



AUGUST
1959

35 CENTS

U.S.

RADIO

WINDS

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ing Radio Picture

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and T. Mahoney
Radio Up: Radio
75% of Budget
and Radio Trends

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WGR

Buffalo, New York

WSVA

Harrisonburg, Virginia

now
represented
by

Edward Petry & Co., Inc.

The Original Station Representative.

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

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

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

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

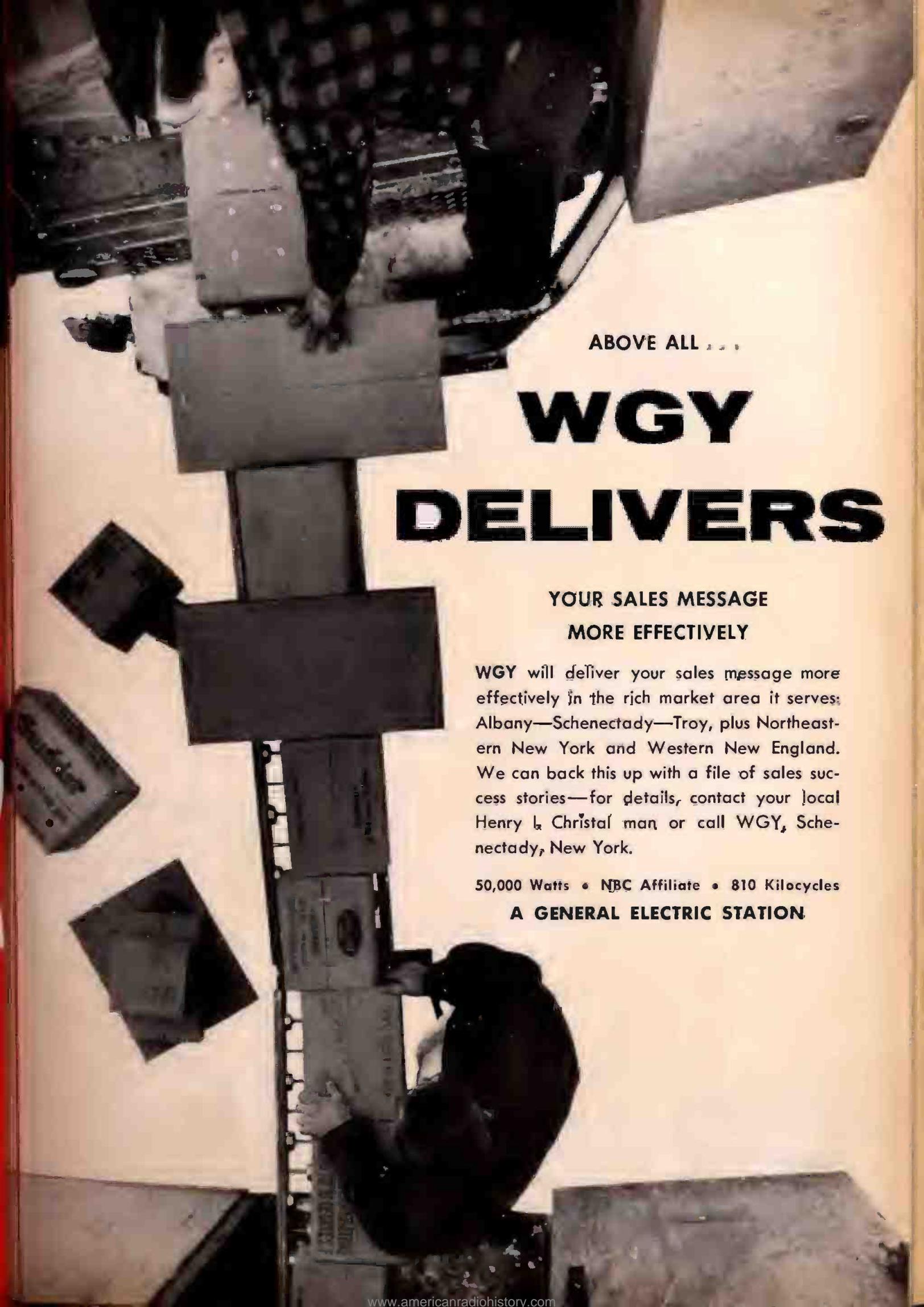
We don't Rock 'em ... We don't
Roll 'em ... We Sell 'em!

GLEN A. HARMON, General Manager

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Owned by
EVERY KNODL



ABOVE ALL . . .

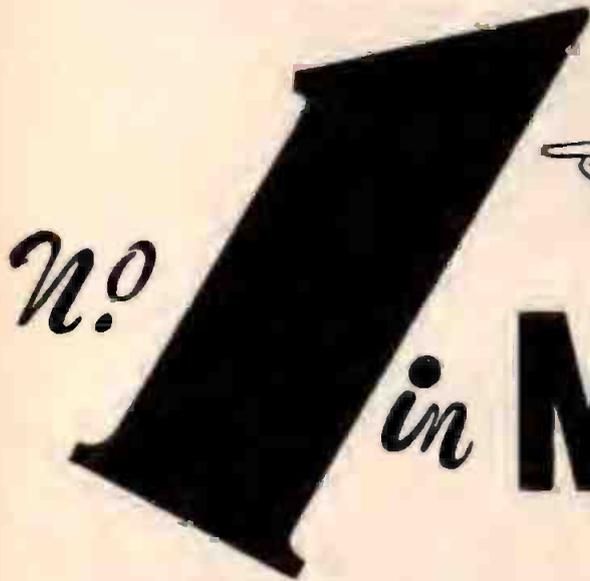
WGY DELIVERS

YOUR SALES MESSAGE
MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves; Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry L. Christal man or call WGY, Schenectady, New York.

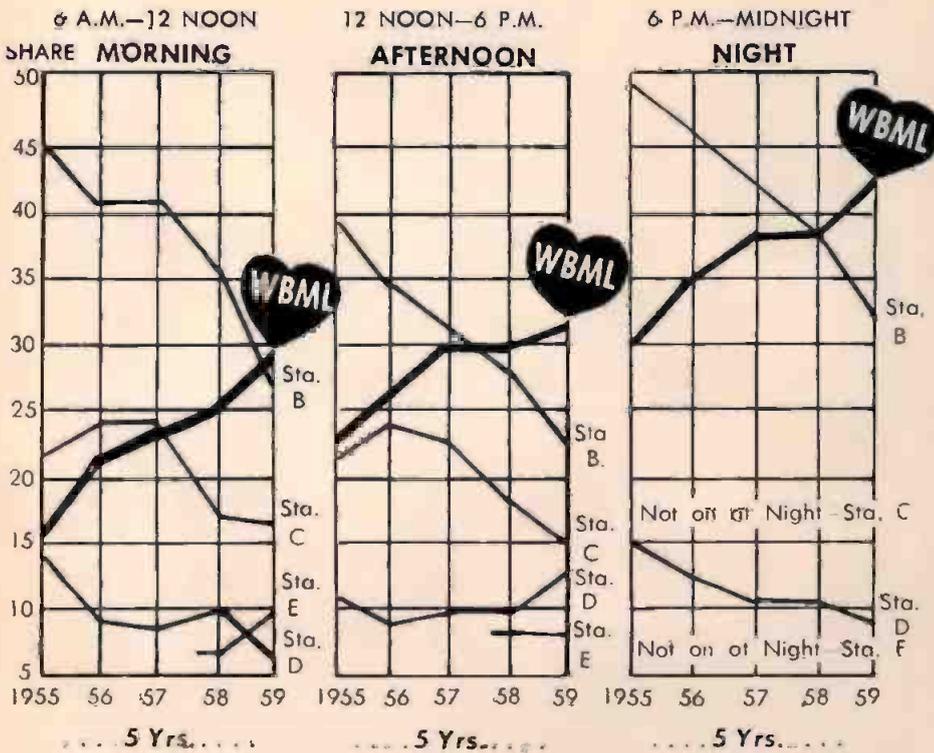
50,000 Watts • NBC Affiliate • 810 Kilocycles
A GENERAL ELECTRIC STATION

A STEADY FIVE YEAR CLIMB TO . . .



in MACON, GA.

DECISIVELY . . . YOUR BEST BUY!



STA. B



STA. C



STA. D



STA. E

* ONE MINUTE CLASS A

When Buying Macon Look to the
No. 1 Station in Hooper and Pulse!

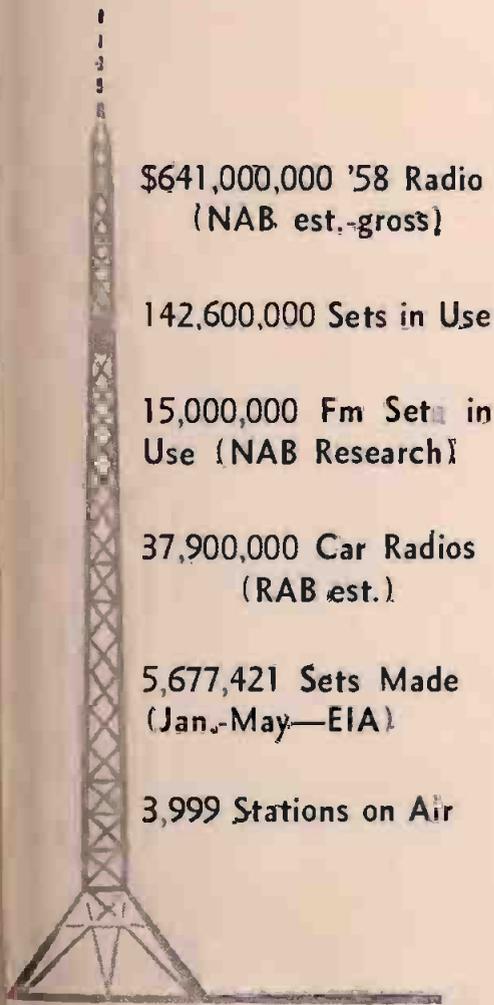


MACON'S 24-HOUR MOBILE NEWS STATION

See FORJOE, Nat'l Rep.



Radio's Barometer



Spot: Spot radio's biggest single source of revenue is food advertising. Radio Advertising Bureau compilations for the first quarter of 1959 show. A total of 238 food companies advertising 325 different brands accounted for approximately 20 percent of all spot radio time for that period, RAB states. Campbell Soup Co. was the leading food client.

Network: NBC Radio reports sales totaling \$1,333,990 in net revenue during the 20-day period ending July 21, according to William K. McDaniel, vice president in charge of network sales. (See *Report from Networks*, p. 64.)

Local: Increases in sales have been reported by four stations—WHK Cleveland, WMCA New York, KSO Des Moines and WTTM Trenton, N. J. Harvey L. Glascock, vice president and general manager of WHK, reports that the station has increased gross revenue 300 percent for the second quarter of 1959 compared with the first quarter. Steve Labunski, vice president and general manager of WMCA, states that this past June was 40 percent ahead of June 1958 and was the biggest gross billing month in the station's 35-year history. Tony Moe, vice president and general manager of KSO, says gross billings have increased 250 percent in the 12-month period covering June 1958 to June 1959. Fred E. Walker, vice president and general manager of WTTM, reports a 9.6 percent increase in sales for the first six months of 1959 compared with 1958.

Stations: The number of am and fm stations on the air as of the end of June totaled 3,999, an increase of 21 (11 am and 10 fm) over the previous month:

| | Commercial AM | Commercial FM |
|----------------------|---------------|---------------|
| Stations on the air | 3,377 | 622 |
| Applications pending | 516 | 49 |
| Under construction | 123 | 147 |

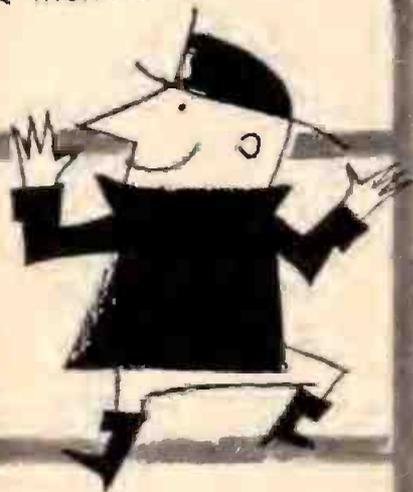
Sets: Total radio set production including car radios in May was 1,039,562; five-month total was 5,677,421. Total auto radio production for May was 476,222; five-month total was 2,262,390. Total radio sales in May, excluding car radios, totaled 400,882 sets; five-month total sales were 2,480,686 sets. Fm set production for May totaled 48,841. • • •

KBOX

the

HOTTEST

thing in the DALLAS
MARKET— from 9th Place
to **2nd Place** in ONLY
9 months



1st station in Dallas (KLIF)
2nd KBOX May-June 1959*
3rd KBOX May
4th KBOX April

5th KBOX February
6th KBOX January
7th KBOX December
8th KBOX October
9th KBOX August 1958

*May-June Hooper, 1959

KBOX

BUY Radio when you buy media BUY Balaban
when you buy radio BUY KBOX when you
buy Dallas and you BUY the people who BUY

THE BALABAN STATIONS

in tempo with the times

WIL KBOX WRIT
St. Louis Dallas Milwaukee
JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.

Sold Nationally by
Robert E. Eastman & Co., Inc.

for buyers and sellers of radio advertising

U.S. RADIO

AUGUST - 1959

VOL. 3 - No. 8

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tion, \$3 a year, \$5 for two years in U.S.A.
U.S. Possessions and Canada \$4 a year
\$6 for two years. Please advise if you
move and give old and new address.
Copyright 1959 by Arnold Alpert Publica-
tions, Inc. Accepted as controlled circula-
tion publication at Baltimore, Maryland

West Coast Representative—
Whaley-Simpson Company
6608 Selma Avenue
Los Angeles 28, Hollywood 3-7157
700 Montgomery Building
San Francisco 11, SUtter 1-4583

51.7%

of the total
automotive gross sales
are made in the
KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed **KEYSTONE AUTOMOTIVE STUDY** and our latest **STATION LIST**. Write to our nearest office:

CHICAGO
111 W. Washington St.
SState 2-8900

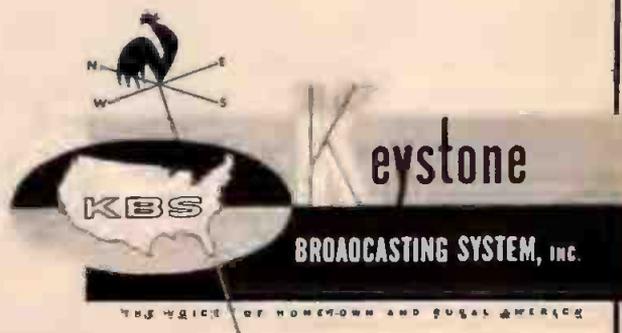
NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

DETROIT Penobscot Building

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



Sky's the limit in Kansas City

The 707's are flying east and west. New 1 1/4-million-dollar expansion at the Municipal Airport. A great new Mid-Continent International Airport a few miles to the north. Kansas City's airborne the modern way.

The airborne way for you to tap this changing, growing, big-spending market of more than a million persons is with KCMO-Radio. It's Kansas City's fam-

ily radio station. For tots, teenagers, adults — not just "cats." It's Kansas City's only 50,000-watt radio station. It reaches into rural counties in four states. It sets the pace in news, music, public service.

So to give sales a lift in Kansas City, put your next flight of spots on KCMO-Radio. 810 kc CBS radio network.



Photo: A. B. Crank

KCMO~Radio

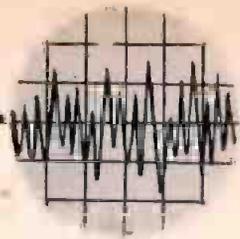
The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE WHEN WHEN-TV
PHOENIX KPHO KPHO-TV
OMAHA WOW WOW-TV
TULSA KRMG

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

E. K. HARTENBOWER, Vice-President
and General Manager
R. W. EVANS, Station Manager

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



Idea for National Coverage Study Is 'Noodled' by Pulse

Still in the "noodling" stage at Pulse Inc. is an idea to provide a station-by-station national coverage study. It would be based on data that, for the most part, is already available through its many city and area studies. The idea has been suggested to Pulse by a representative organization, although no action—either confirming or denying the plan—has been taken. The only national coverage study presently available in radio was done by Nielsen in 1936 (NCS#2).

Bright Fall Is Seen On Radio Horizon

A generally healthy sales outlook is predicted for the fall months (see *What Will the Fall Winds Bring?* p. 27). Just as importantly, however, is the forecast that the coming months will see the jelling of structural changes in radio's economy. For example, shorter and shorter advance commitments on campaigns because of the easy in, easy out nature of radio.

Watch Manufacturers Clock Summer Radio

Radio's summer-timely attributes may prove to be what the watch-making industry is looking for to stimulate its brand-name sales. Beset with problems over list prices and discounts, the industry is noting with interest the headway made by the Benrus Watch Co.'s new "Today" merchandising program in teaming up with summer radio. (See *Radio: Benrus Summer Watchword*, p. 38)

Tv Programs to Get Radio Promotion

The sound medium, maintains Broadcast Times Sales Inc., New York, is the logical voice with which to promote tv programs. Pre-empting the service heretofore provided chiefly by local newspapers, BTS is offering clients who buy radio time a tag line on their commercials reminding listeners of time and place of the product's programs on tv. BTS reports almost all its stations endorse the plan; the firm anticipates enthusiasm on the part of advertising agencies.

Co-op Plans of Advertisers Being Compiled by RAB

Information for a new and expanded Co-op Data Book is currently being gathered by the Radio Advertising Bureau, which expects to release the information to member stations late this fall. All major fields of business will be represented in the book, RAB declares, with both national and regional advertisers cooperating directly with the bureau in supplying such details as: Products for which co-op money is supplied; details of the allowance plan; what material is available from the manufacturer in the way of copy; billing methods prescribed by the firm.

Cross-Index of Rating Values Offered Timebuyers by WQXR

A mathematical "brain" with which a timebuyer can calculate the significance of a rating in one market compared with that in another is being distributed to interested timebuyers by WQXR New York. The computer, an updated version of one issued several years ago, shows the number of radio homes represented by ratings from 1 to 11 in 10 markets—New York, Boston, Chicago, Detroit, Cincinnati, Los Angeles, St. Louis, Philadelphia, San Francisco and Washington, D. C. It shows that a rating of 1.5 in New York, for example, represents more listening homes than a 6 in Detroit.

WPTF
Raleigh-Durham
the Nation's

28th

Radio Market

32-county 1959

PULSE again

shows WPTF

FIRST *all the*

*way from sign on
to sign off . . .*

with a 36% share

of audience that

is almost three

times that of our

nearest competitor,

a 12-station local

network.



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys



American Can Co.

Agency: *Compton Advertising Inc.,
New York*

Product: BEER IN CANS

A late-summer opener that promotes the beer industry as well as the advertiser started this month, will continue through August in 20 New York markets with 5 to 20 daytime minutes per market. Joe Burbeck is timebuyer.

American Motors Corp.

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

Product: RAMBLER

The expected air-time acceleration of the automotive industry this fall is off to an early start, thanks to Rambler's current radio buy. An eight-week campaign which started July 27 includes one-minute commercials on a "high frequency" basis in prime morning and evening traffic times in more than 80 markets. Additionally, NBC's *Monitor* is carrying 20 announcements each weekend as part of a continuing 52-week schedule for American Motors. Betty Powell is timebuyer.

American Tobacco Co.

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

Product: RIVIERA CIGARETTE

Add a new one to the pack: American's entry into the suddenly burgeoning ranks of menthol cigarettes is now on the air in selected markets—Kansas City, Mo.; Atlanta, Ga.; Cleveland and Akron, O.—with prospects of spreading its spot schedules to other areas as production of Rivierras gets into full swing. Ed Ponte is timebuyer.

Chrysler Corp.

Agency: *Young & Rubicam Inc.,
Detroit*

Product: 1959 MODELS

Clearing out current stocks in anticipation of the 1960 models, this automotive account is featuring a

"Seal the Deal" campaign this month to move Chryslers and Imperials out of the showrooms. The summer clean-up is underway in 90 markets, with frequencies depending on the market. Cal Nixon is timebuyer.

Chun King Enterprises Inc.

Agency: *Batten, Barton, Dustine &
Osborn Inc., Minneapolis*

Product: CANNED AND FROZEN
FOODS

Radio, as *The Way to the Food Shopper's Heart* (January 1959), is undergoing some heavy traffic from Chun King in a campaign which started last month and is expected to expand soon beyond its present 28 markets. As many as 150 announcements per week are being used to acquaint meal planners with the makings of a luau—"a glamorous Oriental feast as near as your food market."

Robert Curley Ltd.

Agency: *Kenneth Rader Co.,
New York*

Product: LOCKS FOOT PREPA-
RATIONS

Looking ahead to 1960, this firm currently is testing radio as a prospective major medium for its advertising drive next spring. The product at present has scattered distribution across the country. Kenneth Rader handles the buying.

Gillette Safety Razor Co.

Agency: *Maxon Inc., New York*

Product: SHAVING EQUIPMENT

Eschewing close shaves when it comes to advertising outlays, the company is wrapping up an extensive campaign covering 120 markets after testing the selling approach for teenagers for eight years in a total of six markets. Buying for the campaign is on a "personal visit" basis, with 10 to 20 more stations yet to be contacted. Schedules have been on the air since last spring in some

(Cont'd on p. 12)

In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . .

NBC Owned 670 in Chicago Sold by NBC Spot Sales **WMAQ**



big

talk!

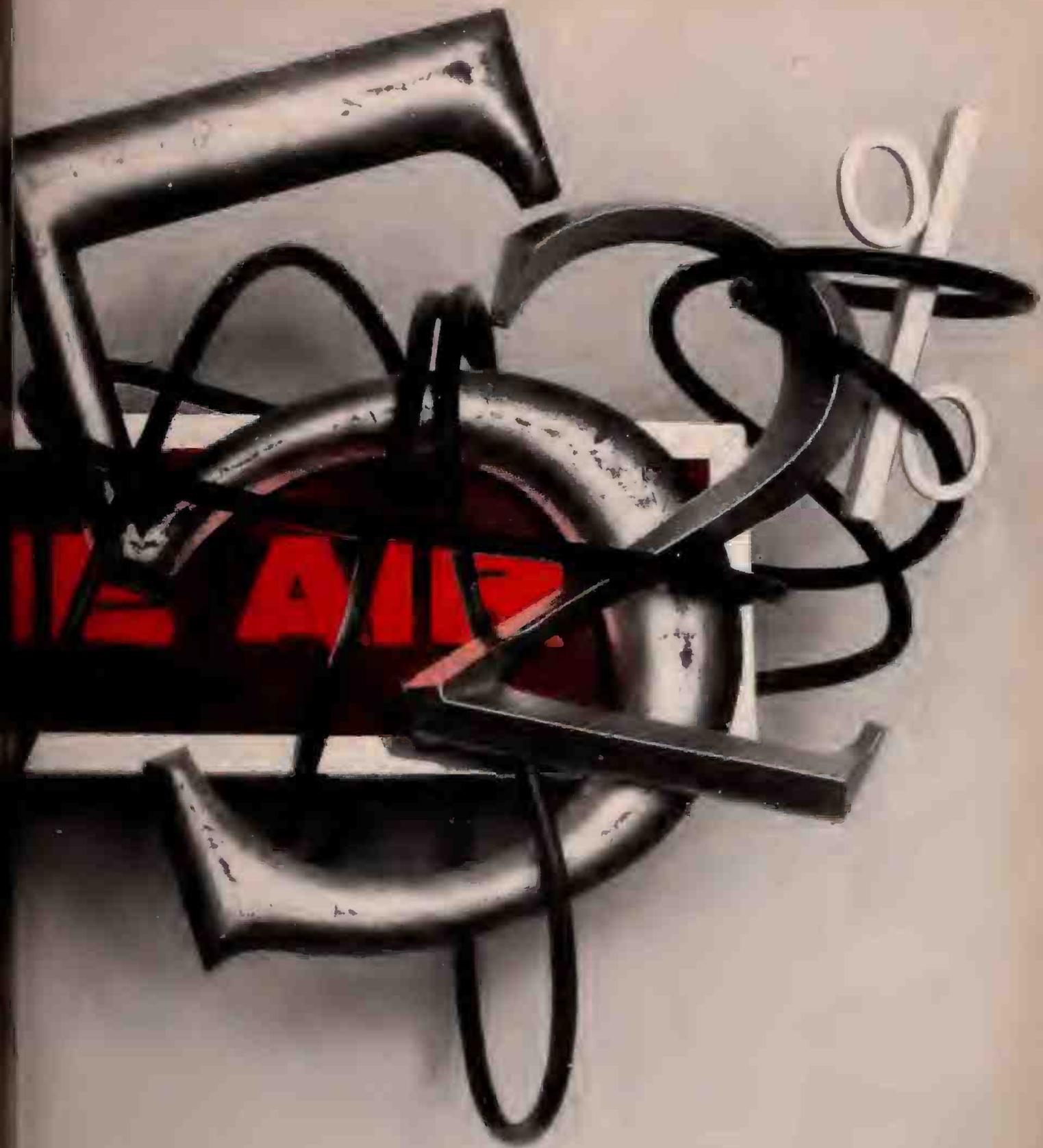


ON T

*52% of all reported sponsored
hours in network radio*

are on the **NBC RADIO
NETWORK**

*...the leadership radio network which,
in the last 18 months, has attracted
137 different national advertiser.*





ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times... for first in news... finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch... day after day.

For remarkable facts about the "jump-ahead" KONO... see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

time buys

markets. About 25 announcements per station per week are being used, with 100 or more in some areas. Disc jockey programs are the vehicles for the commercials; the campaign may extend "indefinitely," the agency reports. Ray Stone is timebuyer.

Glamorene Inc.

Agency: *Jules Power Productions Inc., New York*

Products: RUG, UPHOLSTERY, OVEN CLEANERS

With an eye to Spring 1960, the company is expected to foster a "clean sweep" campaign next year with a seasonal splurge of spot radio that may account for \$100-125,000 of the firm's advertising budget. Jules Power supervises timebuying for the client.

Household Products Inc.

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

Products: SULFUR-8 SCALP CONDITIONER, GLOSS-8 PRESSING OIL, SULFUR-8 MEDICATED SHAMPOO

Campaigns for these products designed for the Negro market will be launched aurally in September and October in an estimated 86 markets throughout the United States. Spot radio on a 52-week basis is being lined up now, with frequencies depending on the market. The agency reports that sales potential rather than Negro population figures determine the "geography" of the schedules; in northern markets, sales may run double the per capita figures for southern markets. Sidelight: Three northern cities—New York, Chicago and Philadelphia—now have larger Negro populations than four southern states, according to agency statistics. Media supervisor on Household Products is Madeline Allison: timebuyer is Dorothy Glasser.



The Lander Co.

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

Product: DIXIE PEACH

This cosmetic item, another product manufactured for the Negro market (see above), is also scheduled to take to the airways next month in major buying areas throughout the country. Along with a number of other Negro specialties, Dixie Peach joined the list of KHCC & A accounts recently upon the merger of Herschel Z. Deutsch & Co. with that agency. Deutsch's clients were primarily manufacturers for the Negro market. Dorothy Glasser is timebuyer.

The B. Manischewitz Co.

Agency: *Al Paul Leston Co., New York*

Product: BORSCH

In the idiom of the "beet," a cool rendition of a borsch commercial is now on the air over several New York City stations to test the pull of "Endsville" copy coupled with radio. There are prospects the campaign may migrate to other markets as well if initial results prove good. Saul Israel is timebuyer.

C. F. Mueller Co.

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

Product: MACARONI, SPAGHETTI, NOODLES

The company anticipates a full course campaign of radio to coincide with the homemaker's autumn back-to-the-kitchen menu. Buying is expected to start this month. Jeff Fine is timebuyer.

Pharmaco Inc.

