant degree" among fm households (88.5 percent) than among non-fm households (81.7 percent.)

### Fm Activity

KYA-FM San Francisco has teamed up with its sister am station to provide "full-time, compatible stereophonic broadcasting." The new policy of broadcasting in stereo every record played that is released in stereo, according to Morton J. Wagner, KYA general manager, "means that the station increases its fm hours to the full broadcast day as well."

Mr. Wagner says that the slogan for the innovation is "If it's made in stereo, it'll be played in stereo." Although the dual channel programming is currently being limited to musical selections, Mr. Wagner explains that "commercials, jingles and games are next" to get the stereo treatment.

A quick cross-country hop reveals that WABC-FM New York is now offering separate programming from 6 p.m. to midnight. In making the announcement, Ben Hoberman, general manager, says the decision to switch over to separate programming is "the result of increased interest in fm by listeners in the New York area." Mr. Hoberman states that 56.5 percent of the homes in the metropolitan New York area have fm sets.

An indication of the high level of advertiser interest in the WABC-FM move is seen in the report that more than 60 percent of the available time was sold before the separate fm operation went into effect. The majority of the advertisers, WABC-FM reports, bought programs rather than spots, with many of the clients signing up for 52-week runs. • • •

**1st**

according  
to all  
surveys

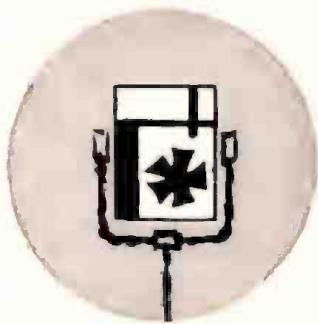
**PULSE · HOOPER  
TRENDEX**

Norfolk - Newport News - Portsmouth  
and Hampton, Virginia

**Represented Nationally by**  
**JOHN BLAIR & COMPANY**

**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

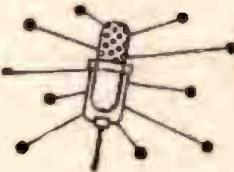
WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET

NEW YORK 19, NEW YORK

## report from networks



► **NBC:**

Three top management posts at NBC Radio will be in the hands of new occupants by the first of next month. William K. McDaniel has been named vice president in charge of the network. He succeeds Matthew J. Culligan, who has joined McCann-Erickson Inc., New York.

Two veteran NBC executives have also been assigned new duties. George A. Graham Jr. has been promoted to vice president and general manager, and William F. Fairbanks to director of sales. Previously sales planning vice president, Mr. Graham will retain his responsibilities in the area of sales development, sales presentations and sales service and traffic.

Net sales totaling \$3 million were rung up last month, including \$1.7 million in new business, according to Mr. McDaniel. Highlights of the new buys included a 20-week segment contracted by Purolator Products, Inc.; two 13-week buys from Electric Auto-Lite Co., and a 39-week run by Ex-Lax, Inc. Renewals came in from American Motors, Radio Corporation of America, Wagner Electric Corp. and the General Insurance Co.

► **CBS:**

CBS is bringing two more high calibre show business personalities into its daily daytime radio schedule. Bing Crosby and Rosemary Clooney have been signed for a daily 10-minute show. Howard G. Barnes, vice president in charge of network programs for CBS Radio, announces. General Electric is the first participating sponsor signed for the show.

Show's format will include specially prepared "musical and conversational material . . . aimed directly at the feminine daytime home audience." Crosby and Clooney round out a two-hour block of network time featuring Arthur Godfrey, Art Linkletter and Garry Moore.

► **ABC:**

A five-minute daily strip devoted to

a serious discussion of the problems to be encountered in the space age is being launched this month over ABC Radio. Called *Space Scope*, the first participating sponsor signed for the series is the Martin Co., Baltimore, manufacturers of military aircraft, missiles and rockets.

Signing up for once-a-week sponsorship, on a 13-week basis, Martin's messages will be of an institutional nature, discussing such subjects as the nation's educational problems, space exploration considerations, basic scientific problems and importance of basic research.

It is interesting to note that Martin, through its separately operated Research Institute, is cooperating with Dan Peterson in producing the show for ABC. Mr. Peterson will also narrate the show. Format will consist of commentary and interviews with leading scientists and others involved in space age problems.

A little closer to earth, ABC Radio reports that its *Weekend News* is 100 percent sold out through next May. The daily version, *Weekday News*, reports 80 percent sponsorship.

