

RADIO



AUGUST

1960

35 CENTS

1771-N-SI-NW
WASHINGTON 6 D C SUB
USR 05-19-DB-1276-NOR

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to Simplify Forms
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ico and Australia
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ENCE BUILDING
rk Promotion Aims
Local Listener
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RTISER AREAS
Ready to Measure
0 by New Concept
page 40

This
is
the **spot** for a commercial



They're at the beach, but they're right within reach of your message when you buy Spot Radio. Multiply this listening habit by millions of sun-worshippers and it adds up to one thing; they'll buy a lot of what you sell when you use Spot Radio.

KGB	Albuquerque	WINZ	Miami	WRGL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk	F.F.M.B.	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	KREM	Spokane
KPRC	Houston	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa



William Fricke
n Erickson Finds
roydes Answers
ree of Its Clients
page 28

Radio Division
Edward Petry & Co., Inc.
The Original Station
Representative

ALL NEW RADIO

KLIV

1000 AM SAN JOSE, CALIF.

New on the KLIV 1000 kHz now
Monday through Friday 6:00-10:00
p.m. and Saturday 10:00-12:00
p.m. Call 408-298-1000 for more
details. www.kliv.com

radius of KLIV. Also tremendous
bonus sales in KLIV's extended cov-
erage in Alameda and San Mateo
counties. New radio KLIV, No. 1 in
San Jose, offers complete 24-hour pro-
gramming - music to live by - in the
eye-you-see-to-lead-us-and
spots when it's our turn to shine. Con-
tests, all at a time, and more. All
ing pace that will make you want to
because it's a home for the future.
and people. Put us on your radio
No. 1 in California. Call 408-298-
1000 for more details. www.kliv.com

IN SACRAMENTO, CALIF.

KXOA

The No. 1 radio station in
practically Sacramento Valley
nation's 20th ranking market
now operating on 1000 kHz. It's
the power it needed to reach
people. Make Sacramento the
spot to go to. Call 916-486-1000
for more details. www.kxoa.com



CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

1201 (4-60)

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

WMX BUE072 PD ZONE 60=MF DALLAS TEX JUL 8 1152A CST=
ART HOLT=

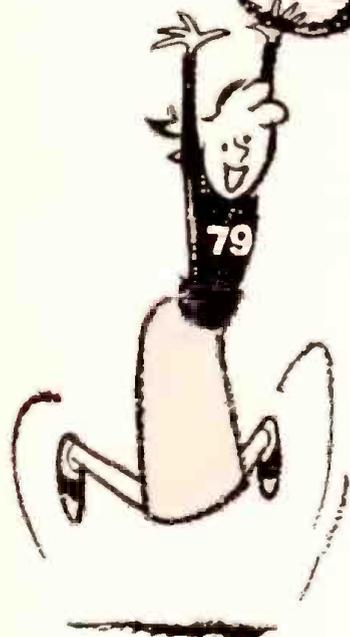
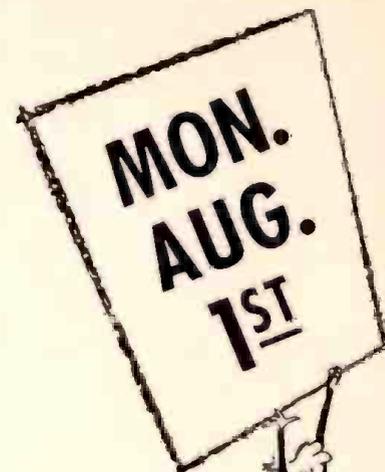
RADIO STATION WYSL BFLO=

THEY SAID SAN FRANCISCO AND BUFFALO WERE DIFFERENT BUT WYSL JUST PROVED IT ISN'T SO. CONGRATULATIONS ON NEWEST RATINGS WYSL. BUFFALO PULSE FIGURES IN UPPER ONE-THIRD INCOME GROUP FOR WYSL SIMPLY ASTONISHING. AND I FEEL EQUALLY GOOD ABOUT THE BIG HOOPER JUMP. ACTUALLY, WYSL IS AHEAD OF KABL AT THE SAME STAGE. MY THANKS TO YOU AND ALL STAFF MEMBERS IN BUFFALO WHO HAVE WON ANOTHER MAJOR VICTORY FOR US=

GORDON MCLENDON==.

the McLendon stations... nation's highest rated group





A powerhouse of new programs and personalities
to please all ears with informative, stimulating
ENTERTAINMENT

PERSONALITIES—Appealing, unusual, individual, accepted

MUSIC—Melodic, easily identifiable

NEWS—Award-winning, commentary

SPORTS—Expert commentary and play-by-play

ON-THE-AIR SALESMEN—Powerful people who move merchandise

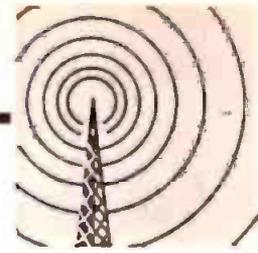
ALL GEARED FOR I-M-P-A-C-T IN LOS ANGELES

All on Distinctively Different

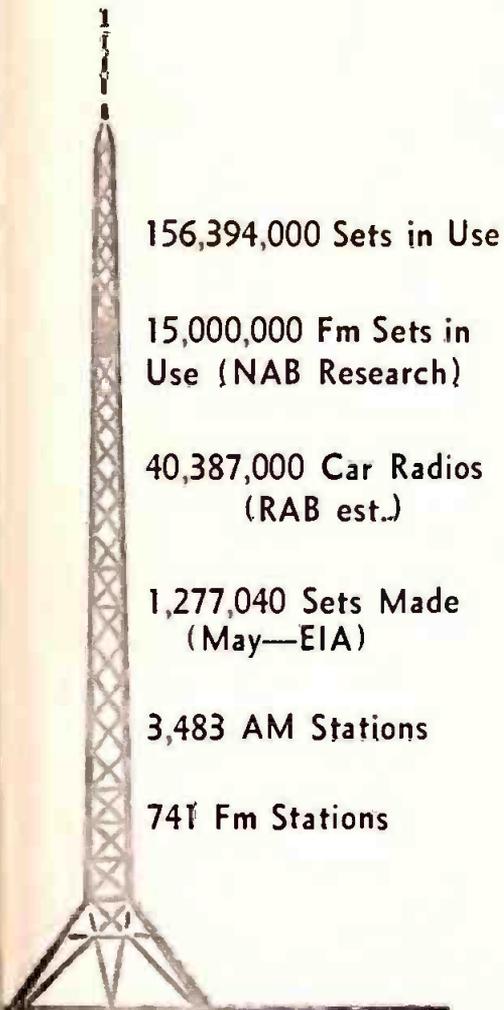
RADIO **KABC** LOS ANGELES
79 ON YOUR DIAL

American Broadcasting Co. • 1539 N. Vine, Hollywood, Calif. • NO 3-3311

CALL OR WRITE US OR ASK ANY KATZ AGENCY



Radio's Barometer



Spot: About 15 cents of every time-sales dollar taken in by the typical radio station last year came from national and regional spot advertisers, according to the results of the radio financial survey conducted by the National Association of Broadcasters.

Network: The Pepsi-Cola Co., Electric Autolite Co. and Renault, Inc. were the three top network advertisers in terms of total home broadcasts delivered for the second month in a row, according to A. C. Nielsen Co.'s monthly index for the period ending June 5. Increasing its activity with the warmer weather, Pepsi-Cola made use of 544 broadcasts in the four-week period covered, for a total of 234,535,000 home broadcasts delivered. The total for Electric Autolite was 122,938,000 home broadcasts delivered, using 168 broadcasts, and 119,322,000 for Renault with 166 broadcasts. Nielsen's report also shows that the beverage firm was the leader in the total number of network commercial minutes delivered, with 91,612,000. General Mills was in second position with 87,534,000 commercial minutes delivered, followed by Autolite with 86,149,000.

Local: Generous increases in billings have been reported by two stations—WRCV Philadelphia and WPAT Paterson, N. J. National and local sales billings for the first half of 1960, according to T. E. Paisley, WRCV station manager, were up 20 percent over the same period last year. He says that May business showed a 37 percent gain over last year, and June billings 36 percent ahead of last June. WPAT reports that its billings for the first six months of its fiscal year equalled the totals for the previous 12-month period. Read H. Wight, vice president and sales director, also states that more than 95 percent of the station's billings come from national advertisers.

Stations: The number of am and fm stations on the air at the end of June totaled 4,224, an increase of 18 (4 am and 14 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on air	3,483	741
Applications pending	628	74
Under construction	98	171

Sets: Total radio production in May was 1,277,040, including 463,165 auto receivers, according to the Electronic Industries Association. Total radio production for the first five months of the year came to 6,973,069, including 2,726,222 auto sets. This represents an increase of over 1.2 million units produced as compared to the same period last year. Total radio sales, excluding car radios, was 548,322; five-month total was 3,175,469. This represents an increase in unit sales of just a shade under 700,000 as compared to the same period in 1959. Number of fm sets produced in April was 65,438. The five-month cumulative total was 295,297. Total for the same period last year was 172,640.

man, that **WSUN RADIO**
is strictly from
SQUARESVILLE!

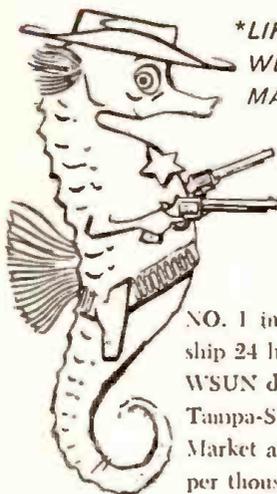
I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

WSUN RADIO
62

BUT . . .

If you want to reach the solid,
I mean the really solid, like
buyers . . .

"SUNNY" is the
#1 ADULT
WESTERN
STATION*



*LIKE
WEST FLORIDA
MAN!

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand adult listeners!

WSUN 620 KC
TAMPA - ST. PETERSBURG

Notl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

for buyers and sellers of radio advertising

U.S. RADIO

AUGUST 1960

VOL. 4 - NO. 8

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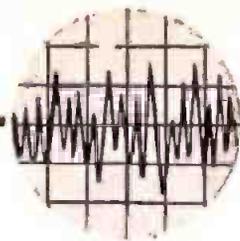
% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUmkirk 7-6169 & 6160

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BPA

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U. S. RADIO • August 1960



Audience Mail Study Being Analyzed by CBS Radio Spot

The results of the audience mail study which all 12 CBS Radio Spot Sales stations conducted the week of July 18 to 24 are currently being analyzed. The object of the study is to establish the total market area of each station with the drawing of new coverage maps. During the week of the study, listeners were asked to nominate on a post card their favorite personality on the individual station, supplying their own names and addresses. Each day, 10 transistors were awarded to listeners whose cards were dropped into a ballot box. CBS Radio Spot Sales, under the direction of Milton F. (Chick) Allison, vice president in charge, observes that only radio was used to promote the audience study.

Representatives Respond to Plea To Simplify Station Rate Cards

In an effort to meet the criticism that rate cards are difficult to read and understand, representatives report to U. S. RADIO that major steps have been taken to correct the situation (see *What Can Be Done to Simplify Rate Cards?*, p. 25). The representatives point out, however, that there are limiting factors to complete simplification based on the individual local problems of radio stations.

Fm Representative Departs From Traditional Agency Take

The step taken by Western Fm Sales, Los Angeles, in increasing the agency commission to 20 percent from 15 percent, represents a departure in tradition that is aimed at winning new business for fm. Miss Bj Hamrick, general manager of Western Fm, states there has been a "long time insistence by many agencies that 15 percent does not provide adequate margin for purchases on behalf of their clients." Miss Hamrick's organization has also just affiliated with Modern Media Fm Sales, headed by Michael Best.

Back-to-School Drive Eyes Early Fall Radio Business

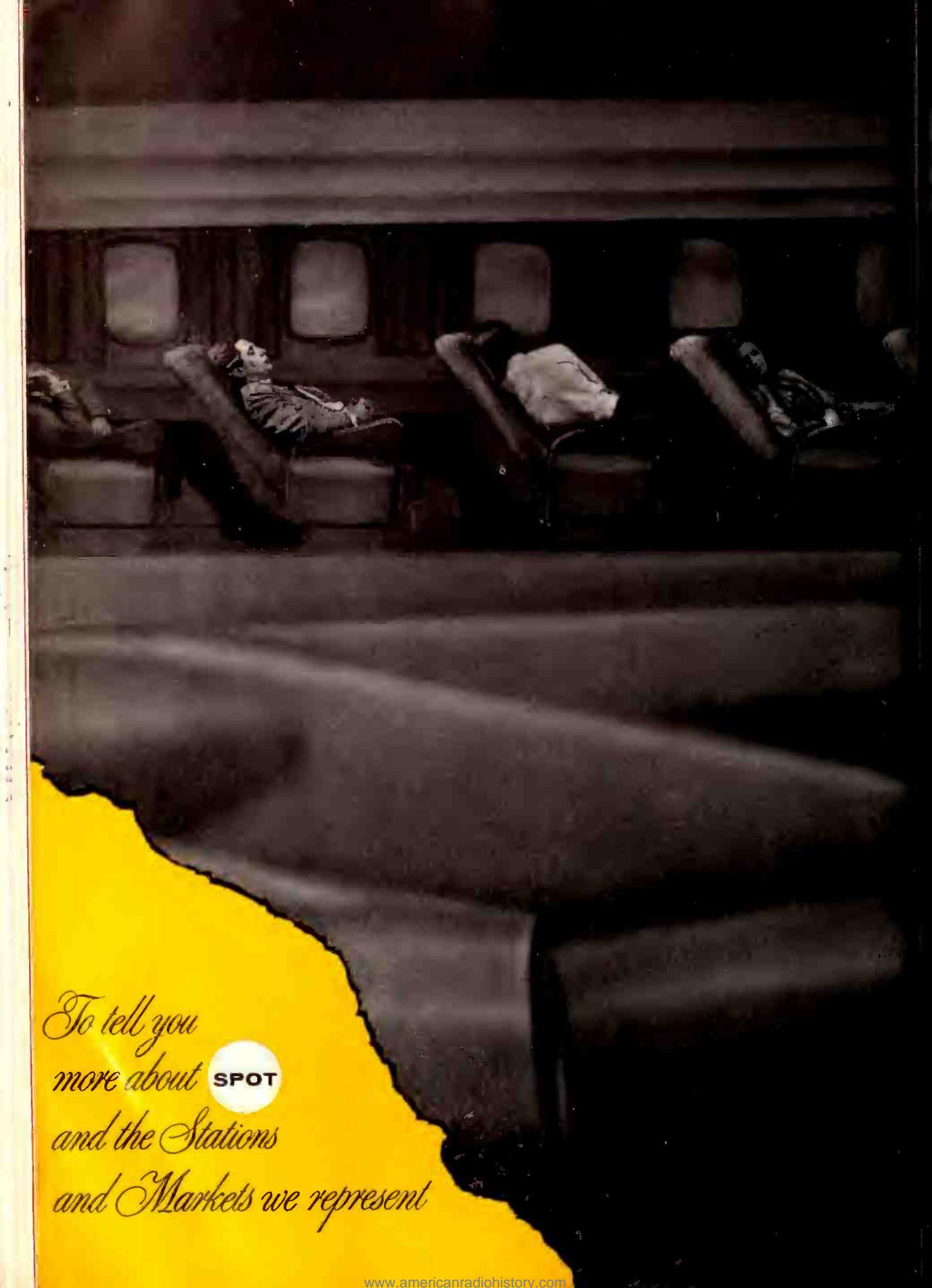
The four-page back-to-school newsletter that Radio Advertising Bureau compiled is aimed at winning new business for radio from retailers of goods for students of all age brackets. These include a total of 47 million students (34 million children and sub-teens and 13 million high school and college attendees). The report has been sent to retailers, outlining the reasons and research for using radio.

Australian and Mexican Radio Developing New Techniques

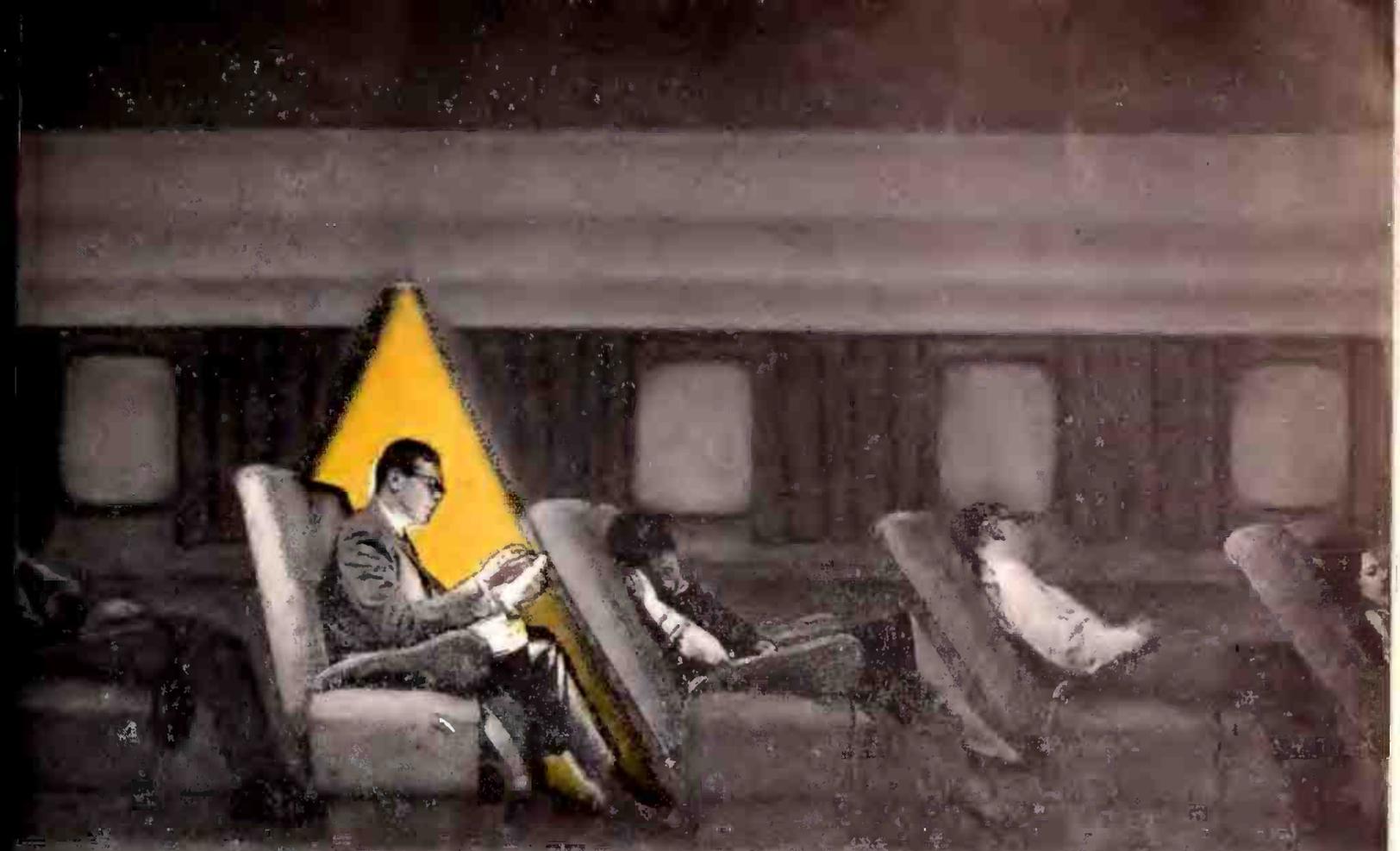
Under the pressure of expanding economies, growing populations and increasing competition from other media, radio broadcasters in Mexico and Australia are closely studying American stations' selling and programming methods. Objective is to insure radio's important role in the media picture of both countries. Radio accounts for about 15 percent of total ad expenditures in Australia, and is estimated to represent 40 percent of total billings in Mexico. (See *Made In U.S.A.*, p. 32.)

Trend to Greater Emphasis On News Continues

With its Total Information Radio concept, WGBS Miami illustrates the growing emphasis on news. Its format now comprises 10 minutes of news on the hour and half-hour, including national, international, Florida and Miami coverage. In addition, the station has just expanded to a half-hour of news at noon and a full hour at 6 p.m.



To tell you
more about **SPOT**
and the Stations
and Markets we represent



PETERS, **G**RIFFIN, **W**OODWARD, INC.

*...and these are the fine Radio Stations
and Markets we represent:*

EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRG	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth-Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM		550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP		820	50,000
WBAP	Ft. Worth-Dallas	570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB		590	5,000
KHBC	Honolulu-Hilo	970	1,000
KGBS	Los Angeles	1020	50,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
ATLANTA

CHICAGO
DALLAS

DETROIT
FT. WORTH

HOLLYWOOD
SAN FRANCISCO

BOSTON
ST. LOUIS

time buys



American Airlines

Agency: *Young & Rubicam Inc., New York*

Product: AIR TRAVEL

New York, Chicago and Los Angeles will be the opening markets for a multi-station buy, with other markets added after the late September start date. American will run 50 or more spots per market, hitting the morning traffic hours heavily and scattering daytime minutes. The 14-week buy will carry the campaign through December, when the client may renew. All spots are ET's. The budget calls for a sprinkling of fm buys in these markets after air spots are scheduled. Timebuyer is Don Hinton.

American Tobacco Co.

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

Product: RIVIERA CIGARETTES

This new cigarette is undergoing a test market introduction with heavy radio saturation in several West Coast markets: Portland, Seattle, Phoenix, Ariz. and Oklahoma City. Start date was July 25, with heavy buys on quality music stations. As many as 25 one-minute announcements are aired per week, depending on the market. Campaign will run up to eight weeks. Bill Ferguson is timebuyer.

Air France

Agency: *BBDO Inc., New York*

Product: "PARISIAN HOLIDAY" PACKAGE TOUR

Taking to the air to promote its new jet package tour to Paris, Air France will add a special seven-week flight to its regular schedule in 10 major markets: New York, Chicago, Los Angeles, San Francisco, Washington, Philadelphia, Boston, St. Louis, Miami and Baltimore. The regular 13-week cycle will renew September 4.

The total radio push will involve up to 17 one-minute spots each week. The airlines will buy some \$15,000 worth of spots on two New York stations some time this month. The New York buy, a supplement to Air France's 17 spots-per-week on a third station, may run for as long as 26 weeks. Timebuyer is Mal Murray.

Chesebrough-Ponds Inc.

Agency: *Norman, Craig & Kummel Inc., New York*

Product: VASELINE HAIR TONIC

This client is running six to 12 spots a week in 80 markets to sell the teenage "man" on good grooming. Late afternoon deejays are carrying the message. Four-week flights will alternate. Timebuyer is Alan Silverman.

Cities Service Co.

Agency: *Ellington & Co., New York*

Product: MOTOR FUEL

Approximately 50 markets will get this multi-station buy, with a September start staggered according to the market. The schedule, patterned after last fall's campaign, will run some 80 to 100 spots per week in each market. Minute ET's, some with jingles, are scheduled Monday through Friday. Saturday and Sunday ID's will heavily dot the log, all aimed at weekend motorists. Dan Kane is media director.

Columbia Pictures Corp.

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

Product: SONG WITHOUT END

Eighteen New York City stations are currently running a total of 700 spots promoting the opening of this film of the life of Franz Liszt. As it goes into general national release, the film will be promoted in 25 to 50 markets. ET's are 60's and 30's.

WSBT SOUTH BEND, INDIANA Personality Gallery



TYPE NO. 4... Piano Man

The Harlan Hogan show on WSBT (Mon.-Fri; 3:05-4:00) opens with a piano note and usually closes on a note of confusion. It features Hogan's piano music, casual conversation with his co-disorganizer, Jim Gannon, and interviews with unwilling guests. It's an informal, relaxing show, and people in South Bend love it.

These are the same people who have the highest per household incomes in the state (\$7,553) and who listen to WSBT more than any other radio station. WSBT dominates every 15 minute segment of every broadcast day in South Bend!

To reach the rich South Bend Metro Area and 35 additional counties, use its radio voice... WSBT. Write for availabilities on The Harlan Hogan show and for free market databook.

5000 WATTS
960 KC



WSBT

SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING



time buys



CROSBY & CLOONEY

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

ONLY ON CBS RADIO

Continental Oil Co.

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

Product: GASOLINE

Wrapping up the summer with a special four-week spurt, Conoco is running in 35 markets. Ten-second ID's started late in July. Timebuyer is Tom Ficone.