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

Product: FEEN-A-MINT

Renewing its friendly relation with radio, the "candy laxative" will

be advertised in 120 to 165 markets via as many or more stations, starting in last-half September. The campaign will run for 26 weeks and will include 30-second spots and ID's, in combinations of 10 to 25 announcements per week per station. Jeff Fine is handling the buying assisted by Don Miller and Frank Finn.

Pittsburgh Plate Glass Co.

Agency: *Maxon Inc., New York*

Product: PAINT

A fresh coat of sound is in store for this product next month. Following on the heels of Labor Day weekend, an aerial campaign designed to prompt a spate of do-it-yourself paint-up and fix-up endeavors will start in 125 to 150 markets coast to coast. Approximately 35 one-minute announcements per market will be used during the one-month schedule, concentrated in Thursday and Friday time slots to alert the householder for a weekend of paint projects. Timebuyers are Charles O'Donnell, and George Huelser.

Q-Tips Inc.

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

Product: COTTON SWABS

Donning a new schedule of radio for the fall, Q-Tips is stepping out as of September 8 in a double ensemble of spot and network. The spot buy covers 25 major markets outside New York, and includes from 20 to 38 announcements a week for a 13-week period. The network lineup includes five announcements a week on the CBS *Art Linkletter Show* for the same 13 weeks. Anita Wasserman is timebuyer.

Shell Oil Co.

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

In taking note of the oil industry's centennial year, Shell reportedly is contemplating additional buys similar to its recently acquired hour-long *Stereo Previews* each Tuesday evening on WQXR New York. A 52-week contract signed last month with the station places Shell in the circle

of stereophonic program sponsors. In part, current advertising promotes the centennial observance by describing the importance of oil to the growth of the American economy. Lucy Kerwin is timebuyer.

Sutton Cosmetics Inc.

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

Product: DEODORANT STICK

The second 13-week cycle of this product's radio tour starts September 8 in six markets. Anita Wasserman is timebuyer.

Vitamin Specialties Co.

Agency: *Henry S. Goodsett Advertising Inc., Philadelphia*

Products: MULTIVITES, OTHER VITAMIN ITEMS

On Philadelphia stations for more than a year, the company is now contemplating expanding its aerial time via a network buy. Almost all of the firm's advertising budget, which has more than doubled in the past 12 months, is presently in the sound medium.

The J. B. Williams Co.

Agency: *Parkson Advertising Agency Inc., New York*

Product: AQUA VELVA

An "impact" test starting this month over four or five stations may blossom into a wide-scale campaign by fall, depending on results. The schedules already underway will run for 26 weeks, using traffic times to attract the listening of the men in the family. Ruth Bayer is handling the buying.

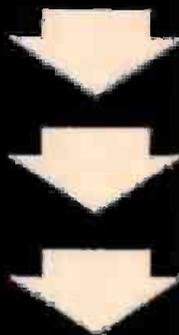
The J. B. Williams Co.

Agency: *Parkson Advertising Agency Inc., New York*

Product: CONTI SHAMPOO

High hopes of growing into a sizeable campaign in multiple markets are attached to the initial buy of 16 weeks on four New York City stations. A high frequency of announcements is now on the air in the first market, with one-minute and 10-second spots throughout the day directed at the women's audience. Ruth Bayer is timebuyer.

1st



according to all surveys

PULSE · HOOPER TRENDX



Represented Nationally by JOHN BLAIR & COMPANY

AWARDED TO
A LOYAL AND SUCCESSFUL ASSOCIATE
IN APPRECIATION OF
HIS FIRST FIVE YEARS
PETERS, GRIFFIN, WOODWARD, INC.



THE PGW COLONEL SAYS:

*“Here at PGW we
operate on the theory
that our Colonels work
about five times as hard
as the next fellow ”*

That's why we award a gold watch to *every*
PGW employee after five years with us, instead
of waiting for the customary 25 years of service.

We are happy to say that 59 Colonels and Colonel-
ettes at **PGW** have already been presented with
their five-year watch . . . we're happy because we
like people who like hard work. Don't you?

PETERS,

GRIFFIN,



WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

overwhelming admission

"Judging from the crowds attending our shows, it is very obvious that the 'Sound of Quality' on WRC is doing an excellent selling job for our pictures at all of Loew's theatres in Washington." (signed)

Orville Crouch, Eastern Division Mgr., Loew's Theatres.

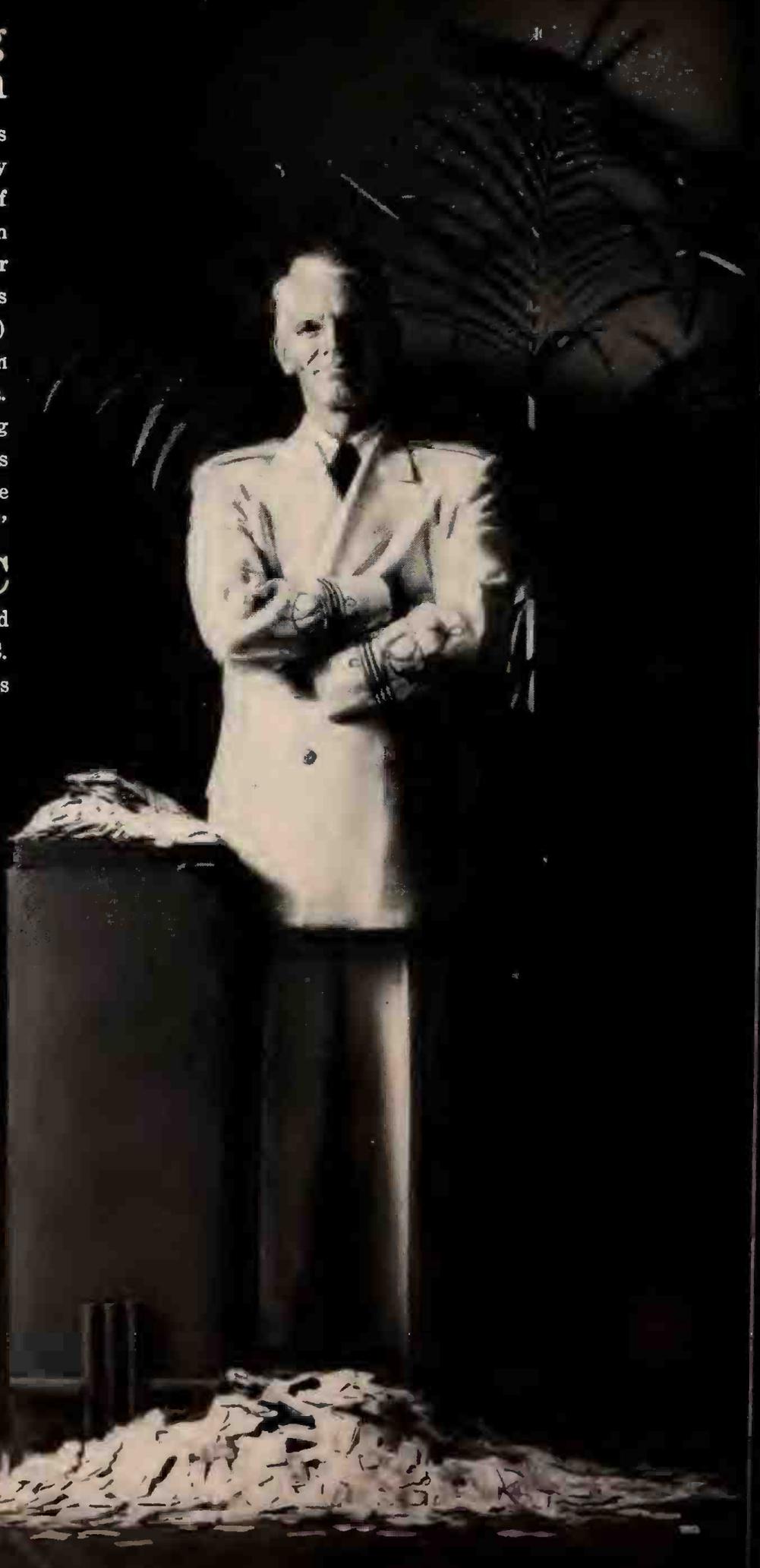
Further evidence that nothing has the power to *move* audiences in Washington, D. C., like the "Sound of Quality."

WRC

NBC Owned

980 in Washington, D. C.

Sold by NBC Spot Sales





Equal Time Issue Makes Summer Even Hotter

The limitations of Section 315 of the Federal Communications Act—the equal-time clause—have served to make the summer even hotter. The FCC, bound in its interpretation of the clause, has been the center of controversy over its decision not to exempt news-type broadcasts from the equal-time provisions.

While at press time final action was being awaited from the Senate and House for positive remedial legislation that would alter the act, the FCC did take steps to toughen equal-time requests. In the first place, any request for equal-time must be made within a week of the challenged broadcast. Secondly, those asking equal time must prove they are qualified candidates seeking the same office as the one who made the challenged broadcast.

FCC Turns Down Daytimers' Action

In another action issued last month, the FCC turned down a request by daytime-only am stations for an extension of their operating hours, following a seven-month inquiry. The commission ruled that it was not advisable to authorize these stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later) instead of the present sunrise-to-sunset requirement. Also under consideration was an alternate request by the Daytime Broadcasters Association for a two-year interim and experimental operation.

The FCC stated: "We are unable to find an expression of any local need which is impossible of substantial fulfillment under existing rules for station licensing and which is so great or pressing as to warrant widespread disruption of the existing radio service now enjoyed thereunder and relied upon daily by millions of citizens." According to the commission, this change would be particularly undesirable and unwarranted where the result of the stations' request would be to disturb the regular radio service to rural farm areas and small urban communities.

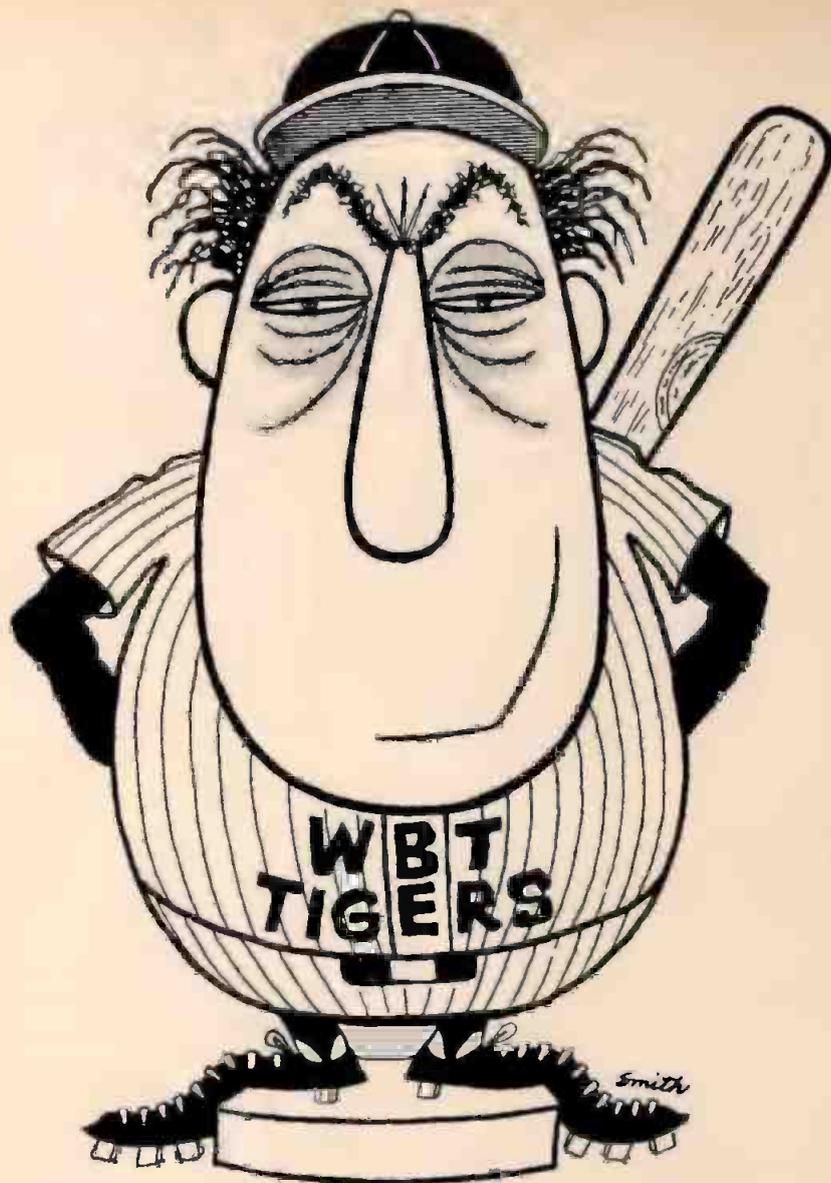
Broadcast Manpower Needs Stressed by Fellows

The development of manpower at all levels of operation is of prime importance to the broadcasting industry, according to Harold E. Fellows, president and chairman of the board of the National Association of Broadcasters.

Mr. Fellows, speaking last month before 60 broadcasting executives at the two-week NAB-sponsored Management Development Seminar, held at the Harvard Business School, said, "If our industry is to realize its full potential, you and I, as its leaders, must devote more time to the quality of its people. . . Certainly in the case of broadcasting, as much as or more than in the case of most other professional and business pursuits in the United States, the future depends upon adequate manpower at all levels of activity."

It may be necessary for a greater organized effort at the community, state and national levels in order to attract the best of the American youth, says Mr. Fellows.

[Cont'd on p. 18]



We're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

"Equally important," he states, "will be an intelligent and well-directed effort to better equip for greater responsibility those people that we have."

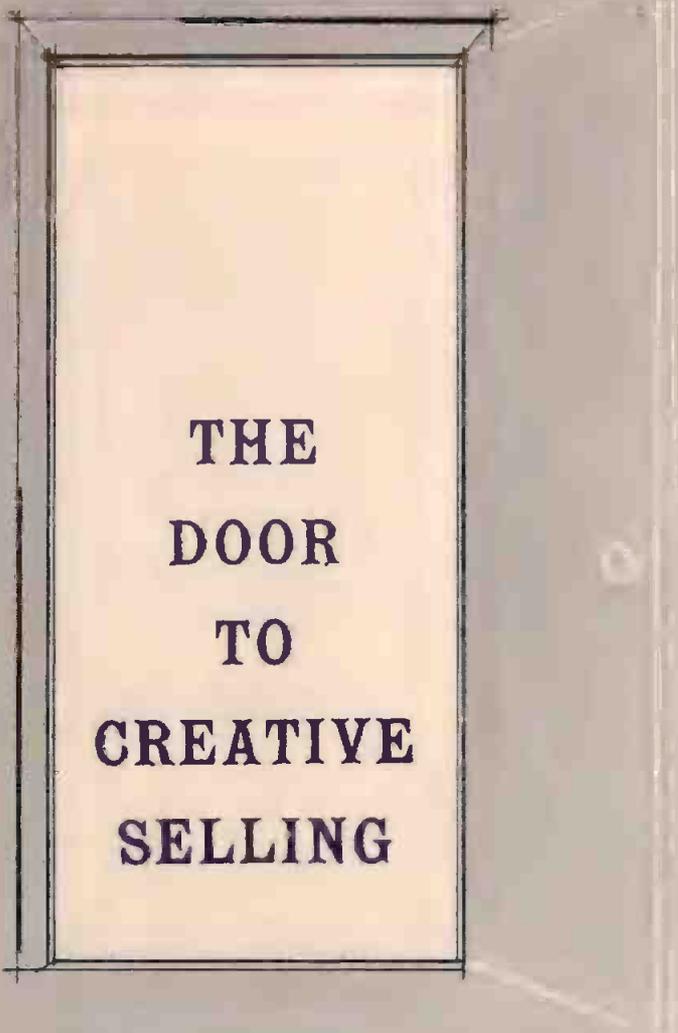
Mr. Fellows remarked that the seminar was a part of just such an effort, "perhaps, in a sense, the apex of such an effort. Deliberately we have chosen to start at the top of the educational pyramid with a development course for top executives." The intention of the NAB is to move into other areas of training, with courses to fit other levels of responsibility.

NAB Sponsors 13th Annual Contest

An example of the effort being made by the NAB to interest the American youth in the broadcasting industry is the annual Voice of Democracy Broadcast Script Writing Contest for High School Children. The contest, now in its 13th year, is sponsored by the NAB and the Electronic Industries Association, with assistance from the Veterans of Foreign Wars. The state associations of broadcasters are sponsors in most cases, with local contests being run by radio and tv stations and VFW posts.

The contest is held during the fall school year throughout the 50 states and the District of Columbia, with 10th, 11th and 12th grade students in public, private and parochial schools eligible to enter. Contestants must write and deliver orally five-minute scripts, suitable for radio or tv broadcast, on the theme, "I Speak for Democracy."

A \$1,500 scholarship to any accredited college is the top award to the national winner of the contest. Also, four national finalists receive gold recordings of their scripts, and the winner from each state is brought to Washington, D. C., with all expenses paid, for the national awards ceremonies. A Certificate of Merit is given to the winner in every school, community and statewide contest. • • •



**THE
DOOR
TO
CREATIVE
SELLING**

The Weed organization, one of the pioneers in the field of station representation, is proud to announce a major expansion of its client services—the establishment of a marketing and research division under the direction of William B. Crumley.

A new concept in client service, the Marketing and Research Division encompasses all areas of creative selling with particular emphasis on the development of effective sales approaches for Weed represented stations.

Perhaps your station might benefit from a comprehensive market analysis and competitive report. Our door is open to you.

WEED

RADIO CORPORATION / TELEVISION CORPORATION

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

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



Getting much supermarket business? RCA Thesaurus has an exclusive programming-promotion package that makes it easy to sell to supermarkets.

Here's what Joe Klass—Sales Manager of station KITO, San Bernardino, California—has done with the RCA Thesaurus Supermarket campaign:

"Stater Bros. using 182 spots weekly all year 'round with SUPERMARKET RADIO CAMPAIGN... income over \$14,500!

What's more...90 new accounts were sold on KITO in past few months using Thesaurus commercial jingles."

Check out details. Write today!

RCA THESAURUS

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

the *Silver Mike*



THIS MONTH:

ROBERT F. HURLEIGH

President
Mutual Broadcasting System

*Now Captain of Plan
He Started Two Years Ago*

When the latest reorganization of Mutual Broadcasting System was being put together, there was one reason for optimism: The new president, Robert F. Hurleigh, was finally in a position to captain the plan he had instituted two years ago.

Now called the Hurleigh Plan, it is the basic agreement between Mutual and affiliates. It calls for a minimum of option time, only six hours a week which are limited to Sundays and religious commercials; for 34 five-minute newscasts daily, with those on the hour going to the station for local sale and those on the half-hour belonging to the network.

This is the basic Hurleigh Plan which went into effect June 2, 1957, following the sales job Mr. Hurleigh performed on MBS management and affiliates.

The way Mutual sees it this is the first time in five or six years that a broadcaster has been head of the network, not since the days of Tom O'Neil.

Having gone through four major ownership and management changeovers in two years, Mutual looks ahead laying even greater stress on its network concept of "service to independent stations." With its em-

phasis on news and public affairs, Mutual considers it a windfall that its new president is a newsman first.

Mr. Hurleigh joined Mutual in Chicago in 1945, following two years as midwest bureau chief for the Associated Press. He initiated his news career in Washington, D. C., with the former *Times-Herald* in 1929. Mr. Hurleigh first became a broadcaster in 1933 when he joined WOL Washington, MBS' former affiliate there, as a newsman. Three years later, he became news chief of WFBR Baltimore, Md.

In 1941, Mr. Hurleigh joined AP in Washington and a year later was transferred to Chicago to organize the radio news bureau there.

Joining Mutual in 1945, Mr. Hurleigh has served both as a newsman and commentator until his appointment as president. He moved to Washington in 1954 as head of that office's news set-up. In 1957, he was elected vice president in charge of news and public affairs in Washington and this past March was named vice chairman.

Mr. Hurleigh, elected MBS president last July 1, will divide his time between New York and Washington.

• • •



**GOOD MUSIC rings up sales in Los Angeles...
and registers continuous renewals such as these:**

| | | | |
|------------------------|-----------|------------------------------|----------|
| SLAVICK JEWELRY CO. | 15th year | REPUBLIC VAN & STORAGE CO. | 6th year |
| UNION PACIFIC RAILROAD | 10th year | THE PRUDENTIAL INSURANCE CO. | 6th year |
| BARBARA ANN BREAD | 10th year | MARTIN MOTORS | 6th year |
| HAR OMAR RESTAURANT | 8th year | CINERAMA | 6th year |
| KIP OINTMENT | 7th year | BERLITZ SCHOOLS OF LANGUAGES | 5th year |
| WALLICHS MUSIC CITY | 7th year | PEPSI-COLA | 3rd year |
| YELLOW CAB CO. | 6th year | RCA-WHIRLPOOL | 3rd year |

...more than 40 sponsors in their 2nd to 19th year!



The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost

Represented by The Bolling Co., Inc.

PRUDENTIAL SQUARE • LOS ANGELES

GOING
STEADY
FOR 25
YEARS

It was love at first hearing. HPL became the housewives' darling on KNX, Los Angeles in 1934. It initiated a daring new program concept: talk. Friendly talk to real people. No scripts. No scripted commercials. And in the beginning, no clients.

HPL was an honest suitor. It was out to build unique listener confidence. When housewives wrote in by the thousands, "gimmicky" clients wanted in. And in the depression year of 1934, you needed a long-term perspective to keep them out.

Finally, a dairy in California, the Golden State Co., asked us to sponsor its new vitamin D milk. Two weeks later there were 8,000 write-in replies. The Housewives' Protective League was in business.

Today, HPL is in 8 major markets, delivers 3,736,000 listener impressions weekly.* It is probably, the most sales-effective program in the history of radio. *Pulse, Inc.

HPL has worked hard to make this marriage a success. To this day, each HPL product is checked thoroughly before it's accepted for sponsorship. For listeners, an HPL approval is like a personal endorsement. They hear. They believe. And they buy. It's an audience of completely trusting housewives. That's the way we wanted it. That's the way it is. (Where else can you find a locally originating program that has endured for so long?)

If there is a program format that yields better results, we'd like to know about it.** Until then, you are invited to join us for another 25 prosperous years. **We've just reproduced 80 thank-you notes, all with 1959 datelines. May we show you a copy?



THE HOUSEWIVES'
PROTECTIVE LEAGUE
"The Program That
Sponsors the Product"

HPL

Represented by CBS Radio Spot Sales
WEEI, Boston; WBBM, Chicago;
KNX, Los Angeles; WCBS, New York.
WCAU, Philadelphia;
KMOX, St. Louis; KCBS, San Francisco;
WTOP, Washington, D.C.

\$ 000.66Ms A
\$ 001.24Wt A
\$ 000.23Ws A
\$ 000.46Gr A
\$ 000.66Gr A
\$ 002.12Gr A
\$ 000.66Pr A
\$ 000.77Ws A
\$ 001.35Ms A
\$ 000.56Ms A
SS 007.54Wt A
\$ 010.00At A
\$ 000.66Ms A
\$ 001.24Wt A
\$ 000.23Ws A
\$ 000.46Gr A
\$ 000.66Gr A
\$ 002.12Gr A
\$ 000.66Pr A
\$ 000.77Ws A
\$ 001.35Ms A
\$ 000.56Ms A
SS 012.40Wt A
\$ 020.00At A
* \$ 007.60Wt A

No. 1 LEADERSHIP

LETTERS TO



AL CROUCH
News Director

NEWS

U.P.I. AWARD

for BEST NEWS STORY
Contributed 1958 - 59!

Fm Report

Congratulations on the comprehensive and thoroughly professional fm report in the July issue (*Will the Cash Register Ring for Fm?*). The station listing alone is of inestimable value.

Once again U. S. RADIO has performed a real—and much needed—service.

Joe Gans
Joe Gans & Co. Advertising
New York

Congratulations on a superb job on fm. The best thing of its kind in quite a while.

Would you kindly quote me the price for reprints of *Will the Cash Register Ring for Fm?*, *Style Guide for Fm*, *Report on Fm* and your editorial, *Future for Fm*. I would suggest that you issue a special report containing all these items in a single package.

Arch Harrison Jr.
Program Manager
WFYA Fredericksburg, Va.

Ed. Note: Fm material is now available in a single 12-page reprint.

PLEASE MAIL FIFTY COPIES THE JULY 1959 ISSUE. THANK YOU FOR FINE REPORT ON FM.

Rod Kennedy
Owner and Manager
KHFI-FM Austin, Tex.

I would like to express my sincere appreciation for the excellent coverage on fm in your July issue.

C. Fredric Rabell
Managing Director
KITT San Diego

Farm Fare

You did a terrific job in your coverage of farm radio (*The Change Down on the Farm*, June 1959).

Quite a bit is being done currently, and rather belatedly I think, to bring home the story of farm radio and what it does, not only for advertisers but also for farmers and their consuming public.

Congratulations on a fine job. I



"BLUE BOX"
ELECTRONIC
REPRODUCTION

Advance Engineering

Now . . . ET commercials reproduced on sealed tape—never touched by human hands . . . for the finest Hi-Fi quality . . . automatic cueing . . . and full, rich reproduction!



HOUSTON
AUDIENCE
RATINGS

HOOPER

MAY-JUNE, 1959

NIELSEN

JAN.-FEB., 1959

PULSE

JAN.-FEB., 1959

All Agree

K-NUZ is No. 1

IN TOTAL RATED TIME PERIODS
Still the LOWEST COST per Thousand
Listeners in the Houston Market!

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



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

have given it a mention in the *RFD Letter*.

Layne Beaty
Chief, Radio & Television Service
Office of Information
United States Dept. of Agriculture
Washington, D. C.

I certainly enjoyed your story (*Pfizer with Radio Improves Breed and Sales*, June 1959) as well as the other articles dealing with farm radio.

I am sure the Pfizer article and the entire issue were of particular value to the radio farm directors who were meeting in New York recently.

Robert G. Coleman
Agricultural Public Relations
Chas. Pfizer & Co.
New York

[We are] very, very happy with the splendid coverage you gave to the farm market.

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

My heartiest congratulations to you for the excellent farm story.

It's constructive articles like *The Change Down on the Farm* that not only help the industry in general, but stations like WBAL in particular, which takes a great deal of pride in the several hours weekly devoted to agriculture [for which we] employ a farm director.

Thomas S. Carr
Station Manager
WBAL Baltimore

Your issue devoted to farm radio was of interest to me since I had been in farm radio for five years managing one of the power-house stations in the Midwest. I was surprised to see that you had not devoted any space at all to a relatively new facet of farm radio, the programming of music and news.

Alan Henry
General Manager
WNHC New Haven, Conn.

Ed. Note: See pages 31 and 48 of the June issue for the farm programming change-over undertaken by WKY Oklahoma City.



Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

WHBF adheres to its published rates . . . assures advertisers equal, fair treatment



Without assuming a holier-than-thou attitude WHBF desires simply to state this fact about its business policy. Fair rates are maintained for excellent coverage of the market. WHBF clients can be sure that they receive all WHBF broadcasting services at the card rate —with equal treatment to everyone.

We believe that this policy fosters sound, productive business relationships. This factor together with the usual standard criteria for measuring a station's strength is why WHBF is selected repeatedly by agencies and advertisers to promote the sales of their products to the Quad-City market. Mutual respect and integrity contribute an extra measure of satisfaction to these frequent transactions with many, many clients.

Ask Avery-Knodel, or write to Maurice Corken, WHBF, Telco Bldg., Rock Island, Ill., for recommendations and availabilities . . . radio or television.

STRONG & PRODUCTIVE FROM DEEP ROOTS



WHBF 5,000 WATTS

Covering Western Illinois and Eastern Iowa for 34 years

**450
Baltimore
Druggists
stand
behind
your
product**

on

**the
W-I-T-H**

RADIO BALTIMORE

SpotLight Drug Display Plan!