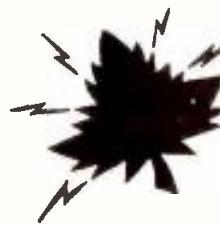
► **Keystone:**

Keystone Broadcasting System is celebrating its 20th anniversary. During that period, the network grew from an original 98 affiliates to its present 1,090 affiliated stations.

Commenting on the growth of his organization, President Sidney J. Wolf says that "the national advertiser now realizes the importance of the rural markets and recognizes the necessity of using radio exclusively. In 1941 we had three advertisers, and we now have over 100 national advertised products currently using the Keystone Broadcasting System."

Mr. Wolf points out that Keystone has shown an increase in sales each succeeding year, and that 1960 will probably "set a record as the largest year in history." • • •

# report from Canada



## Canada's Private Network Gets Go Ahead From BBG

The first privately owned network to operate in Canada since the formation of the present Canadian Broadcasting Company is now attempting to establish a daily half-hour schedule.

Authorized by the Board of Broadcast Governors to operate on an experimental basis last April, the network developed as the result of the recommendation of the Fowler Royal Commission of Broadcasting in Canada. A request is now before the BBG for a three-year license that would enable the network to invest the capital necessary for expansion.

The network, the Atlantic Broadcasting System, is a regional grouping that consists of six stations in the three Maritime Provinces of New Brunswick, Nova Scotia and Prince Edward Island. The stations are CFNB Frederickton N. B., CKCW Moncton N. B., CFCY Charlottetown P. E. I., CFBC Saint John N. B., CHNS Halifax N. S. and CJCB Sydney N. S.

Tom Tonner, network coordinator based in Moncton, points out that private broadcasters have been urging the development of private networks in Canada. "A regional network such as ABS," he says, "has two notable advantages to offer the broadcasting industry.

"First, a network system enables private stations to pool their resources to develop live local talent. The cost of this kind of exploitation is prohibitive for a single station. It is feasible for a group of stations sharing the financial burden.

"Secondly, the network offers another outlet for the exchange of viewpoints within the Maritime Provinces. This means, for example, that one commentator can be heard throughout the area on any subject of regional interest. And this exchange can originate from any of the

six stations in the network. This was not possible when the stations were operating independently."

The ABS should prove of value to local, regional and national advertisers, too, says Mr. Tonner. Both its coverage and its potential audience include an impressive share of the Maritime population.

In its coverage the six stations are within the reach of 98 percent of the inhabitants of the region. This is a conclusion drawn from a mail survey undertaken by the network.

A mail request survey taken on audience potential at the time of the light heavyweight title fight between Archie Moore and Yvon Durelle in Montreal last August showed equally impressive figures. Mr. Tonner explains that of the 342,000 households counted in the area by the Dominion Bureau of Statistics, it was estimated that 319,000 were listening to the fight.

### An Impressive Audience

"Admittedly, the program had exceptional appeal," declares Mr. Tonner, "but 93 percent of all the households in the area listening to one program makes an impressive audience at any time."

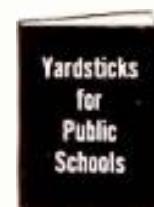
"We feel that national advertisers would be interested in a network buy with this coverage and audience potential," he says. "They can deal with one company, work from a single rate card, and still get the extensive exposure they demand."

"The audience reaction has not been overly enthusiastic as yet," says Mr. Tonner, "which is one of the reasons we would like to expand our staff and services. We work on the assumption that if you offer something worthwhile, you'll have a receptive audience. We hope to be able to offer high quality programs of particular interest to our Maritime audience." • • •



## A SILVER SPOON IS NOT ENOUGH

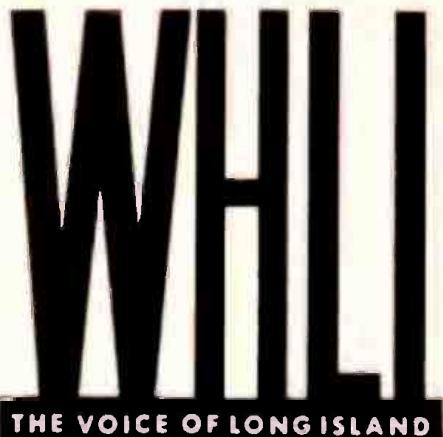
She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future.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



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



LONG ISLAND IS A MAJOR MARKET!