Grove Laboratories Inc.

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

Product: MINIT-RUB

This client is warming up for a start late in September in 20 to 25 markets which will include New York, Los Angeles and Chicago. Daytime minutes, run in two six-week flights, will aim for the housewife audience in the 9 a.m. to 4 p.m. segment. The campaign will use 10 spots a week. Timebuyer is Frank Finn.

Robert Hall

Agency: *Arkwright Advertising Co.*

Product: CLOTHING

Back-to-school push for Robert Hall starts August 28 in 130 markets, with 40 to 50 spots per week, depending on the market. Client is buying minutes, scheduled throughout the day, Monday through Sunday, with emphasis on news adjacencies. Back-to-school copy will run through October, when client will switch to its pre-Christmas accent on winter clothes. Jim Hackett is media director.

Kay Preparations Co. Inc.

Agency: *Kenneth Rader Co., New York*

Product: COSMEDICAKE

Staggered 13-week buys are being made in six to eight markets to mark the first time this product has used radio. Appeal will be directed to adult women. Spot schedules started in two cities last month, with the remainder scheduled to start at one week intervals, all using minutes.

King Merritt and Co., Inc.

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

Product: INVESTMENT SECURITIES

Mutual funds will get the sell in 40 markets starting early in September, King Merritt's approach will be sponsorship of a 15-minute once-a-week program, *Family Financial Planning*. Program gives listeners tips on the economy with one spot mid-way, another at the close. A 13-week contract will probably be renewed consecutively through July 1, 1961. Stations in King Merritt branch cities will carry the show. Timebuyer is Larry Butner.

Liggett & Myers Tobacco Co.

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

Product: L&M FILTERS

Traffic minutes are the tickets for an 18-week campaign already underway. Spots are running currently in 10 to 20 markets, with buys of 25 spots per-week per-market. Timebuying is being handled by Fred Hawkins.

C. F. Mueller Co.

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

Product: MACARONI PRODUCTS

Agency is now buying time in as many as 60 markets for a mid-September start in the 9 a.m. to 4 p.m. slot. From 10 to 25 spots, all ET minutes, will run each week, varying with the market. The campaign is expected to run through late spring, 1961. The timebuyer is Jeff Fine.

Pan American Airlines

Agency: *J. Walter Thompson Co., New York*

Product: AIR TRAVEL

Buying fm-only stations for the first time, PAA's campaign will break in October for 12 weeks. One minute spots will also run on am

stations. Schedule will run on four to five stations in both New York and San Francisco. Timebuyer is Martin Daniels.

Potter Drug and Chemical Co.

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

Product: CUTATONE

Teen-agers are the target for this 26-week campaign which starts next month in 35 top markets. Cutatone, Potter's new medication for skin breakouts, will be sold on top afternoon decjay shows. Schedules will go Monday through Sunday in frequencies of 12 to 24 per week, depending on the market. Spots will be jingle minutes. Roxanne Gordon is timebuyer.

Leonet Corporation

Agency: *Kenneth Roder Co.,
New York*

Product: REDUCAL

This brand new diet preparation will hit the market in September with a 13-week saturation campaign in seven or more markets. Client is buying heavily on daytime programs, reaching for the overweight housewife. Announcements will be minutes.

United Airlines

Agency: *N. W. Ayer & Son,
Philadelphia*

Product: AIR TRAVEL

Boston and Omaha will join the current list of cities used by United, starting the middle of the month. Extra spots are being purchased in regular scheduled cities such as Los Angeles and San Francisco. The new minute buys bring the total of markets used by United to 19. Timebuyer is Art Ranzberg.

Universal-International Pictures Corp.

Product: COLLEGE
CONFIDENTIAL

Spot campaigns are under way in

Detroit, Cincinnati and Indianapolis to promote the opener of this film, soon to make the circuit in the remainder of the country. Heavy saturations are scheduled for major markets. Smaller schedules will run in hundreds of other markets. Announcements are ET minutes.

Watchmakers of Switzerland

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

Product: WATCHES

Time is no problem in this case, where Watchmakers of Switzerland will favor all-night radio in the new campaign. Spots during the dusk-to-dawn stretch earlier this year proved so successful that the company will buy more this fall. Promotion will cover 30 or more markets, with five to 10 spots per day. Minute ET's will run during traffic hours as the bulk of the schedule. Timebuyer is Frank Vernon.

**Western Mineral Products Co.,
Minneapolis, Minn.**

Product: ZONOLITE INSULATING FILL

Co-op spots with roof insulation jobbers will start for Zonolite in nine-state area October 1. ET's are planned, using three one-minute spots and three 30's per day. Copy theme is "Stop The Heat Thief in Your Attic."

Woolite Co.

Agency: *Daniel & Charles, Inc.,
New York*

Product: WOOLITE SOAP

This product will go on the air in mid-September for a run of seven weeks in an undisclosed number of markets. Woolite will also break into network radio with spot participations on ABC's *Breakfast Club* with Dou McNeill. A traditional print-user, this company first used radio last fall in a 13-week campaign in Canada. Isabelle Stannard is the timebuyer.



CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen—those who help to make the law. In all radio, Capitol Cloakroom is the kind of company you keep...

ONLY ON CBS RADIO

40 YEARS

OLD

Radio Station WWJ in Detroit, the world's first commercial broadcasting station, celebrates its 40th Anniversary on August 20.

Pioneer electronics inventor Lee DeForest who designed WWJ's first transmitter—20 watts—has stated, as reported by Time and Newsweek Magazines: "On the night of August 20, 1920, the first commercial broadcast station in all the world was opened." The station has been on the air regularly every day since that time.

Other WWJ programs during 1920 included:

- August 31—Returns of local and state primary elections. That hundreds of listeners heard the returns in their homes was duly documented by The Detroit News the following day.*
- September 4—WWJ Radio was the source of music for a dancing party at a private home.*
- September 6—Result of the Dempsey-Miske fight, broadcast within seconds of receiving the bulletin from wire services.*
- September 22—First "vocal concert" by radio. Miss Mabel Norlon Ayers sang several solos accompanied by phonograph music.*
- October 5—Scores of the World Series game (Brooklyn vs. Cleveland).*
- November 2—National election returns (Harding vs. Cox), broadcast over a period of four hours.*

YOUNGER EVERY DAY!

While we are forty years old, we consider ourselves younger every day. Our present concept of TOTAL RADIO keeps the station in tune with the times—and with present-day listeners.

TOTAL RADIO is for the total population. It features Detroit's most complete radio news center which presents the total news—comprehensive, balanced and believable.

Listeners of all ages get their share of entertainment and information from WWJ's popular music, concert music, classical music, sports and weather reports and special features.

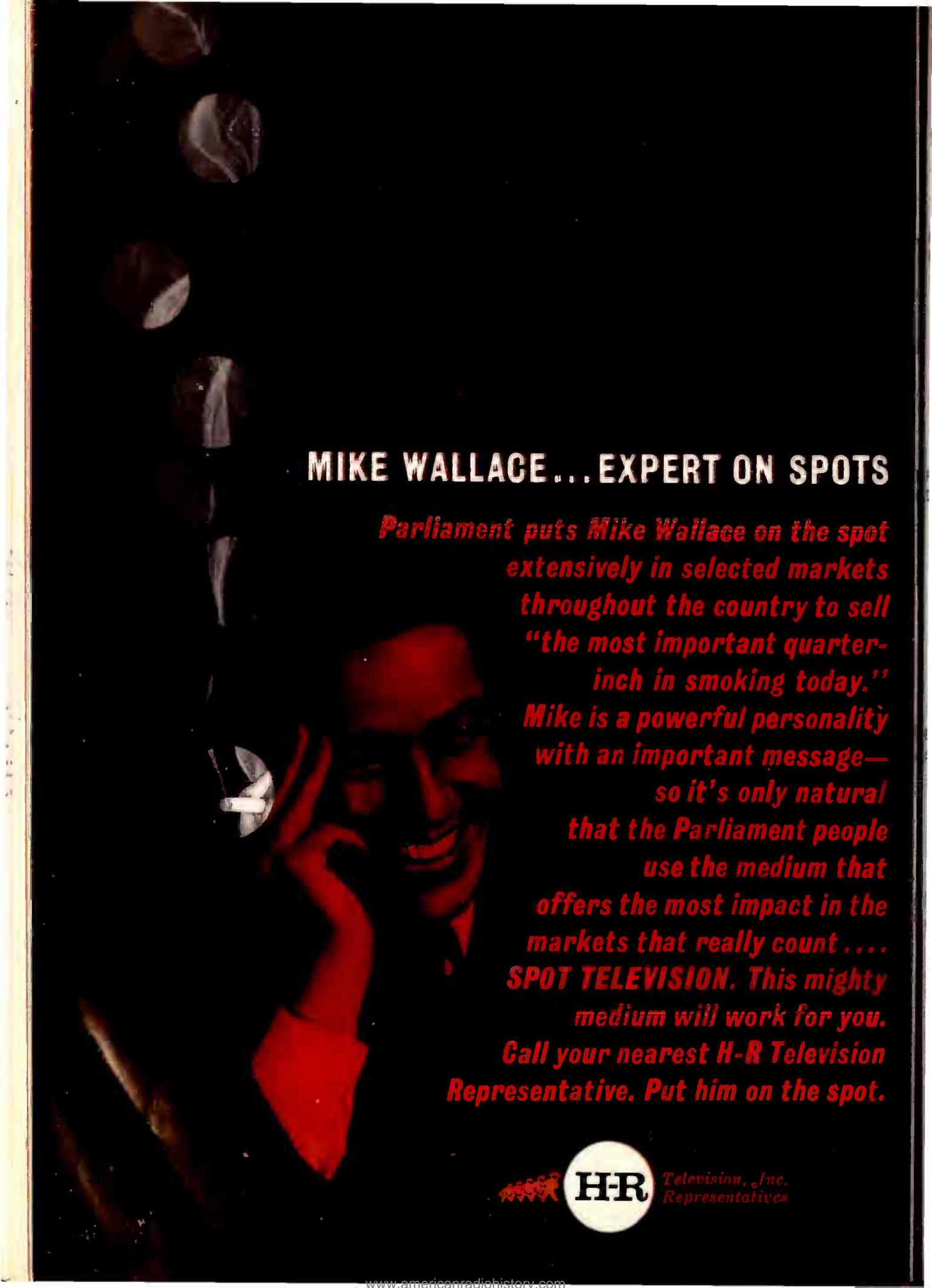
Advertisers, of course, benefit from this broad-gauge programming, and find it perfectly planned for moving merchandise in the nation's Fifth Market.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS



MIKE WALLACE... EXPERT ON SPOTS

Parliament puts Mike Wallace on the spot extensively in selected markets throughout the country to sell "the most important quarter-inch in smoking today." Mike is a powerful personality with an important message—so it's only natural that the Parliament people use the medium that offers the most impact in the markets that really count . . . SPOT TELEVISION. This mighty medium will work for you. Call your nearest H-R Television Representative. Put him on the spot.



H-R

Television, Inc.
Representatives



NAB Continues Its Opposition to Proposed FCC Suspension Powers

Broadcasters are waiting to see what effect the testimony of Vincent T. Wasilewski, National Association of Broadcasters' vice president for government affairs, had on members of the House Committee on Interstate and Foreign Commerce. Mr. Wasilewski voiced the opposition of the NAB to proposals which would allow the Federal Communications Commission to suspend radio-tv station licenses up to 10 days and to impose fines of up to \$1,000 per day on broadcasters. These and other proposals were approved last month by the House committee as amendments to an omnibus broadcasting bill previously passed by the Senate, following disclosures of "rigged" quiz shows and so-called "payola" practices by certain individuals in broadcasting.

Policy Committee Cites Concern Over Results of New Regulations

Clair R. McCollough, chairman of the NAB Policy Committee and president and general manager of the Steinman Stations, Lancaster, Pa., said "These amendments to permit suspensions and fines against broadcasters are a matter of serious concern to the industry, and to authorize their use against a communication medium, we believe, opens up a whole new concept of government regulation." He pointed out, however, that the NAB would not oppose other amendments of the House committee to make payola and the rigging of quiz shows criminal offenses, to clarify the problem of sponsorship identification, to prohibit exorbitant pay-offs for the withdrawal of competing applicants for broadcast licenses and to require public notices of filing and hearings in localities where stations are to be located.

Broadcasters Voicing Approval of New NAB Radio Code Changes

Meeting recently, the Policy Committee of the NAB said that the new radio code "has received widespread and gratifying support from radio broadcasters throughout America . . . since it became effective (last month)." The revisions in the code approved by the Radio Board of Directors of the association include changing the name from "Standards of Good Practice for Radio Broadcasters," to the current "Radio Code of Good Practices of the National Association of Broadcasters."

Sharp New Set of Teeth Aimed At Enforcing Code Provisions

Other changes made include making subscription to the code available to non-members of NAB as well as to members of the association. Previously subscription had been open only to NAB members. Also, the appointment of a new nine-man code review board; adoption of regulations and procedures for enforcing the code's provisions; new visual and audio symbols for subscribers, and assessment of dues from subscribers. Administration of the new code is under John F. Meagher, NAB vice president for radio.

NAB's Radio Financial Survey Paints Healthy Station Picture

Broadcasters have been studying the results of the radio financial survey recently released by the NAB. The report shows that the revenue of a typical radio station increased five percent in 1959. According to the survey, "the typical radio station received about \$104,000 in total revenue, with total expenses of \$96,000 and a profit margin of about eight cents on every sales dollar, a slight increase over last year. Of every time-sales dollar taken in by the typical radio station," the NAB survey

(Cont'd on p. 16)

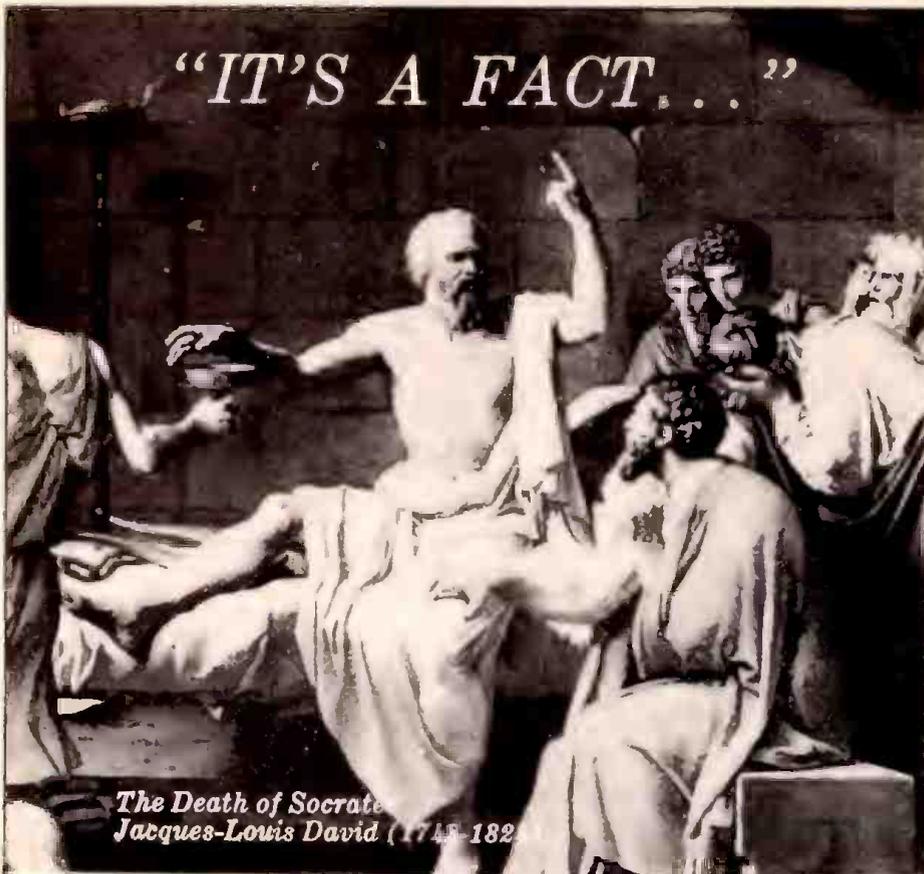
continues, "about 85 cents came from local advertisers, about 15 cents from national and regional advertisers and less than one cent from network sponsors. The typical radio station has followed this general pattern of time-sales for the past two years." Turning to station expenses, the study states that 37 cents goes for general and administrative expense, 34 cents for programming, 18 cents for selling and 11 cents for technical expenditures.

Local Public Relations Efforts To Benefit from New Materials

In its desire to help the radio industry put its best foot forward, the NAB Public Relations Service is preparing a number of aids to help broadcasters in their local public relations efforts. John M. Couric, manager of public relations, described some of these aids which include: Study guides on broadcasting for use by local women's groups which should be available about February 1, 1961, and will be distributed through national women's organizations as well as local stations. Packages of informational reference materials on radio, designed especially for libraries and schools, are available now. A speech on careers in radio, for use with or without slides, will be available to all radio members in the fall, according to the NAB.

FCC Proposals on CONELRAD Equipment Draw NAB Protest

The proposed rule by the FCC which would make mandatory the installation of new equipment for CONELRAD is being opposed by the NAB. In a statement submitted to the FCC, the association said: "The broadcast industry has voluntarily cooperated with the Federal government since 1951 on matters of national defense, and has already expended several million dollars on behalf of the CONELRAD system. The presently constituted attention signal can be received just as satisfactorily by means of the 221 million existing broadcast receivers in the hands of the public as could the one herein proposed."



*The Death of Socrates
Jacques-Louis David (1748-1825)*

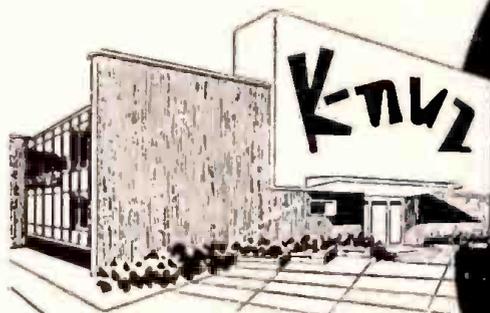
Houston is Sixth in the Nation...

K-NUZ is FIRST in Houston!

NO. 1* BUY

at the lowest cost per thousand!

*See Jafest Pulse or Nielsen



24 HOUR MUSIC and NEWS



**MEMBER OF
TEXAS QUADRANGLE**

**National Reps.:
THE KATZ AGENCY,
INC.**

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

IN HOUSTON.

**CALL DAVE MORRIS
JACKSON 3-2581**

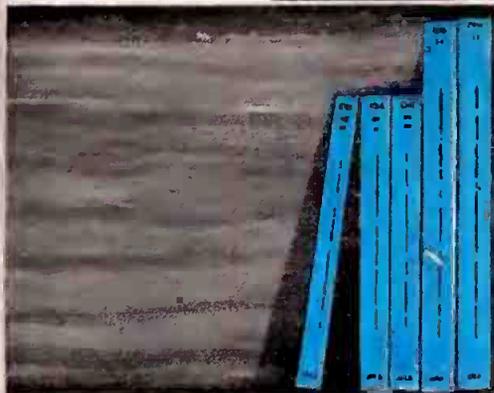
RESERVED FOR

Nielsen Coverage Service



'61

NCS '61—RADIO & TV



NCS '60—CANADA RADIO & TV



NCS '58 TV



NCS '56 RADIO



NCS '56 TV



NCS '52 RADIO



NCS '52 TV

for complete radio and tv coverage facts

NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

SET OWNERSHIP

Total homes . . . tv homes . . . radio homes
(from the 1960 U. S. Census of Population)

STATION CIRCULATION (daily, weekly, daytime, nighttime)

Each tv station . . . VHF or UHF
(including direct or wire-line service)

Each radio station . . . AM or FM
(including out-of-home listening)

Total radio use, county
by county

FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
367 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MURray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, OAVenport 5-0021

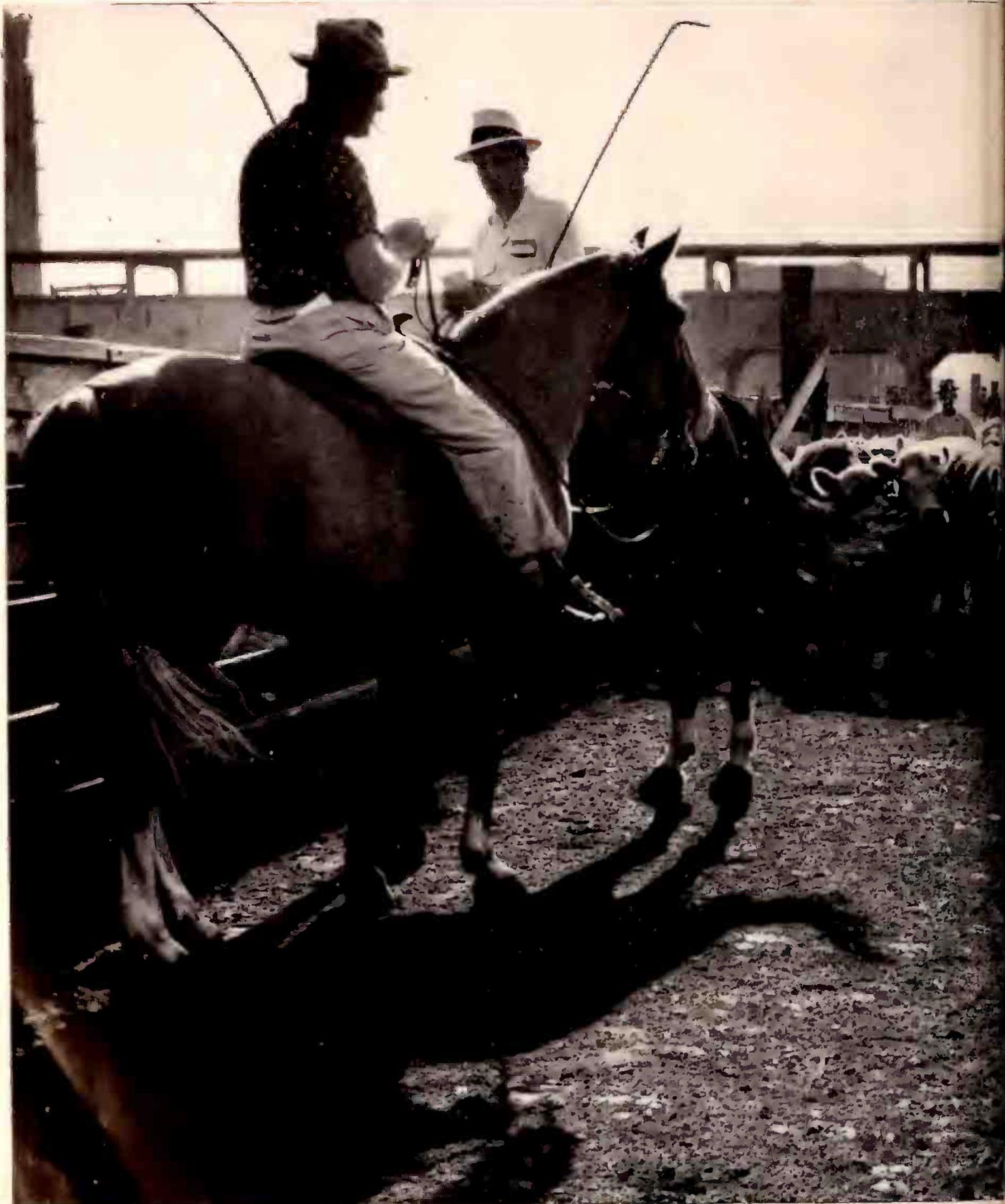
Nielsen Coverage Service

a service of A. C. Nielsen Company

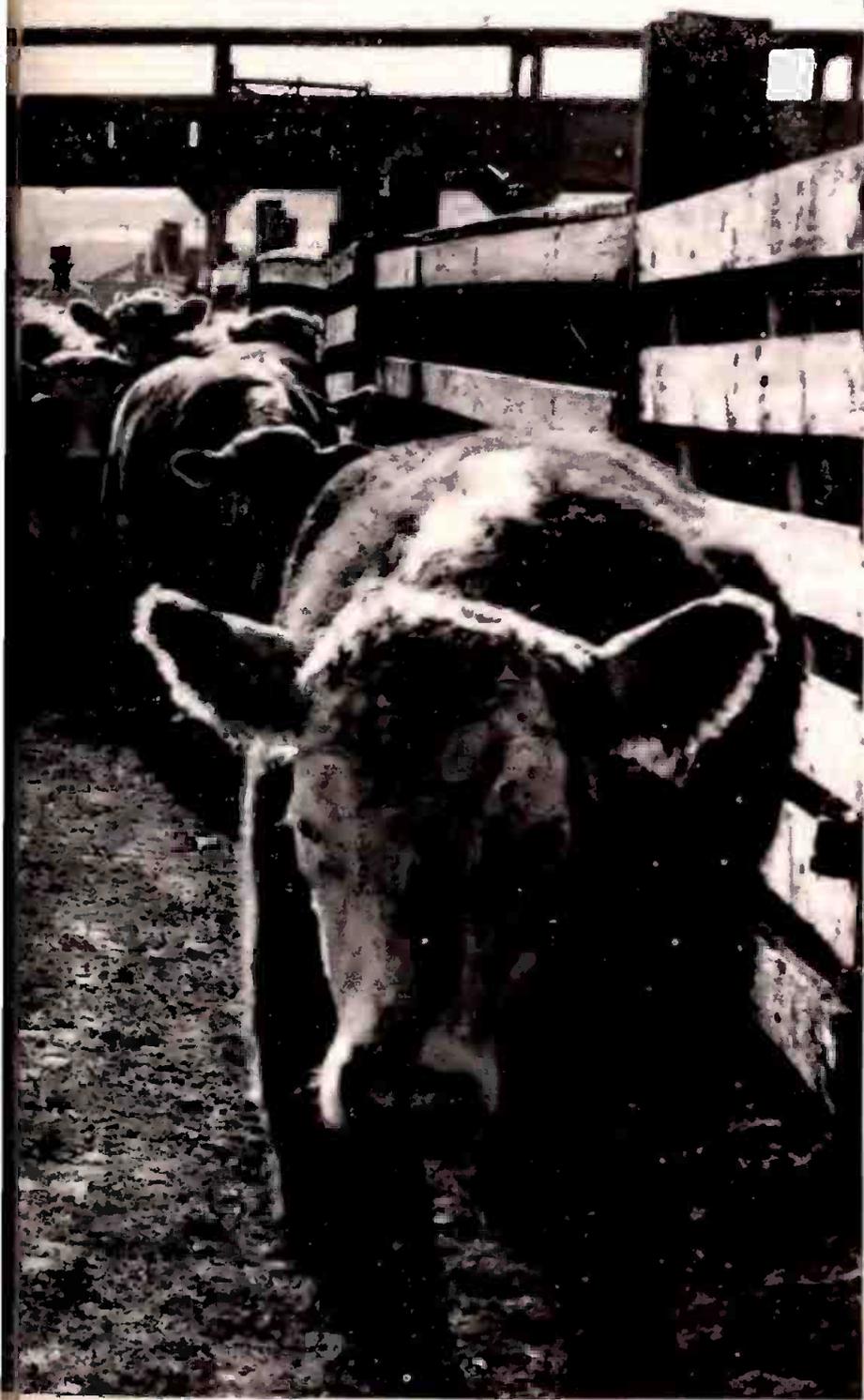
2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

0404

In Chicago



... the Union Stock Yards, which opened for business on Christmas day, 1865, is the largest cattle market in the U. S., serving 400 packers from 38 states—currently trading at the rate of \$860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.