W-I-T-H SPOTLIGHT DRUG STORES

Get it now for *your* drug-store product—W-I-T-H's exclusive SpotLight Drug Display . . . your product featured in 450 top-volume drug stores in the Baltimore Metropolitan Area by shelf talkers, window streamers, price tags and cash register strips! PLUS . . . 450 druggists pushing your product!

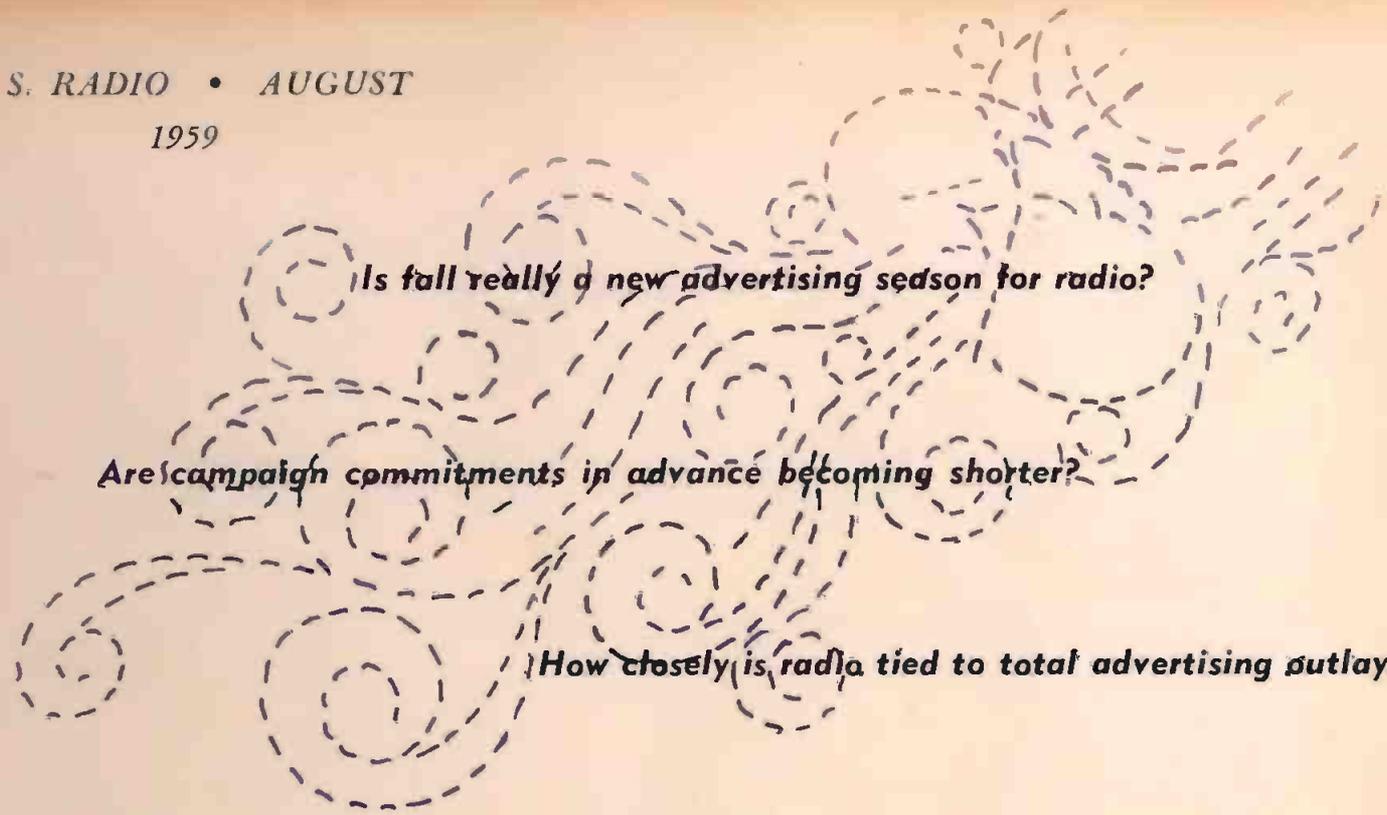
Only W-I-T-H sells drug-store products so well because only W-I-T-H SpotLights your product on the air *and* in the store!

PHONE, WIRE OR WRITE TODAY FOR FULL DETAILS OF THIS SPECTACULAR MERCHANDISING PLAN!

Tom Tinsley, *President*

R. C. Embry, *Vice President*

National Representatives: SELECT STATION REPRESENTATIVES in New York, Philadelphia, Baltimore, Washington • CLARKE BROWN CO. in Dallas, Houston, Denver, Atlanta, New Orleans • DAREN F. McGAVREN CO. in Chicago, Detroit, Seattle, Los Angeles, San Francisco • OHIO STATIONS REPRESENTATIVES in Cleveland.



Is fall really a new advertising season for radio?

Are campaign commitments in advance becoming shorter?

How closely is radio tied to total advertising outlays?

What Will Fall Winds Bring?

Amid predictions for a bright fourth quarter, the coming months will show, just as significantly, the changed structure of radio



The time is drawing near when the fall winds will be blowing their leaves of decision across the advertising scene.

Predictions of a good fourth quarter for radio are being made. In fact, one major representative firm believes a "record" season would be in the offing if not for the steel strike.

Specifically, a heavy amount of business is expected from automotive and tobacco categories, which not only have been steady users of radio but also will be marketing new products within the next 60 days.

One way in which the interest in

radio can be seen is the desire for more research and information. George Sternberg, service director of the Pulse Inc., New York, states that the company "has a record number of studies in motion for September, October and November. On the basis of this, it can be said that interest in radio has been higher than at any point in recent years." Pulse now measures radio listening in about 250 markets, ranging from 12 studies a year to one a year.

The A. C. Nielsen Co. has just released a research study that will help radio overcome one of its most pressing problems—the concentration of announcements in driving hours and the relative resistance to the remainder of the day.

The research firm shows that the so-called prime hours of 7 to 9 a.m. and 4 to 6 p.m. account for only 21 percent of listening throughout the day (for figures, see chart on adjacent page).

This revelation strengthens the radio story of spreading announcements through the day and week in

order to reach the complete audience of a station.

Amid a generally optimistic outlook for the coming months, the fall this year appears to have special meaning.

According to a survey of industry observers, basic changes that have been under way for a long time in radio's economic structure appear to have solidified.

What are these changes?

- The surprising fact that the fall may not actually mean the beginning of a new advertising season for radio.
- The short-run—easy to move into and out of—nature of radio has done away with advertiser commitments far in advance.
- National radio expenditures are linked more closely with total advertising outlays than ever before; in fact, radio is more sensitive than any mass medium to the rise and fall of ad budgets.

Among the brighter predictions for the fall is one from Frank Headley, president of H-R Representatives Inc., who believes the remainder of the year shapes up well.

"There will be increases for radio in general with local, of course, leading the way. The outlook for spot radio in the second half of 1959 is good. We should see more activity than in the first half of the year with an over-all increase for 1959 vs. 1958.

"Although radio's gross billings continue to rise," Mr. Headley continues, "there is a need for more aggressive action at agency plans board levels to swing additional spot dollars into radio. The medium is playing an ever increasing and vital role in today's communications and should play a bigger part in advertisers' campaigns."

Horizon

A generally "good" fall is on the horizon, according to Art McCoy, executive vice president of John Blair & Co. He stresses, however, that the short-run nature of radio makes it difficult to tell specifically how good it will be until the time actually arrives.

This view receives much support from other industry leaders, who maintain that the easy-in, easy-out structure of radio has created shorter and shorter advance commitments. In fact, one major radio-only representative firm does not accept business more than 30 days before it is scheduled to start.

It is easy to ascertain that this method of buying radio has its pitfalls, as well as its advantages. Radio salesmen, however, own up to the fact that it was they who sold advertisers and agencies on this form of "flexibility."

There are many signs, some more obvious than others, that testify to the changed structure of radio. One glaring example is that the old talk about summer hiatus is about as meaningless today as speculation on

CLOCKING SPOTS AND PROGRAMS

One-minute announcements and five-minute program lengths are the most popular advertiser vehicles in radio today. A Radio Advertising Bureau analysis of nearly one million announcements and about 43,000 programs, during the first quarter, shows the trend:

ANNOUNCEMENTS

| | |
|-----------|--------------|
| 60-Second | 68.7 percent |
| 6-Second | 15 percent |
| 10-Second | 6.1 percent |
| 20-Second | 3.5 percent |
| 30-Second | 3.5 percent |
| 3-Second | 3.2 percent |

The three-second and six-second categories represent, for the most part, the advertising of Sinclair Refining Co. (six-second) and Chock Full O' Nuts coffee (three-second)

PROGRAMS

| | | | |
|-----------|--------------|-----------------|--------------|
| 5-Minute | 54.5 percent | 10-Minute | 8.1 percent |
| 15-Minute | 20.7 percent | Over 15 Minutes | 16.7 percent |

TRAFFIC TIE-UP

whether it is possible to cross the Atlantic non-stop by plane.

In fact, such veteran radio men as Mr. McCoy believe that "Summer may very well become the best months of the radio year."

Moot Point

Even more than that, Mr. McCoy states, "The traditional occurrence of seasonal upswings is a moot point in radio. We have found that our sales curve, rather than facing sharp inclines and declines, follows a more even pattern throughout the year."

The Blair executive also believes that progress is being made in convincing advertisers to use non-driving hours. "There has been a spreading of schedules throughout the day and week. Advertisers are finding sales effectiveness in reaching the total circulation of a station. There are also a larger number of 'round-the-clock' package plans to encourage greater use of the whole radio week.

"We are more firmly convinced than ever that the best way to use spot radio is through heavy frequency as provided for in our Satureach plan."

Trying to sell advertisers on the idea of spreading their announcements is currently under way at H-R. This firm is promoting the idea of block selling with run of schedule announcements between 6 and 9 a.m., 9 a.m. and 4 p.m. (for the housewife) and 4 to 7 p.m.

According to John Tormey, director of radio sales for Avery-Knodel Inc., his firm is "confident of a strong fall, sales-wise. Our confidence emerges from three basic facts. (1) Strong general business conditions, with production at an all-time high creating an abundance of goods that must be sold; (2) the unquestioned strength of spot radio to reach deep into a market for the advertiser to find and sell his prospects; (3) spot radio's new and improved selling techniques, plus advances in the mechanics of buy-

The problem of concentration of announcements during driving times will once again be a major area for concern this fall. But it needn't be. According to a new A. C. Nielsen study, 21 percent of listening throughout the day is confined to morning and evening traffic hours. This means 79 percent of a day's listening is spread throughout the remaining hours:

| Monday-Friday | Average Minute | | Weekly | | Cumulative Total | | Home Hours Millions | Home Hours % |
|-------------------------|----------------|-----------|---------------|-----------|----------------------------|--------------------|---------------------|--------------|
| | % Radio Homes | No. (000) | % Radio Homes | No. (000) | Avg. Hrs. Per Home Reached | | | |
| 7-8 a.m. | 16.8 | 8,308 | 40 | 19,780 | 2.10 | | | |
| 8-9 a.m. | 19.5 | 9,643 | 47.4 | 23,439 | 2.06 | 89.8 | 13.7 | |
| 4-5 p.m. | 9.2 | 4,549 | 31.5 | 15,577 | 1.46 | 47.9 | 7.3 | |
| 5-6 p.m. | 10.2 | 5,044 | 34.4 | 17,011 | 1.48 | | | |
| PRIME TIME TOTAL | | | | | | 137,700,000 | 21% | |
| | | | | | | Home Hours | | |

| By Dayparts | Average Minute | | Weekly | | Cumulative Total | |
|-----------------|----------------|---------------|-----------|---------------|------------------|----------------------------|
| | % of Total | % Radio Homes | No. (000) | % Radio Homes | No. (000) | Avg. Hrs. Per Home Reached |
| Mon.-Fri. Morn. | 32 | 14.4 | 7,121 | 66.8 | 33,033 | 6.47 |
| Mon.-Fri. Aft. | 25 | 10.8 | 5,341 | 57.9 | 28,632 | 5.60 |
| Sunday Morn. | 4 | 9.0 | 4,451 | 34.1 | 16,862 | 1.58 |
| Sunday Aft. | 5 | 10.6 | 5,242 | 30.8 | 15,231 | 2.06 |
| Saturday Morn. | 5 | 10.8 | 5,341 | 39.9 | 19,731 | 1.62 |
| Saturday Aft. | 5 | 10.9 | 5,390 | 32.8 | 16,220 | 1.99 |
| All Evenings | 19 | 6.1 | 3,016 | 53.1 | 26,258 | 4.82 |
| 12 Mdn.-6 a.m. | 5 | 1.7 | 841 | 15.6 | 7,714 | 4.58 |

ing, making the medium easier for the advertiser to use and exploit.

"Each week," Mr. Tormey continues, "sees more radio stations changing to a single rate card for all advertisers. The new *Confirmation Broadcast Order* now in use will do away with the necessity of issuing contracts to cover spot radio schedules placed by an agency. The result: New agency confidence in the price structure of spot plus economy from reduced paper work in buying the medium.

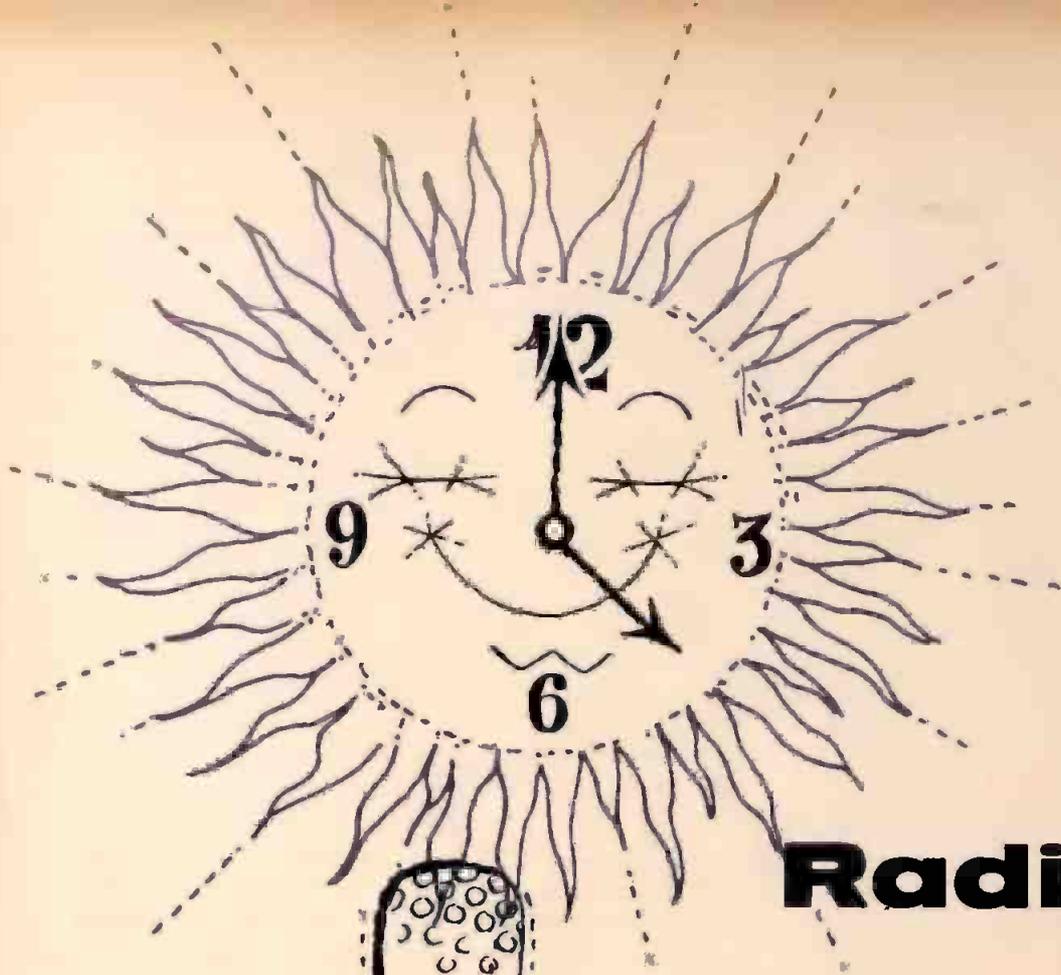
"This fall, Avery-Knodel salesmen will make a concerted drive to place before radio research directors up-to-date information covering the markets and stations we sell. Certainly, we expect more billing for our properties, but equally important, we will be working to make

the buying job easier for the time-buyer.

"The members of Station Representatives Association will soon be taking our new meaty presentation to advertisers and their agencies, alerting them to the value of the efficient, workhorse medium, spot radio. Avery-Knodel plans to participate actively in this industry crusade," Mr. Tormey states. "We look for big and continuing results at the plans level.

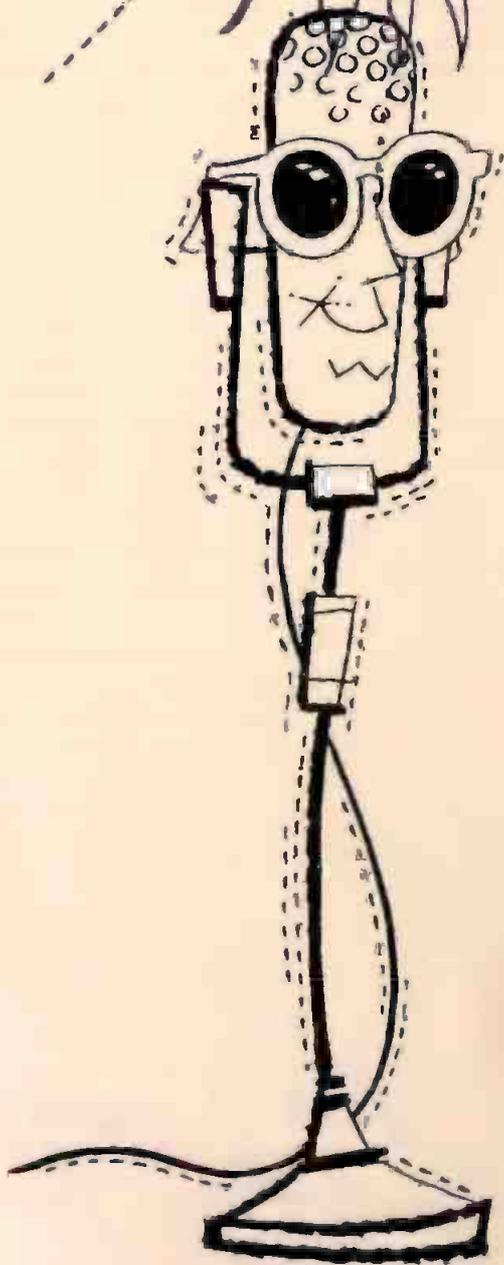
"Things look good for the fall. We see the 'regulars' getting ready to move to the starting line. Plenty of new accounts will join them. Spot radio pinpoints the sales job and can 'corner' the customer. Advertisers know this and need this," Mr. Tormey concludes.

(Cont'd on p. 65)



Radio:

Benrus



 Telling time by the sun is an ancient practice that may gain new and unexpected adherents by next summer: Namely, watchmakers.

Right now, manufacturers are keeping one eye on the radio dial and the other on the Benrus Watch Co., which has been "telling time" to an outdoor audience via a heavy schedule of weekend announcements from June to August over the listener's medium through ABC Radio. Having just ticked off the last of about 100 announcements in a seven-week period, Benrus reports its sales are running far ahead of previous summers, while local dealers are enthusiastically endorsing the use of sun-time radio support.

A sizeable slice of Benrus' \$100,000 radio budget for this year was invested in the summer drive, according to Harvey M. Bond, vice president and advertising director. In an

**In an industry that normally
lets time stand still in hot weather,
Benrus has success in promoting new
'Today' line through sound medium**

Summer Watchword

industry which generally resigns itself to having time hang heavy on its hands from graduation day till fall, he adds, such an ambitious advertising campaign during this period is a marked departure from the norm.

The company set out to accomplish two objectives in broadcasting to weekend travelers and vacationers ("everybody under the sun") by way of ubiquitous radio:

- Keep the public constantly aware of the Benrus three-year guarantee on its "Today" watch as part of a marketing program launched by the firm the first of this year.
- Elicit additional support for the program from dealers by giving them a sales boost during their normally lean months.

Response to date on both counts appears to have justified Benrus' expectations of the medium, spokes-

men for the firm and its agency, Grey Advertising, New York, agree.

"Our radio expenditure represents a conviction on the part of the company that the right sales message, coupled with the right medium, can—and will—sell watches all year around," Mr. Bond explains.

"Summer is considered the least important time of the year to advertise a so-called gift item such as a watch. However, two aspects of our marketing campaign prompted us to go into radio this season.

"First, we felt that the 'Today' promotion required year-around emphasis, in keeping with our concept of an unconditional guarantee of the performance of our product. Taking 'time out' from advertising during the summer seemed likely to weaken both the impact and the intent of our campaign.

"Second, by promoting sales for local merchants during a tradition-

ally slow period, we believed we could focus their attention as well as the customers' on the value of our product and our entire new merchandising program."

Radio, in Mr. Bond's opinion, is the logical medium to handle such a specialized summer job.

"With America almost literally on wheels, with people going to and from beaches, parks and other summer attractions during weekends and vacations, yet always in company with their radios, the sound medium has played a vital role in keeping us in tune with the prospective customer," he says.

"And everybody is our prospective customer. We want to reach the total market. By way of radio, with its wide reach and low cost, we have been able do just that."

Between June 13 and August 1 this year, Benrus has been on the summer air with a total of approxi-

*"Everybody is our prospective customer.
We want to reach the total market.
By way of radio, with its wide reach and
low cost, we can do just that."*

mately 100 weekend segments of ABC Radio's *News Around the Clock*, heard every hour five minutes before the hour. Thus, about 14 newscasts each weekend, including both daytime and evening periods, have been accompanied by Benrus commercials, delivered live by network newscasters.

"Restore Confidence"

The marketing program which the company set in motion earlier this year is designed, Mr. Bond explains, to "restore consumer confidence" in the watch industry by offering a line of watches ("Today") which combines low price with a three-year unconditional guarantee of performance.

As outlined by S. Ralph Lazrus, president of Benrus, the program is predicated on the company's ability to make a watch "of such high quality that it will not have to be serviced for three years or more."

"Despite a growing American economy," says Mr. Lazrus, "the jeweled lever watch business has been down. As in many other industries, selling practices have confused the consumer and driven him away, making him easy prey to the lure of low-priced products that can't keep the promise of their performance. The retail jeweler then finds himself with little or no customer loyalty,

a slowdown in store traffic, and no real weapons with which to fight back.

"We at Benrus believe that the introduction of 'Today' represents an important step toward solution of this problem. It illustrates our crusade to restore consumer confidence through an honest product at an honest price."

Synchronized to radio, the campaign took flight in March with the aid of a short but intensive schedule of announcements on the Mutual Broadcasting System's network. In June, radio assumed the seasonal role of primary medium, via ABC. Later this fall, a new schedule of radio is reportedly on the agenda as an important supplement to the watchmaker's pre-holiday advertising in other media.

"This year marks the return of Benrus to radio after an absence of almost eight years," Mr. Bond points out. "In a sense we've come full circle.

"In earlier days, Benrus was a big radio user, on a 52-week basis. About 1951 we shifted over to television. Now we're moving back into radio, exploring the new and different values the listener's medium of today offers us."

The live commercials delivered each weekend by ABC newscasters were unusual in that they emphasized an important piece of information at

present in eclipse in most national advertising: Price.

"Our watch," Mr. Lazrus declares in reference to list prices, "represents an honest value to the consumer, and an honest profit for the jeweler, with a practically tamper-proof mark-up."

To answer what Benrus research reveals to be the primary concerns of the watch buyer—"How many jewels? What's my guarantee?"—radio copy spelled out dollars-and-cents facts. For example, here is a one-minute commercial:

For sale, a whole summer of play 'n' work, timed-to-the-tick by a "Today" sports watch for men . . . from Benrus. The price: Only twenty-five dollars plus tax. The extra-special added attraction: You can own it now, start paying in the fall. The most important thing of all: It's a Benrus—and that's aplenty! Just twenty-five dollars buys the famous 17-jewel Benrus movement—17 jewels . . . 17 points of protection! Just twenty-five dollars buys an unbreakable mainspring, a dust-proof, water-proof



S. Ralph Lazrus
President

"In earlier days, Benrus was a big radio user. About 1951 we shifted over to television. Now we're moving back into radio, exploring (its) new and different values."

case, Benrus workmanship, Benrus ruggedness. Just twenty-five dollars buys this unconditional three-year guarantee: Your Benrus "Today" watch movement must run perfectly—or Benrus will repair it or replace it . . . promptly and without charge! Don't waste time . . . on poor "bargains" that have to be "taken back" again and again. Don't waste money . . . on cheap watches which often can't be repaired. Do see your jeweler now for a "Today" sports watch for men . . . from Benrus.

A sample 30-second announcement similarly emphasizes price and value, in this fashion:

Don't be fooled by so-called "cheap" watches that need expensive repairs—or often can't be repaired at all. To every owner of a Benrus "Today" watch for ladies, Benrus makes this unconditional three-year guarantee: That famous 17-jewel Benrus movement



The new Today line of Benrus watches

must run perfectly . . . or we'll fix it or replace it, fast and free. Buy your Benrus today—pay next fall! The "Today" watch for ladies from Benrus. Only twenty-five dollars plus tax—at your jewelers.

"Live announcements give us the opportunity to change our copy frequently so we can emphasize all the various models of our watches in turn," Mr. Bond says. "In this way, our network advertising has tied in directly with the intensive merchandising we are conducting through local outlets.

"Our dealers are very enthusiastic about the use of radio during what is usually a summer hiatus for them. They report store traffic and sales have been up substantially during the past two months compared with previous years."

Benrus, 40-year-old American firm with Swiss factories, manufactures a line of watches which is reportedly among the top four brands in the United States. Time pieces are as-

sembled in plants in both Waterbury, Conn., and New York City, where the cases are made.

"We try to pioneer," Mr. Bond declares, in explaining the Benrus philosophy which led to the company's use of summer radio. "We don't want to copy competition—if we wait to see what they'll do, it's too late to compete."

Benrus officials believe the "Today" program featuring "a fine product, at a fair price, and guaranteed for three years," has revolutionized the watch industry since its introduction to the consumer this spring. Mr. Bond adds:

"Radio has proved to be an important cornerstone in our construction of a dominant new pattern for the merchandising of watches. The momentum of our program has been sustained and heightened by the medium during a period when time heretofore has 'stood still' for the watch dealer."

Meanwhile, watchmakers watching Benrus are also scrutinizing an increasingly luminous radio dial.

• • •



Harvey M. Bond
Vice President-Adv. Div.

GOOD HUMOR AND SPOT RADIO:

Portable Partners

Faced with tough marketing job, Good Humor spends 75 percent of budget on radio. Results tallied within a day after campaign

 Meeting product competition at the grocery shelf or in the appliance department is tough enough. But attracting new and regular customers to a traveling vehicle adds up to one of the toughest marketing jobs of them all.

Good Humor Corp., maker and seller of ice cream, has found that

the ring in its radio commercial has meant a growing business.

Actually, Good Humor joined hands with its portable partner seven years ago, when both converged to reach consumers at the beach, outside a house, on picnic grounds or along a road miles from home.

This one-two combination has

proved so effective that Good Humor's current annual spot radio expenditures are estimated at nearly three quarters of the available advertising allocation. U. S. RADIO estimates that this overall budget now stands at the \$250,000 mark.

By contrast, in 1952 when Good Humor initiated its first radio campaign, the entire advertising appropriation for that year just reached \$100,000, according to George Neumann, vice president in charge of advertising and marketing. At that time, the sound medium's share hovered around 50 percent of that figure, he states.

