

RESEARCH DE
NATL ASSN OF BRDCSTRS
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...s and sellers of radio advertising

VOL. 4—NO. 10

RADIO



OCTOBER

1960

35 CENTS

MEASURES UP
...ive Moves Afoot
...and National Sales
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KS ON RADIO
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...Shows Stations
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William W. Carty
...t Places Heavy
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W K B W

IS

FIRST IN BUFFALO


HOOPER RADIO AUDIENCE INDEX
 MONTHS: JULY—AUGUST, 1960
 CITY: BUFFALO, N. Y.

TIME	RADIO SETS- IN-USE	SHARE OF RADIO AUDIENCE										SAMPLE SIZE
		WKBW	STA. "B"	STA. "C"	STA. "D"	STA. "E"	STA. "F"	STA. "G"	STA. "H"	OTHER AM & FM		
MONDAY THRU FRIDAY 7:00 A. M. - 12:00 NOON	15.0	32.5	28.5	10.0	5.7	7.5	8.2	3.6	2.1	2.1	6,009	
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P. M.	13.3	45.2	15.5	5.4	10.5	6.0	6.0	7.1	1.8	2.4	7,209	
SUNDAY DAYTIME 10:00 A. M. - 6:00 P. M.	12.5	34.9	4.6	12.3	10.3	4.1	9.2	6.2	9.2	9.2	1,887	
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	15.8	46.8	12.3	9.0	6.6	12.3	6.3	4.7	0.3	1.7	2,320	
MONDAY THRU FRIDAY 6:00 P. M. - 10:00 P. M.	11.9	34.7	11.1	13.9	11.3	7.6	6.5	10.2	1.2	6.9	4,822	

and PULSE AGREES

WKBW is No. 1

32% AVERAGE SHARE OF THE AUDIENCE

August 1960 PULSE (Buffalo) Mon - Sun 6:00 A.M. — 12:00 MIDNIGHT

WKBW — BUFFALO — 1520
50,000 WATTS • Clear Channel

Represented by
EVERY-KNODEL



NOW AVAILABLE . . .

Radio Impact in the Twin City Market

**A sociological study approved
by the University of Minnesota**

A recently completed survey designed to measure the impact and impression which each radio station and its personalities makes on the Twin Cities population has now been compiled for use by advertisers and advertising agencies.

Under the direction of Dr. Roy Francis, Professor of Sociology, University of Minnesota, this survey meets the highest possible standards of design, procedure, sampling and evaluation that modern research can provide.

Among the results which we (for obvious reasons) find particularly interesting are the following:

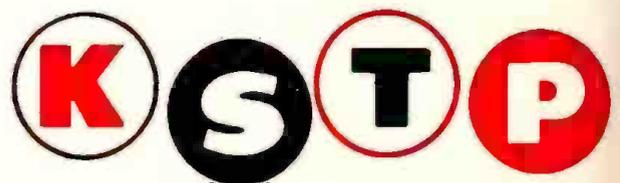
Favorite disc-jockey among 15 listed—
Don Doty

Favorite radio sports announcer—
Dick Nesbitt

Favorite radio newscaster—Bob Ryan

Impact is also measured by age, income and educational levels.

Your nearest Edward Petry office or a KSTP representative will be happy to give you further details on obtaining a copy of the survey. Or, you may write Byron E. Anderson, Sales Manager, KSTP Radio, 3415 University Avenue, Minneapolis, Minnesota.



RADIO

1500 ON YOUR DIAL

MINNEAPOLIS • ST. PAUL



The Station For ALL Good Sports



LORAIN



CLEVELAND



PAINESVILLE



AKRON



WOOSTER



CANTON



NEW PHILADELPHIA



STEUBENVILLE

* WGAR is warming up for another great season of sports coverage. To kick off this program, WGAR is broadcasting the thrills and color of every Cleveland Browns game and each Ohio State gridiron battle to listeners throughout the Northeastern Ohio area. Sports fans will also be treated to the on-the-spot coverage of the Cleveland Barons hockey

matches plus the play-by-play action of the Cleveland Pipers, Cleveland's entry in the pro basketball circuit. Add to this WGAR's programming of good music, drama, comedy, news and local events featuring top local and CBS personalities and you have a complete entertainment package that is truly... Radio for Grown-Ups... of All Ages.