In Chicago
WGN
RADIO

*reaches more homes
than any other
Chicago advertising medium ...
first in farm service
in the Midwest*



WGN IS CHICAGO

Quality • Integrity • Responsibility

LONG ISLAND IS A MAJOR MARKET!

WHLI
THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

**MORE FOOD
IS SOLD
ON LONG ISLAND
THAN IN
PHILADELPHIA,
PEORIA AND
PENSACOLA...
PUT TOGETHER!**

\$704,995,000
(Sales Mgt.)

WHLI

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

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD the voice of
LONG ISLAND, N. Y. Long Island

Represented by Gill-Perna

the *Silver Mike*



THIS MONTH:

WILLIAM K. McDANIEL

Vice President in Charge, NBC Radio Network

*'A Format That Is Valuable
For Us and Our Affiliates'*

William K. McDaniel, vice president in charge of the NBC Radio network, has never been more "bullish" about its prospects. And if anyone wants to be shown, Mr. McDaniel stands ready to translate words into deeds.

Two-thirds of the network's advertisers are on for more than 13 weeks and about a dozen are on for 52 weeks. This contrasts with the situation in 1956, the year he moved to the NBC Radio network, when the last of the year-round clients, Miles Labs, was lost.

Secondly, affiliates are getting more compensation now with 35 hours of option time a week than they were receiving a year ago with 75 hours.

And Mr. McDaniel points with a sense of accomplishment to the fact that there was more 1960 business on the books as of last June 1 (\$14 million) than there was for all of 1959.

Hardened by the lean years of network radio, the NBC Radio head remains a realist in appraising the job ahead. "We are satisfied that we have evolved a format that serves a valuable function for us and our

affiliates," he comments. "Our future objectives are product improvement, price improvement and market facilities improvement."

Mr. McDaniel, a native of Scarsdale, N. Y., joined NBC in New York as a page in 1938. From 1940 to 1941, he was a sales executive in the Midwest for Scripps-Howard Radio Corp. A year later he joined KMPC Los Angeles as an account executive.

He left that post in 1948 to become a salesman for ABC's KECA-TV Los Angeles and shortly thereafter was named station sales manager. In 1951, Mr. McDaniel became manager of ABC's western division network sales department. The following year he rejoined NBC as western division manager of NBC Radio Spot Sales.

In May 1955, after two years as sales manager of KNBC San Francisco, he was appointed general manager. He was placed in charge of NBC Radio sales in August 1956 and was named vice president for sales two months later.

Mr. McDaniel, who was promoted to his present post last January, lives in Pelham Manor, N. Y. ♦♦♦



The Big WLW Radio World!

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

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

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

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

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

WLW AUDIENCE SUMMARY DATA

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

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

(Source: 1956 Nielsen Coverage Service)

WLW Radio—one of the dynamic WLW Stations!



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



NEGRO

Community Programming



SPANISH/PUERTO RICAN
Programming



of Whirl-Wind sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM

**5:30PM-10:00AM

Fm Issue

Your special supplement on fm radio (July issue) is certainly excellent. This is the first compact, concrete job I have seen released on fm.

Just as a suggestion, when you do it again we feel a very important segment would be set penetration figures.

Your report is most impressive.

E. K. Hortenbower
Vice President & General Manager
KCMO Broadcasting
Kansas City, Mo.

... It might very well be that a large number of fm radio stations would want reprint copies of the (fm) supplement on a quantity basis. They make excellent "leave-behinds" for salesmen. Frankly, we are thinking of using them as a mailing piece locally.

Russell R. Naughton
Manager
WCCC-FM Hartford, Conn.

Kindly send me the (fm) reprint. ... I would like to have it and all monthly issues of U. S. RADIO sent to my home address.

Jerome P. Feeney
Joy Phillip Jingles
Racine, Wis.

Summer Radio

I have read *The Hot Sound of Summer Selling* in your June issue and congratulate you on its soundness. Certainly, the Katz Agency couldn't agree with you more.

Edward Codel
Vice President
The Katz Agency, New York

Many thanks for the excellent report in your June edition relative to summer listening habits. Please accept this as our order for copies of *The Hot Sound of Summer Selling*.

Again, thanks for the timely information ... and for another superb issue of U. S. RADIO.

Donald R. Grant
Sales Manager
KCSR Chardon, Nebr.

We would very much like to have extra copies of the article *The Hot Sound of Summer Selling* which appears in your June issue.

Stanley H. Edwards
Station Manager
WTRY Troy, N. Y.

Kind Words

... I want to congratulate you on the fine job of reporting that your publication did on our Blair Group Plan (*Industry Idea Selling*, June 1960).

Too many articles in all trade papers cover just the surface of the story. We have noticed more and more that U. S. RADIO is getting to the heart of the subject, and as a result you are doing an excellent job for the radio industry.

... we naturally consider your efforts another contribution toward getting more business in the radio advertising medium.

Arthur H. McCoy
Executive Vice President
John Blair & Co., New York

... Both we at the agency and the people at Champion were happy with the article on Champion's spot radio program (*Radio Sparks Champion*, June 1960).

As a matter of fact, the client was so pleased with the article that they requested 230 copies of the magazine so that they can be distributed to their sales force.

Warren K. Krüger
Associate Media Director
J. Walter Thompson Co., Detroit

Just a note of congratulations on a really helpful publication. U. S. RADIO is one of the few trade publications in the country that offers a representative complete information and specific leads on new business.

Your "Letters to the Editor" column is very often a means of new and profitable affiliations ... and your reports on radio activity seem to be the only ones that tell the complete story.

Once again, congratulations on a truly fine publication. Keep up the good work.

Don Watermirt
Executive Vice President
Bob Dore Associates
New York

Thank you very much for the excellent feature on Carlsberg Beer in the July issue of U. S. RADIO (see *Commercial Clinic*).

Martin Solow
Executive Vice President
The Wexton Co., Inc.
New York

U.S.

FM

A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

U.S. RADIO ANNOUNCES NEW FM-ONLY MAGAZINE

As the only all-radio magazine in the broadcast field, U.S. RADIO has watched—and reported with real interest and enthusiasm—the phenomenal growth of FM broadcasting and FM listening.

To give this “FM surge” the proper type of editorial treatment and emphasis, U.S. RADIO proudly announces a brand new supplementary *FM-only magazine*. This new U.S. RADIO publication will be published monthly coinciding with U.S. RADIO. The first issue will appear in September.

The new FM magazine will duplicate U.S. RADIO’s circulation, each issue having a press run of over 12,000. Advertising and subscription rates will be the same as U.S. RADIO. Beginning with a minimum of 16 pages, the new publication will be expanded as rapidly as possible to fit editorial and advertising requirements.

1960 FM SUPPLEMENT BIG SUCCESS

Last year, and again this year, U.S. RADIO pioneered the FM field with special supplements devoted entirely to FM. In response to our 1960 supplement, we’ve been deluged with messages of praise and, more concretely, requests for many, many more supplements than we had printed. To say interest in FM is at a high level is no exaggeration.

AN EXISTING NEED

Therefore, our new *FM-only* magazine has been born of real need! The mounting interest in today’s FM—plus our own faith in the medium—will sustain us in our efforts to emphasize radio . . . all of radio . . . AM and FM!

born of a
real need
for FM
broadcasters
and
advertisers



. . . U.S. FM, the industry's new monthly publication, will contain articles and departments covering in depth the field of FM Broadcasting

LOOK FOR:

Fore Most

FM radio's business barometer . . . status of FM at the moment . . . the industry's vital statistics .

How FM Produces Sales

Analyses of how FM is being used by major national and regional firms to help solve marketing and sales problems.

Remodeling Primer

Review of the basic considerations to be investigated before undertaking a major remodeling job in terms of equipment and budget.

What Lies Ahead for FM?

Problems FM faces in gaining a greater share of national ad expenditures and what FM broadcasters are doing to meet these problems.

Audience Builders

Report on what FM receiver manufacturers are doing to keep the sale of FM and AM-FM units rising.

FM station key

Up-to-date listing of FM stations by market . . . complete with national representative, counties covered, power, programming, set count and market penetration.

Favorable Mentions

Capsules of local FM success stories . . . station activity and news.

"The history of radio and of the broadcasters who have had faith in it is one of the great success stories of our time . . . And from this basic vitality has stemmed the phenomenal rise of U. S. RADIO as the industry's All-Radio magazine . . . Now, just short of three years since its founding, U. S. RADIO expands to cover even more thoroughly the whole field of radio — with the specialization that has made U. S. RADIO dominant . . . U. S. FM will be dedicated to the FM industry — its broadcasters, its clients, its suppliers . . . it will strive to bring into focus the many, many facts about FM that heretofore have been so widely scattered and overlooked . . . It is with these thoughts in mind that the parent looks at its new offspring with pride."

**Arnie Alpert
Publisher**

21 -|- (A)
(B)

Quickies (10 Seconds) 50% of earned annou

15 Min.

PROGRAMS

	Hour	30 Min.	15 Min.
1 Time	\$72.00	\$43.50	
26 Times	68.00	41.25	
52 Times	64.75	38.50	
156 Times	62.25	9.00	8.70
260 Times		8.00	6.50
520 Times			
1000 Times			

14-20 (A)
(B)

ANNOUNCEMENTS MINUTE OR LESS

CLASS A — 6:30 AM - 9:30 AM — Monday through

CLASS B — 4:00 PM - 6:30 PM — Monday through

SUNDAYS 6:00 AM to 12:00 Midnight

B Stand

What Can Be Done To Simplify Rate Cards?

Reports from representatives indicate that major steps have already been taken to meet agency criticism of complex cards

 Agency executives concerned with the buying of national spot radio have been loudly urging the industry to make its wares easier to buy. They have pointed to many problems that are being worked on, such as the traffic in mailing announcements, the heavy amount of station-by-station billing and the often

clumsy follow-through on availabilities. But one of the biggest targets of criticism has been the need for more simplified and standardized rate cards. National representatives and the American Association of Advertising Agencies, too, have been concerned with the problem in an effort to

lighten the agency man's task in quickly evaluating the cost and efficiency of multi-market, multi-station buys. When U. S. RADIO last April carried the exclusive report of the Radio & Television Executives Society's questionnaire survey of agencies, many views of paramount importance came to light. When the agen-

rate cards

cy executives were asked what recommendations they had to simplify the buying of spot radio, an overwhelming response pointed to the simplification of rate cards and the perhaps utopian desire to make all cards uniform and standardized.

Most agency criticism of rate cards revolves around these elements: Too many time classifications, too many variations on package plans, excessive number of additional charges and the use of the term "rates on request."

Among the features that agencies appear to want included in *all* rate card structures are these: Clear definition of time classifications, frequency and package plans, and having all provisions pertaining to various discounts spelled out clearly and understandably.

In line with this, the radio industry might also add a few of its own desirable qualities, such as devising rate structures to encourage all day use and longer buys.

Illustrating the interest of agencies in the problem, the AAAA has issued a standard form for radio rate cards that was developed by its committee on broadcast media.

It is the intention of the AAAA that the model format "will facilitate the preparation of rate cards by the broadcast media, help assure completeness of wanted information and minimize errors and expedite the announcement of rate and data changes."

11 Sections

The AAAA, which urges broadcasters to adopt the recommended format, arranges the card in 11 sections: (1) Names and titles of key station personnel; (2) representative; (3) mailing instructions and closing times; (4) facilities; (5) commission and cash discount; (6) rate policies; (7) rates for announcements; (8) rates for package plans; (9) rates for participating programs; (10) rates for programs, and (11) general provisions (contract requirements and commercial acceptance, among other things).

All provisions and qualifications of the rate card, the AAAA urges, should be spelled out clearly and conspicuously, such as the hours for the different time classifications and when bills should be made payable.

Representative Drives

The radio industry, as seen through the offices of the national representatives, has been making efforts of its own to simplify presentation of station rate cards.

An example of a major effort to eradicate awkward cards is the three-year-old program by Peters, Griffin, Woodward Inc. All but three of its 35 stations are on a similarly-formatted card that arranges the *number of announcements per week* vertically and the *number of weeks* horizontally.

Other representatives, recognizing the difficulty in trying to deal with the individual rate card problems of the many stations they represent, are similarly striving for simplicity and some degree of uniformity.

Edward Petry & Co. has just arranged its station rate cards in a new salesman's portfolio. Of the 25 stations it represents, about 15 are using a newer, simplified rate card format; many rate card features common to most stations have been standardized for as many stations as possible.

The Katz Agency Inc. has maintained a long-standing effort to simplify its station cards, but cautions that standardization and uniformity are not easily attainable goals for a medium that is characteristically local.

John Blair & Co. revamped and simplified its cards three years ago. The card is built around the concept of saturation weekly packages that start with a minimum of 12 announcements a week.

NBC Spot Sales believes that today's rate cards should make maximum provisions for short-term saturation schedules. The firm also thinks that the concept of fixed position announcements is on its way out.

H-R Representatives Inc. has been recommending a new rate card format for its stations that was devised about a year ago. A basic feature of the card is the Total Audience Plan which encourages use of the whole broadcast day, including nighttime.

Adam Young Inc. has been using a simplified card for its stations for about three years. The card emphasizes high frequency weekly schedules. A feature of the plan is designed to bring about greater use of daytime hours.

The seven-owned stations of CBS, represented by CBS Radio Spot Sales, have been using a simplified format that was put into use in December 1957. The card has standardized the time brackets. There are three sections—station time; fixed position and run-of-schedule announcements and participations, and special features.

The special rate card committee of PGW that was set up three years ago was concerned with both the rates themselves and the rate card format. The upshot of the study, as explained by Robert Teter, vice president for radio, was the determination that "the essential two qualities of a card were the number of announcements per week and the number of weeks per year."

The new card was arranged using these two coordinates as the basis. All discounts and package plans are figured into this structure.

"The objective of the change," states Mr. Teter, "was to simplify the structure of the rate card as a service to agencies. It was one way of making radio easier to buy. There are also certain subsidiary advantages of the new card."

Better Sales Tool

"It is a better sales tool for a station and representative. Consequently, a salesman can spend more time discussing—and the agency more time evaluating—the qualitative aspects of a station."

As Mr. Teter sees it, the chief abuses of the "older" card are the endless package plans, the confusing frequency discounts and the incomplete cards that all too often use the term "rates on request."

The PGW rate card committee is

composed of Jack Thompson, Bob Somerville, Don Frost and Mr. Teter. It is constantly re-evaluating the cards of the PGW stations, recognizing that no answer is the final answer and that situations are constantly changing.

Just recently, the committee standardized the continuing discount terminology for all rate cards. In addition, the last two categories in the number of weeks discount were formerly broken down as follows: 26 to 38 weeks and 39 to 52 weeks. The committee felt there was too big a gap between 39 and 52 and that this did not give an advertiser a large enough incentive to come in for 52 weeks.

The categories were changed to this: 26 to 51 weeks and 52 weeks. This provides the maximum incentive for a year-around advertiser.

'Not in a Vacuum'

The Katz Agency Inc. continually screens its station rate cards in an effort to simplify the structure and format as much as is possible. Dan Denenholz, vice-president for research and promotion, declares, however, that although simplification and standardization are ideals always being aimed at, there are localized situations and problems which are responsible for necessary variations.

"Rate cards are not created in a vacuum," he states. "They are formed within the context of specific situations."

Among the rate card features in which Mr. Denenholz observes a trend towards standardization are the listing of announcement rates ahead of programs and the consolidation of time brackets into three classifications (traffic times, daytime and nighttime).

He suggests there are four major considerations that determine the individuality of station rate cards. The first is the competitive position of a station where the rate structure must meet the competition. Secondly, where there is one card for both local and national advertisers, some rates, though available to the national advertiser, may be designed primarily to accommodate the local advertiser.

Thirdly, there is the matter of programming, which bears on such things as the definition of time



THE INTEREST OF AGENCIES in radio rate cards has been growing. Here, William Esty Co. media buyers Hal Simpson (l.) and Jack Fennell meet with the radio rate card committee of Peters, Griffin, Woodward Inc., New York. Committee members are (l. to r.): Robert Teter, vice president-director of radio; Don Frost; Jack Thompson, vice president-radio sales manager, and Robert Somerville. All but three of PGW's 35 stations are using a similar card.

brackets and special feature rates. And fourthly, Mr. Denenholz points to management philosophy, which involves such important considerations as the balance to be achieved between local, regional and national accounts.

Mr. Denenholz cautions that the theory of the complexity of rate cards inhibiting radio's ability to obtain more business may be an oversimplification. "We must remember that the beauty of spot radio is the ability to capitalize on the wide range of localized differences. This diversity in markets, stations and localized situations underlies the seeming variations in rate card structures and policies. The rates themselves are more important than the rate card."

Edward Petry & Co., mindful of the differences in station situations, has made a recent push to simplify its station cards to as great an extent as possible.

It recently put together a new rate card looseleaf portfolio for its salesmen containing simplified and standardized versions of cards wherever possible. As mentioned earlier, about 15 of the firm's 25 stations are using a newer type card in which fixed announcements are listed first, announcement plans (Impact Plans)

are second and programming rates are third.

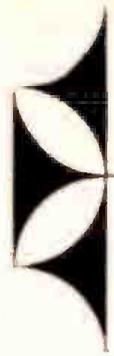
The efforts of the Petry organization, according to William Steese, promotion manager, are aimed at simplifying the appearance of the card, standardizing and clarifying the terminology wherever possible and offering an incentive for an advertiser "to run longer and bigger."

The latter point is of paramount importance, declares Mr. Steese. "Under the old-type frequency discount cards, there was no consideration for longevity; no incentive for staying."

The newer cards have two coordinates: The number of announcements per week are arranged vertically and the number of weeks per year are grouped horizontally. The weekly cost and the unit cost are also mentioned. Under the Impact Plan, an advertiser's schedule is rotated. Under a class AA buy, for example, announcements are rotated from 6-9 a.m. to 4-7 p.m.

The Petry station card also is designed to provide maximum encouragement for consecutive week buying. For example, an advertiser who is on for four weeks, out for one and comes back for another four will earn an eight-week discount for the last four weeks.

(Cont'd on p. 46)



BULOVA

PROBLEM: How to reach a mass audience with heavy impact, but only at certain specified times of the year. ANSWER: Radio.

John Hancock

PROBLEM: How to reach a mass male audience in the medium and low income group, but in specific markets. ANSWER: Radio.



PROBLEM: How to establish brand image for new product, reach mass female audience, reach Negro market. ANSWER: Radio.

Three Problems and One Answer—Radio

**McCann-Erickson finds that sound medium
provides the solution for three clients
faced with different marketing objectives**



"I want to reach a mass audience with heavy impact, but only at certain specified times of the year."

"I want to reach a mass male audience in the medium and low income group in specific markets and be able to get copy points across that this group probably wouldn't take the trouble to read in print."

"I want to establish a brand image for a fairly new product, reach a mass female market and also direct our efforts to the Negro market."

Basically, these are the problems that were confronting McCann-Erickson Advertising (U.S.A.) and three of its accounts. None of the problems were the same, none of the products involved were the same. However, the solution arrived at by advertiser and agency in each case was the same—radio. Two of the advertisers had never used the medium before, and the other had been off the airwaves for over a decade.

It is still a very significant fact that radio has flexibility. This applies to programming, frequency, copy approach, selection of markets, coordination with other media and others. And this is what made it possible for McCann to recommend the sound medium for each of the three situations outlined above.

Variety of Uses

The following is a detailed report on why and how McCann-Erickson and its clients—the Bulova Watch Co., the John Hancock Mutual Life Insurance Co. and the National Biscuit Co.—are using radio:

- On April 1 of this year, after 11 years off the soundwaves, the Bulova Watch Co. returned to a spot radio schedule in 25 markets, reminiscent of the B-U-L-O-V-A time announcements introduced to radio in the 1920's. Tad Jeffery, vice president of advertising for Bulova, says, "Radio spot announcements enable the company to concentrate its advertising messages around major gift-giving occasions—in conjunction with print advertising during these periods."

- In May, the John Hancock Mutual Life Insurance Co., traditionally a print advertiser, began a test radio campaign in its three largest

markets. In June, the radio schedule was extended to include an additional 10 of the company's top markets in a drive that will extend through the fall. "Radio permits us to determine exactly how much advertising effort we wish to put into each market," explains Leavitt Howard, Hancock's director of advertising.

- The National Biscuit Co., which introduced its Milbrook bread to the Northeast last fall, put its summer advertising investment for the new product into radio. "We, of course, use other media in summer," says D. P. Moss, assistant sales manager of Nabisco's bread division, "but we use radio as a prime medium." The Milbrook campaign began June 27.

Independent Decisions

"The decision to use radio for these accounts was made independently in each case," says William Fricke, associate media director of McCann-Erickson Advertising (U.S.A.), who supervises Bulova, John Hancock and Nabisco media strategy. "Each of the three have different marketing problems, different selling points and different goals. Our choice of radio for these accounts this year was a considered judgment, based on the specific needs of each of the clients.

"For Bulova, radio means, among other things, the ability to saturate 25 markets across the country within a limited budget, at specific periods during the year. The main advantage of radio to John Hancock is its local nature, which enables the company to put its advertising exactly where it is needed. And Milbrook is looking for summer radio, with its increased level of listening during housewife hours."