THE GREATER  
LONG ISLAND MARKET  
(Nassau-Suffolk)

MORE CARS  
ARE SOLD ON  
LONG ISLAND  
THAN IN SEATTLE,  
SAN ANTONIO AND  
SALT LAKE CITY...  
**PUT TOGETHER!**

AUTO STORE SALES  
**\$408,969,000**  
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) . . . Delivers MORE Audience than any other Network or Independent Station!

(Pulse)

10,000 WATTS

WHLI

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N.Y.

*the voice of  
Long Island*

Represented by Gilt-Perna

radio  
research



Pulse Confirms Growth  
Of Out-of-Home Listening

Out-of-home listening's contribution to the total radio picture during the summer of 1959 reached record peaks, according to the recently published results of out-of-home studies conducted by The Pulse Inc., covering 29 major markets.

A substantial 30.5 percent was added to the in-home listening totals during the warm weather months by listeners who took their radio with them, Dr. Sydney Roslow, director of Pulse, states. This figure compares with 28.3 percent in 1958 and 25.7 percent in 1957, shown in previous Pulse studies.

In terms of actual audience size, Dr. Roslow says, five percent of all radio families reported listening in

automobiles, at work, or in other away-from-home places during the average one-quarter hour between 6 a.m. to midnight. Projecting these results on a national scale, he states, "The out-of-home audience during the past summer added 2,524,000 families to the listening audience during the average quarter hour, with the figure considerably higher during many periods of the day." With the growing popularity of small transistor radios, he maintains "there is every reason to believe that listening away from home will continue on the upgrade in the future."

A summary of the individual market results is found in the chart below. • • •

In-Home and Out-of-Home Radio Listening—  
Summer 1959\*

	Homes Using Radio Summer '59)	Homes With-Out-of-Home Listening (Summer '59)	Total Audience (Summer '59)	% Added by Out-of-Home Listening (Summer '59)
Atlanta	15.2	4.5	19.7	29.6
Baltimore	13.4	4.3	17.7	32.1
Birmingham	15.5	4.5	19.0	29.0
Boston	16.4	5.6	22.0	34.1
Buffalo	16.4	4.7	21.1	28.7
Chicago	16.1	5.0	21.1	31.1
Cincinnati	13.0	4.5	17.5	34.6
Cleveland	14.0	4.3	18.3	30.7
Columbus, O.	16.3	4.4	20.7	27.0
Dallas	16.5	4.9	21.4	29.7
Detroit	14.3	4.7	19.0	32.9
Fort Worth	15.6	4.7	20.3	30.1
Houston	16.7	4.5	21.2	26.9
Kansas City	16.8	5.0	21.8	29.8
Los Angeles	17.9	5.4	23.3	30.2
Miami	18.5	4.8	23.3	25.9
Milwaukee	17.3	5.2	22.5	30.1
Minneapolis-St. Paul	17.1	4.3	21.4	25.1
New Orleans	16.0	3.6	19.6	22.5
New York	16.3	5.7	22.0	35.0
Philadelphia	17.8	3.9	21.7	21.9
Pittsburgh	15.6	4.4	20.0	28.2
Portland, Ore. (June-July) <sup>2</sup>	18.2	5.1	23.3	28.0
Richmond	15.3	5.0	20.3	32.7
St. Louis	16.9	4.6	21.5	27.2
San Diego	16.8	5.1	21.9	30.4
San Francisco	18.4	5.5	23.9	29.9
Seattle	17.8	4.6	22.4	25.8
Washington	15.1	4.6	19.7	30.5
Average, 29 Markets	16.4	5.0	21.4	30.5%

\*Figures on "homes using radio" cover 6 AM to Midnight, Sunday-thru-Saturday. All figures expressed as % of radio families surveyed.

<sup>1</sup>Miami, Portland (Ore.) . . . June-July

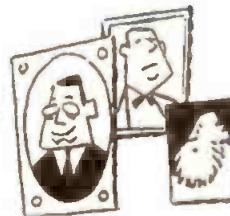
<sup>2</sup>Chicago, New York, Wash. . . . August only.

<sup>2</sup>Rating based on Monday-Friday only.

(a) 1958 figures not available.

# names and faces

**Noting the Changes Among  
The People of the Industry**



## AGENCIES

Vincent J. Daraio, formerly in charge of the purchase of broadcast media, appointed account exec., Hicks & Greist Inc., New York.