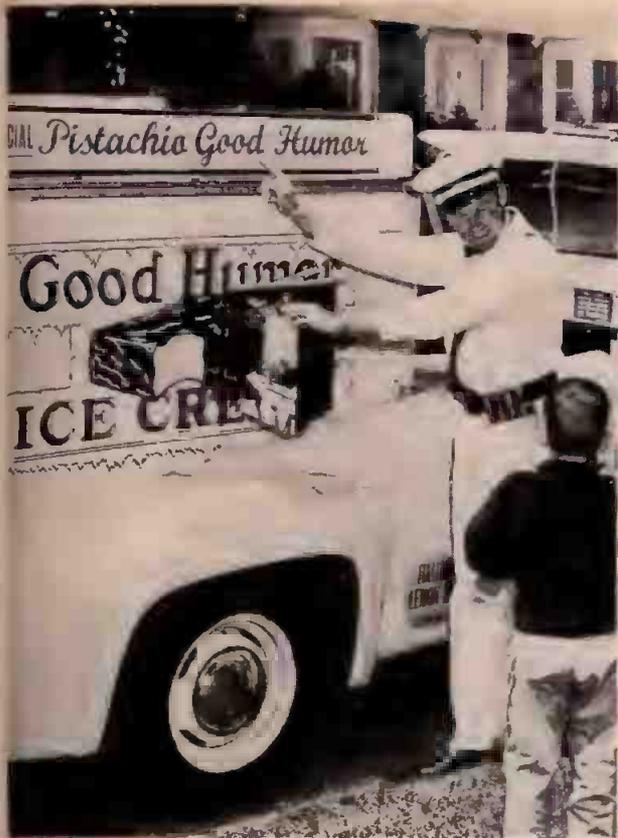
All of the budget is expended during the six months between April 1 and September 30 when weather permits the Good Humor men to travel the streets in catering to the public appetite for ice cream. The company, whose home office is in Brooklyn, N. Y., has had MacManus, John & Adams Inc., New York for its agency since 1956.

Radio's expanding share of media expenditures is due, Mr. Neumann declares, to sales increases directly attributable to the commercials broadcast.

The sound medium is delivering customers for Good Humor in the



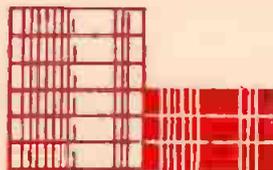
GENE GRAMM (second from right), vice president and creative director, MacManus, John & Adams Inc., leads a commercial recording session. Carl King (right) is the voice of "The friendly man who sells Good Humor, the ice cream Kids all favor."



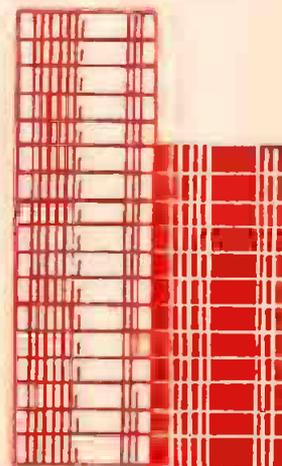
TOTAL ADVERTISING BUDGET

1952
\$100,000

1959
\$250,000



50% to Radio



75% to Radio

New York area (seven stations); Chicago (three stations); Detroit (five stations); New Haven and Hartford, Conn. (two stations each).

"During more than 30 years in business we have learned to estimate within two or three dollars just how much a certain man should sell along a particular route, making allowances for the prevailing weather," Mr. Neumann points out.

"When the Good Humor flavor we have been advertising over radio in that area on that day does a sales jump, we can fairly attribute the increase to the radio commercials, and when there is a general rise in all flavors we feel that much of this is also due to these reminders, since we use no other medium on the days when we buy radio."

Mr. Neumann explains that the company's accounting procedures permit day-to-day graphs of radio's effectiveness, since each day's sales receipts are tabulated by the following morning.

"In addition to these black-and-white calculations, we can also measure the job radio does for us by the 'playback' we get from the customers, particularly the children," Mr. Neumann says.

"Very often a child will come up to the truck and say, 'give me that new special that was on the radio this morning.' One day last June we tried an experiment that proves just this point. We were introducing on the air our new whipped ice product. For just one weekend we inserted a line in the commercials without telling our salesmen. We told the kids to be sure *not* to ask their Good Humor man to reveal the secret of the ice's special smoothness, because he wouldn't be allowed to tell them.

"Next day we were flooded with complaints from our salesmen who wanted to know what this new secret was and why they hadn't been told about it. The kids had been driving them crazy trying to find out what it was."

The one-minute commercials are broadcast on weekends exclusively. They average between 50 and 100 per weekend depending on the market. Since Good Humor men quit working around 10 p.m., the messages are concentrated during the daylight hours until eight p.m.

Putting all its commercial eggs in the weekend basket is a Good Humor innovation for this year. Prior to the current season, the spots were

aired throughout the week.

"We changed to a weekend policy," Mr. Neumann explains, "because we are looking to radio to pull in the plus dollar over and above our normally anticipated sales. During the week, given a weather break, our sales remain fairly constant with regular customers doing the bulk of our buying.

"But on the weekends, people are in holiday moods. They are at the beach or visiting relatives and are receptive to an ice cream treat all around. We count on radio to bring these people out of the house or to stop the car when they hear the Good Humor bells."

The Good Humor Corp. does its principal business in the Northeast and the Midwest. It is also operative by franchise on the West Coast in the Los Angeles area, in Baltimore, Md.; Washington, D. C., and Philadelphia. The parent company is not responsible, however, for the advertising policies of its licensed operators in these latter markets although it does advise and inform them of its own strategy.

The major problem to be surmounted by this strategy, according to Mr. Neumann, is one of "motivation." He says, "We can't say in

ARE YOUR CALL LETTERS 'ME TOO?'



David J. Mahoney

There are at least two things that people will always associate with Mr. Mahoney. At the youthful age of 27, he was a vice president of Ruthrauff & Ryan Inc., and four years later, as head of his own agency, he gave radio a dressing down that it applauded and will never forget. Since 1956, he has been top executive of Good Humor Corp.

Four years ago I was honored to address the National Association of Radio & Television Broadcasters in Washington. It was a convention with an atmosphere of uncertainty. Tv was the golden-haired boy and radio was generally considered the tired member of the family. I stated my belief at that time—that the medium was going through a transitional period—that radio wasn't dying, only "old fashioned" radio was dead.

The basic problems of 1955 seemed to lie within the industry itself:

1. *Rate cards* had disintegrated to

a "let's bargain" policy.

2. *Static programming* from the 1940's was still much in vogue.
3. *Sales promotion* emphasized "Santa Claus" mailings to buyers in place of specific selling material.
4. *Contradictory rating figures* were adding to the confusion of a changing market.
5. *Fear of tv* had sapped much of the dynamic initiative which had built radio.

The only apparent solution was the most difficult—slow, hard, aggressive selling to restore advertisers'

faith in the medium. This is exactly what radio has since done. Rate cards have been made more stable; programming devised, and hard-sell promotion put to work—paced by the Radio Advertising Bureau. Confidence has replaced indecision. It's easy to slide down the greased pole of advertising, but not so easy to climb back up. Today, radio is booming and deserves an appreciative "well done."

Sales are up, key times are sold out, and agency media buyers are once more very cordial. But I believe that beneath this warm glow

good humor

(Con'd from p. 35)

our copy that the customer should be sure to pick our product the next time he is at the store. We've got to make the customer remember our message and motivate him to get out that door when the truck goes by. Hence we try to close the time gap between the commercial and the truck's arrival as much as possible. This is why we run our spots almost hourly during the weekends."

For this reason, among others, Good Humor requires an advertising medium flexible enough to allow last-minute changes in spot concentration to coincide with weather switches. When the weather is very

bad, people stay inside, the Good Humor men on tricycles and push-carts stop work, and radio spots are curtailed. When the weather is fine and hot, heavier schedules are used.

Another characteristic of the business which demands media adaptability is the number of flavors and products made by Good Humor. According to Mr. Neumann, there are 80 variations rotated during the six-month period, and at any given time 30 to 35 will be offered for sale.

New specials are offered weekly and the company piques interest in these brand new inventions through its radio commercials. "Lots of peo-

ple," says Mr. Neumann, "who don't normally eat ice cream on a stick will go out and buy a Good Humor éclair or banana split just out of curiosity to see how we can make it on a stick."

If one special sells very well, the firm may want to alter its copy schedule to give it a bigger play—a quick change act only possible on radio.

Contrary perhaps to popular opinion, by no means are all of Good Humor's customers children. According to Mr. Neumann, 30 percent of the business comes from adults, 20 percent from teenagers and 50 percent from children under 12.

The commercials, however, always feature the voice of the Good Humor man talking to children, usually about the week's special. The commercials begin with the Good Humor jingle.

of prosperity lies a giant tranquilizer which is already beginning to draw off much of the new found vitality. I call it *The Formula*.

The Formula is today's "cure-all" for any ailing radio station. You apply it and up go the ratings, followed, of course, by your rates. It has made new stations flourish, and tired ones regain vigor. This is precisely its trouble; *The Formula* has been too successful. The secret is not new—simply hour after hour of music and commercials, punctuated with news interruptions on the half hour. Modern music and news programming is now so "sure fire" that even the indispensable "personality" is fading. The "format" is supreme—to a point where it can be left in the hands of a staff announcer.

Too many stations seem to be moving on roads which converge to one point. When they meet, all will appear identical. The advertisers can pick among them blindfolded. The cheapest rates will rule.

The Formula has spearheaded radio's resurgence, but it can only be a panacea for everyone in the short run. Suppose next year all of the automobile manufacturers copied the design of the top selling car to "insure" their style acceptance. What would happen? True, some could claim superior power, more color

combinations, or additional chrome. But basically their competitive difference would be nil. The one with the best price deal would go to the top. Gradually "new car" stimulation to the customer would die, and with it much of the industry.

Have you listened to your competitive stations recently? Chances are that they are sounding more and more like your own. "Me too" are the call letters for mediocrity, and this could mean a station's first step toward oblivion in a business which has added some 1,100 new outlets since 1950.

Radio built the whole concept of "time" media. It took the initiative in comedy, sports coverage, musical programs, soap operas, block programming, disc jockeys, news and weather announcements, kids' shows, classical music—even spectaculars.

Should it begin strangling now because only one format can be made successful? Tommyrot! Featuring Rock 'n Roll vs. After-Dinner music isn't divergent enough in a vibrant industry of this size. New programming ideas are the key to your station's individuality. Some outlets are already moving in this direction, but unfortunately they appear to be a small minority.

If news is important to your lis-

teners, should it be limited to a staff announcer reading teletype headlines? Can't local and national news be occasionally analyzed as in newspaper editorials? Because radio's impact is local—with speed and flexibility your big weapon—why not cover hourly happenings in the community by a remote unit or taped telephone conversations as is now done by WRCA and WNEW here in New York? Hour-long "spectaculars" touching on every phase of a local situation could also be injected.

CBS recently covered much of the Newport Jazz Festival in this fashion. Programs following the successful *Monitor* approach might be tried. Would you rather remain an active leader in your market, or an unnoticed fiddler grinding out background music? Innovation has been radio's past story and must continue to be the theme for its future.

These remarks are spoken as a sincere friend of radio. I know how well it can sell from first-hand agency and advertiser experience. A distinctive personality for each station is, I believe, its greatest asset in dealing with the fickle public. Why not try that new idea you've been thinking about—then get working on some others! Radio is still in its infancy. This is the best insurance that you will keep growing with it.

This year, for the first time, specific Good Humor specials and flavors are stressed in the spots, instead of the general quality messages featured in previous seasons.

The reason for this switch, according to Ted Czuy, media supervisor at MacManus, John & Adams, is to reach the extra consumer to whom one of the specials might particularly appeal.

These specific sales messages are relieved, however, by an institutional commercial aired in every third or fourth spot.

The Good Humor Corp. is especially careful to preserve in all its advertising the public image of quality, which has been its keynote since ice cream on a stick was invented back in 1920.

The original Good Humor, the famous chocolate-covered vanilla ice cream stick, was first made by an ice cream parlor owner named Harry

Burt in Youngstown, O. His invention—a real package deal—also included the name and the idea of protecting quality by taking the product to the customer in clean white vehicles.

After some initial ups and downs, Mr. Burt shortly sold his interest to the Meehan family in 1929 in whose

control the firm still remains.

In 1956, David J. Mahoney took over as president of the Good Humor Corp. Mr. Mahoney had previously been an agency vice president at the age of 27 and president of his own shop shortly thereafter. While heading up the Mahoney agency, he signed up Good Humor as a client.

Under Mr. Mahoney's leadership, Good Humor's future looks as bright as its present in that blueprints are now being drawn up for expansion into roadside stands and vending machines.

The growth of suburbia, in the Northeast and Midwest particularly, accounts for much of the company's present prosperity, according to Mr. Neumann. People in suburban areas spend lots of time outdoors in their yards where, he points out, they can hear both the Good Humor bell and their radios. • • •



George C. Neumann
Vice President, Adv.

Building Sales

 The board chairman of a St. Louis department store, one of the toughest areas of business for radio to crack, concedes that he "gave up his Sunday afternoon poker game" to listen to the store's newly-created radio commercial.

What does this mean to potential

radio advertisers?

With mounting vigor, radio is taking the initiative in winning over new advertisers to the medium. The three main tools are: Imaginative programming, creative sales ideas and new research techniques.

In pressing for new business, stations have their eyes focused chiefly on businesses that have been either heavy in newspaper or have been non-users of any advertising medium.

New and different sales approaches, always aimed to meet the specific needs of each prospective advertiser, have been the key to this sales building, according to reports from stations to U. S. RADIO.

It has been the stations themselves which, in most of these cases, have pursued, produced, persuaded and eventually profited from developing effective sales-stimulating ideas for these traditionally non-radio users.

Examples of recent *new* business reported by stations to U. S. RADIO are:

Stix, Baer & Fuller department store, International Shoe Co. and 13 Three-Minute Car Washers—KMOX St. Louis.

Blue-Flame Gas Co., Culhigan Soft Water System, REMC (rural electrification) and J. I. Case Inc. (agricultural equipment)—WOWO Fort Wayne.

Mellon National Bank & Trust—KDKA Pittsburgh.

In still another case, Vitamin Specialties Inc., Philadelphia, formerly a print advertiser, has been on radio for more than a year. During this time, it shows a 42 percent increase in sales and a 60 percent increase in its total advertising budget, 95 percent of which is now devoted to ra-

dio. Using stations WCAU and WFIL in Philadelphia, the company is now planning a network buy.

"Creative selling and imaginative programming" have been the chief means of attracting new customers, says Bob Hyland, general manager of KMOX St. Louis. "Since radio is the most flexible of the advertising media," he states, "we have created programs, campaigns and advertising approaches for each of our new clients that uniquely meet their sales and public relations problems."

KMOX reports that because of this new type of business, the station's local sales figures are 25 percent greater at this time than during the same period last year.

The main route a station takes to sell itself is, quite naturally, to sell radio first.

"Our promotion department has a general sales presentation set up on the basis of first selling radio, then the market, then the station, and then giving adequate proof of sales results," declares WOWO Fort Wayne, Ind. "We attempt to connect these facts with the prospect's own business and advertising needs. We wouldn't think of attempting to sell an account where we did not have the most pertinent facts about that account's sales problems in the area we serve."

An example of how new sales and programming ideas have combined to influence a non-radio client is the case of Stix, Baer & Fuller department store. One of the largest stores in St. Louis, Stix, Baer & Fuller was for many years bound by what KMOX calls "the unwritten law which dictated that the department store allocate the bulk of its



The "new" sales presentation of WOWO Fort Wayne has eight major points. (1) Sell radio first with basic RAB and some local material; (2) Facts for particular audience, in this case Indiana Farm Bureau radio study for farm prospect; (3) Success stories; (4) Pulse measurement data; (5) Newspaper-radio circulation study; (6) Proposed radio schedule for each prospect; (7) Radio's low cost per thousand story; (8) Entire presentation on tape and slides, so salesman can join discussion.

Imaginative programming and sales ideas, plus research tools, are winning new advertisers for radio as stations press for more business

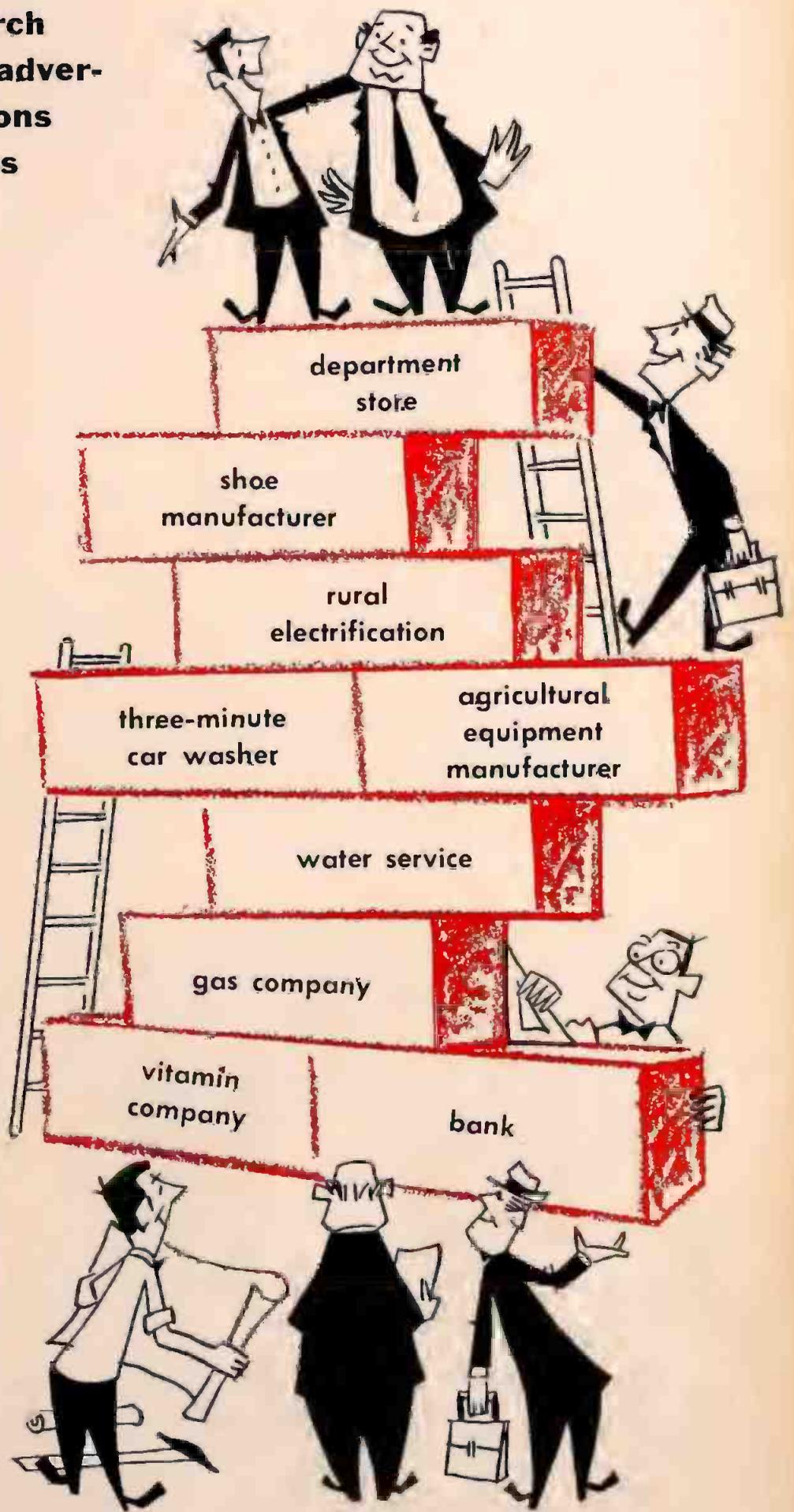
advertising budget to print media." Occasional radio campaigns on special store sales were the only exceptions to this "law."

Two points simplified the "ice-breaking." Mr. Hyland produced statistics and surveys which showed a comparison of radio and the print media, and that KMOX had superior coverage to the newspapers.

This research consisted of a January 1959 Pulse survey which showed that KMOX reached 319,600 unduplicated metro homes daily compared with an RAB St. Louis newspaper study, which stated that the *Post-Dispatch* reached 306,168 unduplicated metro homes daily and the *Globe-Democrat* covered 208,476 unduplicated metro homes daily.

Programming techniques came into play once the initial interest was established between station and now prospective client. A program was created to meet the requirements of the specific advertiser, in this case a department store which featured quality merchandise. Since Stix, Baer & Fuller wanted to identify itself closely with the community and the idea of gracious living, Mr. Hyland formulated a five-hour "good music" show titled *On a Sunday Afternoon*. It featured the British Consul in St. Louis, James Duffy, Esquire, according to the station.

"Middle-brow" music and conversation coupled with a low-pressure, institutional approach in the department store copy was an instantaneous success throughout St. Louis, reports KMOX. And, says the station, the store's board chairman, Leo Fuller, enjoyed the program so much



that he "gave up his poker game to hear Mr. Duffy."

Further evidence of sales building in the station's do-it-yourself movement is a sale to the International Shoe Co., which KMOX says is the largest shoe manufacturer in the world and one of the largest industries in St. Louis.

The station approached the company's advertising department and agency to sell them on the sponsorship of the St. Louis Cardinals baseball team, "as a civic function, a sales and public relations natural." Mr. Hyland pointed out to them "how the Cardinals' regional following, as the major league team in the Mid-Mississippi Valley, was a logical link for all the International Shoe retailers in our Missouri-Illinois coverage area."

Emphasizing radio's greater coverage over the print media, the station also stated that through its coverage, sales could be effected that would be impossible to obtain even through the multiple use of metropolitan dailies and weeklies. The result, states KMOX, was a coordinated radio, print and point-of-purchase campaign based on the baseball theme, with the station as the basic buy.

"You Can't Afford to Have Your Car Not Look Its Best" was the new and original copy line suggested by KMOX which clinched its sale to 13 independent St. Louis automatic car washers of the sponsorship of a 10-minute pre-baseball show. The station felt that since this show was aimed at the male audience, both at home and on-the-road, it was perfect for this category. The main problem that had to be overcome was that the 13 independent businessmen were not joined in an association and did little advertising as individuals. An institutional approach was supplemented by tags which identified each of the 13 dealers.

Fresh sales and programming techniques have also brought business to KMOX from such non-radio users as: 100 retail home-owned bakery shops; the Retail Druggists Association of St. Louis; the Automobile Club of Missouri, and Meramec Caverns, an Ozark tourist attraction.

In Fort Wayne, four contracts totalling over \$45,000 since the beginning of the year have been won by WOWO through special sales development efforts. In each case, the station sparked the sale by getting individual dealers to sponsor jointly the radio buy.

Blue-Flame Gas Co. was approached by a WOWO salesman to get cooperation in setting up a meeting with its dealers in the area to discuss advertising over the station. For the 12 dealers attending the resulting session, the costs were broken down to show the small amount each would have to pay for a saturation campaign. WOWO states that the result was 1,000 minute spots purchased, 10 per week for 52 weeks, beginning in March.

Water Softeners

A plan to sell water softeners over WOWO was presented to 25 members of the Culligan Dealers Association. Out of the 25 dealers, 22 signed contracts for advertising, reports the station. This advertising consisted of 1,040 minute spots, 20 a week, beginning in June. The station says that "former newspaper and tv money was diverted to radio."

REMC had been using radio programs for some time with only limited success, according to WOWO. A station salesman approached the client with an idea for a saturation spot campaign in which each dealer participating had his name mentioned on a scheduled basis. This sales idea convinced five out of ten dealers to sign up for a campaign consisting of 1,040 minute spots, 20 a week as of April. Soon after, three more dealers signed up also, reports WOWO.

The fourth "new" WOWO sponsor—J. I. Case—was normally a print advertiser, and had money for co-op advertising earmarked for newspapers, says the station. A station salesman visited the Ligonier, Ind., office with a presentation for 10 dealers which specifically highlighted agricultural programming ideas. These dealers then went out and sold the rest of the area dealers on the program, with the result being a campaign of minute spots, 20 a week for 13 weeks, as of July 13.

WOWO points out that a big factor in these sales was single billing. The station received one check from the company and the company did its own collecting from its dealers.

Another example of a traditionally print advertiser turning to radio is



Henry S. Goodsett (seated), whose Philadelphia agency has led Vitamin Specialties Inc. from print to radio, discusses part of campaign with Ed Harvey (l), morning d.j. of WCAU Philadelphia, and Gil Thompson, station account executive.

Vitamin Specialties Inc., which started in radio in May 1958 and has been a regular sponsor over WCAU and WFIL Philadelphia since June of that year.

Originally, this company sold its products, which include Multivites, an all-family vitamin, to doctors and hospitals. Three years ago, the products widened distribution to the consumer market, using mainly print media. Today, 95 percent of its advertising budget is devoted to radio. Vitamin Specialties states that its 60 percent increase this past year in the advertising budget and 42 percent increase in sales can be attributed to its success with radio.

"We get our fastest reaction through radio. In two weeks, we know exactly where we stand," states Raymond Steiner, president of Vitamin Specialties. "Print, on the other hand, requires a longer deadline and demands more time to know the results," he continues.

Two days after a broadcast, the company has covered the cost for the radio advertising, emphasizes Mr. Steiner. The wide coverage of radio has brought responses from many cities in a short space of time. The company, through radio, has received replies from New Jersey, Delaware, Pennsylvania and even Maine. Vitamin Specialties is now on a one-year contract with WCAU and on a continuing agreement with WFIL. Henry S. Goodsett, president of Henry S. Goodsett Advertising, Philadelphia, states that the company relies on the personality "endorsement" for commercials. The early morning takes up 90 percent of these spots, and evening times the remaining 10 percent.

With its great success in local radio, Vitamin Specialties is contemplating plans to enter network radio in the near future.

Another facet of imaginative and individualized programming was the idea of injecting humor into a bank's advertising campaign.

This approach was suggested by KDKA Pittsburgh to the Mellon National Bank & Trust, whose previous advertising was typically straight and dignified in delivery. Roy H. Philson, KDKA account executive, recommended that the bank use humor-

ous commercials over the *Cordic and Company* show.

The station points out that although the show featured zany skits and satires, "the concept of putting humor to work for the Mellon bank was rather revolutionary." Formerly the bank's radio budget—\$5,000—was a small amount of its total advertising expenditure, and radio was used only on occasions to sell special new services. Today, the Mellon Bank is spending two and a half times as much on radio, according to the station.

Together with the bank's advertising officials and its advertising agency, Fuller & Smith & Ross, a character — Mr. Sergeant — was created by KDKA's Rege Cordic. Mr. Sergeant appears on the air as the bank's special representative to trade gags and to talk about the bank's services in a polite, friendly, whimsical but convincing manner, according to the station. The bank runs one-minute spots which include a 30-second lead-in written by Mr. Cordic and a 30-second commercial prepared by the agency. The *Cordic and Company* campaign has been renewed, with 26 spots a week now running on KDKA, reports the station.

Research Studies

At the base of many of the sales and programming ideas originated by stations for advertisers are research studies. The newer research tools used by stations not only provide data on how many people are listening, but also who they are, where they listen and, the latest development of all, the image a station has in the minds of listeners.

An example of a recent research project on radio listening was conducted for KEX Portland, Ore.

Through the "semantic differential" technique, a listener's emotional response concerning a specific station is formulated. In the Portland area, for instance, radio listeners described their "ideal" station, in order of preference, as: "pleasant," "sincere," "fair," "relaxed," "valuable," and "believable." These characteristics were chosen from 13



Bob Hyland (l), manager of KMOX St. Louis, talks over musical selections with British Consul James Duffy, Esquire, who is host of "good music and conversation" program designed for Stix, Baer & Fuller department store.

so-called opinions a person could form about any station.