Bulova is aiming for the mass market, Mr. Fricke explains. Since the greatest number of watch sales are made at those times of the year which are considered gift-giving occasions, such as Christmas, graduation, Mother's Day and Father's Day, the company wanted advertising which would provide the greatest impact at those times.

From 1926 until 1949, the Bulova time signal served the company well, especially during the growth period

of the 1930's, according to Mr. Jeffery. "Eleven years ago, we moved into spot television. At present, however, Bulova finds the tight market a difficult one in which to obtain the type of television selling needed for high quality jeweled watches and other products."

Mr. Fricke explains that "although we had not used the time signal in 11 years, we found that people remembered Bulova by the signal and, in fact, that many of them thought it was still on the air. The relationship between the time signals and Bulova is a natural one, and one which had been established over a long period of time in radio's earlier years. To take advantage of this situation, we decided to go back into radio this spring."

Bill Frame, print/broadcast media supervisor at McCann-Erickson, explains what Bulova wanted. "We were interested in reaching as many people as possible as often as possible. For this purpose, we scheduled 10-second ID's on a six-day basis with heavy emphasis on morning and evening traffic hours. These have now reached a total of up to 50 announcements per week in many markets."

Remaining In Radio

The spring campaign ended June 30. Mr. Fricke points out that since media, like other phases of advertising, cannot be reduced to an exact science, it is a difficult task to determine exactly how effective the advertising has been. However, a 12-week radio drive, similar to the spring campaign, is now scheduled for the fall and, according to Mr. Jeffery, "the company plans to remain in radio at least through the end of fiscal 1960—late March."

To insure the most efficient schedule, the agency in mid-March interviewed representatives from all markets involved, according to time-buyer Phil Stumbo. "In order to facilitate the purchase of time, we prepared individual forms, with information on the time and length of the campaign, frequencies we were considering and requests for availabilities and costs. These were sent to about 50 firms representing about 250 stations. With the forms went a letter explaining what we were

three problems

looking for. The representatives, in turn, sent them on to the stations where they were filled out and returned.

"We then set up appointments for the representatives to meet with us concerning each market in which they had a station. We found that as a result of this procedure, we were well informed on what the stations had to say, and the representatives were satisfied that they had had the chance to give us all the information they felt necessary.

"We were quite satisfied with the

recently opened an office on the West Coast and wants to build up its prestige in that area at a cost in proportion to its budget."

In confirmation, Mr. Howard states, "We feel that it is important for us to be able to turn on or shut off the flow of promotional dollars whenever and wherever we want."

The insurance firm's magazine advertising gives it broad coverage and national prestige, Mr. Fricke explains. "To correct the balance between the coverage given by magazines and the potential in each mar-



McCANN-ERICKSON MEDIA team works out strategy for clients' use of radio. William Fricke, associate media director (center), discusses plans of Nabisco, Bulova and John Hancock with timebuyers Phil Stumbo (l.) and Joe Kilian.

results," Mr. Stumbo continues. "And since then, one of the agency's other big radio advertisers has begun to use similar forms to obtain timebuying information."

In search for solutions to the requirements of its insurance company account, McCann-Erickson uncovered additional data that pointed to radio for the answers.

"The John Hancock account involved different considerations," says Mr. Fricke. "Here was an advertiser seeking out middle and low income groups. With its advertising media closely geared to sales, the company wants to be able to enter a specific market as strongly as it feels necessary to build up the market's potential. For example, the company has

ket, however, the company was looking for additional efforts in key areas."

A second factor was the composition of the radio audience. "Since men do most of the buying when it comes to insurance, they are the main target of Hancock's advertising," Mr. Fricke says. "Radio was considered because it can provide the mass men's audience at specific times of the day, such as during traffic hours."

Another consideration, he adds, is that radio provides a receptive audience. While the image is important, there are specific selling points that the company wants to stress. Potential customers are not likely to read many of the important details. The

sound medium, on the other hand, provides a means of reaching an audience with the company's entire sales message.

For these reasons, the insurance firm decided to test spot radio in a few cities last May. "I received orders to buy radio time in the company's three largest markets," says Mr. Stumbo. "These are Los Angeles, San Francisco and Chicago. I bought a 26-week schedule in those cities with emphasis on traffic time and on public service programs, at frequencies of 10 to 12 a week."

One of the reactions came from the helicopter traffic reports scheduled in the Chicago area. There, says Mr. Stumbo, several Hancock agents commented on the advantages of the programming. And, in a gesture which serves to point up the prestige image which can be achieved in the sound medium, the firm received a note of thanks from the governor of Illinois:

"You and your firm are to be heartily commended for taking the lead in such an excellent public service program," said Governor William Stratton. "It is heartening indeed to know that a respected firm like John Hancock is so solidly behind our efforts to save lives."

Radio In Top Markets

The company has since decided to support its top 13 market areas with radio. In all, the radio schedule will continue for 26 weeks. It will pick up again in the fall after a summer break. "Again, it is difficult to measure results precisely," Mr. Fricke says, "but it can be said that spot radio is for now an integral part of Hancock's over-all advertising effort. The medium's selectivity, in conjunction with its economy, may be cited among the important factors that brought the company to the soundwaves."

Coming up with the ingredients to be used in its advertising and marketing recipe for Nabisco, McCann made use of generous portions of radio.

The virtues of summer radio (see

The Hot Sound of Summer Selling, June 1960) were cited by Nabisco in explaining why it decided on a warm weather campaign. Says Mr. Moss, "We are using radio this summer because we believe listening increases considerably in that period. This is because of an increase in outdoor activities, backyard entertaining and traveling."

The bread had been marketed previous to last fall under varying names, but was then reintroduced as Milbrook by a television campaign. "The Milbrook name was not well known at the time," Mr. Fricke explains. "Our main task was to build the brand image. This we did through a humorous character, 'Maestro Milbrook,' who could form a strong identification with the product. Both the visual and aural characteristics of Maestro Milbrook were developed through television since we created both the visual cartoon and an identifying musical theme.

"For the summer campaign, we were able to carry through with the theme by sound alone. I believe that such research evidence as the Sindlinger reports, which have consist-

ently shown high radio listening during the summer months, have been able to establish a pattern for summer radio which justifies its use as a prime medium for Milbrook."

Aiming For Housewife

Milbrook, in aiming for the housewife, relies on local female personalities and some news and weather reports, according to Mr. Stumbo. He points out that most of Milbrook's markets are in the Northeast, though some do extend to such places as Ohio and Texas. About 12 announcements, all minutes, are being used by the company from 9 a.m. to 5 p.m., Monday through Friday. A token weekend schedule, consisting of two spots on Saturday and one on Sunday, is intended to reach housewives who work during the week.

The bread is also on a 52-week schedule on Negro stations in four cities. These are Birmingham, Ala., Houston, Pittsburgh and Cleveland. "We have found that Negro personalities can exert a strong influence over a large and loyal following," Mr. Stumbo says. "In the Milbrook

markets where Negroes represent more than 10 percent of the population, we will use radio right through the year." (See *Negro Radio*, v. 5, RADIO, December 1959.)

"We have had each of these three accounts for several years," Mr. Fricke says. "As an agency, we are continually trying to recommend the best combination of media, or single medium, for all our accounts. As marketing and advertising conditions change, we try new media approaches to fit new situations.

"Radio played an important role in the advertising of Bulova, John Hancock and Milbrook for the first time this year (in the case of Bulova, after an 11 year hiatus). While the importance of radio in the lives of people today is an established fact, Mr. Fricke continues, "the need to support the radio story still exists. Suggest a radio expenditure and the client's first reaction is 'why?' At present, we need more facts to justify outlays for radio. As more research in all phases of the radio industry is undertaken, it will be easier for such agencies as McCann to recommend radio where we think it will do the most good." • • •

(Watts)

SCHEDULE:
 TOTAL 25 WEEKS: 1st 13 WEEKS: FRIDAY, April 1 through THURSDAY, June 30
 Last 12 WEEKS: Fall, 1960
 10-SECOND I.D.'S / MONDAY through SATURDAY / 6 AM-7 PM / 60% in PRIME TIME

COSTS:

# OF I.D.'S WKLY.	TOTAL FREQ.	TIME PERIODS	COSTS (Based on 25 Weeks)	
			PER 10-SEC. I.D.	PER WEEK
25	(625x)	Prime - 15	\$ _____	\$ _____
		Non-Prime - 10	\$ _____	\$ _____
30	(750x)	Prime - 18	\$ _____	\$ _____
		Non-Prime - 12	\$ _____	\$ _____
35	(875x)	Prime - 21	\$ _____	\$ _____
		Non-Prime - 14	\$ _____	\$ _____

AVAILABILITIES: (MONDAY-SATURDAY / 6 AM-7 PM ONLY)

DAYS	TIME	PRECEDING ADJACENCY	FOLLOWING ADJACENCY	PULSE RATING	TIME CLASSIFICATION

NEW FORMS for compiling radio availabilities and costs were sent to representatives by agency, filled in and returned by stations. When McCann-Erickson started to buy Bulova spots, timebuyers had best information for selection. Forms proved so useful that others now use them.

AUSTRALIAN AND MEXICAN BROADCASTERS



TURNING TO TECHNIQUES STAMPED . . .

'Made in U.S.A.'

Faced with rapidly expanding economies, populations and competition, Mexican and Australian radio sets dynamic pace

 One of the major developments of recent years has been the widespread expansion of American firms into foreign markets. Today, thousands of organizations, either through subsidiaries, branches, offices and others, are selling their wares in almost all of the market places in the free world. As a direct result of this surge in international selling, another product definitely carrying a "Made In the U. S. A." label is finding great acceptance—advertising and marketing techniques.

Branches of important American advertising agencies are now found in key foreign markets. In addition, "native" agencies have shaped themselves in the image of their U. S. counterparts. As a consequence, advertising media have been undergoing some interesting changes. The following is a report on what radio is like in two different parts of our shrinking globe.

AUSTRALIA

Australians have long demonstrated their affinity for American products and the American way of doing things. With a population of about 10 million (comparable to the New York City metropolitan

area), Australia enjoys one of the highest standards of living in the world. It is estimated that over half the population resides in urban centers, resulting in concentrated marketing areas.

Currently, there are over 160 radio stations in operation. Of this total, over 100 are commercial operations with the remainder being government operated national stations. The majority of the commercial outlets belong to or are affiliated with a network. Australia has two national networks, two interstate and six regional. According to the Australian Broadcasting and Television Year Book, the MacQuarie Broadcasting Service, Sydney, is the largest network with over 60 member stations. It is interesting to note that this network is a cooperative with each member station also being a shareholder.

Following the British practice, listeners must purchase radio set licenses from the Australian Broadcasting Commission. There are approximately 2.2 million licensed receivers in operation, according to the Australian News and Information Bureau. It has been estimated that commercial stations reach over 90 percent of the potential audience.

With tv making fast progress, the

commercial radio station operators are finding themselves in an increasingly competitive situation for the advertising dollar. This competition, plus having to woo its listening audience against the background of government - owned stations, has many radio people closely studying American broadcasting methods.

Ad Expenditures

The amount of money spent on advertising in Australia has been mounting steadily. It has been estimated that total ad expenditures for all media in the country is now well over \$250 million yearly. This is an impressive total on two counts—the small size of the population and the fact that there are said to be only about a dozen nations spending over \$100 million a year for advertising.

Breaking down the money spent for advertising, it has been estimated that print media accounts for approximately 50 percent of the total, radio earns about 15 percent and television close to eight percent. However, tv is making fast strides and is probably now getting at least the same share of the advertising dollar as the sound medium.

Radio commercials are subject to censorship by the Australian gov-

ernment. A bulletin from the Australian News Bureau states "Dramatized testimonials are forbidden. . . . False or anonymous testimonials, comments upon the products of other advertisers, the advertising of matter barred from the mails, speculative finance and grossly exaggerated statements are also prohibited.

"Rules for Sunday advertising lay down that not more than two advertising announcements shall be permissible in any 15 minutes, and that not more than 150 words of advertising matter may be used in that time. Statements about liquor and certain patent medicines may not be made on Sundays."

The number of words in a commercial are also controlled. For example, a 60-second spot can have a maximum of 140 words; a 25-second message is limited to 50 words, and a 15-second spot to 25 words.

Turning to programming, the News Bureau bulletin points out that "A very large portion of the material broadcast by the commercial stations is recorded. As a general rule, the material is of a light nature, with dance music predominating; in the dramatic field, the radio serial takes up most of the time. Children's programs are expected to be compiled with meticulous care and must encourage correct speech, respect for law and order and fair play. Standards are laid down for children's plays and many things are distinctly prohibited, such as torture, horror, the supernatural and profanity."

Station Profile

An Australian station which has quite frankly patterned itself along American standards is 2SM in Sydney. The station has been on the air since 1931, and operates on 5,000 watts—the maximum power permissible in Australia for a commercial station. Its facilities include three studios.

In describing its market, the station points out that Sydney has a population of 2,054,800. "As an indication of its market size," a station

presentation states, "last year there were over \$2.68 billion spent in the State of New South Wales on the sale of retail goods."

Media in Sydney include two government radio stations, six competitive commercial stations, one government owned tv station, two commercial tv outlets, two morning and two afternoon newspapers and 25 miscellaneous types of magazines. The station presentation also says "In Sydney there are 87 accredited radio advertising agencies."

Programming Policy

Describing its programming policy, the 2SM presentation reports: "Of the six commercial stations in Sydney, four operate on a popular music programming policy, one has feature programs and the other has a combination of music and features.

"2SM's policy is basically one of music, news, weather, sport and public service, banded together into what we call M7 Family Formula Programming. Each half-hour segment of musical programming, throughout the day, is broken up into categories . . . designed to give all age groups a record they will enjoy every few minutes. . . . The music is backed up by a comprehensive news policy, incorporating hourly news. 2SM also broadcasts all major sporting events in the city, with the exception of horse racing, and devotes a considerable amount of free time for announcements and interviews on matters of a public service nature."

In describing its sales policy, 2SM says its main selling point is the delivery of "specialized audiences combined with hard-hitting personalities." In addition to the home audience, the station states that it directs its efforts to:

"*The beach audience*—Sydney has 34 major beaches and a half million people visit them every weekend.

"*The factory audience*—There are 326,125 people working in Sydney factories.

"*The motoring audience*—There

are approximately 400,000 cars on the road in Sydney. Each afternoon, 2SM has a special two-and-one-half hour program devoted to car radio listeners."

Prospects for the future of radio, as it is for all media in Australia, appear to be extremely bright as the country continues to develop and expand. A study of the international market recently released by McCann-Erickson states "By 1970, its (Australia's) level of output should approach \$16 billion, an increase of approximately 40 percent. The population growth rate of Australia will increase by about 25 percent in 1970—a rate faster than that indicated for the U. S."

MEXICO

Currently estimated to be spending over \$100 million a year for advertising, Mexico is a vibrant, growing market—and one in which radio is the number one advertising medium. In the previously mentioned McCann-Erickson study, it was reported that "Mexico will show one of the steepest growth rates of any economy in the free world. Its population over the next 10 years will rise from 33 million to 45 million. . . . National output will more than double, expanding from over \$10 billion to over \$22 billion."

It is estimated that there are over five million radio sets in use, with approximately 40 percent of that total being concentrated in the federal district which includes Mexico City. By comparison, there are said to be approximately 500,000 television sets in operation, with the vast majority of them being found in the Mexico City federal district. It is generally agreed that the Mexico City market accounts for 40 percent of all retail sales in the country, and therefore has the greatest concentration of media.

According to a recent issue of *Medios Publicitarios Mexicanos*, a subsidiary of Standard Rate & Data Service, there are some 29 radio stations in the Mexico City federal district. There are four networks in Mexico, but only one is connected

AUSTRALIAN RADIO FACTS

- *Over 100 commercial stations now on the air*
- *Maximum commercial station power 5,000 watts*
- *Approximately 2.2 million receivers in use*
- *Commercial radio reaches 90% of potential audience*
- *Radio accounts for about 15% of all ad expenditures*
- *Some stations switching to "formula" broadcasting*

MEXICAN RADIO FACTS

- *Radio is dominant advertising medium*
- *Radio accounts for about 40% of all ad expenditures*
- *Soaps, beers, cigarettes largest radio advertisers*
- *Prime evening hours usually completely sold out*
- *Spot announcements purchased by number of words*
- *Audience ratings are fairly constant throughout day*

by telephone wires and, therefore, able to simulcast. The other networks use tape. There are no coverage limits imposed on stations. As a result, it is possible to have a situation in which one station blankets almost the entire country. This is true of XEW, a 250,000 watt station. Another Mexico City station, XEQ, is a 150,000 watt operation.

Dominant Ad Medium

There are no representatives in Mexico, with all time being purchased directly by the advertising agency or advertiser. With no important competition from print or tv, radio finds itself in the position where the 7 p.m. to 9 p.m. period is completely sold out, with additional advertisers waiting for a chance to get into the schedule. The Noble Advertising Co., a "native" agency billing close to \$5 million a year in the Mexico City market, reports that 40 percent of these billings are in radio.

The bulk of the radio advertisers are subsidiaries of American firms. And following the U. S. pattern, the largest radio users are in soaps, beers and cigarettes. Some of the "blue chip" radio users in the Noble agen-

cy include Kimberly-Clark of Mexico, Du Pont, Minnesota Mining and Manufacturing of Mexico, Pan American Standard Brands, Procter & Gamble of Mexico, the Mennen Co., U. S. Rubber Mexicana. The agency reports it is currently producing 74 radio programs a week.

Most of the radio commercials fall into the spot category. However, the agency buys these announcements by the word. Under the Mexican system, the advertiser is allowed five seconds for 10 words, 10 seconds for 25 words, 30 seconds for 50 words. It is also interesting to note that there are no published local rates and there are no frequency discounts.

Advertising Copy

The government does put restrictions on advertising copy. For example, it is not permissible to present competitive drug ads. All products which come under the jurisdiction of the Board of Health, including such things as toothpaste, are subject to advertising copy censorship.

On the programming side, there is a wide variety appealing to all tastes. There is, for example, a sta-

tion in Mexico City which broadcasts nothing but time signals and spot announcements. There is a station which programs exclusively for women. Quiz shows, rock and roll, soap operas and sports rank among the most popular types of programming fare.

Although the government does not specify how much air time is devoted to it, each station must carry some public service programming. As part of this obligation, every station in Mexico broadcasts *The National Hour* every Sunday. This is a 90-minute variety show produced by the government.

Audience Ratings

The radio audience appears to be fairly constant. A recent research bulletin issued by the International Research Assoc., Mexico City, offered the following figures for ratings in the Mexico City federal district. The audience in the morning, from 9 a.m. to 1 p.m., was 32.4 percent; from 4 p.m. to 7 p.m., 28.3 percent, and in the evening, from 7 p.m. to 10 p.m., 26.5 percent. It should be noted that the hours from 1 p.m. to 4 p.m. have been omitted. This is the traditional "siesta" time in Mexico. • • •

Network Audience



Today's radio network is facing a new challenge—that of helping its affiliates build local audience and acceptance.

In the current scheme of things, the network serves the station rather than the set-up of a decade ago when the station was considered as only the outlet for the national operation.

The networks express this view in varying ways. CBS Radio says "all business is intrinsically local and so are the audiences." NBC Radio declares that the radio network of today "has complete local orientation." ABC Radio states, "We know radio's future is local." MBS candidly avows that it is a "service to independent stations."

In accord with such thinking, network audience and program promotion has stressed the link between the national programming and the local station.

In addition, the networks have become more mindful of the competition for listening attention and are using fresh techniques in on-air promotion.

A review of some of the things that are being done follows:

- CBS Radio has turned to the use of jingles for the first time since 1957. A survey of the national networks shows that this is the only outfit currently using

its own jingles, which bear a high cost for a network.

- NBC Radio has been using the interview technique in its program promotion, opposed to the straight announcement variety. Some of the promotional spots run as long as two minutes.
- ABC Radio has been using straight announcement copy to promote its shows and expects by the fall to be adding musical backgrounds and sound effects to the promotion spots.
- MBS makes exclusive use of 20-second and 30-second promotion spots to promote its news and news background programs.

'Comfortable Familiarity'

CBS Radio turned to the use of jingles for play by its local affiliates in an effort to attract the attention of listeners. "When it was decided that we would try jingles," states Art Hecht, network promotions director, "there were several things we were looking for. The melody and the attack needed freshness and topical appeal. A sense of comfortable familiarity had to be combined with an original, catchy tune."

The network assigned the job of producing the series of spots to jingle-makers Joan Edwards and Lyn Duddy.

Keyed to the timeliness of the po-

litical fever, one spot used the pear-shaped tones of a grassroots politician who, accompanied by a march tempo, said in part: "Mah friends! This is the year to cast your vote for CBS. CBS Radio. What is the platform gonna be at CBS? Biggest shows—biggest stars. All the best in radio. . . ."

Another jingle capitalizes on the upsurge in car listening during the summer and early fall months. Still other jingles, each with its own tempo and lyric idea, feature CBS Radio personalities Arthur Godfrey, Bing Crosby and Garry Moore. There's also a female blues solo in the "Sentimental Journey" tradition with an opening line that sets the mood—"Easy listenin'."

In addition, the series of jingles includes a cha-cha-cha and a humorous boy-girl duet based on the Edwards-Duddy song, "Darn It, Baby."

Each jingle runs less than 60 seconds so that it can be used on musical programs between chatter and for station breaks. A special feature of the jingles is that the discs contain blank spots in which a station can insert copy for local shows.

Affiliate response, according to Mr. Hecht, has been extremely enthusiastic. As a result, present plans call for the production of a new set of jingles for every season. It is felt that the initial set will be appropriate through November.

Promotion Goes Local

Four national networks gear on-air and audience promotion to create strong interest at the local level; station tie-ins are urged

Stations have indicated their approval of the jingles, states Mr. Hecht, on two counts: They are stimulating audience interest in their programming and it saves them the cost of producing similar jingles of their own.

A 13-piece orchestra and nine choir voices were used to create the initial series.

Two-Minute Interviews

George Graham Jr., vice president and general manager, NBC Radio, states that instead of announcements, the network has been featuring the interview technique in its program promotion. These spots run as long as two minutes in length.

"We decided that because the listener is subjected to a constant outpouring of information, news and commercials, our promotion spots had to offer something that would capture the audience's attention," he remarks.

An example of how the interview technique works occurred the weekend before the Democratic convention in Los Angeles. A series of 30 spots featuring interviews by Perle Mesta, Washington hostess, with convention dignitaries and personalities were played on the network. Each interview dealt with convention problems and sidelights: the "promo" came at the end of each



THE JINGLE-MAKING team of Joan Edwards and Lyn Duddy created the series of audience promotion jingles that CBS Radio has sent to affiliates. There is a break in each jingle to allow for local copy. Stations have responded enthusiastically.

network air promotion

chat, featuring an appeal that listeners stay tuned to the particular station for NBC Radio convention coverage.

Similar spots are used to promote the three main ingredients of the network's programming — *News-on-the-Hour*, *Emphasis* and *Monitor*.

At the time promotion spots are "cut," some are made for network use and some for station play. For example, when Morgan Beatty is featured in a promotion spot for news programming, two are made for network use and one for the affiliates.

It is interesting to note that the Beatty news "promos" for stations are done in the form of an interview. An affiliate's news director can use the spot in such a way that it appears he is chatting with the national commentator. In most cases, these spots clearly make the point that this is the place on the dial for good

national and local news coverage.

A similar way in which NBC Radio promotes its news operations, according to Mr. Graham, is through its overseas correspondents. Its newsmen in Rome, for example, may jocularly talk about the many hometown requests he has received for Olympic tickets. At the end of the chat, it is pointed out that this report is by one of the many overseas reporters of the network.

NBC Radio also uses promotion spots of varying lengths (10's, 30's and 60's, in addition to the two-minute variety). During the first quarter of 1960, the network also used jingles.

Another key part of NBC Radio's effort to tie-in local promotions with the national network theme, "The Sound of the Sixties," was the affiliate contest held the earlier part of this year (January 1 through Febru-

ary 12).

A total of 12 prizes were awarded to station promotions relating local news, sports and entertainment to the network programming carried on affiliated stations. The stations were grouped into four categories of competition based on the size of the market.

The first prize was an RCA Home Entertainment Center consisting of a 21-inch tv-am-fm set and stereo hi-fi phonograph.