Ann Smith, previously radio-tv director of The Ralph H. Jones Co., Cincinnati, moves to Farson, Huff & Northlich Inc. as media director.

Richard Mercer and Harold Longman, tv-radio copy supervisors at BBDO Inc., New York, elected v.p.'s.

Jack J. Dash, formerly president and gen. mgr. of WBCB Levittown, Pa., joins Gresh & Kramer, Philadelphia, as exec. v.p.

Hal Davis, independent tv producer-director for the past two years, joins Sudler & Hennessey Inc., New York, as director of radio and tv.

Milton L. Price, formerly brand mgr. (new products) for

Helene Curtis Industries, Chicago, appointed account exec. Mogul Williams & Saylor Inc., New York.

Allen F. Flouton and Jack P. Rees, both senior v.p.'s at Compton Advertising Inc., New York, elected exec. v.p.'s. Harvey Victor and Edgar Rose, formerly account exec's at Jay Victor & Associates Inc., Newark, N. J., named v.p.'s.

Len Carey, formerly of BBDO Inc., New York, appointed exec. v.p. at C. J. LaRoche & Co.

Gene Del Bianco promoted to broadcast media manager, Harold Cabot & Co., Boston.

John P. Atherton promoted to v.p., Kastor, Chesley, Clifford & Atherton Inc., New York.

Barton A. Cummings, formerly v.p. and senior account service supervisor, McCann-Erickson Inc., New York, joins Compton Advertising Inc., as v.p. and asst. to pres.

## STATIONS

Anthony Hartman formerly account exec. at WJZ-TV Baltimore, joins WICE Providence, R. I., as local sales mgr.

Louis Wolfson, previously v.p., WLOS Asheville, N. C., reassigned to WFGA Jacksonville as v.p.

Bob DeBardelaben, former assistant mgr., WKIX Raleigh, named gen. mgr., WLAQ Rome, Ga.

Robert S. Tyrol, gen. sales mgr., WTIC Hartford, Conn., promoted to v.p.

Alexander S. Klein, Jr., formerly national sales mgr., WDAS Philadelphia, appointed v.p. and gen. sales mgr., WTEL Philadelphia.

Henry H. Franz, local sales mgr., WFBM Indianapolis, appointed sales mgr.

Art Arkalian, previously sales mgr., WERC Erie, Pa., named station mgr.

Denman F. Jacobson, local sales mgr., WWJ Detroit, promoted to sales mgr.

H. Shelton Earp, gen. mgr., WBMD Baltimore, moves to WWIN Baltimore in the same capacity.

Shel Singer, formerly production mgr. of KRDO-AM-TV Colorado Springs, Colo., named manager of the radio station.

Stanley H. Edwards, sales mgr. of WTRY Albany, N. Y., promoted to station mgr.

Hillis Bell, account exec. at KAKC Tulsa, named sales mgr., KIOA Des Moines.

James E. Bailey, veteran Storer Broadcasting Co. executive, named managing director, WJW Cleveland.

Earl Burnam, formerly gen. mgr. KSYD Wichita Falls, Tex., named mgr. KBOX Dallas.

Joseph A. Macchia named national acct. exec., WGBI Scranton. He was formerly an acct. exec. with WARM. Bob Kiley named acct. exec. WISH Indianapolis. He was formerly on sales staff of Gerber Products.

## REPRESENTATIVES

Martin L. Percival promoted to eastern sales ingr., radio division, for Edward Petry & Co., New York.

Richard C. Arbuckle, v.p. and midwestern sales mgr. of Robert E. Eastman & Co., New York, named exec. v.p. George Dubuetz of the Chicago sales staff appointed v.p. Max Friedman named eastern sales manager for H-R Representatives Inc., New York.

Robert E. Stuart joins Clarke Brown Co., Dallas, as manager of the firm's New Orleans office. He was with CBS Television Film Sales, Dallas.

John A. Thackaberry appointed manager of Los Angeles office, Robert E. Eastman & Co., Inc., New York.

Morton A. Barrett, formerly director of research and sales development dept., The Bolling Co., Inc., New York, promoted to v.p. and Chicago office mgr.

## NETWORKS

Ernest Lee Jahncke Jr., formerly v.p. and asst. to the president, Edward Petry & Co., New York, named director, standards, of NBC.

Alfred R. Beckman, formerly v.p. in charge of tv station relations, ABC-TV, appointed v.p. in charge of the Washington, D. C., office for ABC.