The study also included information which grouped listeners according to sex, age, economic level, education and size of family. This qualitative radio study was conducted for KEX by Dr. John Pock of Reed College. Dr. Pock further found that 58.9 percent of homes had radios in their automobiles. Also, 52.2 percent of the homes had radios in the kitchen; 52.2 percent in the living room, and 44.8 percent in the bedroom.

The successes radio stations have been having with non-radio advertisers are growing in number.

"Media strategy can be changed," emphasizes KMOX's Mr. Hyland, "when these advertisers are shown how radio reaches farther and deeper than print media.

"The results of our 18-month sales development operation have been rewarding. But we feel there are still enormous fields to conquer if radio is to get its proper share of the advertising dollar." • • •

What Makes a Commercial Effective?

An analysis of award winners as picked by the John Blair & Co. panel. The blend to suit individual goals more important than any single ingredient



Too much salt in the soup can spoil a king's banquet. Not enough garlic in the stew may ruin a cook's reputation.

The obvious, of course, is easy to spot. But a nuance of flavor, the essence of good eating, is more often enjoyed than analyzed.

Radio commercials are in much the same category as the Chef's Special in this respect. Loyal audiences love the good ones—but who can tell you why? The elusive bouquet of artistry and good sense that goes into one minute of prime selling may be apparent, yet, like a whiff of choice brandy, almost impossible to define.

What are the basic ingredients in a first-rate commercial? There's room for debate. However, an evaluation by U. S. RADIO of recent award winners indicates a marked preponderance of *music* and *sales-conscious humor* in today's audience favorites (a forecast of this appeared in *Hard Sell with Velvet Touch*, January 1959). An analysis of the "10 best

commercials" for the first half of this year as selected in a John Blair & Co. poll reveals that:

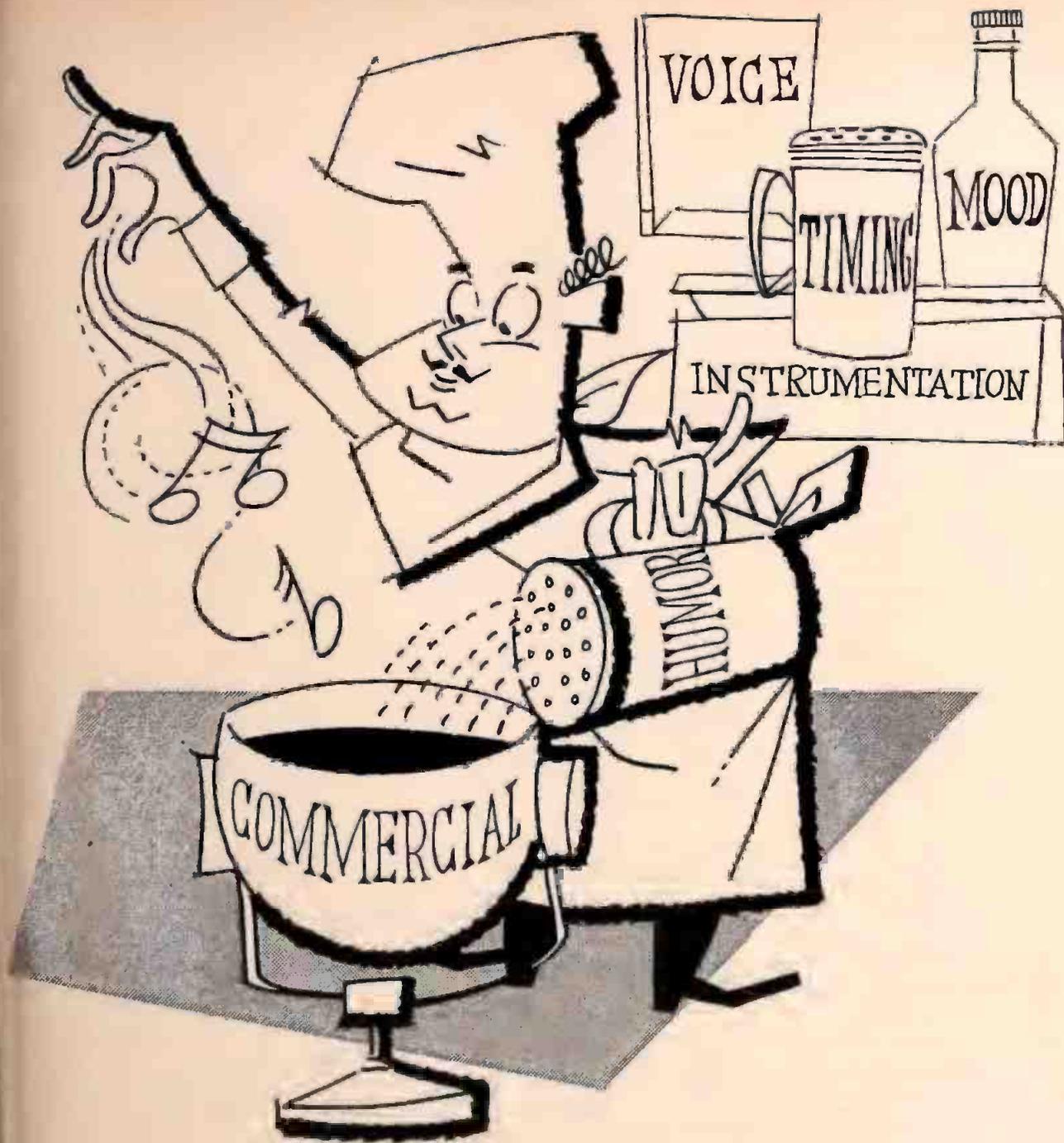
- 7 of the 10 include music as a major element
- 6 of the 10 include dialogue in a light or humorous vein—with emphasis on the product
- 4 of the 10 use a combination of music and straight announcement
- 3 of the 10 use a combination of music and light dialogue
- 3 of the 10 use humorous dialogue alone

Apart from the obvious, these commercials illustrate with considerable virtuosity another prime consideration: The subtleties that must be brought to bear to produce top-ranking sales messages for radio delivery. Among the "herbs and spices," frequently undetected by the casual ear but vital to the finished transcription, are such refinements as voice characteristics and inflections; timing; musical "figures" and

bridges; instrumentation, and the choice of words for sound and mood as well as literal meaning.

The John Blair poll, conducted semi-annually, represents more than 3,000 interviews, the company reports—one-third with agency and advertiser executives, one-third with broadcasting executives and one-third with the listening public. Markets surveyed for the latest polling include Atlanta, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle and Washington, D. C.

In first place is a one-minute exchange by the Easy Aces for Borden's Instant Coffee (Daherty, Clifford, Steers & Shenfield Inc., New York). Chesterfield's "Test Pilots," one of a music-keyed Men of America series (McCann-Erickson Inc., New York) holds second-place honors, and Clark gasoline, featuring humorous dialogue (Tatham-Laird Inc., Chicago), comes in third in the polling.



Other commercials listed as among the top 10 are ones for L&M cigarettes (Dancer-Fitzgerald-Sample, Inc., New York), Alka-Seltzer (Wade Advertising Co., Chicago), Budweiser Beer (D'Arcy Advertising Co., St. Louis), Piel Brothers Beer (Young & Rubicam Inc., New York), Oasis cigarettes (McCann-Erickson Inc., New York), Zee Bathroom Tissues (Cunningham & Walsh Inc., San Francisco), and Tetley Tea (Ogilvy, Benson & Mather Inc., New York).

The voices of Jane and Ace give a distinctive flavor to the Borden's script. Besides sounding a friendly, comic note, their delivery gives the words the "taste" of coffee:

(SOUND OF CUP BANGING ON SAUCER. ESTABLISH AND

THEN OUT.)

Jane: Dear, what are you making so much racket about? I know you're in a bad mood when you get up at the crank of dawn, but my goodness.

Ace: This crank's breaking out of here, warden, unless I get some good strong coffee.

Jane: Oh, I'm sorry dear, I gave you that old coffee we used before I started buying BORDEN'S NEW RICH ROAST—the one with the good strong flavor. Here you are dear.

Ace: That's better. Now,

first I take a spoonful of this rich roast coffee with the good, strong flavor. Now, I pour in the good old H-2-0. There now, I know I'm drinking real coffee.

Jane: Hmmm that looks delicious, dear. I think I'll have a cup.

Ace: OK, Jane, sit down by me. Want a spoon?

Jane: Haha, please dear—not so early in the day.

Ace: A spoon for the coffee.

Jane: Oh. Oh, yes. First I take a spoonful of BORDEN'S RICH ROAST coffee with the good strong

commercials

(Cont'd from p. 43)

flavor—and then I pour
in the good old H-1-0.

Ace: H-1-0 ? ? ?

Jane: I'm only taking a
half a cup this time.

Ace: Isn't that awful?

An image of the smoker and the product are sketched in dramatic sound in the Chesterfield winner. Music that gives the sweep and acceleration of the jet theme also incorporates a sophisticated arrangement in an unexpected minor key that invites repeat listening:

Annrcr: On the move with
the Men of America! The
jet pilots of the United
States Air Force!

(SOUND: WHINE OF JET
PLANES)

Group: Chesterfield!

Solo: Jet plane screaming
up a six mile climb...

Hit full power...break
the record time.

Where they test the lat-
est planes you'll find
a man

Stops and takes big pleas-
ure when and where he
can.

Group: Chesterfield!

Annrcr: (MUSIC UNDER) Join
the men who know...noth-
ing satisfies like the
big clean taste of top
tobacco in Chesterfield
Kings.

Solo: Only top tobacco
full king size
Gives the big clean taste
that always satisfies.

Group: Chesterfield!

Annrcr: The taste you've
been missing. (STING) In
the length you've learned
to like! Full king size...
top tobacco all the way...
for top tobacco filter
action! Tops in friendly
satisfaction! Join the

big swing to Chesterfield
King. New choice of the
Men of America.

Group: Chesterfield!
MUSICAL TAG

Clark gasoline uses a humorous
"plot" with characterized voices to
emphasize the product while enter-
taining the listener:

(RACING CAR ZOOMS PAST IN
THE BACKGROUND)

Frisbie: (TIMID, QUAVERY
VOICE): Excuse me, is
this where they have the
automobile races?

Driver: (GRUFF, FRIENDLY):
Yeah!

Frisbie: I'm Frisbie. My
chief sent me here to get
drivers to use Clark
Super One Hundred Gaso-
line. Y-you are a driver,
aren't you?

Driver: Yeah!

Frisbie: My chief wanted
me to tell you drivers
Clark sells only ONE KIND
of gasoline—high octane
ethyl.

SOUTHERN EXPOSURE

Down south, too, the favorite flavors in commercials appear to be music and humor. Four imaginative spot campaigns using one or the other, or a combination of both, are winners of the first annual awards for radio and television commercials presented recently by the Atlanta Radio & Television Representatives Association.

The commercials, created by southeastern advertising agencies, were judged "solely on sales effectiveness," the association notes.

Sealtest Ice Cream (Tucker Wayne & Co., Atlanta), winner of top honors, uses music and lyrics with dexterity to suggest in sound the flavors of six new ice creams—Western Almond, Cherry Nugget, Tangerine Sherbet, Old Fashioned Peach, Black Raspberry Royale and Plum Nuts. Here is part of the lyrics for the last-named:

If you like plums and you

like nuts

You'll be just plum crazy
about Plum Nuts ice
cream

Crazy about Plum Nuts ice
cream

It's the craziest, man,
and it's so brand new.
Vanilla laced with plums
and crunchy almonds,
too.

The tag for each of the commer-
cials in the series is this theme line:
A fresh new flavor with
the fun spun in...
Get the best...get Seal-
test.

Among the following three recipi-
ents of awards of excellence, Lay's
Potato Chips (Liller Neal Battle &
Lindsey Inc., Atlanta), capitalizes
on a familiar tune to which a hu-
morous "ballad" about the product
is keyed. Set to a guitar rendition

of "Jimmy Crack Corn" are lyrics
that say, in part:

Now hear my song 'bout
lovin' Sam Sears
Who hadn't kissed his wife
in twenty long years
Until one day he found on
her lips
The flavor of Lay's Pota-
to Chips.
Golden crisp potato chips
...flavor bright potato
chips...
Let's all eat Lay's Pota-
to Chips—the best chips
of them all.

A high-remembrance value for
Soltice (Noble-Dury & Associates,
Nashville) is shown in surveys of
towns where this entertaining com-
mercial has been aired, the agency
claims:

Annrcr: If you are suffer-
ing the miseries of a
cold, you should discover
the wonderful new quick
rub, Soltice. Right now
go down to your friendly
dealer...

(RACING CAR ZOOMS PAST IN BACKGROUND)

Driver: Yeah?

Frisbie: It's as high in octane as any major premium brand...and summer is a good time to use Clark—because all cars run cooler on Clark's high octane gasoline.

Driver: Good t' know!

Frisbie: And once you know, you go to Clark... that's my slogan. You'll use Clark, then?

Driver: Yeah!

Frisbie: Do you drive a Maserati?

Driver: That's mine over there.

Frisbie: But that's an ice cream truck!

Driver: Yeah! I sell ice cream!

MUSICAL TAG—MARCHING BAND

Here are excerpts from the other seven winners, with notation of their distinctive features.

Soltice man: Huh?

Annrcr: I said go down to your friendly dealer...

S.M.: That's what I did. But it's just not so...

After an exchange of conversation in which the Soltice man explains that his friendly dealer was grouchy because of a cold, and that he, the customer, sold the dealer on using Soltice, the announcer asks, "So now you want me to tell people to go down to this grouchy old dealer and buy Soltice?"

S.M.: Oh, no, Mac. He's my friendly dealer now. That Soltice relieved his cold distress.

Annrcr: But you said...

S.M.: Don't argue, Mac. What are you...a grouchy old radio announcer? Say, maybe you need some Soltice.

Annrcr: (BIG SIGH) Maybe I do at that.

A commercial that's designed to create a relaxed mood, this one for Holiday Smoking Tobacco (Cargill,

Music for the L&M commercial is light in touch, replete with unusual instrumentation and musical figures that unobtrusively focus attention on the brand name:

Chorus: They said it could't be done, They said nobody could do it.

BUT—L&M is low in tar with more taste to it. L&M...don't settle for any other.

Low tar, more taste... Don't settle for one (BREAK)

Without the other...L&M!

Annrcr: It's low in tar... with more taste to it.

Don't settle for one— without the other...

The commercial winds up with:

Chorus: Low tar, more taste—

Don't settle for one (BREAK)

Without the other...L&M!

Combining dialogue with a lift-

Wilson & Acree Inc., Richmond, Va.) features a virile masculine voice. The pensive note is enhanced by guitar music in the background:

(GUITAR CHORD)

Slow, easy voice: Man (SIGH), what a day! Sure helps to stop and smoke a pipeful of Holiday. That's one thing about smoking a pipe—you can just feel yourself relax when you light up. Not like any other kind of smoking. And Holiday's not like any other kind of pipe mixture—it smokes good...smells good, too...

The genial gentleman concludes with:

...Say, why don't you try relaxing with a good pipe and some Holiday tobacco? Pick up a pouch soon if you want to discover the one pipe mixture that's perfect for steady smoking—Holiday.

ing tune, Alka Seltzer takes an easy-handed approach to selling a type of product more usually associated with "scientific sell":

(PARTY NOISES)

Man's voice: Goodnight, gang!

(DOOR SLAM)

Man: Whew! (BACKED BY DESCENDING MUSICAL CHORD) These holiday parties! They leave me with an aching head (CHORD) and a jumpy stomach! (PHRASE BY HORN) Oooh, and I'll feel worse tomorrow!

Speedy: No you won't mister!

Man: Boy oh boy, now I'm hearin' things!

After a brief exchange, Speedy sings:

Down, down, down the stomach through, 'Round, 'round, 'round the system, too— With Alka-Seltzer, they always say Relief is just (MUSICAL BREAK) a swallow away. Man: Bless that relief-givin' Alka Seltzer! (CHORD)

A vocal-instrumental blend dubbed "Bass Fever" by the agency gives Budweiser a distinctive free-wheeling music format to point up a merchandiseable feature seldom noted in advertising:

(ORCH. BG: BASS, VOICES, FINGER SNAPPING)

Girl vocalist: Have you read the label?

Voices: Sure...

Girl: Have you taken a look?

Voices: Sure...

Girl: (BELTS IT) The story behind the label... Voices: SHHHhhhhhh...

Girl: Reads like an open book.

Annrcr: It's right there in blue and white on every Budweiser label—seven proud words—"Choicest hops, rice and best barley malt." That's it. The secret behind the

(Cont'd on p. 69)

question and answers

THE QUESTION:

How complete should the timebuyer's information be on marketing factors, such as type of product, who buys it, peak shopping periods and competition?

WILLIAM MURPHY ANSWERS:

 On the general theory that there can never be an over-supply of information, let us assume that every added fact at a timebuyer's command means an improvement in the product of his labor.

To argue this in logic, however, we would have to cope first with the opinion that anything that distracts a specialist from contemplation of his limited field reduces his efficiency. And most certainly a timebuyer is a specialist.

And there are the most valid arguments in favor of specialization. Only by this means has American business grown to its present stature. Surely, then, should not the shoemaker stick to making beautiful music on his shoe horn and the timebuyer devote all his efforts toward buying better and better spots?

Trio

Here is a trio of reasons why not:

1. The specialization in today's business is not an end in itself. The complexity of today's marketing world and the poor cosmic planning which resulted in a day of only 24 hours demand specialization.

The overworked company president and the harried account executive, in their successive turns, delegate responsibilities to the media department, where media directors, timebuyers and space buyers extract their portions of the problem and pass on other details to their assistants. Each is presumed to be learning from his contacts with a higher rank. The company president per-



Mr. Murphy, media director, W. B. Doner & Co., Baltimore, Md., believes the timebuyer should receive marketing information in order to benefit the client, the agency and himself.

haps has nowhere else to go, but the agency considers each of the others to be in training for the next higher rank. It should do everything possible to facilitate the training process or it may find itself, when in need, hiring trained people on a highly inflated outside market. It may also find itself losing good potential executive material to competitors offering better growth opportunities.

Thus, a good reason to furnish more than the barest essentials of information to a timebuyer is to encourage his personal growth, for the agency's future benefit.

2. Every bit of information about a client's business can help a buyer plan a more effective campaign. For example, some tactics, which may seem very well founded in logic, may have been tried in the past without success.

Another field in which the buyer can hardly be expected to have independent information pertains to his client's trade relationships. Media techniques may well be modified by the need to strengthen dealer ties.

Knowledge of relative movement of sizes, importance of chains vs. independents, etc., can often enable a buyer to make an unusual and valuable buy.

A second good reason for fuller buyer briefing, then, would be to equip him to make better buys for the client.

Front Door

3. The media department may be described as an ad agency's front door. If this, however, seems to relegate the client to the back door, we'll turn the house around. At any rate, an agency's greatest number of contacts with the rest of the marketing world is through its media department. This includes the greatest number of separate geographical contact points with people who may know what your competitors are doing.

There's no question that it would be nice to know that your competitors are testing a nine-ounce size in Lancaster if you're planning to do the same thing in Harrisburg. But how is the timebuyer to relay this information to you if he doesn't even

know he's buying a test campaign—or what you're testing? The same applies to copy testing, both yours and your competitors, increased or decreased advertising weight, etc.

The point: The agency media relationship is a two-way street.

Much information of value, especially about competitors and local market conditions, can reach the agency through the crowded media department reception room. If you want the buyer to be in the best position to pass on, or to ferret out, valuable

scoops, you'd better be sure he knows what to look for.

The third good reason: Little media departments (and big ones, too) have big ears.

Conclusion: Better send a copy of that memo to the buyer.

ETHEL LEWIS ANSWERS:

The average day does not get too old before one senses the immediate need for marketing information that is integrated. By this we mean, information that is correlated as to brands, competition, advertising expenditures and advertising strategy.

An agency library serves as a self-contained switchboard. The calls and requests for data come in fast and heavy, especially when new campaigns are being formulated and bought. The only difference is that the library is the place where the "buck stops." Answers to all inquiries must be earnestly sought after here. The caller, in most cases, cannot be passed on to another source.

The interesting thing to watch, and which ultimately benefits the client, is that each department needs and seeks out the information that is normally considered the primary domain of another area of the agency.

Necessary Data

The media department, in order to have the necessary information at its disposal with which it can buy intelligently, seeks out a substantial amount of marketing information from the library.

For example, here are actual queries taken from a recent day-book:

1. We need the new farm study that was recently released,



Miss Lewis, research librarian, Cohen, Dowd & Aleshire Inc., New York, finds the average library spends a busy part of its day answering media department calls for marketing material.

2. Have you a file on the Spanish-language market?
3. Where can we find a list of radio time buys?
4. Have you any list of brand expenditures?
5. We are interested in the most current reports on the Negro.
6. Send us your file on the housewife.
7. What percentage of radios are turned on and who is listening between noon and 3 p.m.?

All advertising agency libraries pursue a basic pattern: To secure information, to process, assemble and file the information for reference and research. And to communicate the findings of the material and data to agency employees.

However, due to the fact that there are no well-defined patterns of advertising agency library operations, many observers reason that agency libraries appear to have little in common. This is not so.

The differences should be realized in this way. We all reflect our management. And like them, we acquire knowledge from various sources which we tailor to our specific purposes. And like management, we make no attempt to copy other agency libraries.

Most of our inquiries that relate to marketing and radio fall into nine general categories: Costs, rates, expenditures, statistical and editorial facts, success stories, special interest markets, research services, and media reports.

Our library prepares a daily newsletter for the agency in which we digest and catalog pertinent stories that appear in trade and consumer publications. Here again, for the benefit of the media department and account men we make certain that we incorporate any material we find relating to the marketing problems or strategy of our accounts as well as those of our competitors. • • •

focus on radio



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



MARINE INVASION of "Holiday Island" on the St. Johns River, Fla., capped a week of recreation activity by WPDQ Jacksonville. The station set out to prove that this previously unused island could become a permanent haven for boat and beach enthusiasts seeking waterfront space.

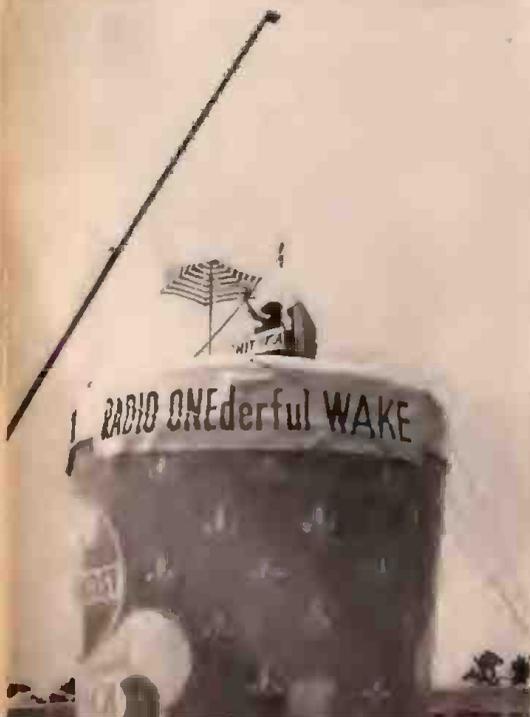


HOCKEY STAR for the Detroit Red Wings is Sonny "The Rockette" Eliot, weathercaster for WWJ Detroit, shown with Jack Adams, Red Wings general manager. Mr. Eliot, who can't skate a stroke, will be paid a salary of \$1.00.

BALLOON BROADCASTING 30 feet in the air is conducted by Bob McKee, WAKE Atlanta disc jockey, as part of the station's "Wake to the 5th—Go 4th Safely" campaign for the recent July 4th holiday. City's restaurants helped by serving drivers free coffee.



PLASTIC BAG CAMPAIGN by WHIL Medford, Mass., resulted in over 12,000 bags being sent to the station, reports WHIL. For every five bags, the donor received a free record. Shown holding items are: Robert Noss (left) who brought in over 300 bags; Jack Chadderton, WHIL disc jockey, who led the drive to get the bags out of children's reach, and Sherwood J. Tarlow (right), WHIL president.



BEACH COMBERS are hunting for buried treasure in recent "treasure chest" contest conducted by WCSH Portland, Me. The station placed 5,000 pieces of a treasure map in plastic capsules and hid them in various spots in the Portland metropolitan area. Winner had to piece together three sections of the map.



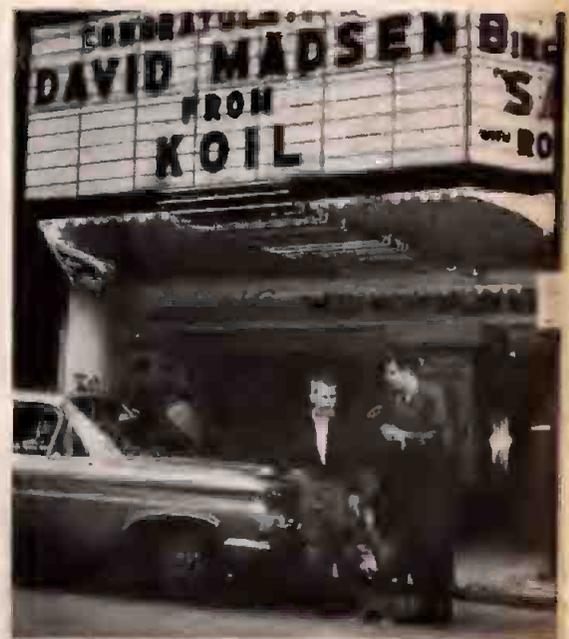
ALABAMA REPRESENTATIVE to the "Miss Universe" contest was Pat Sullivan, shown with Ben McKinnon (l.), mgr. of WSGN Birmingham, and Wayde Preston, tv star. Mr. Preston and James Coan, owner of WSGN, were two judges of the Alabama contest, which was co-sponsored by WSGN and the Junior Chamber of Commerce.



ON-THE-SPOT REPORTING is done by WGBS Miami newsman Jack Yail (right), as he interviews one of the victims of Florida's recent tornado. WGBS staff worked two straight shifts to cover the story.



WORLD PREMIERE of the film short "Meet the WBZ Disc Jockeys" was attended by Hollywood-appearing spectators in berets and sun glasses. Featuring WBZ Boston personalities (left to right, front) Phil Christie, Norm Prescott, Alan Dary and Dave Maynard, the film is appearing in over 450 New England theatres.



NAME IN LIGHTS is that of David Madsen (left), 14, who was the winner of a recent contest sponsored by KOIL Omaha. Listeners were asked to give reasons why they would like to see their name on a theatre marquee. Talking to David is Mike Bradley, KOIL disc jockey.

Here's Music to Sell By

WSBT dominates every 15 minute segment of every broadcast day from South Bend, Indiana! And one of the top shows on this station is "The Record Shop" with Bruce Saunders. Broadcast during choice time (4:05-5:00 P.M., Monday thru Friday) its music and general format is geared to an adult audience . . . men driving home from work; housewives preparing meals.

Bruce Saunders has emceed "The Record Shop" for over 11 years. He's casual but convincing as evidenced by the hundreds of cards and letters he receives each week. An experienced radio and TV personality who does an outstanding job for advertisers.

The South Bend market and WSBT are important to national advertisers. South Bend is the major trading center of WSBT's 36 county coverage area. These Indiana-Michigan counties have a combined Buying Income of 3.3 billion dollars annually.

To reach this big market use its radio Voice . . . WSBT. For remaining availabilities on "The Record Shop", and for free market data book, see your Raymer man or write this station.