More Spice in Fall

ABC Radio up to now has been using mostly straight copy for its show promotion. Its on-air spots are of varied lengths (10's, 20's, 30's, 40's, 50's and 55's).

The copy promotes the network's news operation as well as such programs as the *Breakfast Club* and the *Eydie Gorme Show*.

In the fall, ABC Radio expects to add spice to its on-air promotion through the use of musical backgrounds and sound effects.

The network also uses the device of talent spots. Personalities will present a spot via closed-circuit. The affiliates tape it and play it at appropriate times.

In addition, the network in the fall will present a series of on-air spots which will feature favorite dishes and recipes of ABC Radio personalities.

Another series will promote radio's future on the air, covering such things as the medium's portability and utility.

An integral part of ABC Radio's audience building campaign are promotions for its affiliates. The recent Patterson-Johansson fight was heavily supported by local contests and gimmicks, as well as on-air spots and merchandising posters. There were many things individual stations did: One outlet had an illuminated marquee with fight copy on it; another sent 1,000 letters to taverns; one affiliate sent formal invitations to local agency executives to listen to the fight; still another idea that some

What They're Doing

The four national networks have been gearing on-air and audience promotion to create strong local interest in national programming. Here's a rundown of what each is doing:

- CBS Radio has created a series of jingles for local station play. Initial reaction from stations has been extremely enthusiastic to the point that the network plans to develop a new series each season.
- NBC Radio has adopted the use of the interview technique in its on-air promotion. Most of the interviews run as long as two minutes. In addition, the network has held a contest for its affiliates to encourage promotions that relate local programming with national fare.
- ABC Radio has been using straight announcement copy for on-air spots, but expects by the fall to add musical backgrounds and sound effects. In addition, the network in the fall will have a series of promotions built around the favorite recipes of its personalities.
- Mutual Broadcasting System has been using 20's and 30's exclusively in its on-air announcements. The promotions feature the network news operation as well as its in-depth programming — *Capital Assignment*, *World Today* and *Reporter's Roundup*.

stations used was a "knock-out contest," whereby the listener that guessed the winner and the round received a special prize.

One daytime station installed a public address system so that people could listen to the fight either in the studio or outside on the street. It was estimated that about 1,500 people turned out.

Another on-air promotion staged by the network is the summertime, travel-time campaign called "Discover America." ABC Radio is putting on the air a minimum of 20 announcements a week describing places and things of interest to see in the United States. Listeners are asked to write the network for colorful materials on any state they would like to visit. Affiliates are also expected to cooperate.

20's and 30's

The Mutual Broadcasting System has been making use of straight copy announcements to promote its news operation and its in-depth shows, *Capital Assignment*, *World Today*, and *Reporter's Roundup*.

The spots used are 20's and 30's. In promoting its news operation, the spots exploit wherever possible the situations in which MBS scored a news beat on other media.

The creation of the on-air spots are keyed to the MBS theme that it is a "service to independent stations." Mutual is generally mentioned only once. And there is always a tag line that suggests that "by keeping your set tuned to this dial, you are receiving the best in news and information."

The news operation is further promoted by suggesting such things as "an informed public is a free public."

In their new role as a national communications medium for their affiliates, the networks have adopted a promotion approach that is common to many mass marketers of consumer products—"all business is local." • • •



TIEING IN LOCAL promotions with the NBC Radio theme, "Sound of the Sixties," KELO Sioux Falls, S. D., won first prize in Class Three station competition. The network contest was held the earlier part of 1960 and was designed to relate local programs to national. The stations were grouped into four categories according to market size.



THE PATTERSON-JOHANSEN fight gave affiliates of ABC Radio an unusual opportunity to exploit national programming locally. One of the station promotions was this WISN Milwaukee marquee. Local contests, gimmicks and on-the-air spots were used.

'Advertiser Area'



The Pulse Inc. is ready to take the "advertiser area" measurement concept out of the workshop and place it on the production line.

The burst of agency enthusiasm over the initial seven studies is holding out the possibility that measuring listening according to an agreed upon area of maximum interest to advertisers may be extended to the top 100 markets.

How fast the project moves, of course, is largely dependent upon station support. It is believed that during the first year of trying to set up this project nationally that at least 20 markets will be surveyed by Pulse using "advertiser area" dimensions. As in the first seven studies, at least one station per market is needed to do a survey.

According to George Sternberg, Pulse service director, agencies will be able to integrate an annual "advertiser area" measurement with the regular monthly metro reports. This combination, it is felt, will do away with the short-changing of radio circulation in relation to newspapers. It will also take into account the significance of population shifts to suburban rings.

Another major advantage that could be gained from yearly "advertiser area" measurements in the top 100 markets is that an annual radio coverage study could be evolved

Here are the agencies that participated in defining the initial seven 'advertiser areas' that were measured by Pulse. The dates under each city indicate when the study was conducted. The "X" shows the specific city or cities in which the agency helped determine the area. The list was compiled by Pulse:

	Pittsburgh 10-59	Tulsa 10-59	Hartford 5-60	Raleigh- Durham 6-60	Des Moines 7-60	Sacramento Stockton 7-60	Allentown Bethlehem- Easton 7-60
Avery, Reel, Holloway & McDonald, Kansas City	X	X					
Ackerman Assoc., Okla. City	X	X	X				
Advertising Agency, Pittsburgh	X	X					
Adams & Keyes, N. Y.			X	X	X	X	X
Ralph Alum Co., N. Y.			X	X	X	X	X
N. W. Ayer, Philadelphia			X	X	X	X	
Allmayer, Fox & Reskin Inc., Kansas City					X	X	
Vitkin-Kynett, Philadelphia			X				X
N. W. Ayer, Chicago							X
Bruce B. Brewer & Co., Kansas City	X	X			X	X	
Leo Burnett, Chicago	X	X			X	X	X
BBDO, Chicago	X	X				X	
Bevis Assoc., Miami	X	X			X	X	X
Batz, Hodgson, Neuwoelmer, St. Louis	X	X			X	X	
Ted Bates & Co., N. Y.	X	X	X		X	X	X
BBDO, Los Angeles	X	X					
Bozell & Jacobs, Omaha	X	X	X				X
Bruce B. Brewer Co., Minn.	X	X					
Ad Busch, Buffalo	X	X					
Gordon Best, Chicago				X			X
BHN Research, St. Louis					X	X	
Clark & Bobertz Inc., Detroit	X	X	X				
Milton Carlson Co., Los Angeles	X	X	X	X	X	X	
Cavanaugh Morris Advtg., Pittsburgh	X	X					
W. Craig Chambers Inc., Pittsburgh	X	X					
Clair & Meyer Advtg., Denver	X	X					
Campbell-Ewald, N. Y.				X			
Campbell-Mithun, Minneapolis				X			
Cohen & Aleshire, N. Y.			X				
Compton, Chicago							X
Cunningham & Walsh, Chicago							X

Readied for Top 100

Pulse is ready to survey the top markets using the 'advertiser area' dimensions as the sampling area; station support for the project is needed—many key agencies have voiced approval of initial studies

	Pittsburgh 10/59	Tulsa 10/59	Hartford 5/60	Raleigh-Durham 6/60	Des Moines 7/60	Sacramento Stockton 7/60	Allentown Bethlehem- Easton 7/60
Herschel Z. Deutsch Co. New York	X	X					
Datche Advtsg., St. Louis	X	X					
Dancer, Fitzgerald & Sample, New York			X	X	X	X	
D'Arcy Advertising, St. Louis					X	X	
Dancer, Fitzgerald & Sample, Chicago							X
W. B. Doner & Co., Chicago							X
Elkman Co., Philadelphia	X	X	X				
Tally Embry Co., Miami	X	X					
Wm. Esty Co., New York			X				
French, Shield, Inc., St. Louis	X	X					
Fletcher, Richard, Calkins & Holden, New York	X	X	X	X	X	X	
Fuller, Smith & Ross Inc., San Francisco	X	X	X				
Fuller, Smith & Ross Inc., New York	X	X			X	X	X
Fitzgerald Advertising, New Orleans				X		X	
Foote, Cone & Belding Inc. New York			X				X
Grey Advertising, New York	X	X	X	X	X	X	X
Goodman Organization, Los Angeles	X	X	X				
Goldman & Shoop Inc., Pittsburgh	X	X					
Geyer, Morey, Madden & Ballard, New York			X				
Grant Advertising, Chicago							X
Gray & Roberts, Philadelphia							X
E. M. Halverson Assoc., Denver	X	X		X			
Horan-Daugherty Inc., St. Louis	X	X					
Ed Hunter Co., Denver	X	X					
Hicks & Greist, New York	X	X					
Ralph H. Jones Co., Cinn.	X	X	X	X	X	X	X
Walter L. Johnson Assoc., Kansas City	X	X					
Wm. Kostka & Assoc., Denver	X	X					
King Soopers, Denver	X	X					
Edward S. Kellogg Co., Los Angeles	X	X			X	X	
Keegan Advts., Birmingham	X	X	X		X	X	

by compiling all the results.

Agency support for the advertiser area technique, which was developed by Frank Boehm, vice president for research and promotion, Adam Young Inc., is based on several factors:

- Rather than listening studies of various county sizes for the same city, the "advertiser area" represents an agreed upon area of study beyond the metro sample.
- This compromise area is based on advertiser considerations, not station considerations.
- With the regular metro data collected at the same time an "advertiser area" study is taken, ratios can be developed to apply to future metro reports to determine total "advertiser area" listening. This type of formulae would be more valid than formulae based on data that is dated.
- The advertiser area establishes a listening pattern which may be examined for qualitative factors.

It is also speculated that because the technique is advertiser oriented that it may encourage stations to allocate more dollars annually for research.

The favorable reaction from agencies to the first studies produced the following sample expressions:

George J. Burrows, media director, N. W. Ayer & Son Inc.: "We are very much interested in these area

advertiser area

studies because they will give us a truer picture of the penetration of the various stations and the relative importance of each in the market as a whole. Your approach to this radio market question has been very sound and follows the thinking of many advertisers and agencies. We wish that we had this kind of information for all markets—it would make our jobs that much easier.”

E. L. Deckinger, vice president, media strategy, Grey Advertising Agency Inc.: “Of course, the fact that ‘advertisers’ agreed on a certain area for the stations of a market does not necessarily make it right! However, it’s probably so close as to be beyond a reasonable argument, at least insofar as a kind of composite merchandisable area is concerned.”

John Walsh Jr., media department, D. P. Brothier & Co.: “We believe that one of the great needs of the radio industry is more standardization. Therefore, the concept of establishing an accepted standardized area for audience research finds favor with us.”

In pursuit of the objective to establish the advertiser area listening measurement in the top 100 markets, Mr. Boehm will be mailing out area maps and questionnaires to advertising agencies across the country. As with the earlier studies, the agencies check the counties of maximum interest to their clients for each market. This material is returned to the Pulse organization which compiles the “compromise” advertiser area for each market.

At that point, the project will wait for station support to have Pulse come in and survey listening in the area. In conjunction with the project, Mr. Boehm expects to prepare a guide of the top 100 markets that will contain marketing data on each “advertiser area.” The guide is scheduled to be published in September and is expected to show the growing business importance of the suburbs. • • •

	Pittsburgh 10/59	Tulsa 10/59	Hartford 5/60	Raleigh- Durham 6/60	Des Moines 7/60	Sacramento Stockton 7/60	Allentown Bethlehem- Easton 7/60
Henry J. Kaufman & Assoc., Washington, D. C.	X	X	X				X
Kudner Agency, New York	X	X		X	X	X	X
Kenyon & Eckhardt, Chicago	X	X					X
Kamin-Naha-Blumberg, Houston	X	X					
H. W. Kastor & Sons, Chicago							X
Keyes, Madden & Jones, Chicago							X
Paul Locke Inc., Tulsa	X	X					
Fed Levy, Rich, Lane & Co., Denver	X	X					
Lavenson Bureau of Advtg., Philadelphia	X	X					
Lennen & Newell, New York	X	X	X	X	X	X	X
Lando Advtg., Pittsburgh	X	X					
Lesseraux Advtg., Phila.	X	X			X	X	X
E. J. Lush Inc., New Haven	X	X	X	X	X	X	X
Lynch & Hart Co., St. Louis							X
McCann-Marschalk, Miami	X	X	X				X
Merlo Co., Los Angeles	X	X					
McCann-Erickson, Los Angeles	X	X					
Marcus Advtg., Cleveland	X	X	X		X	X	
McCann-Marschalk, N. Y.	X	X					X
MacManns, John & Adams, New York	X	X	X	X			X
McCann-Erickson, Chicago	X	X					
J. M. Mathes Inc., New York	X	X					
Brick Muller & Assoc., Memphis				X	X	X	
Norman, Craig & Kummel, New York	X	X	X		X	X	X
Noble-Dury & Assoc., Nashville				X			
Needham, Louis & Brorby, Chicago							X
Olian & Bronner, Chicago	X	X					
Ogilvy, Benson & Mather, New York	X	X					
Pate Organization, Oklahoma City	X	X					
Potts-Woodbury Inc., Kansas City							X
Reach, McClinton & Hum- phrey, Boston	X	X	X	X			X
Reuter & Bragdon, Pittsburgh	X	X		X			X
Edward Robinson Agency, Philadelphia	X	X					
Reach, McClinton & Co., Minneapolis	X	X					
Harry E. Shubart Co., Denver	X	X					
Strauchen & McKim Advtg., Cincinnati	X	X					
Ben Sackheim Inc., New York	X	X		X	X	X	X
Sparrow Advtg., Birmingham	X	X		X	X	X	X
J. M. Straus & Co., Los Angeles	X	X	X	X	X	X	X
Daniel F. Sullivan Co., Boston	X	X	X				
Smith & Armbruster, Pittsburgh	X	X					
Smith, Taylor & Jenkins, Pittsburgh	X	X		X			X
Sullivan, Stauffer, Colwell & Bayles, New York			X				
Tucker Wayne & Co., New Orleans	X	X					
Toni Co., Chicago				X			
Tatham-Laird Inc., Chicago							X
Valentine-Radford Inc., Kansas City				X			
Weightman Inc., Philadelphia	X	X					
Western Advtg., Chicago	X	X					
Wesley Assoc., New York			X	X	X	X	X
Warwick & Legler Inc., New York			X				
Winfield Advtg., St. Louis							X
Young & Rubicam, New York	X	X	X	X	X	X	X
Young & Rubicam, Chicago							X

question and answers



THE QUESTION:

How Is Network Radio Bought Today?



Mr. Hoffmann, director of radio, BBDO, outlines five reasons why he believes network radio is bought today. Broad coverage and immediacy are among the important features. He suggests that although network radio has changed considerably, its future is none the less secure for it.

WILLIAM HOFFMANN JR. DIRECTOR OF RADIO, BBDO INC., NEW YORK:

 Most radio network purchases are made today for clients seeking extensive national coverage and low cost frequency.

Some of the things that advertisers look for in a network buy are these:

- (1) Largest accumulated total audience and frequency available at a reasonable cost—not necessarily the lowest cost.
- (2) Strong affiliated stations in important client markets.
- (3) Compatibility of existing programming with the sales message.
- (4) Availability of total broadcast day programming to allow strategic commercial placement.
- (5) Promotion, merchandising and editorial support.

There are, of course, some excep-

tions to these guideposts. The benefits of a strong on-air personality will often outweigh cost and frequency considerations.

Another point to be considered in the buying of network radio is that the total "spread" can be increased by using more than one network. However, frequency is then sacrificed, as well as merchandising and promotional support by an individual network in most cases.

CBS Radio alone of the four national radio networks is basically built on the old block programming technique, whereas NBC Radio, ABC Radio and Mutual Broadcasting System devote most of their time to news and news in-depth programming.

Exceptions to the latter, of course, are NBC's *Monitor* (although this show has elements of news and news analysis) and ABC's *Don McNeill's Breakfast Club* and *Eydie Gorme Show*.

Network radio has the utmost of

flexibility. Literally overnight you can get on the air with broad national coverage. This can be extremely important if there is an emergency or a shift in sales strategy.

If a sales campaign is lagging, for example, a client can jump on the air almost immediately through network radio and try to hypo the sales outlook.

Network radio continues to perform a valuable function for advertisers. The great emphasis today is on news and information programming, which appears to be a sound approach for both networks and affiliates.

Beyond this type of programming, the networks have tried to fill the role of companionship rather than entertainment as seen through some of the personality shows that are on the air.

The role of network radio has been altered considerably the past few years, but its future is none the less secure for it. • • •



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

MARY MARTIN watches Arthur Godfrey compare ukulele techniques with two youngsters visiting his CBS network show on trip from Hawaii. Youngsters were in New York to mark their state's official entry into the Union. Two New York children flew to Honolulu to represent continental U. S. The exchange was sponsored jointly by the New York *Herald-Tribune* and the Honolulu *Star-Bulletin* as Independence Day tribute.



THE LADY GETS a rickshaw ride through Cleveland, drawn by "coolie" Scott Burton of WHK. The WHK rickshaw, minus lady, placed second in race with other stations in Cleveland stadium. Rickshaws were part of promotion for movie, "Wake Me When It's Over."



THERAPY, ANYONE? is song of Solid Seven, KEX Portland, Ore., as they dress as doctors and patients at Rose Festival Merrykhana Parade. Patient (c.) looks happy and healthy as doctor attends nurse. Wheel chairs, operating tables and pretty nurse gave substance to slogan "No curses from our nurses—they listen to KEX." Solid Seven pushed radio as road to nurses' smiles, patients' cheer.



BE A PAL efforts by WABC New York announcer Al Lohman Jr. (l.) nets award from Alexander Aldrich, president of PAL (Police Athletic League). Lohman gave morning show boost to PAL's campaign to curb juvenile delinquency.



OFF THE GROUND go three WCAU Philadelphia announcers with plans to inflate audience interest. Ed Harvey (in balloon on left) eventually landed in prison yard of Graterford Penitentiary. Startled warden thought the inmates had arranged an ingenious plan to escape.



SMILES ALL AROUND for client Dan Murphy (l.) of American Dairy Association of Iowa, as agency gal Rosemary Gohring of Truppe, LaGrave and Reynolds, Des Moines, showers him with postcards. Mail resulted from offer of free cookbook on stations WHO and KRNT Des Moines, KMA Shenandoah, WMT Cedar Rapids, KXEL Waterloo, KGLO Mason City, KMWT Fort Dodge, KOEL Oelwein and KICD Spencer.



DIAMOND THIEF didn't get far with gems held (r.) by Lee Allan Smith, assistant manager, WKY Oklahoma City. Motorist who heard WKY bulletin on car radio spotted getaway car minutes later. Jewelry store manager R. A. Fowler (l.) smiles relief as detectives return jewels valued at \$5,000. Thieves were caught 75 miles from the store. Detectives (c.) from Oklahoma City Police Department feel it's all in a day's work.



OLD GLORY with 50 stars is given to Sister Mary Bernadine by Walter Thurman, WMBD Peoria, Ill. She was one of 50 listeners identifying quotes in "Salute to Freedom" contest.



DECEASED JAZZ format is laid to rest by KFMB-FM San Diego in mock Creole Wake attended by 200 ad agency and press people. Guests (l.) follow a casket borne by KFMB-FM personalities on way to burial. Tuba player on right steps into Dixieland tune for funeral procession. KFMB-FM's "Golden Girl" later pressed button to put new "Golden Sound" programming on air.

Rules and contract conditions common to all rate cards are standardized in the front of the Petry portfolio for as many stations that could agree on the definitions. This "policy card" defines for the stations in agreement such things as frequency discounts, weekly discounts, multiple product conditions, rebates, short rates, cancellation, rate protection and other items.

Art McCoy, executive vice president, John Blair & Co., also questions whether there ever will be—or should be—complete standardization of all rate cards. "There never will be complete agreement. Agencies themselves can't agree exactly on what they want in a rate card."

Mr. McCoy observes that criticism of radio rate cards may be overstated. He notes that most representatives have made efforts to simplify cards as much as possible within the framework of dealing with stations that have individual situations and problems.

The Blair organization as far back as 1957 started a major effort to make cards simpler and easier to understand. At present, most of its stations are using the simplified version.

In general, rates for specified position are listed first, followed by rates for announcement plans which start with 12 a week and go as high as 96 or 100 weekly. The unit and weekly cost for minutes and station breaks (20's and 30's) are listed horizontally.

After the announcement rates, the rate card lists such things as costs for news sponsorship and then programming.

There are also longevity discounts for 26 weeks and 52 weeks.

George Dietrich, director of national radio sales, NBC Spot Sales, believes that "the station which offers a simplified rate card has a big edge with agency timebuyers."

He states, "NBC Spot Sales believes that rich benefits can accrue to radio by heeding the Madison Avenue plea for 'easy to use' rate cards. We are not suggesting that there is only one way to construct a card.

"However, there are certain gen-

eralities—a framework—which can apply to all markets, all stations."

Mr. Dietrich believes there are at least two features of some radio rate cards that need changing.

"Although there are many advertisers who still contract for long term commitments, the majority use radio for short term saturation schedules. These short term advertisers expect—and are entitled to—maximum rate benefits for their flights. But many stations are still tied to an outdated rate formula which allows maximum discounts on an annual, rather than on a weekly basis.

"Another hangover from a bygone era is the concept of fixed position announcements. When station programming depended on the networks, there was a reason for quoting fixed time announcement rates. However, now that stations program in 'blocks,' this device is only of negative value to the station in that it takes choice availabilities out of circulation and to the advertiser in that so few can be accommodated."

Total Audience Plan

H-R Representatives Inc. has been recommending a new rate card format for its stations for nearly a year now. James Alspaugh, vice president for radio, states that between a third and a half of H-R stations are using the simplified format.

Mr. Alspaugh explains that the highlight of the new card is the Total Audience Plan which offers advertisers two packages—one for 25 announcements a week and the other for 35 announcements a week.

The idea behind the plan is to spread the buy throughout the broadcast day, including nighttime. A typical "35" plan would have five one-minute announcements in morning driving time, 15 during housewife hours, another five in late afternoon and evening driving time and 10 between the hours of 7 and 10 p.m.

Another feature of the new H-R station rate card, states Mr. Alspaugh, is the Rotation Plan, in which announcements are rotated throughout the individual time bracket.

Adam Young Inc. has been on a campaign to simplify its station

cards for three years. Steve Machcinski, executive vice president, declares that most of the firm's stations are using the simplified card.

The Young organization has also made an effort to encourage through its rate card structure greater use of the whole broadcast day.

If, for example, an advertiser buys a package of 12 announcements a week in class A time, it is allowed to place a third (four spots) in class AA drive times.

Mr. Machcinski declares that this has been a very popular feature of the card. It encourages greater use of the whole broadcast day, especially hours between 9 a.m. and 4 p.m., and it provides a client with a reasonable rate while at the same time affording him a chance for exposure in the male-dominated traffic hours.

The seven-owned radio stations of CBS, represented by CBS Radio Spot Sales, have been on a simplified card since December 1957. Dick Hess, administrative assistant to the CBS vice president for station administration, declares that the card is as simplified as it can get considering the talent and personalities as well as the program features that these stations have to sell.

Each card generally has three time classifications (A, B and C) which are spelled out clearly at the beginning. The individual time brackets have been standardized.

The card is broken down into three sections: (1) Station time; (2) fixed position and run-of-schedule announcements and participations, and (3) special features.

Longevity discounts are in three categories—1 to 25 weeks, 26 to 51 and 52 or more. There are also three categories of frequency—12 to 20 announcements a week, 21 to 34 and 35 or more. The price is listed in net cost per unit.

