



Advertisers Hear The Real Farm Story

A special appeal to advertising executives is unveiled this month at the New York convention of the National Association of Tv & Radio Farm Directors (June 17 through 20). Special emphasis is placed on the fact that the farmer is not only a big purchaser of farm products, but also a large-volume buyer of standard consumer items. It is noted, for example, that the farmer is the biggest user of rubber and petroleum products. (See *The Change Down on the Farm*, p. 27.)

Move by Blair Underscores Need for Creative Selling

Expanded role of the spot radio sales development department at John Blair & Co. incorporates that unit into the new Creative & Marketing Services Division. Emphasizing the power of radio to establish an "air trademark," the division will be headed by Clifford J. Barborka Jr., vice president. He moves to New York from Chicago where he was manager. Thomas C. Harrison of the Blair office in New York has been elected a vice president and takes Mr. Barborka's place in Chicago. Al Long, present sales development director, assumes Mr. Harrison's position on the New York sales staff.

Programming Ideas Abound At Second D. J. Convention

The backbone of radio—programming—received most of the attention on the agenda of the "Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention," sponsored by the Storz Stations. Held in Miami Beach over the Memorial Day weekend, the meeting covered a wide range of topics, such as music, records, personalities, news and ratings.

Two Stations Cut Spots And Raise Their Rates

Is this a trend? More evidence is needed to answer the question, but WQXR New York and WCRB Boston are convinced they are on the right track in reducing the number of spot availabilities and simultaneously raising their rates. WQXR is withdrawing 300 availabilities a week from its 19-hour broadcast day, providing about 850 spot openings. Its spot rate, effective June 1, is up about 20 per cent for both day and night. WCRB is withdrawing 150 spot availabilities each week, promising no double spotting, and has raised its rates 15 percent.

Another Step Taken in Simplifying Rate Cards

To cut paperwork confusion in the buying of spot radio, the new rate card of WIP Philadelphia combines all charges—time, music, copyright, news and talent—into each price, completely commissionable to the advertising agency. "We believe this should set a trend toward simplifying the buying of spot radio," says Ralf Brent, vice president and director of sales.

AIMS' Stations See Growth of 'Talk' and News Shows

Among the many facets of programming that were discussed at last month's meeting of the Association of Independent Metropolitan Stations were the trends toward "talk" and conversation shows and the continuing expansion of radio news coverage. AIMS' stations also see "considerable" pick-up in spot business.