5000 WATTS
960 KC

WSBT

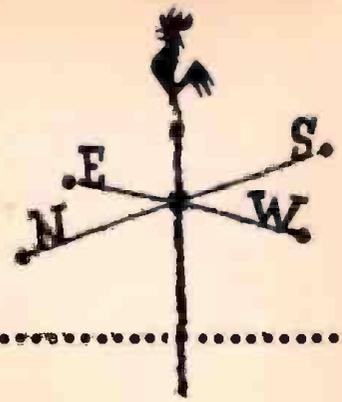
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

Paul H. Raymer Company
National Representative



hometown USA

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



Two-Day Look In the Mirror

**Closed radio clinic for Peters,
Griffin, Woodward stations
reflects problems of stations
in achieving identity and sales**



Holding up the mirror for Peters, Griffin, Woodward stations during recent two-day seminar were (l. to r.) Robert H. Teter, PGW vice president and radio director; H. Preston Peters, president, and Russel Woodward, executive vice president. Agency and station people spoke on programming, promotions, ratings and rates.



Taking a good, hard look in the mirror every morning is a salutary way for a radio station to start the day.

This advice permeated the discussions during a two-day educational seminar in New York conducted last month by Peters, Griffin, Woodward Inc. for executives from stations throughout the United States whom the firm represents.

The program, says Robert H. Teter, PGW vice president and director of radio, was "designed as a platform for the interchange of ideas and viewpoints" concerning successful radio station management. Broadcasters took time out to hear themselves—as well as top agency executives, advertisers and PGW staff members—speak on such topics as programming, audience promotion, service to advertisers, ratings and simplified rate structures.

That look in the mirror first thing in the morning is to remind the station of its own identity—and the opportunities and limitations afforded by its "profile."

"Each station must determine for itself just what it wants to be in its community," Ray Stanfield, managing director of WIST Charlotte, N. C., believes. Discussing the programming of music, he says, "If music is a basic ingredient of that station's broadcast offerings, a music policy consistent with the station's proposed

role in its community must be developed.

"But I don't believe that any one station in this modern age of radio can be all things to all people. The closest you can come to it is to attempt to be an important part of the lives of a great many people in your community. If this is to be your plan, you must provide entertainment with basic appeal to list-

ers with a variety of tastes and preferences. In so doing, music balance appropriate to the audience you seek to reach will be your most potent weapon in any competitive struggle."

The policy at WIST, Mr. Stanfield notes, is to use rock 'n roll in moderation as part of an over-all pattern of music programmed for specific time-of-day appeal.

In character with its "image" as

a vital news medium, a radio station must keep a careful eye out to maintaining effective daily news coverage, in the opinion of Robert J. McIntosh, station manager of WWJ Detroit.

The two basic elements of WWJ's approach to news broadcasting are *integration* and *integrity*, he explains. The station's format calls for "full-length, 15-minute broadcasts scheduled six times throughout each day," as gathered and prepared by a staff of seven newscaster reporters, a news editor and a copy assistant.

Newsmobiles which can be dispatched at a moment's notice, as well as newsmen located at such nerve centers as police headquarters and the city-county building, provide WWJ the means with which to effect prompt, extensive coverage of the local scene, Mr. McIntosh continues. "NBC News is used to give the station an international flavor and keep listeners in direct contact with the four corners of the earth. WWJ concentrates almost exclusively on local news and studies every national and international story for a local tie-in and the Detroit angle."

A station must look itself squarely in the eye on the subject of community service programming, declares Harold C. Sundberg of WMBD Peoria.

"There is more to it than merely building a file for license renewal," he remarks. "Community service has a commercial aspect—it builds listeners and listener loyalty. WMBD integrates community service into the over-all program structure instead of relegating it to out-of-the-way hours like late Saturday night and early Sunday morning."

Citing three categories into which WMBD community service features fall, Mr. Sundberg lists *special events*, such as farm information, play-by-play sports, and religious programs; *regularly or seasonally programmed brief information service*, such as boating or duck-hunting data, flying conditions and Blood Bank appeals; and *variety programming tailored for special segments of the audience*, such as annual Memorial Day services and WMBD's Christmas cookie carnival.



WHEREVER THERE'S

MUSIC



...THERE'S

BMI

BROADCAST MUSIC INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

Conveying the local image of the station to the national agency or advertiser requires providing the station's representative with proper sales tools, advises Art Bagge of PGW, Chicago. He suggests: Printed fact sheets and tapes to illustrate the personality of performers, style of programs and manner in which commercials are handled; program schedules, not only of the represented station but of the competition; rate cards, preferably in a pocket size; coverage maps, in adequate supply, of both the represented station and the competition; rating information; tapes of competitive station programming and personalities; monitors of competition on a "fairly consistent basis three or four times a year;" merchandising aids—examples of promotions done for any national spot client; newsletters on a weekly or monthly basis; local success stories about the station's clients; traffic flow charts by hours of the day and month for the specific community; plant shifts—starting and closing times of businesses and industrial plants; special surveys; visits by station personnel to advertisers and agencies.

"The rate card," adds Frank Tesin of PGW, San Francisco, "is certainly one of the most important tools we work with in today's radio. Without a doubt, a rate card is the one single item that is used in one form or another in the final phases of every sale of broadcast time."

He notes the steps which have been taken by representative stations to simplify their rate cards and promote them as sales factors. As a sample, he points to the WPTF Raleigh, N. C., card. "It easily lends itself to a quick reference of time costs as well as to the rules and restrictions of the selling station."

Speaking from an agency point of view, Frank Minehan, vice president and director of media at Sullivan, Stauffer, Colwell & Bayles Inc., New York, says, "If we are to sell the radio medium, we must first believe and understand the particular contribution it can make in relation to the conflicting claims of other media."

To this end, he maintains, ratings

of various types assist in "positioning a medium" in regard to the audience it offers a given client.

Mr. Minehan points out that: Further progress should be made in qualitative audience analysis; the scope of information transmitted to agencies will help them become better salesmen to the client in recommending radio; a station's individual presentation must pertain to spe-

cific markets and stations, and relate to consumer outlets as well as listeners; where the use of ratings as a major guide in buying radio is a stumbling block for a particular station, that station can best overcome the problem by presenting studies in depth of its own market; rating information should be as objective as possible—it should eliminate, not create, confusion. • • •

ST. LOUIS' NUMBER ONE NEWS AND PERSONALITY STATION *delivers top sales results with...*

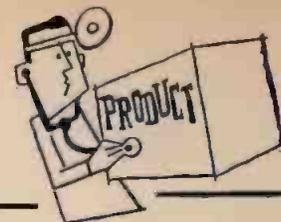


550
on every dial

1. St. Louis' largest news staff—nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
2. KSD-RADIO's roster of popular LOCAL programs.
3. St. Louis' top air sales personalities—Ed Wilson, Russ David and Bill Crable.
4. NBC's outstanding variety programs and famous "News-on-the-Hour".
5. KSD's live audience, most merchandisable program—Russ David's "Playhouse Party".
6. The largest consistent coverage—serving 72 counties—with KSD's 550 spot on the dial.

ST. LOUIS POST-DISPATCH RADIO STATION  AFFILIATE
KSD-RADIO
REPRESENTED NATIONALLY BY NBC SPOT SALES

commercial clinic



Texas Copy Chief Sees Lag In Quality of Local Commercials

Radio commercials on the local level tend to lag conspicuously far behind their national big brothers in both sellability and originality, according to a copy chief from Texas who has some pointed ideas about how to close the creative gap.

(For more on the subject of creative selling, see *What Makes a Commercial Effective?* p. 42.)

In the opinion of William A. Peck, copy chief for Richard Carr & Co., San Antonio, "There has been a lot said about big productions and strong creativity on the national level. Unfortunately, little of this has seeped through to the grass roots.

"As a result, much of today's local radio advertising is read live, and is full of generalities and superlatives that the modern listener has learned to tune out mentally.

"We believe, however, that local radio advertising can and should be every bit as good as its national counterpart," Mr. Peck declares, "and that a radio station or agency can produce for even its smallest clients commercials that attract interest and carry the impact of the most expensive nationally produced spots—at a fraction of the cost."

Mr. Peck and his agency try to practice what they preach by adhering to two unwritten laws in copywriting: Never use a superlative and always give the facts—in a pleasant, easily digestible capsule.

The Carr agency, he says, works on the theory that people listen to the radio to be entertained.

For example, when creating commercials for one of its clients—a Sinclair service station recently bought by a car dealer called Mike Persia Chevrolet—the agency dreamed up a character named Otto the Octane. Otto identified himself to a motorist in the commercial as

one of "the extra octanes that get together to insure better starting, better acceleration and better mileage."

After running a series of these commercials for two weeks over one radio station and on a \$600 a month budget, the service station reported sales had climbed, Mr. Peck states, from 400 to an average of 700 gallons a day. When the spots had run a month, the Sinclair outlet was anticipating average sales totaling 1,000 gallons a day.

Results like this prove, Mr. Peck says, that "the day of hard sell versus soft sell is over. There is only good sell and no sell, and to have good sell there must be creative thinking.

Hear or Listen?

"To those proponents of the so-called hard sell commercial who say that entertaining messages are 'all right,' but don't sell in quantity or get direct results, I have only one question to ask: Would you rather the public *hear* your client's message or *listen* to it?"

In 1958, Mike Persia spent about \$200,000 in San Antonio and Houston, and in excess of one third of this four-media budget went to radio on entertainment-oriented commercials such as the following one:

MAN: Now, Mr. Persia...sit down over there, and I'll tell you about this new Mystery show I've written for you.

MIKE: Yeah.

MAN: Yeah. Now to give it impetus we take the well-known character, Robin Hood.

MIKE: Yeah.

MAN: And we rename him Robin' Hoodlum.

MIKE; Yeah.

MAN: And we have him hang out at a joint called Queenies...

MIKE: Yeah.

MAN: And there's this Sheriff cat called Notting...a real ham, you know...

MIKE: Yeah, yeah...

MAN: And they mix it up a lot...the Sheriff and Robin' Hoodlum, that is...

MIKE: Yeah.

MAN: Except it always turns out that Robin was in the clear after all and the real crook is brought to justice...

MIKE: Yeah.

MAN: And the best part is ...this Robin' Hoodlum always drives up to Queenie's place in a new Mike Persia Chevrolet.

MIKE: Well...that sounds fine...but how about the commercials...You know...in appreciation for making me first in Texas in automobiles sales, Mike Persia is giving the difference in cash between your present car's value and our low down payments. And you make no payments for months.

MAN: Commercials on MY program, Mr. Persia?

Don't be vulgar!

TAG: BUY YOUR CHEVROLET FROM PERSIA...MIKE PERSIA CHEVROLET...BUY YOUR CHEVROLET FROM PERSIA...MIKE PERSIA CHEVROLET...

The tom-tom tag with its admittedly irritating value became so well-known, Mr. Peck explains, that other Mike Persia commercials were designed to make fun of it. • • •



The WeeReBeL discusses "sales campaign ribbons" with Betl Mulligan, Broadcast Supervisor, Compton Advertising, New York.

Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

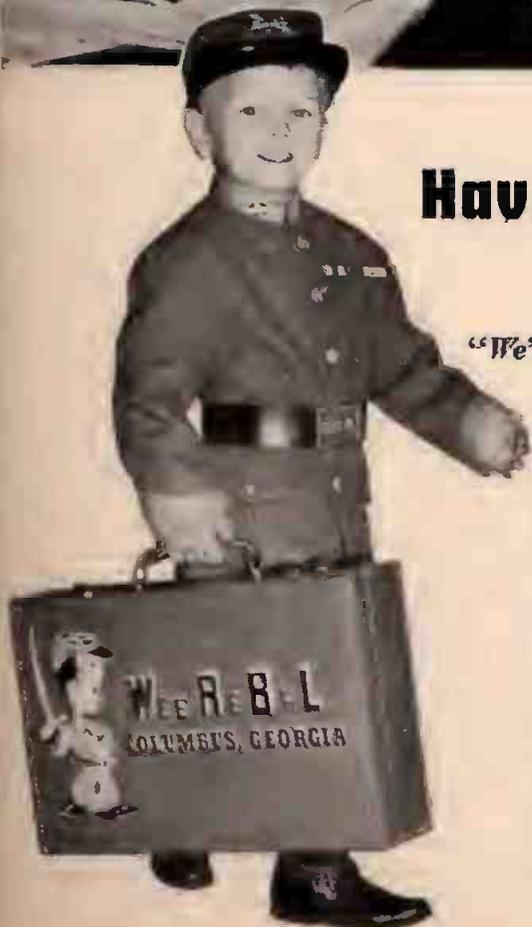
Over 85% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is Columbus' CBS Affiliate with imaginative adult programming . . . high fidelity sound, plus stereo! Call HOLLINGBERRY and let WeeReBeL in Columbus start building business for you.

WRBL

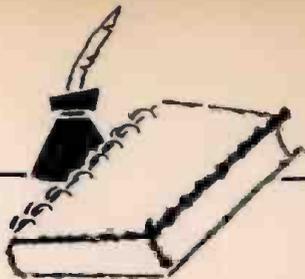
TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



station log



John G. McManus, account executive at Doyle Dane Bernbach Inc., New York, scores finishing blow to the chin of ABC Radio sportscaster, Howard Cosell, as Edward J. DeGray, ABC Radio president, referees. Mr. McManus won a vacation trip to Nassau for guessing within 30 seconds the exact outcome of the Patterson-Johansson heavyweight title fight, which was carried by the ABC network.

News:

The growing use of the radio editorial is seen in the programming of new weekly editorial features by WBAL Baltimore and KFI Los Angeles.

WBAL has instituted *The Manager's Microphone*, which features Thomas S. Carr, WBAL station manager, discussing the station's comments on various topics arising in the state of Maryland. Heard every Monday evening from 6:30 to 6:40 p.m., the show will consist of "opinions expressed on both those things which should and should not occur . . . with suggestions offered for the betterment of those things which call for improvement . . . and generally, with the planting of seeds of thought on questions of public significance," according to the station.

KFI's weekly program, *KFI Editorial*, deals with local, national or international issues, reports the station. The program, heard on Thursday evenings at 7:05 p.m., features veteran newscaster and commentator Sid Fuller.

New strides in station news coverage are reported by WPEN Philadel-

phia, WGAR Cleveland, WWCA Gary, Ind., and WLOI La Porte, Ind.

WPEN reports that it has arranged for special and exclusive news reports from a newly-assigned European correspondent. Ed Roth, a veteran newsman working out of London, will broadcast every Monday through Friday at 6 p.m.

WGAR news director Charles Day has been in Russia on a five-week tour of various cities, taping shows, covering Vice President Nixon's visit to the U.S. National Exhibition in Moscow and broadcasting direct reports to the station.

"Instant" news coverage by sister stations WWCA and WLOI enabled their audiences to hear every session of the State Senate Racket Committee hearings investigating misconduct of labor and management in Lake County, Ind. Over a two-week period, the stations broadcast live and direct from the Senate caucus room, and devoted five hours a day to the live portions, and two more hours in the evening for taped highlights. According to the station, this complete coverage marks the first time in the two-and-one-half-year history of the committee that any radio station has carried all the words of testimony in any one area of investigation.

Public Service:

On Guard, a new public service program on WTAC Flint, Mich., features the pros and cons of major political and civic issues every Sunday at 7 p.m. Ruby McDonald, Flint newspaper woman and political analyst, is the moderator for the weekly panels of prominent guests chosen for their particular knowledge and interest in local controversies.

WEBB Baltimore has inaugurated a traffic safety campaign in an effort to lessen the increasing death and injury rate among the Baltimore children due to traffic accidents. This "safe walking" project by the station,

and Claude (Buddy) Young urges children to enroll in "Buddy Young's Safety Buddies" club and receive badges and membership cards.

Programming:

KIRO Seattle has completed a tape recorded, catalogued library of every CBS network newscast heard during and immediately preceding World War II. This "living history" project is under the sponsorship of the station and the network. It consists of tapes for every day during the period from August 1939 to April 1945, which according to the station, is the only complete series in existence. KIRO will use a number of the recordings in a continuing program of "20-year news reviews" to begin this month.

KDKA Pittsburgh celebrated the second anniversary of *Program PM* by adding a series of "Postmark PM" segments, which will be scattered throughout the two-hour program, heard Monday through Saturday. Letters from listeners on topics of general interest are read, with a special subject to be suggested each week.

WWRL New York, which in 1940 programmed three quarter-hour periods a week to the Spanish-Puerto Rican community, has currently established two uninterrupted blocs of programs—a Spanish-Puerto Rican bloc which runs from 5:30 p.m. to 10 a.m., 16½ hours a day, Monday through Friday, and a Negro bloc which begins at 10 a.m. and runs to 5:30 p.m., Monday through Friday.



William L. Jones Jr., KWK St. Louis general manager, presents a \$1,000 check to the Milton J. Brennan family, first winners of the station's "Lucky Phone Contest." Phone calls are placed to outdoor phone booths in the Greater St. Louis area. The first person who answers with the words "Lucky Phone" after the first ring is the \$1,000 KWK prize winner.

A good
SALESMAN
follows-
through...

and
 so does a
 good
STATION!



YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard *most* about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who *follows-through*. Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

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

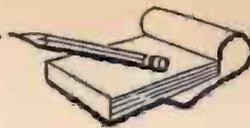


WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Affiliate



Peters, Griffin, Woodward, Inc.
 National Representatives



Shirt-Sleeve Sessions Key to BPA Convention

The major elements in promoting the medium in general and stations specifically will highlight the radio side of the 1959 Broadcasters' Promotion Association convention. It will be held November 2, 3 and 4 at the Warwick Hotel in Philadelphia.

The program for the fourth annual meeting will feature subjects which have never before been discussed at previous BPA sessions, and will highlight information on promotion and public service, merchandising and trade paper publicity. According to BPA, it will "swamp convention attendees with 'bread and butter' promotion information," and will in effect be an actual "work session" for all members who attend.

Each panel during the three-day convention will be restricted to a maximum of two participants, so that there will be enough time for each panel member to tell his story fully.

The tentative program to date is as follows:

Monday, Nov. 2—9 to 9:15 a.m.

The speaker will be Charles A. Wilson, president of BPA, who will formally open the convention.

9:15 to 10:30 a.m. Two panelists (to be announced) will talk on "Relating Promotion and Public Service and How to Win Awards."

10:35 to 11:45 a.m. Max Buck, WRCA-TV New York, will speak on "How to Manage the Merchandising Maelstrom."

12:30 to 2 p.m. Robert W. Sarnoff, chairman of the board of NBC, will be luncheon speaker.

2:30 to 3:45 p.m. Jack Embry, WITB Baltimore, will speak on "How to Create a Station Image."

3:50 to 5 p.m. David Kimble, Grey Advertising Inc., New York, and Henry J. Kaufman, president of Henry J. Kaufman Associates, Washington, will discuss "How

to Make Trade Ads Pay Off."

Tuesday, Nov. 3—9:30 to 12:20 p.m.

Five sessions on: "Audience Promotion" (speaker to be announced), "Sales Promotion" (Jack Williams, WBZ Boston), "Merchandising" (Heber Darton, WHBF Rock Island, Ill.), "Trade Paper Advertising" (Kirt Harriss, KPRC-AM-TV Houston, Tex.) and "Publicity" (speaker to be announced).

12:30 to 1:45 p.m. Luncheon.

2 to 3:50 p.m. Continued from morning sessions.

4 to 5:30 p.m. Business meeting.

6:30 to 7:30 p.m. Trade Paper Cocktail Reception.

7:30 p.m. to conclusion. Dinner and show.

Wednesday, Nov. 4—9:30 to 10:45

a.m. James T. Quirk, publisher of *TV Guide*, will speak on "The Role of Promotion and Promotion Managers in Future of Radio and Tv."

10:45 a.m. to 12 noon. H. Preston Peters of Peters, Griffin & Woodward Inc., and Adam Young, president of Adam Young Inc., will discuss "How to Equip Your Representative."

All-Out Membership Drive Precedes Convention

An intensive membership drive beginning this month and ending just before the convention (October 31) has been inaugurated by the membership committee of the BPA, with winners to be announced at the convention. The goal, as set by the committee, is 65 new members.

Each station, according to Janet Byers, BPA membership chairman, is "an honorary member of the BPA membership committee," and therefore is "entitled to all privileges and benefits." These consist of: A prize of \$99.99 to the BPA member who obtains the largest number of membership points in recruiting new members, either voting, affiliate or associate; a prize of \$74.99 to the state membership chairman who gathers the greatest number of membership points within his own state, either voting, affiliate or associated; a prize of \$49.99 to the regional membership chairman within whose area the largest number of membership points are obtained. State membership chairmen and regional membership chairmen are also eligible for the first prize. . . .



Plans for the fourth annual convention to be held on November 2, 3 and 4 were formulated by BPA officers and directors: (Seated left to right) W. E. Pierson, KBKB Chicago; C. A. Wilson, WGN Chicago; J. Byers, KYW Cleveland; J. Kiss, WPEN Philadelphia; B. Toppan, WTJ Miami; and (standing left to right) K. Chernin, WFIL Philadelphia; H. M. Clarke, CFPL London, Ont.; E. Elber, WGBS Miami; D. Curran, KTVI St. Louis; J. F. Hurlbut, WFBM Indianapolis; H. Meeks, WMAL-TV Washington; F. Birnbaum, WCAU Philadelphia; B. Wallace, WTMJ Milwaukee, and L. W. Smith, WROC Rochester, N. Y. Record turnout is sought.

10,000 Loaves

in 12 hours with 20 spots on Atlanta's WSB Radio



WINN DIXIE STORES, operating four super markets in the Atlanta area, planned a special sale of their own Dixie Darling Bread. Came last minute change of plans. All advertising had been cancelled . . . but the bread was in the oven . . . 10,000 extra loaves!

It had to be sold. So, acting quickly, Damon Swann, of House of Ideas, Atlanta agency for Winn Dixie, called in WSB radio. Within two hours the first of twenty one-minute spots was on the air. Others followed Wednesday afternoon and all day Thursday. By Thursday night two stores were sold out . . . stock in the other two below normal. With no other advertising, and with just 20 announcements on WSB Radio,

10,000 loaves of bread were sold in twelve hours by Winn Dixie's four Atlanta stores.

It results such as these that day in, day out reveal the loyalty and responsiveness of WSB Radio listeners. Evidence that WSB Radio out-produces and out-sells competitive media in Georgia.

WSB radio

The Voice of the South - ATLANTA

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

here is... modern radio

You're missing a bet if you don't hear Lang-Worth's
new "SHOWCASE" of RADIO HUCKSTERS and
AIRLIFTS. Write for it today!

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUDSON 6-5700

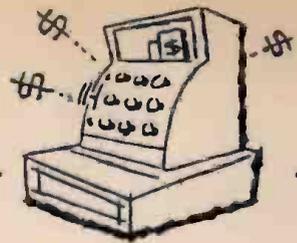
STAMP OUT OPIUM!

AT WVET Radio in Rochester.
"Where Electronics and Chem-
istry Work Hand-in-Hand to
Produce Carpet Tacks" and
where "Progress Is Our Most
Important Step Ahead," we
proudly announce that we re-
fuse to carry advertising for
opium or other poppy by-prod-
ucts including poppy-seed rolls.
We also note with pride
WVET Radio's affiliation with
the NBC Radio Network on
August 1, 1959.

NAT'L REPS: The BOLLING CO.

HOMETOWN, U. S. A.

radio registers



APPLIANCE STORE

N. Horowitz & Sons, a retail appliance store in Philadelphia, regularly uses single-day saturation buys over WIP Philadelphia. On one particular day recently, when the area stores were open from 12 to 9 p.m., the store purchased five-minute inserts on three WIP personality shows—at 11:05 a.m. on the Dan Curtis Show, at 1:35 p.m. on the Jack Pyle Show and at 3:55 p.m. on the Bob Menefee Show. Using only these WIP commercials, the result, according to the station, was a record-breaking sale of over \$9,000 worth of Fedders' air conditioners.

CAR DEALER

Hall Chevrolet Inc., Milwaukee, recently purchased a one week campaign over WISN Milwaukee comprised of 24 one-minute spots that were heaviest on Wednesday, Thursday and Friday, the days of the special promotion. Approximate cost was \$200, according to the station. The campaign featured an outdoor barbeque theme, "Come In, and Cook Up a Deal," giving away charcoal, potato chips, and other items in return for test driving a new Chevrolet. An outdoor grill was in the trunk of every car sold. This campaign "was most successful," states Dallas K. Rudrud, Hall sales manager. WLSN reports that there were 300 test drives.

DRY GOODS

W. L. Mara Ltd., London, Ont., Canada, has been using regular saturation advertising since December 1958 on CFPL, promoting general merchandise. At a cost of \$120 weekly, Mara uses run-of-schedule announcements, Monday through Friday. Last January, sales were \$10,000 above the 1958 month, CFPL reports, and in this past May, sales were the largest in the firm's 40-year history.

MEAT PACKER

Heil Packing Co., St. Louis, advertises five times a week, Monday through Friday, over KSD St. Louis on Playhouse Party, a 12:15 to 1:30 p.m. live studio audience program. The company aims to create a favorable brand image among housewives both in the audience and at home. The studio audiences are given a lunch comprising its products, "Cent-R-Cut fully cooked hams" and Heil "Handi-carved" hams. Heil originally purchased a 13-week campaign over KSD, but is now in its third 52-week campaign, the station reports.

report from RAB

Aspects of Out-of-Home Audience Placed Under RAB Searchlight

Radio's widespread but insufficiently measured out-of-home audience has been undergoing exacting analysis by the Radio Advertising Bureau Inc. in recent weeks.

In an effort to study this important area on several fronts, RAB has commissioned or completed studies on radio in trucks, business establishments, boats and elsewhere outdoors.

Transistor Market

The bureau has also investigated the transistor radio market and the effect millions of Japanese transistor imports have had on radio set sales and portable listening.

Advertisers have long known that a huge out-of-home radio audience exists, especially in automobiles. What has been lacking is definite data on just how big the away-from-home audience really is.

The first of these new RAB studies represents a research breakthrough characteristic of the pioneering radio-in-auto studies of a decade ago. It deals with the extent of radio listening in business establishments, both retail and manufacturing, and is called simply: "On-the-Job Listening."

It shows that 78.5 percent of retail businesses and 67.3 percent of manufacturing establishments have radios, with an average of 76 percent of all businesses with radios.

Putting this data into sharp focus for the first time, the bureau points out that there are nearly 70 million workers in the U. S., about one-third of whom are women, practically all of whom are inaccessible to media other than radio while at work.

Other out-of-home audience facts, also following the automobile pattern, are contained in an RAB study on trucks equipped with radio titled: "Listeners by the Truckload." Chief findings: Nearly 30 percent of trucks are radio-equipped; almost half of all drivers listen in their trucks three hours or more daily.

Net Effect

The net effect of these and other studies planned by RAB is to dramatize with facts the true scope and value of listening outside the home, the least-explored aspect of the radio audience. According to RAB President Kevin B. Sweeney: "Radio's out-of-home audience adds considerably to in-home listening and should not be over-looked by advertisers making media evaluations." ♦ ♦ ♦

RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls

The automobile makers are taking closer looks at radio this year, in line with new demands to be placed on their advertising because of the greater number of makes and models available to the consumer. They're eyeing radio's selectivity advantages but want to be shown more research data on a market-by-market basis. Of particular interest will be data showing that radio covers areas not being reached by newspapers. One big auto maker, impressed with the variety of radio programming, feels radio can offer needed selectivity and is now planning a 12-month radio buy. Two other Detroit giants will also hike their radio outlays, RAB learns.

EASY TO BUY RADIO IN DENVER?

SIMPLE!..

First determine the audience you want to reach and SELL

If it's an ADULT
audience you
want...

BUY KLZ

KLZ RADIO IS
PROGRAMMED
WITH **CBS** AND
LOCAL ADULT
AUDIENCE APPEAL

KLZ

RADIO • 560 KC

CBS for the ROCKY MOUNTAIN AREA
CALL KATZ OR LEE FONDREN, DENVER

5 KW CAN BEAT 50 KW?

You're Kidding!