Mr. Hess observes that a recent trend in the changing of the card has been away from stating the number of *days* per week for announcements to the number of *times* per week. He also believes that the pattern towards rate card simplification established by CBS was followed by a number of other stations throughout the country, including those represented by CBS Radio Spot Sales. • • •

WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West"
serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio a "clean sweep" with first place in *every week-day quarter hour surveyed*. Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the

radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

NBC Affiliate

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

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



Peters, Griffin, Woodward, Inc., Representatives

EDITORIAL INDEX

JANUARY 1960 — JUNE 1960

ADVERTISERS

	Mo.	Yr.	Pg.
†*Acousticon Hearings Aids	Mar.	60	28
†*Air France	Jan.	60	35
†*Champion Spark Plugs	June	60	30
Charms Candy	May	60	80
Chevrolet Dealers of Southern California	Mar.	60	7
†*Columbia Pictures	Mar.	60	32
†*d-Con Rodenticide	Feb.	60	28
†*Dannon Yogurt	Feb.	60	33
†*Fonda Paper Plates	June	60	38
†*Frito Corn Chips	Apr.	60	22
Gerhard's of Glenside	Jan.	60	42
*Gillette Safety Razor Co.	Mar.	60	25
†*Hamilton Watch Co.	Mar.	60	36
†*Howard Clothes	Apr.	60	26
Kirsch Beverages	June	60	60
LP-Gas Council	May	60	89
Motorola	Jan.	60	7
Network Advertisers (A Listing)	Jan.	60	26
Oklahoma Oil Co.	Feb.	60	48
†*Paramount Pictures	Mar.	60	32
†*Texaco	May	60	53
†*20th Century Fox	Mar.	60	32
† United Artists	Mar.	60	32
†*Wm. Underwood Co.	Jan.	60	7
	Jan.	60	32
†*Universal-International	Mar.	60	32
†*Western Mineral Products Co.	Jan.	60	28

AGENCIES

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†*N. W. Ayer's Success with Hamilton Watch	Mar.	60	36
BBDO on Bridal Market	June	60	68
BBDO on College Market	Apr.	60	85
†*BBDO's Success with Air France	Jan.	60	35
BBDO on Female Influence in Automobile Market	Jan.	60	10
Bozell & Jacobs LP-Gas Council Campaign	May	60	89
Eisaman, Johns & Laws and Chevrolet Dealers	Mar.	60	7
†*Cunningham & Walsh's Texaco Success	May	60	53
†*Dancer-Fitzgerald-Sample's Frito's Success	Apr.	60	22
Gardner's No-Cal Commercials	June	60	60
Grey Advertising on Fm Market	Jan.	60	54
†*Kenyon & Eckhardt's Underwood Success	Jan.	60	32
Philip Klein on Stereo Commercials	Jan.	60	42
Lovick's Jennings on Canadian Radio	May	60	94

* Indicates feature length article—† Use Story

	Mo.	Yr.	Pg.
†*Maxon's Gillette Success	Mar.	60	25
†*Mogul, Williams & Saylor's Howard Clothes Success	Apr.	60	26
*Lennen & Newell on 1960 Prospects	Jan.	60	19
Needham & Grohmann's Charms Commercials	May	60	80
Needham, Louis & Brorby's Oklahoma Oil Commercials	Feb.	60	48
*RTES Radio Survey	Apr.	60	19
†*Smith, Hagel & Knudsen's Fonda Success	June	60	38
†*J. Walter Thompson's Champion Spark Plug Success	June	60	30
*J. Walter Thompson on 1960 Prospects	Jan.	60	19
†*Thompson-Koch's d-Con Success	Feb.	60	28
†*Wexton's Acousticon Success	Mar.	60	28
Yardis on Agency Network	Mar.	60	57
Zakin Producers, Sponsors Fm Show	June	60	70
†*Zlowe Co.'s Dannon Yogurt Success	Feb.	60	32

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NAB as Industry Regulator	Mar.	60	15
NAB Broadcasting in Orbit	Mar.	60	15
*NAB Builds Radio with Radio Campaign	Apr.	60	48
NAB Convention Forecast	Mar.	60	40
NAB Convention Speakers	Feb.	60	15
NAB Convention History	Apr.	60	70
NAB Conduct Code	Jan.	60	13
NAB Editorializing Study	May	60	7
NAB Establishes Interim Policy Committee	Apr.	60	13
NAB's H. E. Fellows Dies	Apr.	60	13
	Apr.	60	100
*NAB 1960 Convention	Apr.	60	45
NAB on House Proposals	May	60	19
NAB on Radio Month	June	60	57
NAB Radio Month Jingles	May	60	19
NAB on Fair Labor Standards Act	June	60	15
NAB Executive Seminar	June	60	18
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RAB Audience Analysis	Mar.	60	55
*RAB Builds Radio Sales	Apr.	60	52
RAB's Five-Year Plan	June	60	5
RAB 1960 Forecast	Jan.	60	50
RAB's Pocket Presentation	June	60	64
RAB on Government Regulation	June	60	15
RAB Research on Facts of Radio Life	Jan.	60	7
RAB Sells with Sound in '60	Feb.	60	52
RAB's Sweeney on Radio's Future	Feb.	60	7
RAB Views on Summer Radio	Mar.	60	7

	Mo.	Yr.	Pg.
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*RTES Clinic Preview	Feb.	60	40
*RTES Radio Clinic	Mar.	60	43
*RTES Radio Survey	Apr.	60	19
SBA Head on Current Industry Problems	Feb.	60	15
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Roger Bumstead	Apr.	60	37
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Wally Erickson	Feb.	60	18
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Murray D. Lincoln	May	60	22
*Murray D. Lincoln	May	60	61
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Clair R. McCullough	Apr.	60	15
*Donald H. McGannon	May	60	57
Victor Seydel	Mar.	60	44
Les Towne	Apr.	60	36
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William Wernicke	June	60	47
Sidney J. Wolf	Mar.	60	20

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*RAB's Award-Winning Commercials	Apr.	60	52
*RTES Radio Survey	Apr.	60	19
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†*CBS and Texaco Operacasts	May	60	53
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†AUTOMOBILE DEALERS

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	Mo.	Yr.	Pg.
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*Zonolite Success	Jan.	60	28

†CLOTHING

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†FOOD (RETAIL)

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†JEWELRY AND WATCHES

*Hamilton Watches	Mar.	60	36
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†PUBLICATIONS

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†REAL ESTATE

Realty Co.	Mar.	60	54
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†SHOPPING CENTER

Shopping Center	Apr.	60	91
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†TRAVEL AND TRANSPORTATION

*Air France	Jan.	60	35
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*Hearing Aids—Acousticon	Mar.	60	28
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SRA Estimates 1959 Spot Business	Apr.	60	3

* Indicates feature length article—† Use Story

NOW we can offer you
PROVEN RESULTS*

with these
TELE-BROADCASTER STATIONS

IN Hartford - **WPOP**
(CONNECTICUT)

IN Kansas City - **KUDL**

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

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

★ TOP RATINGS IN AUDIENCE

★ MORE LISTENERS PER DOLLAR

★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

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Time Buys			

See TIME BUYS every month

WGY captures buying listeners

"Personality Programming" attracts them and keeps them tuned to your message all day



Herb Koster
"Sports Spotlight"

Tupper-to-Koster is a famous double-play combination in WGY-land and no wonder. "Top's" ability to interpret weather jargon and make it useful helps thousands of regular listeners plan their day. Herb Koster's "Sports Spotlight," shining nightly, is "must" listening for sports fans. Herb adds meaning to scores and results by interviewing the big and small names who make sports news. Herb and Tupper capture listeners and WGY personality programming keeps them listening all day with staff specialists in home, news, music and farm-fare. WGY can get results for your message from special or mass audiences. Let WGY prove its pulling power to you. Contact Henry I. Christal Co. or WGY, Schenectady, N. Y.



Serving Northeastern New York and Western New England



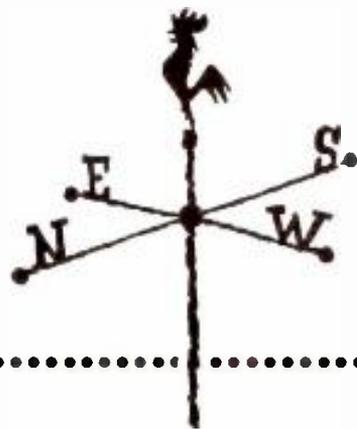
Howard Tupper
Weather Reports

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

hometown USA

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



Radio Sets A New Mark for Breadth of Convention Coverage

Network and local radio provided listeners with all the color and excitement of both conventions



Mixed in with the clouds of smoke that became the end product of the thousands of cigars consumed were the hundreds of thousands of words from radio people describing, detailing and deliberating on the activities connected with last month's Democratic and Republican presidential nominating conventions in Los Angeles and Chicago. Weary legions of network and local station personnel have returned to their regular posts with the satisfaction of knowing that they offered

their listeners what was undoubtedly the most comprehensive and complete coverage ever given to these colorful and important events. This coverage ranged from the massive performances turned in by the networks to beeper phone reports from convention delegates to their local stations.

Network Coverage

With a variety of sponsors on hand to help defray the tremendous expense involved in the convention re-

porting, the networks made full use of their manpower and technical facilities to provide a complete story of the events as they unfolded. Reminiscent of the golden era of newspapers, the news departments of the networks each were able to point to a number of news "beats."

CBS assembled a task force of more than 250 correspondents, technicians, writers and editors to report on the conventions, marking the tenth time the network has covered these proceedings. The 25-man news



team was headed by Robert Trout, a veteran of five national political conclaves.

NBC reports that its convention crew numbered some 350 persons, with the on-air duties divided among 35 news correspondents. In briefing the network's news personnel prior to the conventions, Robert E. Kin-

ner, NBC president, outlined a three-point policy to be followed. He said, "We are determined to give the most complete coverage of the convention. As a public franchise medium as well as a news medium, it is our job to prepare the public through this coverage. We want the hard news and we want it first. How-

ever, I would rather be beaten five times than have one wrong story." He also stressed the need for responsible interpretation of the news.

ABC states that it devoted more than 40 hours of coverage to the Democratic and Republican meetings. With its news team headed by John Daly, the network made use of the time and talents of over 350 staff members. And like other networks, ABC utilized the latest electronic advances to provide flexible and speedy coverage of the often fast-breaking and widespread stories. These included microphones ranging in size from six feet long to three-quarter-inch lapel models, and radio antennas in sizes from 12 inches to 60 feet long.

MBS originated 11 of its daily 36 five-minute newscasts directly from convention headquarters for 15-day periods spanning both conventions. The network says that it aired every part of the official action on the convention floors, in addition to covering other developments as they broke. The 15 Mutual newscasters, with George Hamilton Combs acting as anchor man, were supported by the efforts of approximately 100 staff members and four senior news analysts from *Newsweek* magazine.

Local Coverage

Both in the scope of their coverage and in the amount of time and attention devoted to the conventions, the cumulative efforts of the local stations and station groups probably were the greatest in radio's history. The following examples of this local activity were those reported to U. S. RADIO.

WTCN Minneapolis provided its listeners with first-hand accounts of the activities of the Minnesota delegation. Sheldon Peterson, the station's news director, and Bill Roberts, head of the WTCN Time-Life Washington Bureau, provided this coverage.

WWDC Washington, D. C., reports that it offered extensive coverage of both conventions. In addition to reporting the conventions while they were in session, the sta-

in
MINNEAPOLIS
ST. PAUL

2nd *

DIAL
10 OR 100

WPBC **ADULT
RADIO**

Adventures
in
Better
Listening

* Average 1/4 hour share of audience—six a.m. to six p.m. Monday through Friday—March-April NSI, Metro area

William V. Stewart,
WPBC President

Broadcast Time Safes
National Representatives

tion also carried frequent daily reports on the activities of Maryland, Virginia and District delegations. The station aired a 45-minute documentary on past Republican conventions prepared by Westinghouse Broadcasting.

WQXR's coverage, according to the station, marked the first time that the *New York Times* has reported the national political conventions by radio, in addition to its print coverage. Commentary was provided by Harrison Salisbury, Pulitzer Prize-winning reporter of the *Times*. Mr. Salisbury was assigned to cover the events exclusively for radio.

In addition to carrying network coverage, members of the Westinghouse Broadcasting Co. station group also state that they aired special reports from a 20-man staff organized for the two conventions. The WBC efforts were aimed at providing local angled stories, and following the delegates from the areas covered by its six radio stations. In addition, news analysts Mike Wallace and Vincent Sheean supplied interpretations of the events as well as interviews with the leading figures at both conventions.

KRAM Las Vegas says it provided its listeners with broad on-the-scene coverage of the Republican and Democratic affairs. The station reports that it assembled an 11-man editorial staff to cover the conclaves. In addition to pre-convention programs, the station says it also broadcast a minimum of 35 five-minute programs, five 15-minute summaries and spot news coverage during the conventions.

The Triangle Stations had its own team of reporters on the scene to supplement network convention coverage. Emphasis was placed on the activities of the delegations from the states in the Triangle listening area. In reviewing its efforts at the Democratic convention, Triangle says that it interrupted programs nearly 1,500 times and produced 22 special radio programs.

WATV Birmingham, Ala., arranged to have Alabama's Secretary

of State telephone long-distance beeper phone reports each day during the Democratic meeting, with news of particular interest to listeners in that area. The station also carried daily telephone reports from a member of the Governor's staff.

KMPC Los Angeles took advantage of its being based in the site of the Democratic convention to provide its listeners with strong local coverage. According to the station, its 24-man news staff covered the final preparations for the convention, as well as keeping a close vigil on the California delegation once the meetings began. In addition, the station says it utilized both of its air units to report on traffic conditions in order to assist the many strangers driving in the city during the conclave.

WCAU Philadelphia explains it bolstered its network reports with its own reporter at the scene in Los Angeles and Chicago. The station sent

a political science expert from the University of Pennsylvania to furnish news and commentary on events of local interest.

WJR Detroit reports it assembled its 10-man staff to provide coverage for listeners in its area. Featuring Jim Vinall, the station carried an afternoon program called *Convention Caucus*, and a review of the events of each day was provided on an evening report called *Convention Roundup*.

Illustrating the widespread interest in the American national political conventions, WRUL New York, a short-wave station, covered the Democratic and Republican events. Approximately each 30 minutes the station included a five-minute summary of the proceedings in Spanish. The station reports that these summaries were offered for re-broadcasting to many Latin American local stations which are affiliated with WRUL. . . .

Editorial Leadership:



*radio's best way to build
community respect and sales!*

DANIEL W. KOPS, President
WTRY • WAVZ

Radio has proved itself to be America's most effective *advertising medium*.

Less recognized, but coming to the fore, is the fact that radio is just as powerful as an editorial medium.

For the highest form of community service is *community leadership*.

American cities today have the most aggravated problems in our history. Radio editorials, serious interest and participation in local affairs can lead the way to their solution.

Working from this philosophy of community responsibility; here are a few of the things achieved by editorializing on WAVZ and WTRY.

Turned a pig farm into a 300 family

housing project.

Urged federation of all local fund raising. New records were established in resultant drives.

Redevelopment of downtown business districts and other areas. Now, projects totaling hundreds of millions of dollars are changing the faces of these cities.

Construction of a modern airport terminal.

These results have built a greater awareness of WTRY and WAVZ, bigger audiences and sales.

The conclusion: responsible EDITORIAL LEADERSHIP is radio's job. It is also radio's best way to build respect and sales.

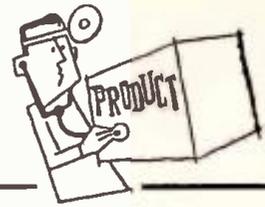
WAVZ • WTRY

NEW HAVEN, CONN. • ALBANY, SCHENECTADY, TROY, N. Y.

WAVZ represented by George P. Hollingbery Co., Kettell Carter, Inc. (New England).

WTRY represented by John Blair & Co.

commercial clinic



How to Get Jingle Impact At Production Line Prices

The concept of mass production has come to the singing commercial. Today, a growing number of firms specialize in high volume production of low cost commercials. As a result, many small independent advertisers throughout the country are now in the position to use personalized jingles over the local radio stations, at prices within their budgets.

How can a company do it? As an example, Mort Van Brink, president of the Jingle Mill, an outfit which has produced over 12,000 jingles in the past three years, explains how his organization works.

"We have about 600 pre-recorded tapes on file from which jingles can be drawn. When we receive an order for a jingle, we are provided with a data sheet from the advertiser listing the salient copy points and any additional information he would like to include. He also tells us the type of music he would like, whether it be a waltz or a cha cha cha. When available, we can pick the music from our files. Or we write new music to fit the situation. In the latter case, the jingle goes into our file of pre-recorded tapes so that the music can be used again."

Working on this basis, writers at the Jingle Mill can produce as many as 15 to 20 commercials a day (and will probably finish 10,000 jingles this year). As a result, a single jingle, with five voices and a 30-piece orchestra, can be sold for as little as \$68. A package sale can bring the price down to \$18, depending on the size of the market. The company, says its president, can present a completed jingle within 21 days after the order is received.

Turning to a subject on which there is divided opinion among jingle producers, Mr. Van Brink believes that many advertisers tend to over-emphasize the importance of

the originality of the music in a jingle. "The main job of a commercial is to sell," he says. "The effectiveness of the jingle depends not so much on its originality as on its memorability. One piece of music can be used to sell several types of products. For example, a march might be just as appropriate for an ice cream product or a men's toiletry line as it could be for a sporting event or a political candidate. We might be using the same music for four different products in four different sections of the country. Each commercial will be doing an effective job so long as the salient points are included and the music can be easily identified with the product.

Custom-Tailored

"The lyric, on the other hand, must be custom-tailored to the advertiser. In addition to the copy points, many advertisers request their names, addresses or company slogans. This can be included in the jingle, which then becomes more personally identified with the sponsor."

Naturally, an advertiser may want to know whether any other firm in his area will be using the same jingle. For example, a supermarket may not want its name linked to a jeweler selling to the same tune in the same city.

To prevent this from happening, the Jingle Mill uses a coding system which eliminates the possibility of the same jingle being heard in one listening area to sell two different products. Every tune in the shop is coded and plotted on a map of the United States. When a jingle is sold, the area in which it will be heard is circled. The company then knows that it cannot use that music for any other advertiser or any station whose listening area falls within the circle. As the tune is ordered by advertisers

in different sections of the country, the circled areas progressively cover the map. When the entire country is covered, the tune is retired.

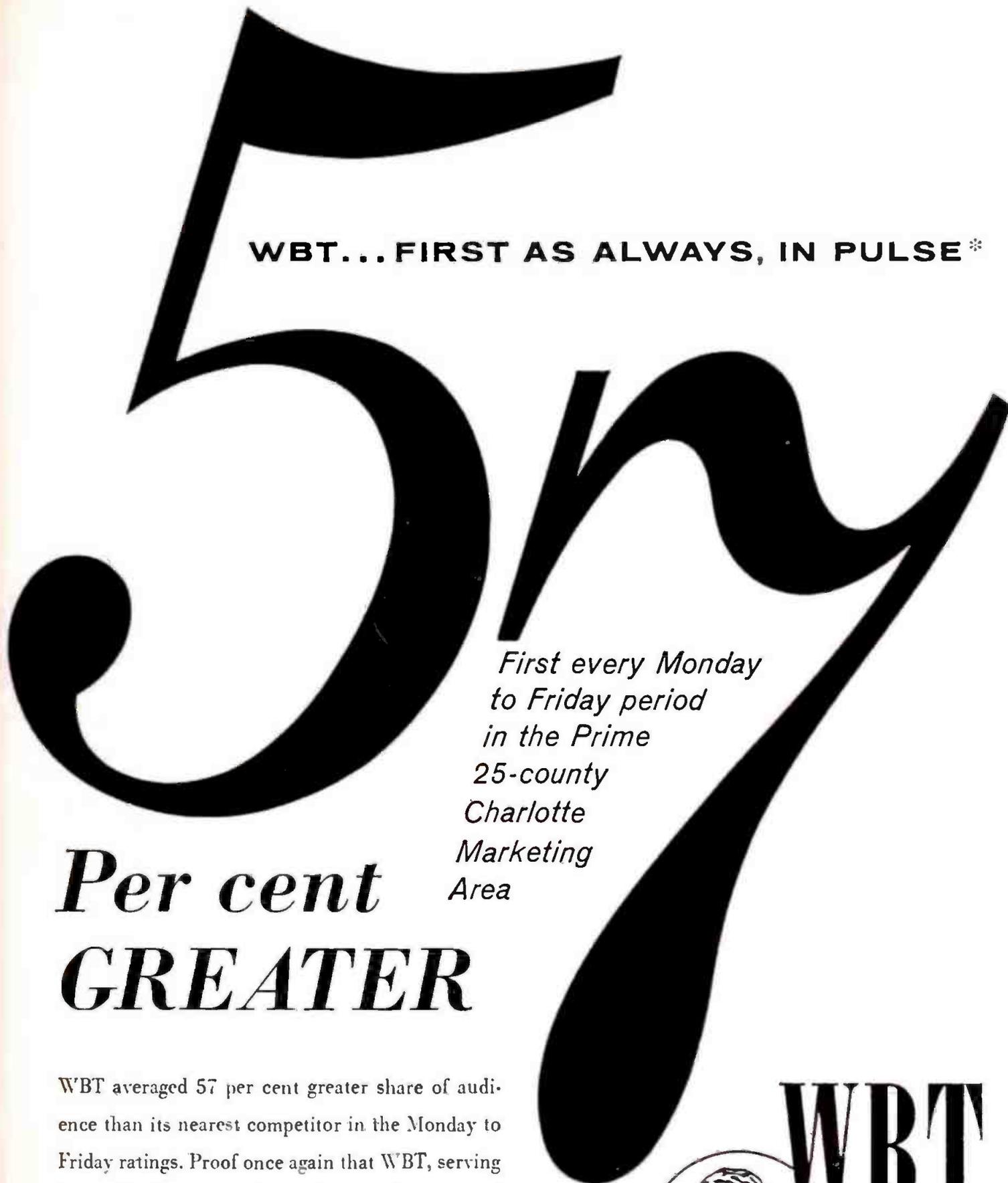
Work Through Stations

While some of the Jingle Mill's commercials are done for advertising agencies and regional advertisers, most of the selling is done through radio stations. "We have six salesmen covering stations throughout the country," Mr. Van Brink says. "Generally, we contract with a station for a given number of commercials a year. The station then goes out to potential sponsors, with sample tapes in hand, to try and sell time with the concept of a personalized jingle as a selling point. When he has interested the advertiser, he collects the necessary data and sends the order on to us to be created and produced."

A good part of the business is devoted to servicing local advertisers, according to Mr. Van Brink. Another portion of the work consists of producing station identifications for the stations themselves. At present, virtually all of the 1,000 to 1,200 stations with which the Jingle Mill is working, have had musical identifications created by the firm.

"This is an area in which promotion-minded stations have been greatly expanding their activity," Mr. Van Brink states. "After all, radio stations are continually pointing up the importance of advertising as a sales tool. By the same token, advertising can promote the station's own image in the minds of listeners. I believe that more and more stations are recognizing that they should have the same high standards in material used to promote their images as their advertisers demand in commercials designed to sell their products or services." • • •

WBT... FIRST AS ALWAYS, IN PULSE*



*First every Monday
to Friday period
in the Prime
25-county
Charlotte
Marketing
Area*

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

**The January, 1960 Pulse*

JEFFERSON STANDARD
BROADCASTING COMPANY



WBT
CHARLOTTE

50,000  watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

station log



► **News:**

Radio stations across the country recently found themselves making the news while reporting it.

In New York City, police were tracking down suspects in a recent double slaying by beer bottle when a tip came from upstate newsman Michael J. Morgan, WELM Elmira. Mr. Morgan had examined an Associated Press report of the Queens slaying when he ran across two leads that looked like a local angle. A note near the bodies referred to a parole board. A beer bottle was the murder weapon. He recalled that an Elmira man had recently been released by New York State Parole Board after serving 17 years for second-degree murder. The victim had been slain with a broken beer bottle.

Mr. Morgan telephoned an AP staffer in New York City, who contacted police. The ensuing investigation brought a confession from the ex-convict, plus praise for the police, press and radio cooperation from New York Police Commissioner Stephen P. Kennedy.

WSGN Birmingham's "Night Owl" disc jockey got a news tip from a stranger who telephoned that all the prisoners had sawed their way out of Fairfield jail. He called the jail to verify the report. The officer in charge went to check his prisoners, found them missing. WSGN's conclusion: The unidentified caller must have been an escaped prisoner, since the jail was unaware that a break-out had occurred. Irony of the story: WSGN's news slogan—"When news breaks out, WSGN breaks in."

In Atlanta, a WSB newsman helped to recover an escaped prisoner. While on traffic patrol duty in the station helicopter, Ted Hightower heard police broadcast a look-out for a prisoner escaped from a work detail truck. He turned the helicopter toward the scene, spotted the prisoner and alerted police. While the helicopter hovered over the prisoner, patrol cars rushed to the scene. WSB reports that the prisoner was in custody five minutes after the first police bulletin.