B. P. Timothy, formerly secretary and board member of Avery-Knodel Inc., named account exec. at MBS.



Rose



Klein



Daraio



Percival



Singer



Edwards



Franz



Burnam

# EDITORIAL



## ...dynamics of farm radio

### HEALTHY OUTLOOK

The current year has all the earmarks of a generally prosperous one for farm radio, following on the heels of a healthy 1959. (See *New Seeds for Farm Programming*, p. 23.)

One does not have to search long for the reasons that are contributing to the optimistic outlook. In many respects, farm radio represents one of the "purest" examples of the vitality the sound medium is capable of.

It is a hometown medium that is providing news, information and service to an audience that can't get these things from any other source so quickly, authoritatively and in so many different locations. It is a medium that has befriended its listeners and is a companion, almost a member of the family.

### ADJUSTS TO NEW DEMANDS

It is a medium that has been dynamic in its adjustment to new demands. It has accepted the challenge of providing astute programming to a listener who is a professional and has turned the challenge into financial opportunity.

It is daily providing the kind of advertiser follow-through and support throughout its coverage area that can serve as a model for any medium.

The popularity of farm radio with farm advertisers is well documented. Some stations in basically agricultural areas report they often "fight the temptation" to increase farm programming time because of the potential business they feel is there.

In this regard, it is significant to note that farm stations have been pressing hard for the use of farm-directed radio by standard consumer advertisers. The underlying thought is that farmers are not only users of farm products and services, but are also big buyers of consumer products (from freezers to cars).

Some progress has been reported in this campaign, but the big job is still ahead. What is really needed is an awareness by agencies and advertisers of market research that is already available.

### PROGRAMMING ISSUES

The extent to which farm radio has adapted to new challenges is mirrored in certain developments in programming.

For one thing, this past year there has been much discussion over attempts to capsule farm information into shorter segments.

Although it has not yet gained complete industry recognition by any means, a number of stations are giving it a try. Some have reported definite successes with the technique.

Another development has been the broadening of farm programming to include a "consumer's" angle and to provide information for the suburban home-owner and gardener.

This ability to experiment and develop in order to improve service is probably the most important factor in farm radio's stability.

**TO  
SELL**

**TO SELL** Your Products and Services in  
the SECOND LARGEST MARKET WEST OF  
THE MISSISSIPPI!

**TO SELL** Your Products and Services in  
the 4TH RANKING METROPOLITAN  
MARKET IN THE NATION.

A TOTAL MARKET LARGER THAN THE PHILADELPHIA METROPOLITAN AREA

A MARKET OF... **4,606,100** PROSPEROUS PEOPLE

**1,326,140** HOUSEHOLDERS

**\$5,746,650,000.00** ANNUAL RETAIL SALES

IT TAKES THE NATION'S LARGEST REGIONAL NETWORK

## **INTERMOUNTAIN NETWORK**

FIFTY LOCAL Radio Stations, covering a five state area of Colorado, Utah, Idaho, Montana, Wyoming and portions of Nevada, South Dakota, Nebraska and New Mexico.

**ONLY INTERMOUNTAIN NETWORK, WITH STATIONS LOCATED WHERE PEOPLE LIVE... LISTEN... AND BUY... CAN REACH THIS TOTAL MARKET.**

**They Listen!**

Proof... the largest, most comprehensive Pulse Study ever made. Ask Avery-Knodel to show you Pulse, 45 Markets, 7 States, Jan.-Feb., 1959.

**They Buy!**

The Mountain States area in 1959 is ranked in the top three among eleven regions in the country in both per capita and per household retail sales.

**ONLY INTERMOUNTAIN NETWORK**  
No other advertising medium can successfully sell our products and your services in this fast growing and prosperous market.

**ONLY INTERMOUNTAIN NETWORK**  
can sell your products and services because it delivers your sales message to the people where they live... Listen... and Buy.



**INTERMOUNTAIN NETWORK**  
Ask Your Avery-Knodel Representative

146 South Main  
Salt Lake City, Utah

in  
MINNEAPOLIS  
ST. PAUL



**WPBC**      **ADULT  
RADIO**

Adventures  
in  
Better  
Listening

\* WILLIAM V. STEWART, PRESIDENT  
**DETAILS** Daren F. McGavren Company - Representatives

1771 — N — ST NW  
WASHINGTON 6 DC SUB 1  
USP DS-19-39-1275-219