It's a FACT! KWFT, at 5KW, actually covers a bigger area, and reaches far more people, than most 50KW stations! And at much lower cost-per-thousand! 139 counties (93 in Texas, 46 in Oklahoma) lie within the KWFT 1/2-millivolt area. SRDS, January, 1959, shows:

KWFT 1/2-MILLIVOLT:

| | |
|---------------------------------|-----------------|
| Population | 4,723,000 |
| Radio Homes | 1,349,290 |
| Car Radios (RAB Estimate) | 1,033,732 |
| Farm Population | 686,100 |
| Total Retail Sales..... | \$5,885,164,000 |

DAILY PROGRAM FEATURES:

FARM SERVICE . . . with Earl Sargent and Roddy Peebles, full-time KWFT Farm Service Directors.

DAVE DARY and **SAM ALBRIGHT** . . . the Southwest's TOP newsmen.

TEX HERRING . . . with top Western tunes.

HANK STANFORD . . . country and Western music.

HOMER CUNNINGHAM . . . the "Old Farm Hand."

CALL YOUR H-R MAN

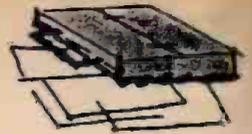
KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS

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

report from representatives



Young Moves for Acceptance Of 'Advertiser Area' Concept

Salesmen of Adam Young Inc. are in the process of making personal presentations to agencies of the representative firm's new booklet called *Spot Radio '59 . . . A 60-Market Appraisal*.

The study gives emphasis to a Young concept, "advertiser area," for which the firm has been seeking agency acceptance.

In taking the top 60 markets by metropolitan county area retail sales (*Sales Management's Survey of Buying Power*), Young compares metro areas with advertiser areas according to basic market statistics.

The advertiser area is larger than the metro area and is considered by the Young firm as a means of not only appraising the popularity of all radio stations in a uniform area, but also as a way of evaluating the reach of all media within a pre-determined geographic unit.

The advertiser area is intended to include the average advertiser distribution area as opposed to the smaller metro area. An example of the specific difference between the two can be seen in the Young report on Milwaukee. Metro area population is 1,177,000 compared with advertiser area population of 1,651,600; the city's metro area retail sales amount to \$1,556,751,000 compared with \$2,084,772,000 for the advertiser area, according to the Young analysis.

More will be heard from the Young organization on advertiser areas in future months. In September, Pulse will be measuring radio listening of advertiser areas in two test cities—Pittsburgh and Tulsa (see *The Young Proposal*, April 1959).

In addition to the metro-advertiser area comparison, the *60-Market*

Appraisal has two other sections. One part is a Young analysis of the audience profiles of network affiliates and leading independents in various markets. The final part is a Young report on audience impact comparing rating averages of network affiliates with leading independents.

Changes

Venard, Rintoul & McConnell Inc. has moved its Chicago office to the 26th floor of 34 East Wacker Drive.

Peters, Griffin, Woodward Inc. states that because of recent personnel acquisitions as well as the growth of Atlanta as a national advertising center, it has moved its offices in that city to 1372 Peachtree Street, N.E.

Ayres, Allen & Smith Inc. has opened a new Hollywood office at 1548 N. Highland Avenue.

Forjoe & Co. has opened a Detroit sales office and division. The firm states that this is its seventh national sales office and division, the others being located in New York, Chicago, Philadelphia, Atlanta, Los Angeles and San Francisco.

Appointments

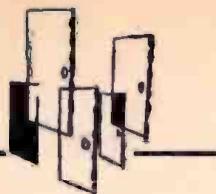
WALT Tampa and WTAX Springfield, Ill., have appointed Gill-Perna Inc. as their national representative. KHFI-FM Austin, Tex., to Good Music Broadcasters Inc.

WBAY Green Bay, Wisc., has appointed The Katz Agency Inc.

KDAY Los Angeles and KAKC Tulsa have named Adam Young Inc.

WOLF Syracuse, N. Y., WTRO Ithaca, N. Y., and WERC Erie, Pa., to Venard, Rintoul & McConnell Inc. . . .

report from agencies



Hard Sell Advocate Spends \$500,000 in Radio This Year

The way to get the most for your money from radio is to saturate the air with hard sell commercials, declares an agency president who is spending more than half a million dollars in the medium this year on behalf of three clients.

According to Lawrence Curtis, head of Curtis Advertising, New York, his agency places between 35 and 40 percent of its annual billings in radio. His current big users and their budgets, he reveals, are: The Puritan Research Corp., New York, which has just spent \$300,000 on a five-month radio bombardment; Chateau Martin wine, New York, a \$150,000 client this summer, and the Investors Planning Corp., New York, which is now in the midst of a \$100,000 52-week campaign begun last month.

Most Satisfaction

Mr. Curtis claims that sales results are most satisfactory for these and other radio users when they broadcast fact-filled, hard sell announcements that frequently feature the services of well-known personalities. The agency president believes that most listeners do not "get the message" until they have heard a commercial several times, and that they need "to be sold on the product, not entertained."

All three of Curtis' major radio clients have adapted this basic philosophy to their sales copy and have found it "extremely successful," Mr. Curtis states.

The Puritan Research Corp., makers of English Pellets, a nutritive supplement for plants, entered the American market—and radio—for the first time in 1959, says Mr. Curtis. The company is selling Eng-

lish Pellets through a franchise from the British parent firm which has been in operation for many years.

The Puritan campaign began in March and ended in July, utilizing the CBS, ABC and Mutual networks. It also included spots in New York, Boston, Philadelphia, Pittsburgh, Chicago and Los Angeles. At the height of the push, the company was airing 1,000 announcements a week, Mr. Curtis states.

Pulling Power

The pellets were sold through direct mail and as a result, "We were able to determine radio's pulling power very precisely," Mr. Curtis says. "Puritan is planning another radio campaign during the plant growing season next year."

An old-time radio user of the 1930's, Chateau Martin wine returned to the airwaves in force this season after experimenting with other media for a number of years, the executive explains. Having adapted the personality of Gaston, its soft-spoken salesman of former days, to its new hard sell policy, the wine company now concentrates its radio efforts on 40 half-minute spots heard each weekend through Labor Day on the Flying Traffic Reporter show over WOR New York.

The campaign is being supplemented by spots in New Hampshire, Connecticut, Washington, D. C., Boston, Philadelphia and Baltimore.

Curtis' third major radio client, the Investors Planning Corp., sales agent for mutual funds, is in radio for the first time this year and will be heard over Mutual until next July, Mr. Curtis states.

Investors schedules 25 spots per week on news and personality programs. • • •

tops* in quantity

WIS delivers 33% more than its nearest competitor . . . as much as 4 Columbia stations combined.

*12 county Pulse, March 1959

tops** in quality

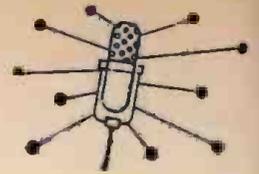
Read the facts on our quality audience in a recent qualitative survey made by the University of S. C. Marketing Division.

All this—PLUS established personalities, award winning news staff, and merchandising. **Check with your PGW Colonel for the full story on your

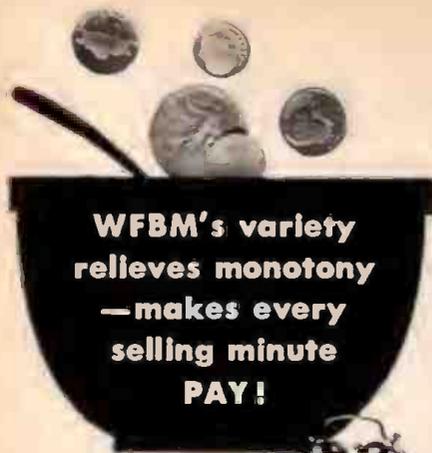
best buy



G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director



report from networks



pulls

*"First All Day" rating!**



*"Most listened to"...and hottest of any as indicated by recent audience studies!

Top personalities and best news coverage... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc.—(7 a.m.—6 p.m.) June 29, 1958

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



Represented Nationally by
the KATZ Agency

► CBS:

After six months of operation, the board of directors of the CBS Radio Affiliates Association has voiced approval of the network's Program Consolidation Plan. Speaking for the affiliates, Charles C. Caley of WMBD Peoria, Ill., chairman of the association, said:

"After its first six months of operation, PCP has demonstrated its strength in assuring to audiences, affiliates and advertisers, the continuation of national network radio service."

In addition to the emphasis on news and public affairs broadcasting, the affiliates' board took notice of three new comedy shows launched by CBS Radio—*Bob and Ray*, *Andy Griffith* and *Burns and Allen*. Arthur Hull Hayes, CBS Radio president, also forecast "heavy sponsorship in the fall, with particular emphasis on the demand for sponsor participation in the return of Arthur Godfrey to his daytime program."

► NBC:

More than \$1.3 million in net sales have been reported by NBC Radio. According to William K. McDaniel, vice president in charge of network sales, this report covers a 20-day period, ending July 21.

Highlights of the sales were 20-week buys by the I. J. Grass Noodle Co., through Arthur Meyerhoff and Co., and the Quaker Oats Co., through Wherry, Baker and Tilden Inc.

The Quaker Oats buy called for seven 1-minute and eight 30-second participations weekly; the Grass Noodle order is for 15 one-minute participations weekly. Other buys are for The Savings & Loan Foundation, *Good Housekeeping* magazine, Radio Corp. of America, R. J. Reynolds Tobacco Co., California Packing Co., and Gillette Safety Razor Co.

► ABC:

"Enthusiastic response from affiliates

has been reported by ABC Radio for its three-month-old "ABC News Call." The closed-circuit news service is designed to add "new authority and scope to ABC affiliates' locally-produced news programs."

The closed-circuit reports include late news and on-the-spot pick-ups from correspondents overseas or anywhere in the United States. Local stations record the reports and can then incorporate them into their own news round-ups. A five-second pause is inserted between each spot news report to enable stations to edit and cue the material.

The network also did some experimenting last month in stereophonic sound. ABC's owned station in New York, WABC, held a demonstration with Philco Corp. of a system known as single-station am/am compatible stereo. A team from the Federal Communications Commission monitored the broadcast in Newark, N.J. Advocates of stereo are currently waiting for the FCC to approve one of the many systems up for consideration. (See *Is Stereo for Real?* June 1959.)

► MBS:

Amid its reorganization proceeding, Mutual Broadcasting System reports new business and affiliates. The American Red Ball Transit Co., headquartered in Indianapolis, Ind., will give network radio its first try on an MBS news program.

The firm will sponsor two per week of the new weekday series of five-minute newscasts by veteran newsmen Frank Edwards (5:30 p.m. EDT), Agency for American Red Ball is Ruben Advertising, Indianapolis.

In affiliation news, MBS marks the return of WOR New York. Also, the network has signed three metropolitan affiliates—WJMK Syracuse, N.Y.; WOHO Toledo, O., and WTTM Trenton, N.J.—and two non-metropolitan stations—WMOG Brunswick, Ga., and KMHT Marshall, Tex. ● ● ●

SIZZLE THE SELL!

In a dramatic announcement, WVET Radio in Rochester, re-vealed it is now able to trans-mit the aroma of charcoal-broiled steak via its 5000 watts. This astounding devel-opment was made possible by WVET's unending search for "Better Stuff for Better Peo-ple Through Chemicals." We proudly also note with pride WVET Radio's affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the new-est, fastest way. . . I go by jet. When I listen to radio, I want the newness, pace, and preci-sion of jet flying. . . so, natu-rally, I listen to KFWB."



The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other L.A. station.

Buy KFWB . . . first and fast in Los Angeles.



6419 Hollywood Blvd., Hollywood 28, HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Ad 7A

U. S. RADIO • August 1959

FALL (Cont'd from p. 29)

One of the interesting features of the new SRA radio presentation is that it is designed not only for use by representatives, but for sta-tions as well. Larry Webb, manag-ing director of SRA, states, "We want this presentation to be seen at all levels of advertising—na-tional, regional and local. We hope to create a groundswell of interest and enthusiasm for spot radio."

Network Activity

Much activity is under way at the networks in preparation for fall business. According to George Graham Jr., vice president for sales planning for NBC Radio, "A fall food promotion, similar to last season's successful campaign, will be launched later this year. On the basis of orders already received from food manufacturers, revenue in this category will probably exceed last year's."

Mr. Graham also predicts that "The high volume of time sales to drug and auto manufacturers also will reach a new high this year."

ABC Radio is scheduling a follow-up to its successful *Play It Cool* pro-motion of this past summer. It is set to begin in late September and offer a special bonus for advertisers at Christmas time, according to Hal Cranton, director of sales develop-ment for ABC Radio.

The effort will include special on-the-air promotion and editorial sup-port. In addition to this, ABC Radio is preparing a new sales presentation to be unveiled to advertisers and agencies in September.

'Challenge'

The Radio Advertising Bureau has new projects under way that should make this fall an interesting one to watch from a radio point of view.

One of the most significant will be the launching September 1 of the "\$64,000 Challenge." After a year-long's discussion with 41 department stores, RAB has selected The Higbee Co. of Cleveland as the test store.

Through a cooperative effort, the project will test radio's pulling pow-



THE MOST WONDERFUL SOUND IN DERBYTOWN

*the
grand new,
brand new*

WKLO

SOLD NATIONALLY BY:

robert e. eastman



& co., inc.



Now Operating
**24
 HOURS
 A DAY**

SERVING KALAMAZOO
 AND BATTLE CREEK.
 PRIMARY AREA COVERAGE
 431,000 POPULATION.

Western Michigan's
 Most Powerful
 Independent

MUSIC and NEWS



er in increasing department store sales. This category represents the largest retail advertising volume. By tradition it has shunned radio in favor of print.

The "Challenge" will measure the response to radio advertising of several hundred items. It will be jointly supervised by The Higbee Co. and RAB. Marc Jonas, Higbee sales promotion director, and Miles David, RAB vice president, will direct the project. The campaign will be placed through Wyse Advertising Inc., Cleveland.

The expectations for the effort are summed up by E. K. Hoffman, vice president and general merchandise manager of Higbee's:

"We are extremely pleased to have been selected as the 'Challenge' store. We hope to find the key to additional, profitable volume through the expert use of radio."

In the area of research, RAB has just released an analysis of Pulse figures which show the listening gains radio has made in the face of tv. For the average 15-minute period, RAB states, radio's audience has increased 6.2 percent from 1952 to 1959, the period of radio's sharpest growth.

Figures used in the analysis compare January-February 1952 with January-February 1959. Consequently, RAB regards them as conservative since a comparison of summer listening would normally show bigger increases.

During this seven-year period, the bureau also notes that auto radio sets have increased 61.3 percent and portables have gone up 150 percent.

Positive Sign

One of the encouraging signs for the fall is that radio has been gaining in acceptance at small and large agency alike. Next month, U. S. RADIO will carry a feature-length story on how Smith Greenland Inc., New York, uses radio for fine food clients.

While food represents the largest category of spot radio business, accounting for 20 percent of such billings during the first quarter of 1959, radio is still a minor portion of total food advertising.

(Cont'd on p. 68)

POWER

**to
penetrate!**



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

Robert E. Eastman & Co., Inc.
 National Rep.

J. E. Campeau,
 President

GENERAL OFFICES
 GUARDIAN BLDG.,
 DETROIT

EBONY WNAX-570 WBZ+WBZA WDSU-RADIO WSPD
 WIL KAK WLW YANKEE KXOK WBNS WSB
 KSON WPTF KFSI KRAL RADIO WREN KGB

U.S. RADIO IS USED...

by the radio industry to reach the decision-makers

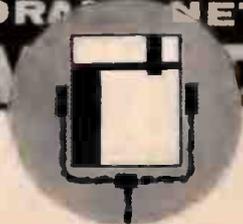
WGN... LANG-WORTH WMAQ
 WFBM NBC RADIO KFWB
 AMERICAN BROADCASTING NETWORK
 WFAA KOA WOW
 DETROIT DENVER
 CKLW ADAM YOUNG KSD
 RADIO 800kc
 KYW WSM
 IAN BLDG., DETR WESTINGHOUSE BROADCASTING COMPANY, INC.
 KOIL WINS CBS WCAU
 WCCO KMOX
 HAMILTON, STUBBLEFIELD, WISN
 WTXL KFBM
 AVERY-KNODEL
 WGAR KCMO
 COLORADO NETWORK
 WDC

WGR TEXAS TRIANGLE
 KTRE radi
 WBT Plough, Inc., Stations!
 WINN KXOL
 WXYZ-RADIO
 WIBG Pulse rings doorbells
 WDI A
 STORER BROADCASTING COMPANY
 WOR
 WDAY KTRH
 WKMI A CORINTHIAN STATION
 WCCO
 WWOVO
 WWJ KDKA
 WKLO WRBL WIP WEBC
 LOUISVI THE ELLIOT STATIONS
 WCOB
 KOBV
 JOHN BLAIR COMPANY
 STANDARD RADIO TRANSCRIPTION SERVICE, INC.
 KONO KWF
 K-JOE AIR TRAILS NETWORK

WVOK
 WWRL

the monthly magazine devoted 100% to radio advertising.

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



RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



"Shop At the Store With the Mike On the Door," the RCA Thesaurus exclusive merchandising plan, is the doorway to extra income for over 750 radio stations. Dale Woods, Manager of KUEN, Wenatchee, Washington, wires as follows:

"We billed \$12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors very happy . . . a great campaign."

There's plenty of new business in store for you, too. Write for all the details now!

RCA **THESAURUS**

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

Larger agencies, too, are showing increasing interest in the job radio can do. American Tobacco Co.'s new Riviera menthol cigarette is being introduced on radio in Kansas City, Mo.; Atlanta; Cleveland, and Akron, Ohio. The firm's agency, Sullivan, Stauffer, Colwell & Bayles Inc., New York, will keep up with expanding distribution and production with radio.

Radio World Wide

Among other key developments that will be watched closely in the coming months is the launching of Radio World Wide, a new programming service on a station-subscriber basis (see *Radio World Wide*, July 1959). It is scheduled to begin before the end of the year with bureaus in New York and Washington.

The idea behind the organization is to divorce programming from sales. Initially, RWW will offer its stations 15 or 20 hours of programming a week. Ultimately, it aims to offer 40 or 45 hours a week. Similarly, RWW expects to start with about 25 stations and expand to 100 stations.

Information

There are things stations can do to stimulate advertiser interest in radio for the fall. One of the chief matters is keeping representatives fully posted on market statistics and station information.

In line with this, representatives are finding great value in knowing such things as local work shifts and changing weather conditions.

Unique work shifts in a particular area often mean a different "driving hour" pattern than in other markets. And a sudden shift in weather can induce a drug advertiser to switch from a suntan lotion to a cold remedy.

Steve Machinski, executive vice president of Adam Young Inc., believes the coming months will be healthy for radio as long as stations lay the groundwork that enables advertisers to buy spot radio with confidence. • • •

HOW TO BEAT YOUR WIFE

At WVET Radio in Rochester, "Where Human Engineering and Inhuman Engineering Combine to Insure Better Chemicals for Better Pizza Through Brotherhood," a sound solution to "How to Beat Your Wife?" has been achieved. Beat her to the radio by wearing track shoes, running softly and carrying a Louisville slugger. We also announce affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

WDBJ— For 35 Years

No. 1 in the Roanoke Market!



WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. JORDAN,
V. P. Broadcasting
Times-World Corporation

WDBJ **CBS RADIO**
Roanoke, Virginia

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

 PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

wonderful refreshment of
Budweiser...

From the announcer's rhythmically
spoken copy, the spot shifts to:

Voices: Budweiser Beer is
for folks who...

Read the label... read the
label

Annrcr: Read the label.

Girl: Sure...

In a different vein (although they,
too, more recently have shifted to
music), Bert and Harry bring wry
humor to bear in selling Piel Brothers
beer. Mixed with the comedy is
a judicious blend of voice and word
"flavor," as this wind-up to a snow-
shoveling sequence illustrates:

Harry: That's when I en-
joy our beer most—after
a job well done.

Bert: (A TIRED GRUNT) How
can something so soft and
fluffy weigh so much?

Harry: Piel's tastes so
good because it's cool-
brewed—chilled as it's
brewed and aged. That
locks in our delicious
clean flavor. It's a
product of Piel Brothers,
Brooklyn and Staten Is-
land, New York.

Bert: I'm ready for some
right now. Let's quit,
Har!

Harry: But we haven't
even cleaned the porch
steps yet!

Bert: Never mind that—
let's go in!

Harry: Don't you think we
ought to clear a path for
the deliveryman, Bert?

Bert: Put a can of Piel's
on the steps, Harry—
he'll beat a path to it.
(HEH, HEH)

Words that carry the feel as well
as the sense of the copy are set to
equally evocative music for Oasis:

Group vocal: Oasis takes
you away...

Annrcr: Yes, new Oasis
filter cigarettes take
you away from the every-
day in smoking.

Group: Oasis...fresh as

the morning calm...
Oasis...cool as a desert
palm...

Oasis takes you away!
After the straight copy, the music
continues:

Group: Oasis...fresh as
the mountain snow...

Oasis...cool as the pale
moon glow...

Oasis takes you away!

Annrcr: Delightfully dif-
ferent...a refreshing
change. Try Oasis!

Tone and timing are the real keys
to the humor in the Zee Bathroom
Tissue commercial:

Doctor: All right, just
tell me the first thing
that comes to your mind
after each word I give
you. Ready, Mr. Crumbly?

Mr. C.: Mrs. Crumbly!

Dr.: No! No! Wait for me
to give you the word.

Mr. C.: Oh! I'm sorry,
doctor.

Dr.: Here we go, now.
Soft.

Mr. C.: Zee!

Dr.: How's that again?

Mr. C.: Zee!

Dr.: Oh! You mean the
letter z.

Mr. C.: No, the bathroom
tissue ZEE. It's the
softest tissue—

Dr.: All right, as long
as I know it's a bathroom
tissue that's the impor-
tant thing.

Mr. C.: No, the important
thing is that it's soft.

Dr.: Maybe you want me to
lie on the couch and you
should put on my pastel
smock?

Mr. C.: Color.

Dr.: How's that?

Mr. C.: Zee comes in soft
pastel colors.

Dr.: Ah-h-h, Mr. Crumbly,
you have a suppressed de-
sire to paint. Right?

Mr. C.: Wrong! I have a
suppressed desire to
sing. Listen!

(SINGS) Here is a fact
that is incomprehensive.
How could a tissue be so
inexpensive?

Mr. C. and chorus: Yet so
luxurious.

My, but it's curious to
see

Mr. C. alone: The pastel
softness of the tissue

Mr. C. and chorus: Like
Z-E-E.

Dr.: Lovely.

Mr. C.: Zee.

Dr.: How's that?

Mr. C.: Zee is a lovely
bathroom tissue.

Dr.: Ohh—yes.

Capitalizing on alliteration inher-
ent in the product name, Tetley Tea
makes effective use of situation dia-
logue combined with memorable
lyrics and music:

(BAR OF MUSIC)

Girl singer: I love those
tiny little tea leaves in
Tetley's

Chorus: Tiny little tea
leaves in Tetley's Tea,
specially made for tea
bags.

Girl: When I want flavor
in a tea cup it's Tet-
ley's

Chorus: Flavor in a tea
cup

Girl and chorus: Please
get me Tetley—it's my
cup of tea.

A long-distance phone chat between
Mr. Dimes and his aide ensues:

Edwards: ...But those tiny
tea leaves are hard to
find! I've tramped through
hundreds of plantations..
from Dembula to Bogatwani
and I—

Mr. D.: I know, Edwards,
but those tiny tea leaves
are the secret behind
Tetley's richer flavor.

Edwards: Yes, sir...but—
Mr. D.: They can only be
used in tea bags.

Edwards: But—

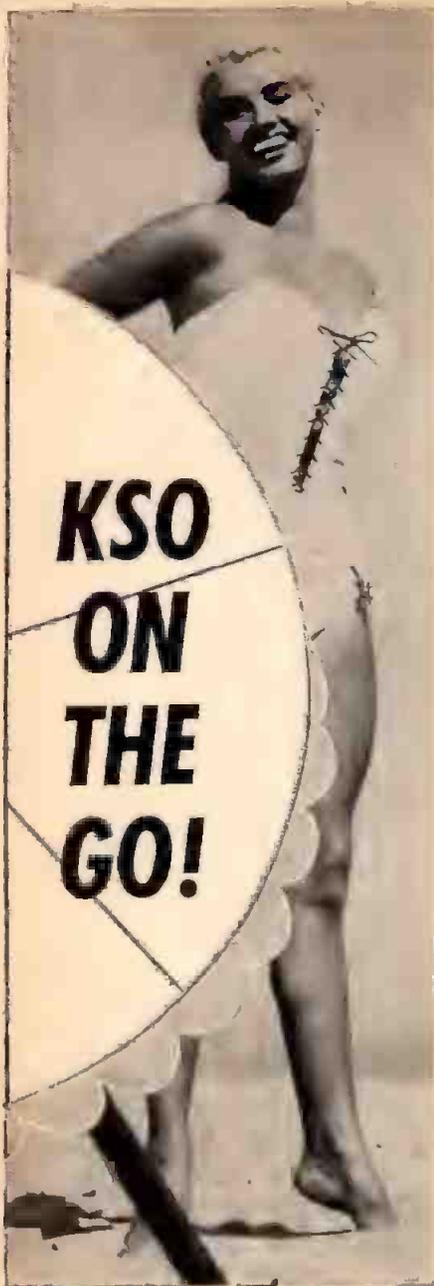
Mr. D.: That's why we say
Tetley Tea is specially
made for tea bags.

Edwards: Yes, sir.

Mr. D.: Edwards? Pay the
bandits what they want,
but get the tea. (HANGS
UP PHONE. MUSICAL KEY.)

Girl singer: I like those
tiny little tea leaves—

Girl and chorus: In Tet-
ley Tea! . . .



Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Central Iowa! Now topping three network stations—and most quarter-hour gains of all stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'T' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you still get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRAL IOWA, BUY

KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO

or contact H-R REPS

LARRY BENTSON President TONY MOE Vice-Pres.-Gen. Mgr. JOE FLOYD Vice-Pres.

report on



Demand for Fm Equipment Increases, Says RCA

There is an increasing demand for fm equipment as the number of fm stations going on the air increases, according to the Radio Corporation of America's Department of Information. (See *Style Guide for Fm*, July 1959.)

"Several years ago, when the resurgence of interest in fm first became evident," states E. G. Bowman, RCA Department of Information, "a good many of the stations going on the air utilized used equipment that was available in the market at that time." Today, however, there is a demand for new fm equipment, since most of the older equipment is being used.

Cost

RCA, which produces transmitters, consoles, antennas, remote controls, tuning equipment, phasing equipment, transmission lines, demodulators, test devices and microphones, estimates that the cost to equip completely an fm station with electronic equipment is in the range of \$20,000 to \$40,000.

According to Mr. Bowman, "There are no special problems connected with the selling of fm equipment. If the station plans to operate subsidiary communications services," he declares, "it is of course necessary to obtain sufficient information to properly adapt our equipment for their channel of operation."

For the consumer, RCA Victor manufactures three am-fm receivers for home use. These are the Model XF 2, which retails at approximately \$59.95, the Model XF 3, which retails at approximately \$69.95, and the Model XF 4, which retails at approximately \$85. Also, RCA Victor sells an am-fm tuner for three stereo phonographs. This Model

9TS has a suggested list price of \$99.95.

Mr. Bowman states that the production of am-fm receivers has increased over the past few years and that the market outlook for fm equipped radio receivers is good.

"The percentage of sales has increased almost 100 percent in 1958 over 1957 and the 1959 forecast is for an additional 50 percent increase. EIA figures show 208,000 units sold in 1956 and 251,000 in 1958. The percentage of the market potential is rising," he concludes.