► **Programming:**

WJW Cleveland, in line with its recently installed "beautiful music radio" format, accepts only 10 sponsors per hour, with spots running in three clusters, according to Managing Director James E. Bailey. Popular album music programming has brought about this commercial policy, and Mr. Bailey reports that response from advertisers has resulted in many new accounts. Another Storer Broadcasting Company station, KGBS (formerly KPOP) Los

Angeles, has followed WJW's lead to popular album programming. KGBS programs music throughout the day, interspersed with news on the hour, headlines on the half hour. Morning selections are followed with time, weather and traffic reports.

Jazz comes 18 hours a day to San Francisco on KFHP-FM. The station formerly operated as KPUP-FM, carrying show tunes, jazz, sports and chatter. Audience response to jazz was so high, according to owner Franklin Mieuli, that he switched to all-jazz. He explains that San Francisco has long been recognized as the center of American jazz activity.

► **Public service:**

In an effort to prevent traffic accidents over the coming long Labor Day weekend, station KTRE Lufkin, Texas, will man an "Operation Deathwatch" coffee booth. KTRE tried this approach to traffic safety during the Independence Day weekend, serving coffee, milk, soft drinks, rolls and cookies free to holiday motorists. Approximately 5,000 persons visited the coffee booth during its 60-hour operation. Success of the booth was noted by the Texas Department of Public Safety, which had predicted 27 traffic deaths; only three minor accidents marred the holiday in the six counties surrounding Lufkin. Refreshments for "Operation Deathwatch" were donated by local business firms.

WCAU Philadelphia recently aired a one-hour documentary on alcoholism to mark the 25th anniversary of Alcoholics Anonymous. Title of the program was "One Deadly Drink," a reference to the one drink that often makes the difference between a drunk and an alcoholic. Part of the program was devoted to case histories, the remainder to commentary by medical authorities. • • •



David Froh (center), manager, WJLS Lansing, Mich., presents annual station award to outstanding radio-tv seniors at Michigan State.

Officials get "Private Eye" cards from Dub Murray (center) KLUE Longview, Tex. Cards entitle listeners to win cash prizes for news tips.





Grey Advertising's media executives at a new-client meeting. Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

NEW ACCOUNTS...NEW SCHEDULES

...when competent media information is in real demand

A typical time of media decision, caught by candid camera at an actual new-account meeting of Grey's Media Board of Strategy. This goes on somewhere every day, in agencies all over the land. 1959 saw 1688 agency account shifts. Every one meant a new schedule. 228 major moves alone totaled more than \$210,000,000 worth of advertising contracts!

Get on a new list at the start and you are well on the way to a contract. Miss out then and you have a long, hard selling job ahead.

To improve your chances of proper consideration at the early stages, make your media information instantly accessible, and be sure it is competent to serve the buyers' needs!

Take another look at the people in the Grey media meeting. At this very moment they are selecting candidates for a new account schedule, using SRDS, *their media-buying directory* . . . deciding which representatives to call in. They may remember the impressions your representatives or general promotion (and your competitors') have made in the past—but how well are you selling them now?

With competent Service-Ads in SRDS

YOU ARE THERE

selling by helping people buy

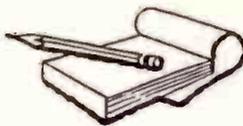
SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL., ORCHARD 5-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA





BPA Promotes Promotion In 1960 Drive for Members

Results are now being gathered by the Broadcasters' Promotion Association from its 1960 membership drive, launched early this summer. The BPA mailed an illustrated folder to some 1,300 radio and television stations throughout the continental

United States. The folder was later sent to promotion managers of stations in Hawaii, Alaska, Puerto Rico, Guam, the Virgin Islands and Canada.

Kenneth E. Chernin, promotion director for Triangle Stations and BPA membership chairman, states that "approximately 400 radio and

television promotion managers, plus promotion specialists with advertising agencies, advertisers, station representatives and trade magazines are currently enrolled in BPA."

As a national organization devoted to upgrading standards of broadcast promotion, "BPA provides the tools for all of us to do a better promotion job," says Mr. Chernin. "Our current membership campaign is designed to call BPA's advantages to the attention of those engaged in broadcast promotion who are not now members of the association."

Copies of BPA's new folder, "What It Does, What It Offers YOU," are available from BPA.

Robert W. Sarnoff, chairman of the board, NBC, will be the keynote speaker at BPA's fifth annual convention, November 14-16, in New Orleans. BPA President, Gene Gold, announced that the convention will stress practical "how-to" sessions instead of formal presentations.

Station Goes to Resorts; Boosts Summer Listening

WOWO* Fort Wayne is following listeners to the lakes this summer, via special maritime mobile unit named the "Summer Sizzle Surrey." The "surrey" is actually a red and white sports car which roams the highways and by-ways in the lake regions of northern Indiana and southern Michigan, broadcasting summer "specials" to WOWO's audience.

WOWO labels these special reports summer "sizzlers." A recent "sizzler" was a broadcast of the WOWO "Beach Ball" from Lake James, where 12,000 vacationers participated in weekend festivities.

Listeners "on the go" tune in for special weather and fishing reports broadcast from the unit. Traveling companion for WOWO announcers is Miss Kari Aldrich, who appears at local events as "Miss WOWO Summer Sizzle."

To inform representatives and agency men of the promotion, WOWO mails cook-out equipment

We have the ...

CONFIDENCE

... in our solid-selling adult programming

LISTEN and COMPARE

at no cost

before you BUY the RICH SYRACUSE MARKET

YOU OWE IT TO YOURSELF YOUR CLIENT

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

WFBL RADIO

FIRST IN CENTRAL NEW YORK
5000 WATTS DAY AND NIGHT

Represented nationally by
George P. Hollingbery Co.

periodically. The kick-off mailer was a pair of barbecue mitts.

New Pencils Carry Station's Call Letters Back to School

Pushing pencils is an activity not necessarily confined to office workers. Station KFVB Hollywood, Calif., has jumped into the pencil-pushing business by exchanging new—call letter imprinted—for old pencils from school children.

Old pencils go to schools in countries where the pencil supply is short. According to the station. Hollywood students sent in 15,000 pencils of every size and description during the first week of the promotion. Meanwhile, the station estimates that youngsters will be pushing 50,000 special KFVB pencils in classrooms next month.

Spills and Skills in Water Ski Show Attract Spectators

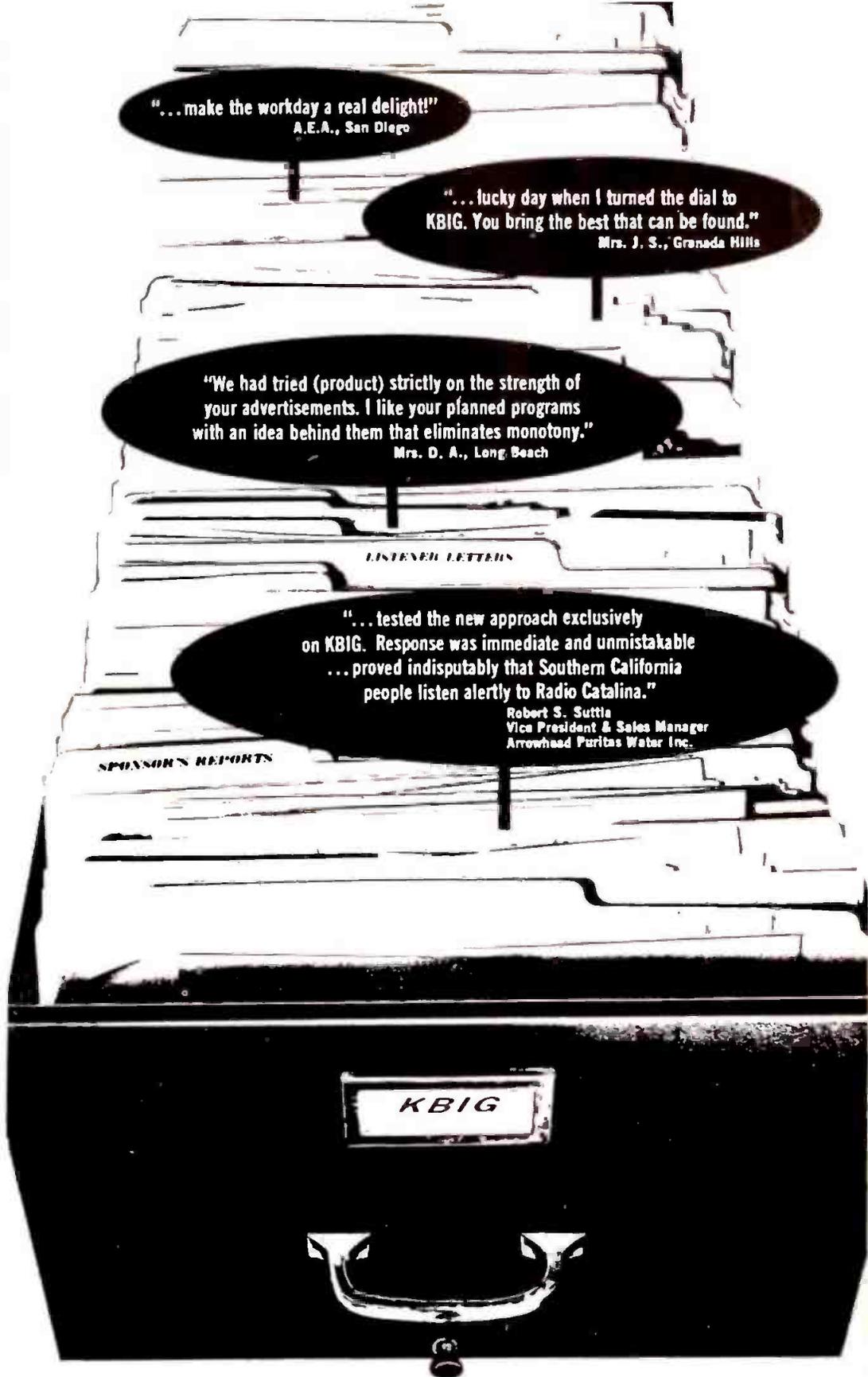
The "mighty" Mississippi River was recently the stage for a free water ski show along the river bank in St. Louis. Station KMOX* co-sponsored the affair for the third straight year in response to the requests of many of the station's listeners, according to Robert Hyland, general manager. KMOX cooperated with Downtown in St. Louis, Inc., to present the show, which the station reports has drawn as many as 125,000 spectators. Arthur Wright, executive director of the Downtown in St. Louis group, says the event serves as an ideal attraction for families in rural Missouri and Illinois to drive to St. Louis for a weekend of shopping and sight-seeing.

Vancouver Station Sparks Tourist Trade with Stars

Singer Frankie Laine appeared as special guest recently in the CKWX live talent show, opening event in the week-long "Salute to Tourists" celebration in Vancouver, B. C. Singer Laine received a special citation for his efforts in behalf of cancer crusades.

The week's festivities wound up with "Air Force Day," an exhibition of flying skill by the Royal Canadian Airforce. CKWX broadcast the event to its radio audience. • • •

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



performance-rated

...365 days a year. And by people who really count! Listener letters and sponsor reports daily endorse (in depth) the popularity and sales power of FRESII AIR programming ... an unaided, unsolicited sampling of the attention and respect your advertising gets from a responsive, high-income audience everywhere in Southern California. Isn't this, after all, also a reliable indication of profitable radio coverage?

Radio Catalina 740 kc/10,000 watts

John Poole Broadcasting Company, Inc.
6540 Sunset Blvd., Los Angeles 28 • HOLLYWOOD 3-3205

NATIONAL REPRESENTATIVE: WEED RADIO CORP.

KBIG

NEWEST IN A
COMPLETE LINE OF
RCA TRANSISTORIZED
AMPLIFIERS



10-WATT

MONITOR AMPLIFIER

requires only half
the space—
30% of power

Here's a compact monitor amplifier with overall performance equal to earlier models, twice the size. Full 10 watts output with excellent frequency response and very low distortion. High-gain permits operating from output of low-level microphones. Plug-in mounting. Standard input and output terminations.

Write to RCA, Dept. K-337, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal. Also ask about BA-26 Turntable Preamplifier, BN-6A Remote Amplifier; also coming . . . a new small Preamplifier BA-31, and Program Amplifier, BA-33.

**RADIO CORPORATION
of AMERICA**



Tmk(s) ©



HOMETOWN, U. S. A.

radio registers



TRAVEL BUREAU

Wagenaar Travel Bureau put on a concentrated effort to promote a tour to Honolulu. The firm purchased a two-week spot campaign over WLAV Grand Rapids, Mich., using 30 announcements a week. Despite the fact that the tour cost over \$600, according to the station, the travel bureau received more than 100 inquiries and 28 confirmed reservations in one week. As a result of the campaign's success the travel bureau decided to use radio throughout the rest of the year, reports the station.

CHAIN STORE

In order to help promote a special sale, the J. C. Penney Co. bought a heavy spot saturation campaign on KOBV San Francisco. The announcements were concentrated in a two-day period. Spending \$300 for air time in the 48 hours covered by the sale, J. C. Penney reported that two out of three purchases made were directly attributed to the radio messages, according to the station.

DEPARTMENT STORE

Fowler, Dick & Walker, Wilkes-Barre, Pa., sponsors the daily hour of "Symphony Music" over WYZZ (FM) from 9 to 10 p.m. The department store, says the station, has had consistent sales results from as far away as 100 miles. As an example, WYZZ states that in one afternoon, in a 20-minute period, the store sold one record player, one phonograph and one fm table model set, with all three customers mentioning their appreciation of the symphony hour.

CAR DEALER

Mer-Lin Motors, St. Thomas, Canada, broadcast a program directly from its showroom over the facilities of CPL London, Ont., on a Saturday. Although the broadcast took place in a traditionally slow month for auto business, according to the station, the dealer was able to sell 40 cars on that one day. As a result of this performance, the station reports that Mer-Lin Motors signed a contract for 52 weeks of Saturday remote broadcasts, for a total of 388 hours of air time.

Retailers Urged to Prepare Back-to-School Campaigns

Back-to-school selling—thanks to an expanding economy and a baby boom that started in 1946—will be bigger than ever this fall. A nationwide survey by Fairchild Publications finds the majority of retailers bullish on back-to-school—many forecasting gains of 10 percent to 30 percent over a record 1959, the RAB reports.

Back-to-school selling, which has already broken big in most sections of the U. S., covers a considerable range this year. Retailers are out to sell clothing, luggage, radios, hi-fi's, stationery—you name it—to the country's 47 million returning scholars and their proud parents.

Because of three important factors affecting back-to-school selling, RAB considers radio "the medium best equipped to sell this record market of young people and their parents."

The bureau recently released a four-page newsletter—"The ABC's of Bigger Back-to-School Business"—which is or will soon be in the hands of thousands of local merchants. This newsletter tells retailers: "To get your full share of this big potential, your back-to-school advertising must meet all these requirements:

"A. It must select the right audience—the parents of younger children, plus the high school and college crowd whose personal influence on back-to-school buying is decisive.

"B. You must break your campaign by mid-summer. This is precisely the season when some advertising media suffer sharp declines, are read and watched by far less people than at other times of the year.

"C. Your advertising must be economical. Due to the crush of competition, you've got to hit more people for less money. You've got to be able to sustain a heavy advertising push through the entire back-to-school selling season."

RAB states: "Radio is the only medium which fits all three of these specifications exactly."

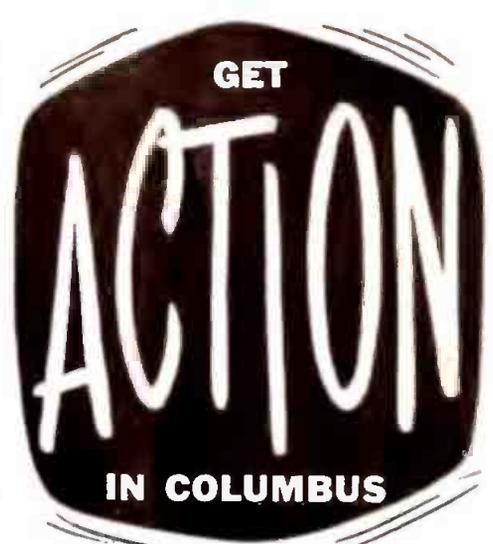
The important point that "radio covers all your back-to-school prospects" is documented with a report on the extensive radio listening of both parents and young people. According to the newsletter, "Parents of sub-teens and children are often under 10. Radio's impact on this younger parent has recently been surveyed in six major markets. These studies showed:

"95.6 percent of young homemakers with children, and 94.4 percent of young men (25-35) listen to radio every week."

The newsletter also reveals the depth and intensity of teen-age radio listening. It quotes Dr. Ernest Dichter of the Institute for Motivational Research, who called radio an "enormously effective medium for reaching the teen-ager market." . . .

RAB'S NATIONAL SALES TREND OF THE MONTH

A series of RAB calls on one of the nation's largest food producers resulted in their requesting bureau cooperation in a one-market test of their pickle line, the bureau states. A northeastern city was selected for the test and, based upon RAB research in the market, a radio proposal was submitted and accepted. The campaign is currently on the air. While radio's share of the budget is comparatively small, it gives radio a foot-in-the-door with a major account that has been inactive in our medium over the last few years. If the test clicks, the RAB says, we will shoot for many more of their products. . . . One of the nation's leading brewers, who recently moved into the East for the first time, is now on the air in four key markets, following the exact strategy proposed by RAB.



on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated **FIRST** in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)

REACTION: People listen . . . people hear . . . people buy!

MORAL: Get greater sales action through listener reaction, on the NEW WCOL!



CAPITAL STATION
COLUMBUS 15, OHIO
24-hours-a-day-broadcasting



Represented by:
Robert E. Eastman & Co., Inc.

ONE OF THE WORLD'S
DISTINGUISHED RESTAURANTS



VOISIN

575 Park Avenue at 63rd St.

NEW YORK

**LUNCHEON
COCKTAILS**

DINNER

SUNDAY BRUNCH

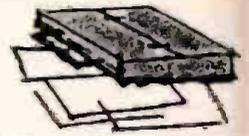
Open seven days a week

BANQUETS & PARTIES

Credit Cards Honored

For Reservations: Michèle,
Templeton 8-6490

report from representatives



Representative Broadens Scope Of Local Market Information

A growing number of manufacturers are becoming increasingly aware of the importance of the fact that every national or regional product is eventually sold locally, and subject to most of the conditions peculiar to each individual market. As a result of the acceptance of the theory that "all business is local," many firms increasingly are turning part of the responsibility for placing campaigns for nationally advertised products in the hands of local distributors and brokers.

Radio's ability to make nationally distributed merchandise a "member of the family" has long ceased to be a matter for discussion. However, with national advertisers becoming increasingly conscious of local market problems, stations and representative firms are expanding the scope and depth of the individual market data and merchandising assistance that they are making available to advertisers and their agencies.

New Operation

As an example, on the West Coast the firm of Feltis/Dove/Dever/Cannon, Inc., Seattle, recently added a marketing division to its operation. In discussing the emergence of local distributors and brokers as "consultants in the placing of campaigns for nationally advertised products," Hugh Feltis, president of the firm, says, "we feel that the interests of stations can best be served by providing these brokers and distributors with marketing and merchandising counsel tailored to their specific sales and distribution areas."

The marketing division, according to Wynn Cannon, vice president, marketing services, concentrates on acquainting the advertiser or his agency with the specific individual qualities of a market as it relates to the product. In order to obtain local data that is accurate and avoids generalities, Mr. Cannon says, Feltis/Dove/Dever/Cannon maintains a

marketing man to study the movement of given products in specified markets.

"He works closely with local brokers and distributors, gathers first-hand information: Retail price, in-store displays, turnover, comparative sales figures, brand image. Thus," it is pointed out, "he gets a realistic picture of the product 'personality' necessary to determine an effective sales approach. His information is coordinated by the marketing division's staff. The results are then presented in a brochure to the advertiser or his agency."

When the on-the-air campaign starts, it is explained, the local station's staff uses the marketing information from the representative to support the commercial messages with intelligent merchandising aids to the retailer. For example, during a recent campaign for a national brand in Yakima, Wash., a station received cooperation from nine Super Duper supermarkets, two Layman markets, three Serve-U's, two Thriftway supermarkets and four independent grocers. Many stores gave newspaper tie-ins. Letters to 125 stores in Yakima and surrounding cities received good response, and co-operating stores were contacted for tag-line information, according to Mr. Feltis.

Important Link

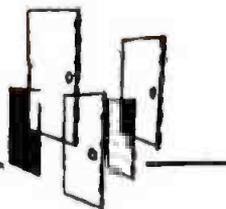
The firm considers its new marketing division an important link in the distribution of goods from the manufacturer to the consumer. A station in the small-to-medium regional market, Mr. Feltis explains, is the advertising medium closest to the consumer before point-of-purchase display. The current market data from the representative, gathered by local people with first-hand knowledge of their markets, helps the station to play a larger part in moving national products from store shelves to homes. • • •



WORLD MUSIC FESTIVALS

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now in its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. In all radio, the World Music Festivals are the kind of company you keep...

ONLY ON CBS RADIO



Agency Executive Calls for New Ideas to Combat Listener Apathy

Calling attention to what is described as the "existence of an 'iron curtain' of consumer apathy and indifference," Marvin S. Cantz, of Tilds & Cantz Advertising, Los Angeles, feels that the broadcaster, advertiser and agency must come to grips with the problem.

Speaking before the Southern California Broadcasters Association, Mr. Cantz says "The job of converting a radio audience into customers is a creative function. This responsibility must be shared equally by all of us . . . agencies and broadcasters alike. What we do, as advertising agencies, to fill every empty minute of air time we purchase will largely determine the consumer's reaction to the product. But remember, what broadcast people put on either side of the precious minute of air time will also influence the consumer's attitude toward the product."

Mr. Cantz believes that advertising and broadcasting have fallen into a dangerous pattern of conformity. He states that "Today, new ideas are desperately needed . . . new concepts in programming that help to build consumer trust, faith and confidence in radio's voice, and at the same time, in the advertisers it represents. This is one of the basic ingredients for effective consumer advertising and selling . . . audience ratings notwithstanding.

"The effectiveness of advertising," he continues, "as a companion to sales will depend largely on the selling 'climate' that broadcasting creates for the listener as well as the advertiser. In the months and years ahead, I suspect that more advertisers will be insisting on a quality environment for their advertising, even to sell to the mass market."

The agency executive goes on to elaborate on his point that the "climate" created by a radio station is an essential element in the success

or failure of a radio advertising campaign. Mr. Cantz says that "penetrating the barrier to consumer sales seldom begins or ends with the sponsor's message or his program. In radio, it begins the moment the listener dials his favorite station . . . and it ends the moment he turns it off. The total impression of what is heard during that time will influence the public, and product sales, as well as the value of advertising and broadcasting.

Need Fresh Ideas

"If every radio station would at least experiment with some really fresh, constructive ideas; if we could stimulate a little more leadership and less followship; if we could break the chains that make us conform to so-called established patterns of mass communication, we might then begin to de-congest a lot of ears, and make almost every radio station an indispensable force in the community, and considerably more effective as an advertising medium."

As a start to making changes that he feels necessary for the growth of broadcasting and advertising, Mr. Cantz suggests that both groups revise some of their thinking about the mass audience. "Let's not invariably appeal to this mass audience," he states, "as if it were one, huge, indefinable blob . . . having the same likes and dislikes, the same attitudes, the same habits, the same ambitions and the same needs.

"This is a very crucial period for advertising as well as broadcasting. What we do in the next year or two is likely to have an indelible effect on all of us. The degree to which we succeed in penetrating the 'iron curtain' that surrounds the consumer with a hard shell of sales resistance will, unquestionably, depend on what we do now to interest more listeners in listening," Mr. Cantz concludes. • • •



An ideal selling climate results when a program creates intense audience attentiveness. And, for 15 years, Suspense has been fulfilling this objective as it presents tales of terror uniquely suited to radio's imagery. Part of a Sunday line-up of Gunsmoke, Johnny Dollar and Have Gun, Will Travel, advertisers find their messages develop a special impact in such a sales setting. In all radio, Suspense is the kind of company you keep . . .

**ONLY
ON CBS
RADIO**



**Fm Radio Gets Results
For Hi-Fi Manufacturer**

"We must make sure that our advertising dollar works for us with optimum efficiency. It is for this very reason that we have been spending 25 to 30 percent of our ad budget on fm radio since 1957."

The above statement was made by Clifford Shearer, director of marketing for the Rek-O-Kut Company, Inc., Corona, N.Y., manufacturers of high fidelity turntables and tone arms. "We began to give serious consideration to using fm radio," he says, "in 1956. The national high fidelity consumer publications appeared to have reached the peak of their readership. Our objective was to broaden the base of our market by reaching a new group of potential customers for component high fidelity systems.

"We decided that anyone with a strong interest in music would be a likely prospect for our products. The average fm listener seemed to fit nicely into this category. Another plus factor, as far as we were concerned, was that anyone who at least had an fm tuner had already made a start in assembling a component system. This would make our selling job a little easier."

Rek-O-Kut put its theory into practice in 1957, and started a spot campaign on a station in New York, one of the key markets. Looking for some approach in the spot announcements that would be in character with the company's merchandise, a portion of each 60-second message included test tones which would enable the listener to check on the efficiency of his equipment. The campaign ran for 52 weeks, with four spots being aired five days a week.

"We used dealer tags on each spot," Mr. Shearer points out, "and we found that this was a very important and successful way of 'buying' dealer enthusiasm for our products and our promotional efforts. Since

dealer loyalty is especially vital in the highly specialized and competitive component industry, this was by no means an insignificant fact.

"In 1958, we switched from a spot approach and decided to sponsor the *Rek-O-Kut Hour*. We maintained a strict policy of not interfering with the content of the program, leaving that to the musicologist who acted as the hostess of the show. We also found that our commercial message, which was often of a general educational nature, was most effectively done if we merely furnished fact sheets and background material and permitted the hostess to tell our story in her own words and style."

At the same time, Rek-O-Kut decided to use fm radio in the San Francisco market. The same technique used in New York was followed. A spot campaign was aired initially, and then a 30-minute show, five days a week. Of course, all announcements carried local dealer tags. "We saw an early and substantial increase in sales in the San Francisco area," Mr. Shearer says. "Since fm radio was the only local advertising we were doing, we attributed this rise in sales directly to our fm activity."

Another major high fidelity component market is Los Angeles. "The situation in this area was a little different, it is pointed out. "The automobile is used extensively, and we felt we wanted to be able to reach this mobile audience. Therefore, we bought time on an am-fm station. In order to get the fullest advantage of this situation, we also decided to broadcast in stereo.

"The program was aired five days a week from 7 to 7:30 p.m. And we are convinced that it played a significant role in boosting Rek-O-Kut's 1959 sales by 60 percent in the Southern California area. Incidentally, the show was selected by columnists in the area as the best classical music program of the year." • • •



NOW . . .

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

For complete details write—

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

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN ARCHITECTURE IS REPRESENTED BY CONNECTICUT'S STATE CAPITOL IN HARTFORD.
DESIGNED IN 1871 BY RICHARD MARSHALL UPJOHN. A FEW RODS AWAY, THE CORNING
MEMORIAL FOUNTAIN REFLECTS QUALITY IN SCULPTURE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK
OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.



WTIC 50,000 watts HARTFORD, CONN.
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

For Members of Advertising Agencies and Advertisers, this summer project: Pulse invites all users of Pulse data, subscribers and non-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

"HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM."

A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what Oct. 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President Research-Promotion-Advertising Adam Young Companies
- Daniel Denenholz, Vice President Research-Promotion The Katz Agency, Inc.
- W. Ward Dorrell, Vice President Research director, John Blair & Co. Blair TV, Blair Television Associates
- Robert M. Hoffman, Director Marketing and Research Television Advertising Reps.
- Lawrence Webb, Director Station Representatives Ass'n, Inc.

#1

\$500 Cash Award—Uncle Sam's own engravings for your spend-it-yourself use

#2

\$349.95 Handsome RCA Console TV, the Chadwick, 21-inch, twin-speaker model

#3

\$275 magnificent all-transistor Zenith portable; supersensitive, 9 wave-bands

And 17 Bulova Bantam Radios, the tiny \$41.95 pocket-size, "jewelry-designed" gold and ebony model, only 3¼ x 2¼ x 1" in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big set-volume—amazing!

"Nothing to buy—no boxtops." Get your entry certificate and details now from Pulse, 730 Fifth Avenue.

Nothing takes the place of INTERVIEWS in the home

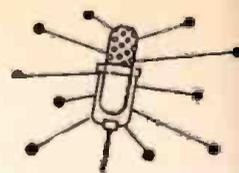
730 Fifth Ave.
New York 19

PULSE, Inc.

PULSE RINGS DOOR-BELLS

INTERVIEWS FAMILIES IN THEIR HOMES

report from networks



► **ABC:**

As a forerunner of a number of contemplated changes at the network, a new 55-minute daily afternoon program featuring popular personalities in brief features is scheduled to go on the air October 3, according to Robert R. Pauley, vice president in charge. Entitled *Flair*, Mr. Pauley says that the program is "designed to appeal to the young adult housewife, and will complement Don McNeill's *Breakfast Club*. Each segment will last no more than a minute-and-a-half, and with introductory remarks, music, etc., will total only two-and-one-half minutes."

In order to create and maintain high interest, reports James Dunn, the network's national sales director, the show will not follow a rigid format with certain set features or personalities always being heard in the same time spot each day. Mr. Dunn also says that announcements will be rotated in order to reach as large an audience as possible. Early reaction from affiliates has been very favorable, according to ABC.

On the business front, ABC reports contracts from 14 new accounts, including Ald, Inc.; Johnson Motors; Tan-O-Rama; Bristol-Myers, AFL-CIO. Included among the reported renewals are Frigikar Corp., J. A. Folger and the Cadillac Motor Car Division.

► **MBS:**

The two national political conventions apparently had strong local sales appeal, according to Mutual. Frank W. Erwin, assistant to the president, reports that 308 out of the 382 Mutual affiliates reporting said that they had sold all their available time, with 57 showing majority sponsorship and 19 half-sponsorship.

Charles Godwin, MBS stations vice president, states that nine stations joined the network last month. Mr. Godwin points out that Mutual "is now providing daily service to

140 radio stations that never before had had any major network affiliation. The new affiliates are: KDUR Lubbock, Tex.; WEEP Pittsburgh; WHBO Tampa, Fla.; KJOE Shreveport, La.; KOKX Keokuk, Ia.; WGEA Geneva, Ala.; WPTX Lexington Park, Md., and WMSR Manchester, Tenn.

► **CBS:**

With public interest in politics still high, the network earlier this month broadcast the tv interview with Walter Lippmann which received wide critical acclaim. Called "Lippmann on Leadership," Mr. Lippmann discussed a wide variety of subjects, including President Eisenhower, Harry S. Truman, the Soviet Union, Berlin and Red China.

Striving to live up to its title, the recently inaugurated five-day-a-week program *Best Seller*, is currently dramatizing "Water of Life," by Henry Morton Robinson. With the novel making its appearance on national survey charts almost immediately, the CBS daily strip had the first installment on the air one month after the publication date.

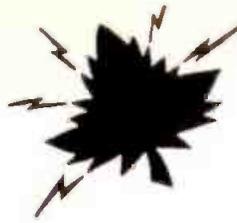
► **NBC:**

The possibility of face-to-face debate on national radio and television hook-ups between the Republican and Democratic presidential candidates has become a reality this fall as the result of an invitation by Robert W. Sarnoff, chairman of the board of NBC. Two other networks also made similar offers.

He telegraphed both Richard M. Nixon, Republican choice, and John F. Kennedy, Democratic nominee, asking them to appear on *The Great Debate*, a series of eight hour-long programs on NBC.

Both Mr. Nixon and Mr. Kennedy appeared willing, subject to discussions on the format of the debates. • • •

report from Canada



BBC to Hear Changes in Rules On Radio Programming, Advertising

Radio regulations governing Canadian stations will come up for revision this fall, according to Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. He says that BBC committees will confer on proposed changes in September. Public hearings are scheduled after these proposals have been examined by the committees of the board.

In considering proposals for amendments to the radio code, Dr. Stewart emphasizes that the board is especially interested in helping Canadian stations raise their standards of programming. In support of this interest, he predicts that rules relating to programming, and specifically Section 11, will be discussed at length. Section 11 refers to the use of live talent on radio programs. Changes in this section are expected to encourage participation of local personalities on the air.

Another factor pressing the board for a review, Dr. Stewart tells U. S. RADIO, is that until July 1 both radio and television stations subscribed to the same set of regulations. On that date, the Radio (Tv) Broadcasting Regulations became effective for television stations only. Thus, he explains, Canadian radio stations, although they have their own code, need to examine it to accommodate changes in the industry.

In a recent speech before the Western Association of Broadcasters meeting in Banff, Dr. Stewart told his audience: "With the passing of the Broadcasting Act soon after the organization of the BBC in November, 1958, the Radio Broadcasting Station Regulations of the Board of Governors of the CBC continued to apply. Following public hearings, these regulations were adopted, with some minor amendments, by the Broadcast Board of Governors."

These same regulations have undergone no further revision since that time. The television regulations now in effect represent the only major change to date, it is pointed out.

Commercial practices of radio stations will also be discussed, according to Dr. Stewart, but the exact nature of proposed revisions in this area has not been disclosed. However, he feels that this is one area in which the board has experienced difficulties because of the stations' interpretations of various regulations. Existing rules will be clarified and administrative responsibilities more clearly defined at the hearings next month.

Dr. Stewart, in his talk to broadcasters, refers to action sought by the Canadian Broadcasting Company to clarify rules governing its relations with affiliates. "We understand that the Corporation (CBC) may wish to present to the board proposals for revision of their affiliation agreements with radio stations. This would lend some urgency to revision of the radio regulations," says Dr. Stewart.

He emphasizes the growth of broadcasting in Canada, citing the need to re-evaluate regulations in light of this growth. "The applications for new investments in radio facilities reflect confidence in the future of this medium," he says. "The board has lent its support to developments in broadcasting and to proposals calculated to improve the general quality of programming."

The BBC chairman called on broadcasters to participate in the public hearings, reminding them that "the board must operate under the conditions and directives imposed on it by legislation. The board lacks the necessary authority to take action in situations not covered by regulations." • • •



A SILVER SPOON IS NOT ENOUGH

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

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



radio research



The Station of Quality in the Quad-Cities



WKLB

RADIO and TELEVISION

In LOUISVILLE
the Big Change is to
WKLO
no. 1...Nielsen

Total four weeks—3-hour average
6 a.m.-6 p.m. M-F
WKLO Sta. B Sta. C
July-Aug. 14.4 38.6 21.7
Nov.-Dec. 38.3 29.5 26.2
Nielsen Nov./Dec. '59

And, more quarter-hours gained
than any other station!

	quarter-hour		
	increases	decreases	no change
WKLO	59	6	7
Sta. B	19	52	1
Sta. C	29	37	7

Pulse Nov. '59

For details and availabilities, see



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

Nielsen's NCS '61 Radio Survey to Sample 375,000 Families

Not having issued a national circulation study for radio since 1956 (NCS #2), the A. C. Nielsen Co. is in the process of making final preparations for its recently announced new radio survey. Designated NCS '61, the research firm explains that the radio measurement will include out-of-home listening and will report total radio circulation for each U. S. county in addition to the individual station audience figures.

Results of the survey will be based on returns from a nationwide sampling of approximately 375,000 families. "These homes," it is pointed out, "have been selected to represent a cross-section of the total family population in each county. . . . A system of controlled mail balloting will be employed until a minimum of 50 percent of the sample has replied from each county."

What Study Will Show

When the study is completed, Nielsen says that it will provide:

- The number of homes and receiver equipped homes in all areas of station influence.
- The number and percent of receiver homes that listen to each station during significant periods of time. (Monthly, weekly, daily station circulation.)

Mid-October to mid-December has been selected as the period during which the survey will be conducted. In explaining why these dates were selected, it is pointed out that "Coverage studies are neither completely transitory nor permanent. They should represent average conditions that are neither peaks nor valleys in listening, 'typical' of the commercial use of the medium. Late fall meets these conditions."

A family receiving the radio ballot will be asked general questions

about the members of the group and how much they use radio. The question on actual station listening will be specific and require the listing of call letters of all radio stations tuned to both "in-home and out-of-home during the past month or so."

When the station list has been completed, a Nielsen brochure states, respondents will then check their frequency of listening before and after 6 p.m. "The answers to these questionnaires are the sources from which NCS reports market coverage by stations and weekly and daily daytime and nighttime penetration levels and circulation totals.

"The station balloting, on the above basis, is controlled separately for each of some 3,000 counties which will be individually measured. The small rural balance will be clustered in groups of two or three counties to yield significant population groups."

Each NCS station report will include detailed information on "market data, NCS market coverage and NCS day part circulation." Market data, it is explained, refers to the total homes and radio homes in the area as of April 1960 from the current U. S. Census. The NCS market coverage will show estimated homes using a station at least once a week regardless of day.

The term NCS circulation "is applicable to the estimated number of homes reached by a station separately for daytime and nighttime programming and reception. These circulation counts, in turn, will also be expressed as a percentage of receiver homes."

Nielsen expects to release the radio data as soon as complete 1960 census county-by-county ownership figures are available for tabulation. The expected delivery for the radio NCS '61 is midsummer, 1961. • • •

Coke and the 'Copter

give a cheerful lift to Atlanta motorists



Home base for "traffie-copter" is helipad installed by Atlanta Coca-Cola Bottling Co. atop their building in downtown Atlanta.

A sure formula for community acceptance is at work when a responsible station and a civic-minded sponsor join hands to perform an urgently needed public service. The Atlanta Coca-Cola Bottling Company and WSB Radio do this by providing helicopter traffic reports for motorists and the Atlanta Police Department.

A uniformed police officer flies beside our reporter as the 'copter cruises above rush-hour traffic arteries . . . and thousands of car radios hold firm on 750 for reports on bottlenecks ahead, possible hazards, and guidance to more open routes. Helicopter service plus WSB's auto traffic patrol rounds out one of the best radio good-will builders anywhere.

WSB Radio

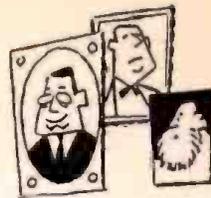
The Voice of the South / Atlanta

Represented by



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

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Betty Mandeville McGarrett moves to Ogilvy, Benson & Mather Inc., New York, in the program unit of the broadcast department. She formerly produced and directed *The FBI in Peace and War*, *Crime Doctor* and other programs.

E. J. Lewinski elected v.p. of M. M. Fisher Assoc., Chicago. He will continue as director of merchandising.

Francis C. Gillon moves to Hume, Smith, Mickelberry, Miami, as radio and tv director, from Ambro Advertising Agency, Cedar Rapids, where he was v.p. and

account executive.

Norman H. Stouse becomes chief executive officer of J. Walter Thompson Co., New York, succeeding Stanley Resor who continues as chairman. Henry C. Flower, Jr., and Samuel W. Meek continue as vice chairmen.

Wilber B. Downes, Dmabue & Coe, Inc., New York, elected vice president.

Robert F. O'Brien becomes president of Hicks, Greist, & O'Brien, Inc., Boston, new agency formed by merger of Hicks & Greist, Inc., New York, with Robert F. O'Brien and Co.

STATIONS:

William Codus, Winston Kirby and Leonard Levitt, appointed to national sales division of WPAT Paterson, N. J. John Thorsen becomes midwest sales manager in charge of WPAT's new Chicago office.

Marc Bowman, former operations manager of KPQ, Wenatchee, Wash., moves to KGMG-FM Portland, Ore., as station manager.

A. B. "Bill" Hartmann becomes sales manager for WBZ Boston after being sales manager at WICE Providence.

John R. Canty named station manager of WCCM and WGHJ(FM), Lawrence, Mass., after serving as commercial manager for WCCM.

Kenneth L. Ross appointed account executive at KFMB San Diego.

James K. Ward to WGAR Cleveland as sales promotion manager. Formerly with the Cleveland Plain Dealer's promotion department, he will replace Dale F. Palmer who moves up to national sales manager for WGAR.

William Venell, former assistant sales manager at WHO Des Moines, moves to WPBC Minneapolis-St. Paul as national sales manager.

Ehner O. Wayne named general manager of KGO San Francisco, leaving post as general sales manager of KFI Los Angeles.

Alfred N. Greenberg, formerly director of advertising and public relations for TelePrompTer Corp., to CBS Radio as manager of stations promotion services for CBS owned radio stations.

Dorothy Abbott appointed station manager of KNDD Waikiki, Hawaii. She was formerly promotion director of KANS Kansas City, Mo.

Thomas R. Nunan Jr. joins Crosley Broadcasting Corp., New York, as director of marketing communications.

Nunan was formerly manager of Steingard Stations, Lancaster, Pa.

Al Racco named general manager of KLAC Los Angeles.

Perry S. Samuels moves from account executive at WMCA New York to WBNY Buffalo as general manager.

Robert Churney, formerly sales manager at KGVO Missoula, Mont., promoted to station manager.

Lawrence Hamour moves to account executive for KFMB-FM San Diego from KHOG Fayetteville, Ark.

REPRESENTATIVES:

Richard O'Connell, formerly president of Richard O'Connell, Inc., and Edward J. Devney, president of Devney, Inc. form new firm under the name of Devney-O'Connell, Inc., New York.

Peter Allen, formerly with WXYZ-TV, appointed sales executive for John Blair & Co., Detroit.

David Simmons, formerly head of Simmons Associates, New York, joins Trans Associates, Inc. as v.p. in charge of station relations.

Joseph Fierro appointed to New York radio sales staff of Katz Agency Inc., coming from N. W. Ayer & Son, Detroit, where he was account executive.

John Walker moves from the Chicago office of Daren F. McGavren Co. to manage firm's new office in St. Louis.

Richard Jungers, formerly on the sales staff, WMAQ Chicago, now account executive for NBC Radio Spot Sales, Chicago.

NETWORKS:

Carl M. Watson promoted to director, continuity acceptance for NBC, where he was manager of that department since 1955, Malcolm B. Laing joins NBC as regional manager.



Greenberg



Racco



Abbott



Samuels



Fierro



Canty



Wayne



Allen

"This Is No Line"

WOR

1460 BROADWAY, NEW YORK 18
LONGACRE, 4 9000

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

Gentlemen:

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

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

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

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

Cordially,

Long John
LONG JOHN NEBEL

November 25th, 1958
:jrm

RKO TELERADIO PICTURES, INC.
WOR, New York - WUR-TV, New York

FEATURES

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

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality
Pocket Tape Recorder

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

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write or phone

Mohawk

business machines corporation

944 halsey st., brooklyn 33, new york

telephone glenmore 5-9570



... new fm magazine

(See pages 23 and 24)

U. S. RADIO LAUNCHES U. S. FM

A cry has been heard around the country for some time that one of fm's greatest needs is more aggressive promotion support to tell its story and publicize its facts.

With this in mind, U. S. RADIO is launching a new 16-page, supplementary monthly magazine called U. S. FM. The idea has been in formulation for some time. But the straw that tipped the scale of action was the tremendous response from agencies and fm operators to the second annual U. S. RADIO fm issue which appeared in July.

This evidence was all that was required for anyone to realize that fm, problems included, is out to carve a personal identity for itself apart from other media.

FUTURE ROLE

It is the feeling of many in the field that fm is gunning for a position as a third air medium. In consideration of this point of view, and as editorial requirements demand, U. S. FM will expand beyond its initial 16-page size. The interest of agencies in fm has been made clear. We have maintained the position that it is up to fm to cash in on this interest.

This new fm-only magazine is designed for compactness and fast-reading. Its primary objective will be to keep those interested in fm informed every month on the latest develop-

ments and to guide them in their knowledge of the hi-fi medium.

Secondly, U. S. FM will serve as an idea magazine for the fm industry.

To these ends, appropriate editorial features have been planned. There will be an fm station key, which will list fm stations by call letters and city with the following information: National representative, programming key, market penetration, fm set count, number of counties covered and effective radiated power. The set count will be estimated and validated by stations and forwarded to U. S. FM through regular questionnaires.

A JOB THAT HAS TO BE DONE

In addition to other departments, the regular feature section of U. S. FM will be devoted to interpreting and analyzing significant developments in the field.

Features will evaluate advertiser or agency use of fm, will present detailed reports on research projects, contain interviews with agency executives, highlight trends in station operations and equipment developments or bring about an awareness of a problem and offer a solution.

During a given issue, the feature section may be any or all of these things.

It is with a great deal of pride of accomplishment and satisfaction in doing a job that has to be done that U. S. RADIO launches U. S. FM.

In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO
50,000 WATTS

KSTP

TELEVISION
CHANNEL **5**

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

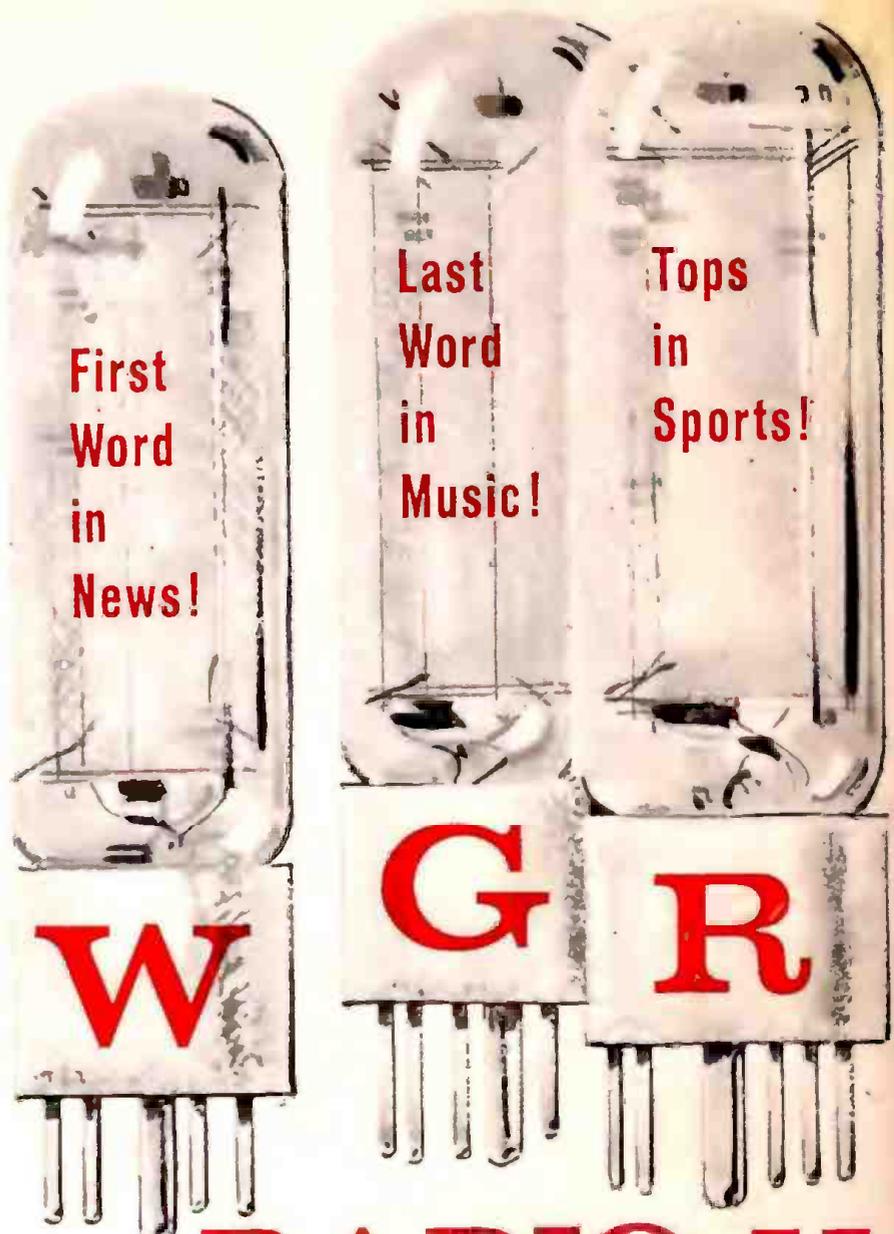
KOB AM-TV

W-GTO AM

Albuquerque, New Mexico

Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives



RADIO 55

BUFFALO'S FIRST STATION

ESTABLISHED 1922 . . . 5000 WATTS

The finest sound in town – The finest sell in town
Serving Buffalo and the Niagara Frontier

Van Beuren W. DeVries Vice President and General Manager
 William P. Dix, Jr. – Station Manager Nat L. Cohen – Sales Manager

SYMBOL OF SERVICE WGR-AM 550 KC NBC BUFFALO, N. Y. A TRANSCONTINENT STATION



WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
 WGR-AM, WGR-FM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
 KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

Represented by

 The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17