Fm Activity

KCMO-FM Kansas City has applied for FCC permission to increase its antenna height, according to E. K. Hartenbower, vice president and general manager. Mr. Hartenbower states that the station has filed its application with the Federal Communications Commission and, when approved, KCMO-FM's antenna height will be raised from 390 to 850 feet above the average terrain, and power would be increased from 56,000 watts to 65,000 watts.

Mr. Hartenbower stated that the increase in height and power will increase KCMO-FM's coverage area to more than 20,000 square miles.

KTTS-FM Springfield, Mo., is in the midst of an all-out effort to promote its Programatic music. The theme of the promotion is that 58 out of 60 minutes every hour is devoted to good music, from 9 a.m. to 5 p.m. In addition to home listening, the station reports that numerous business and professional locations are installing fm receivers out of interest in the program. The promotion features newspaper ads, on-air spots on KTTS am and tv, and dealer tie-ins. • • •

report from Canada



Sales of Radio Sets

Are Booming in Canada

Sales of radio sets in Canada are booming, according to a report by the Broadcast Advertising Bureau.

The number of sets sold for the first three months of 1959 totaled 248,837 compared with 170,520 for the comparable 1958 period. This is a gain of 45.9 percent. As for the type of sets, portables had the biggest percentage increase—41.2 percent—14,842 units sold in the 1959 period compared with 10,512 in the 1958 months.

Home radios are still the biggest in numbers sold. The period ending in March 1959 showed a total of 75,317 home units sold compared with 63,314 in the 1958 months (an increase of 19 percent).

Car radios also scored a significant rise, from 52,702 in 1958 to 62,220 for the 1959 months under study. This is a jump of 18.1 percent.

As in the United States, imported radios are making a mark for themselves. For the first three months of 1959, 81,131 imported radios were sold compared with only 32,314 for the 1958 period. This is an increase of 151.1 percent, BAB reports.

The increasing sales of imported radios is causing concern among Canadian manufacturers. R. M. Robinson, retiring president of the Electronic Industries Association of Canada, said that in 1958 imported

radios comprised 30 percent of all radios sold in Canada. He blamed this situation for the loss of jobs in the Canadian electronics industry. Mr. Robinson documented his case further.

He said that in the first two months of 1959, imported radios accounted for 37 percent of total sales. If this trend continues, he stated, imported sets would account for 50 percent of radio sales in Canada this year.

BBM Survey

The Bureau of Broadcast Measurement will be taking its fall survey from November 2 to 8. In making the announcement, Charles C. Hoffman, executive vice president, states:

"All stations are asked to conduct their activities in such a manner that the figures resulting from this survey may be looked upon as being representative of normal conditions at least insofar as foreseen and controllable circumstances permit."

Mr. Hoffman says the bureau decided to make the survey dates known after careful examination. At the time of the spring 1959 survey, BBM directors voted unanimously to expel from BBM any members who conducted special promotions for the two weeks previous and during the survey period. • • •

CANADA RADIO SET SALES

(Three months ended March 1959)

| | Number of Sets Sold | | Percentage Change |
|---------------------------------|---------------------|----------------|-------------------|
| | 1958 | 1959 | |
| Home Sets | 63,314 | 75,317 | + 19.0 |
| Portable Sets | 10,512 | 14,842 | + 41.2 |
| Auto Sets | 52,702 | 62,220 | + 18.1 |
| Combination Sets | 11,678 | 15,327 | + 31.2 |
| Imports (No breakdown) | 32,314 | 81,131 | +151.1 |
| Total set sales—3 months | 170,520 | 248,837 | +45.8 |

HITLER WAS RIGHT!

Bradford R. Hitler, consultant to WVET Radio in Rochester on matters of race prejudice, has come out against the 100-yard dash, and we think he's right. This event will not be broadcast in any track and field meet we may cover. We will, however, carry not only MONITOR, but will become the first station in the nation to offer MERRIMAC when we join the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

KFAL RADIO

FULTON, MISSOURI

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

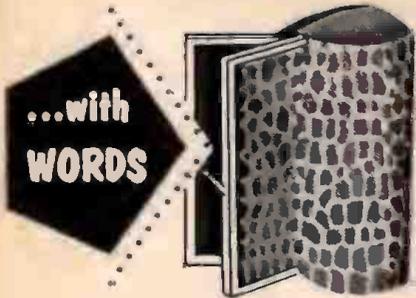
- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

How to Open Purses



...with
WORDS

KHOW knows how. First, have a large, responsive, adult-minded audience listening. KHOW has it! Then, deliver each commercial message with the kind of honest enthusiasm and conviction that open minds... and purses, KHOW does it!



Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW

RADIO • 630 on the dial
5,000 watts • DENVER

SINCE 1925. THE RADIO VOICE OF DENVER

WDSU PLANS CCA #3

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. John F. Screen, Manager of Radio Station WDSU, New Orleans, Louisiana, stated that:—

"We have run what we consider to be two very successful promotions. We are very well satisfied with the two campaigns that we have run so far and we plan to run a third campaign beginning September 15th and extending through December 12, 1959.



John F. Screen

A CCA Campaign requires a lot of hard work and attention to detail. We have found that the two keys to the success of a campaign are a competent CCA director and a well organized presentation. I believe that an increase in the second campaign over the first campaign is an indication of the good job that our sales force has done."

COMMUNITY CLUB AWARDS



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

radio research



Pulse of Out-of-Home Radio Continues to Quicken

The role of out-of-home listening continues to grow even in the cold-weather months.

According to Dr. Sydney Roslow, directory of Pulse, whose firm has surveyed 28 major markets, out-of-home listening continued on the upswing during the past winter, and reached an all-time high for that time of the year with a gain of seven percent over the 1958 period. Out-of-home listening during the winter of 1959 added 26.3 percent to the in-home audience, with an average of 4.5 percent of all radio families reported listening in automobiles,

on-the-job, and in other away-from-home places between 6 a.m. and midnight.

"If these figures are projected nationally, the winter out-of-home audience added an average 2,216,284 families to the radio audience during any given quarter-hour of the day," declares Dr. Roslow.

Boston, New York and Los Angeles produced the highest level of out-of-home listening, according to Pulse. In all three markets, five percent of the families reported out-of-home listening during an average quarter-hour between 6 a.m. and midnight.

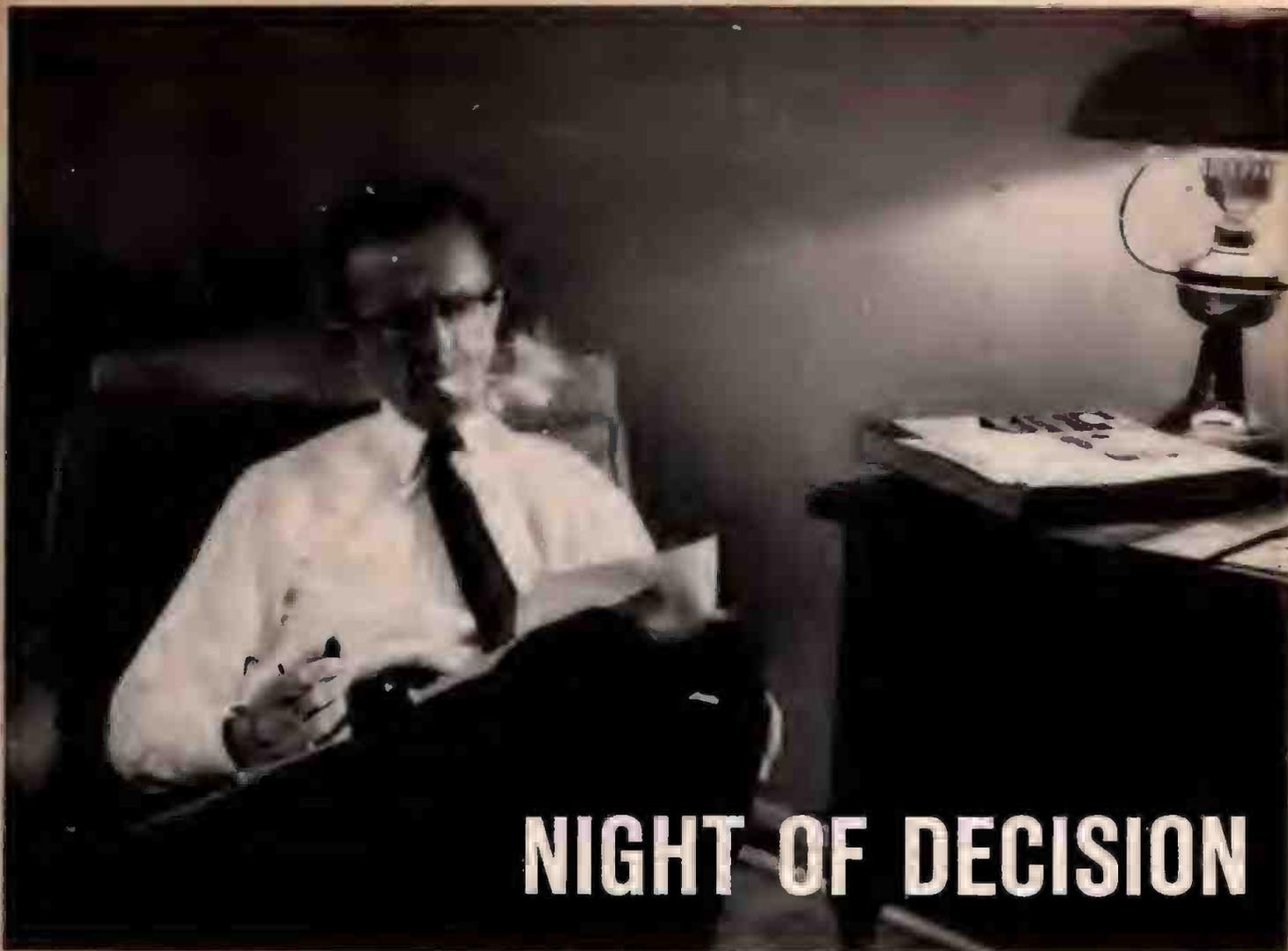
IN-HOME AND OUT-OF-HOME RADIO LISTENING WINTER 1959*

(Area surveyed during Jan-Feb, except where otherwise noted)

| MARKET | Homes Using Radio (Winter '59) | Homes with Out-of-Home Listening | | % Added by Out-of-Home Listening (Winter '59) |
|-----------------------------|-----------------------------------|----------------------------------|--------------|--|
| | | (Winter '59) | (Winter '58) | |
| Atlanta, Ga. | 16.4 | 4.1 | 4.0 | 25.0 |
| Baltimore, Md. | 13.9 | 3.8 | 3.7 | 27.3 |
| Birmingham, Ala. | 15.7 | 4.1 | 4.1 | 26.0 |
| Boston, Mass. | 16.7 | 5.0 | 4.4 | 29.9 |
| Buffalo, N. Y. | 16.3 | 4.4 | 3.9 | 27.0 |
| Chicago, Ill. | 18.6 | 4.4 | 4.5 | 23.6 |
| Cincinnati, Ohio | 14.3 | 4.1 | 3.9 | 28.7 |
| Cleveland, Ohio | 14.9 | 4.0 | [a] | 26.8 |
| Columbus, Ohio | 16.3 | 4.2 | 4.3 | 25.8 |
| Dallas, Texas (Feb-Mar) | 17.0 | 4.7 | 4.7 | 27.6 |
| Detroit, Mich. | 14.7 | 4.0 | 3.8 | 27.2 |
| Fort Worth, Texas (Feb-Mar) | 15.6 | 4.3 | 4.5 | 27.5 |
| Houston, Texas | 17.2 | 4.1 | 4.0 | 23.8 |
| Kansas City | 16.4 | 4.6 | 4.0 | 28.0 |
| Los Angeles, Calif. | 17.5 | 5.0 | 4.7 | 28.5 |
| Miami, Fla. (Feb-Mar) | 18.5 | 4.8 | 4.8 | 26.0 |
| Milwaukee, Wisc. | 17.0 | 4.6 | 4.0 | 27.1 |
| Minneapolis-St. Paul | 16.9 | 4.1 | 4.1 | 24.3 |
| New Orleans, La. | 16.1 | 3.9 | 3.7 | 24.2 |
| New York (Jan) | 17.7 | 5.0 | 5.1 | 28.3 |
| Philadelphia, Pa. | 18.0 | 3.9 | 4.0 | 21.7 |
| Pittsburgh, Pa. | 16.8 | 4.0 | 3.9 | 23.8 |
| Richmond, Va. | 15.1 | 4.3 | 3.9 | 28.5 |
| St. Louis, Mo. | 16.6 | 4.4 | 3.8 | 26.5 |
| San Diego, Calif. | 17.0 | 4.5 | 4.4 | 26.5 |
| San Francisco, Calif. | 17.8 | 4.9 | 4.4 | 27.5 |
| Seattle, Wash. | 17.8 | 4.5 | 4.5 | 25.2 |
| Washington, D. C. | 15.6 | 4.2 | 3.9 | 26.9 |
| 28-Market Weighted Average | 17.1 | 4.5 | 4.2 | 26.3 |

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

[a] Not surveyed in Winter of 1958. • • •



NIGHT OF DECISION

Herb Selby, Vice President in Charge of Media, Meldrum & Fewsmith, Inc., Ohio's largest advertising agency; at home in his den—alone with his media decisions, and SRDS.

Which media will win tonight?

This is a side of the media executive's life you may not know much about. But it goes on all the time.

Long hours at home in studious contemplation of the total marketing plan on which an agency's media schedules are based... reviewing the impressions from innumerable interviews with representatives... sorting all the data developed by his media buying team... rechecking, re-evaluating every medium under consideration... up to his cigar in SRDS, again, as he and everyone else who gets into the media-buying act are in *all* of the 101 buying actions that ultimately put you on or keep you off his client's schedules.

He, and they, may remember some of the impressions your representatives and your general promotion have made in the past...

but who is selling them now?

With a properly planned, strategically positioned Service-Ad in SRDS

YOU ARE THERE *selling by helping people buy*

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

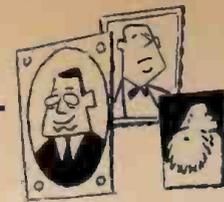
Walter E. Botthof, *Publisher*

1740 Ridge Avenue, Evanston, Ill., Davis 8-5600

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



names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Clifford Spiller, senior v.p., member of the board, Sullivan, Stauffer, Colwell & Bayles Inc., New York, elected vice chairman of board of directors. Also, Philip H. Cohen, v.p., dir. of tv-radio dept., elected to board of directors.

Reggie Schuebel, dir. of network relations, Guild, Bascom & Bonfigli Inc., New York, elected v.p.

James Kelly, v.p., creative supvr., Ellington & Co., New York, named v.p. and creative group head at Compton Advertising Inc.

Paul Keller, assoc. research dir., Reach, McClinton & Co., New York, elected v.p.

Donald Carter, account exec., and Donald S. Devor, mu-

sic director, appointed v.p.'s at William Esty Co., New York.

Edward J. Garvey, formerly v.p., Lennen & Newell Inc., rejoins J. M. Mathes Inc., New York, as v.p. of soft goods and home furnishings div.

Clifford Wilson, previously media dir., Cockfield Brown & Co., Canada, appointed media dir. of Kenyon & Eckhardt Inc., Detroit. Also, Sam Gaylord, former senior writer and asst. copy supvr. at Campbell-Ewald Co., named copy supvr., Detroit, and Francis O'Neil, former office manager, D'Arcy Advertising, South Bend, appointed account exec.

Nellene Zeis, formerly with Gardner Advertising Co. research dept., named media and promotion mgr. at Krupnick & Associates Inc., St. Louis.

STATIONS

Nathan Straus, WMCA New York owner and pres., named chairman of the board of directors; R. Peter Straus, former program dir. and exec. v.p., named pres., and Stephen B. Labunski, gen. mgr., named v.p.

Eugene P. Weil, former v.p. and gen. mgr. of WLOK Memphis, appointed v.p. and gen. mgr. of WABQ Cleveland.

Sidney Magelot, with eight years' radio experience in Washington, D. C., area, appointed station mgr. of WEZL Richmond, Va.

Edwin V. Schulz, formerly exec. v.p., gen. mgr., KJAY Topeka, appointed gen. mgr. of KXLA Los Angeles.

Earl F. Reilly Jr., formerly KING-TV Seattle account exec., appointed station mgr. of KING.

John Moler, formerly dir. of radio and asst. mgr. in charge of radio for WKY Oklahoma City, named mngng. dir. of WIBG Philadelphia.

Leslie H. Peard Jr., former v.p. and mgr. of WBAL-AM-TV Baltimore, appointed dir. of regional sales development for Triangle stations.

Richard L. Garesche, formerly in public relations field, appointed sales promo. mgr. for KXOK St. Louis.

Rodger May, formerly sales mgr., WMPS Memphis, appointed v.p. in charge of sales for Plough Broadcasting Co., Memphis. Also, E. M. Plumstead, former Plough program coordinator, named programming v.p., and Allan Avery, WMPS account executive, named sales mgr. Bennett O. Scott, formerly local sales mgr. for WIND Chicago, named gen. sales mgr.

Edward Paul, WERE Cleveland national sales mgr., appointed station liaison mgr. to coordinate sales and promotion between WERE and WERC Erie, Pa.

Parker Daggett, formerly with Miller Brewing Co., Washington, D. C., as sales mgr., appointed sales mgr. of WRIT Milwaukee.

Anthony Bello, formerly national sales mgr. for KMOX St. Louis, named sales mgr.

Jack W. Stahle, former sales rep. for KGO San Francisco, appointed sales mgr.

James A. Doyle, former sales mgr. for the American Network, Baltimore, appointed sales mgr. for WLLY Richmond, Va.

Robert Clauson, formerly with KYW Cleveland sales dept., named WLW Cincinnati radio sales exec.

REPRESENTATIVES

Dwight S. Reed, v.p., Chicago, and Frank E. Pellegrin, v.p., New York, promoted to exec. v.p.'s of H-R Representatives Inc. Also, Avery Gibson, former research dir., named v.p. in charge of sales development. And, Sal J. Agovino, McCann-Erickson broadcast supvr., has joined radio sales staff.

Mark P. Hanlon, formerly account exec., WSAZ-TV Huntington, W. Va., appointed asst. general mgr. of Ohio Stations Representatives.

H. Leslie Atlas Jr., former dir. of programming for WIND Chicago, named head of program development for Headley-Reed Co., Chicago.

Kenneth F. Campbell, formerly with WINS New York sales dept., appointed account exec. for The Branham Co., New York.

Judy Mischel, formerly with JAC Recording Co., New York, appointed sales service mgr. for Good Music Broadcasters, New York.

NETWORKS

Edwin R. Peterson Jr., formerly account exec. at Keystone Broadcasting System Inc., Chicago, named gen. mgr. of Detroit office. Also, John T. Hartigan, formerly with Forjoe & Co., Chicago, named account exec. in Chicago office. And, Blanche Stein, dir. of station relations, has resigned to move to New York City.



Moler



R. P. Straus



Labunski



Schuebel



Garesche



Atlas



Peterson



O'Neil



Who Discovers the Discoverers?

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

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

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

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

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

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



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

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





. . . fall winds

OUTLOOK IS BRIGHT

At this stage of the game, the outlook for fall radio business is bright. Based on such economic factors as increased advertising outlays and new product introductions, particularly in the automotive and tobacco categories, the radio industry expects the coming months to see solid increases over last year's period. (See *What Will the Fall Winds Bring?* p. 27)

There is little doubt that the radio sales curve is linked more closely than ever to the jumps and drops of total advertising outlays. Witness what happened in 1958 and the slow recovery at the beginning of 1959.

There are, of course, special media considerations that will affect advertiser expenditures in radio for the coming months. One of the big areas for concern is the over-ripe demand for driving-time announcements.

RESEARCH SHOWS

As one representative states, "You don't really sell driving times; it's more like taking orders."

Radio salesmen have been doing all kinds of things to win advertiser confidence in buying the total radio day and week. New package plans and circulation studies all have been brought to bear on the problem.

But there is still a general reluctance to accept fully the idea of buying non-driving hours. Perhaps the latest Nielsen study is the key that will unlock the door.

According to the research firm, 21 percent of total listening throughout the day is confined to driving times (7 to 9 a.m. and 4 to 6 p.m.). This means that 79 percent of a day's listening is spread throughout the other hours.

If agencies heed the research they so correctly demand, this fall should see the spreading of announcements throughout the day as well as increased advertiser interest in the sound medium.

TIME IS NOW

The two-day clinic held in New York late last month by Peters, Griffin, Woodward Inc. was met with great enthusiasm by station management. (See *Two-Day Look in the Mirror*, p. 51.)

The closed seminar, titled "Spot Radio's Time Is Now," gave evidence to the desire of radio stations to sit down with agency and advertiser executives in a healthy exchange of criticism and ideas.

PGW found its represented stations eager to review the basic elements of radio operation today—programming, sales, promotion—with an eye towards taking a fresh idea home.

This form of exchange can only harbor well for a business that is mature enough to sit down not only with its own members, but with its customers as well to find out how to improve its service continuously.



Pianissimo to... Fortissimo



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 |

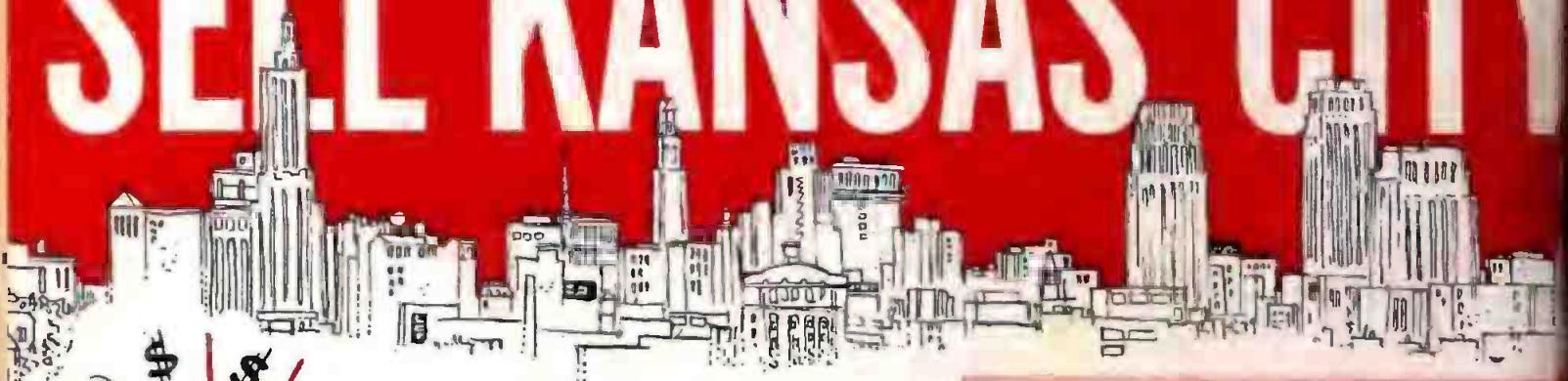
NCS DAY-PART CIRCULATION PER WEEK

| | 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.

SELL KANSAS CITY



**America's
17th Market*** ...

with the TOPularity Stations

KMBC-TV CHANNEL 9

... reaches 36,316 more homes with Class "A" coverage than does its nearest competitor.

KMBC-TV is the *most powerful station* in its huge coverage area ... 316,000 watts from its "Tall Tower" ... serving 1,674,978 people!

KMBC-TV is the *most popular station* in the Kansas City market. High-rated, station-produced programs are liberally laced with an ever-growing number of sparkling ABC-TV shows destined to capture a *still greater majority* of the area's top network program ratings.

KMBC-KFRM RADIO

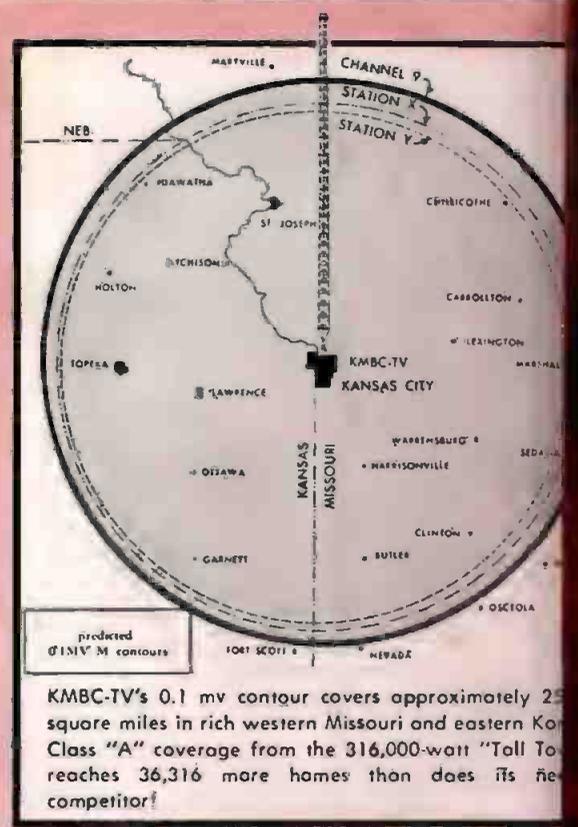
The Kansas City Trade Area Team

... serving the Kansas City Trade Area with twin transmitters and 10,000 watts power ... blankets a prosperous area of four million population—western Missouri plus ALL of Kansas as a BONUS. You get KFRM *free* when you buy KMBC! Deftly balanced programming features the Midwest's TOPular broadcasting personalities. Their audience-oriented music, live news and sports,

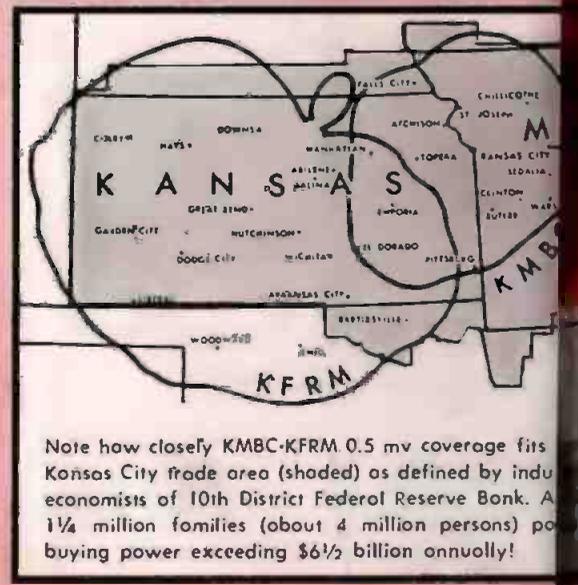


farm service and women's shows deliver terrific listenership and turn advertising impact into sales. Top personalities plus top programming with "the Top 10,000 Tunes" create TOPularity.

* Kansas City Metropolitan area has risen to 17th in the nation in **TOTAL NET EFFECTIVE BUYING INCOME**, according to *Sales Management* 1959 "Survey of Buying Power." (Kansas City has recently been rated by a national investment authority as having the *greatest growth potential* of any city in the United States!)



KMBC-TV's 0.1 mv contour covers approximately 25 square miles in rich western Missouri and eastern Kansas. Class "A" coverage from the 316,000-watt "Tall Tower" reaches 36,316 more homes than does its nearest competitor!



Note how closely KMBC-KFRM 0.5 mv coverage fits Kansas City trade area (shaded) as defined by independent economists of 10th District Federal Reserve Bank. A 1 1/2 million families (about 4 million persons) possess buying power exceeding \$6 1/2 billion annually!

In Kansas City the Swing is to

KMBC-TV



DON DAVIS, President
JOHN SCHILLING, Executive
GEORGE HIGGINS, Vice Pres.
ED DENNIS, Vice President
MORI GREINER, Television Mgr.
DICK SMITH, Radio Manager

Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing is to

KMBC of Kansas City — KFRM for the State of Kansas

with 10,000 Watts Power from Twin Transmitters



PETERS G. WOODWA
Exclusive National