CLEVELAND—50,000 WATTS

PEOPLES BROADCASTING CORPORATION

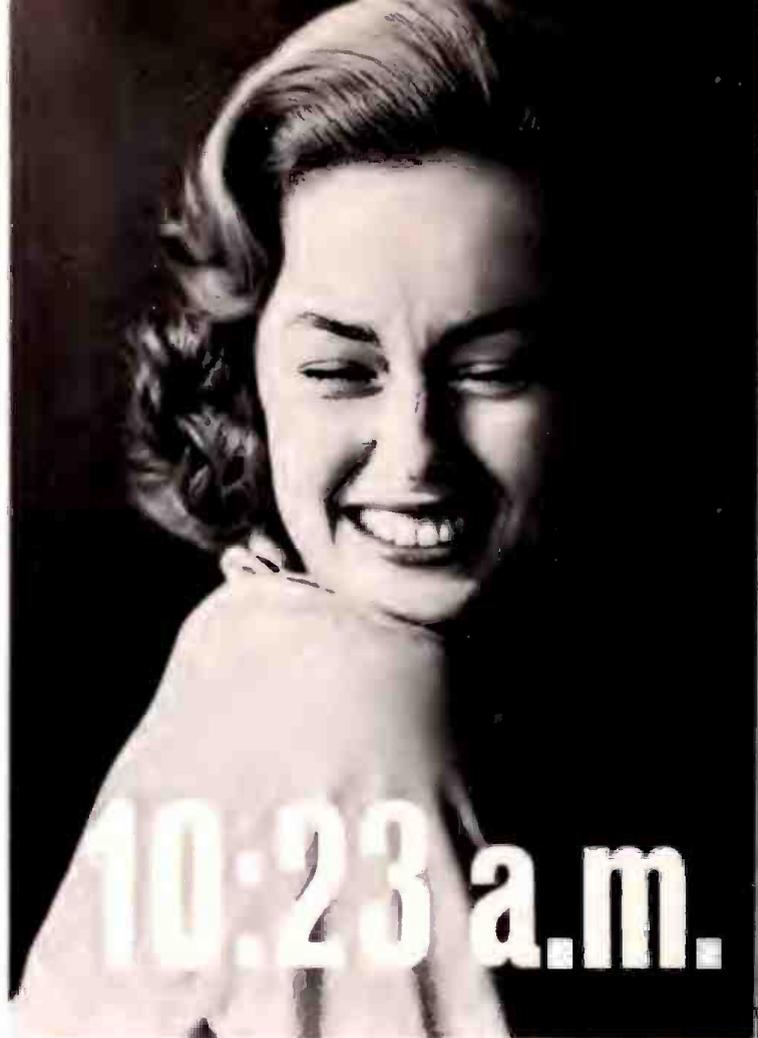
WGAR.....Cleveland, Ohio
WRFD...Columbus-Worthington, Ohio
WMMN.....Fairmont, West Virginia
KVTM.....Sioux City, Iowa
WTTM.....Trenton, New Jersey
WNAX.....Yankton, South Dakota

WGAR

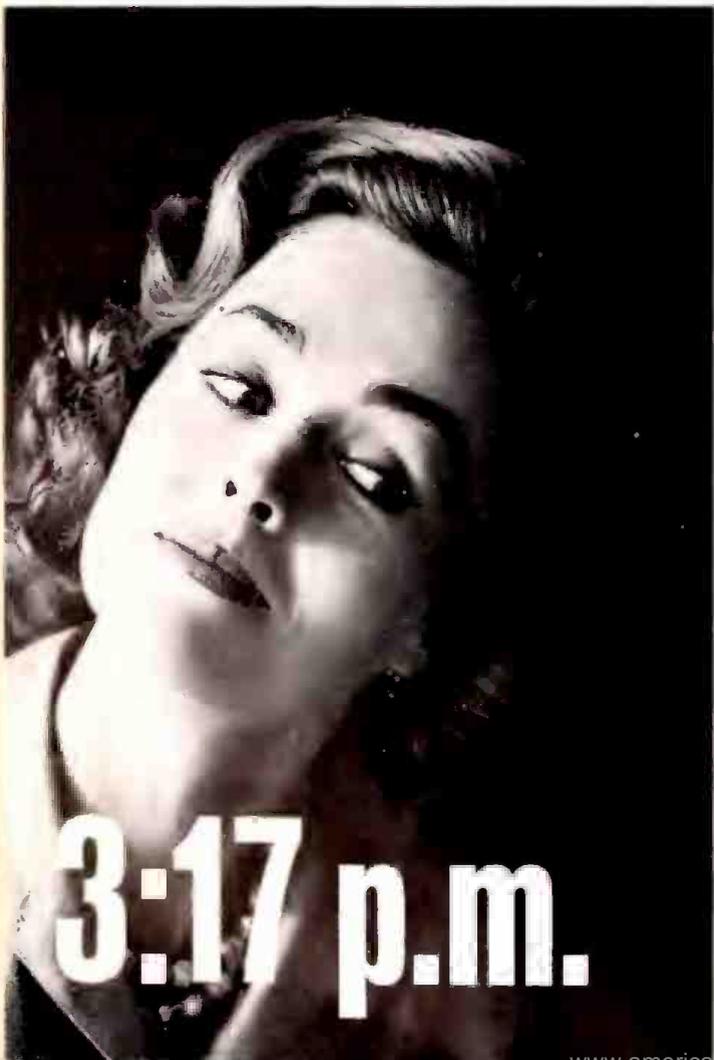
Represented by HENRY I. CRISTAL COMPANY



7:41 a.m.



10:23 a.m.



3:17 p.m.

valuable new minutes in radio

Now, these and all other KBIG minutes are *new* . . . and *more valuable*. The big reason? Southern California's positive reaction to 3 talented personalities: Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). This dynamic threesome adds new freshness, new vitality to radio selling.

Result: *Better sound* for listeners . . . *more profitable* climate for advertisers.

Get the facts! New file-folder now available from your KBIG or Weed rep.

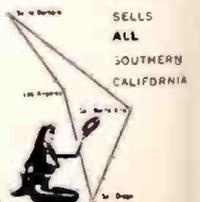
KBIG

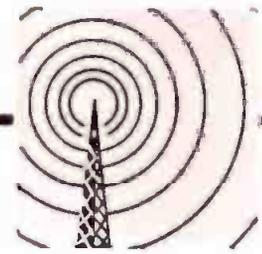
Radio Catalina 740 kc/10,000 watts

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOLLYWOOD 3-3205

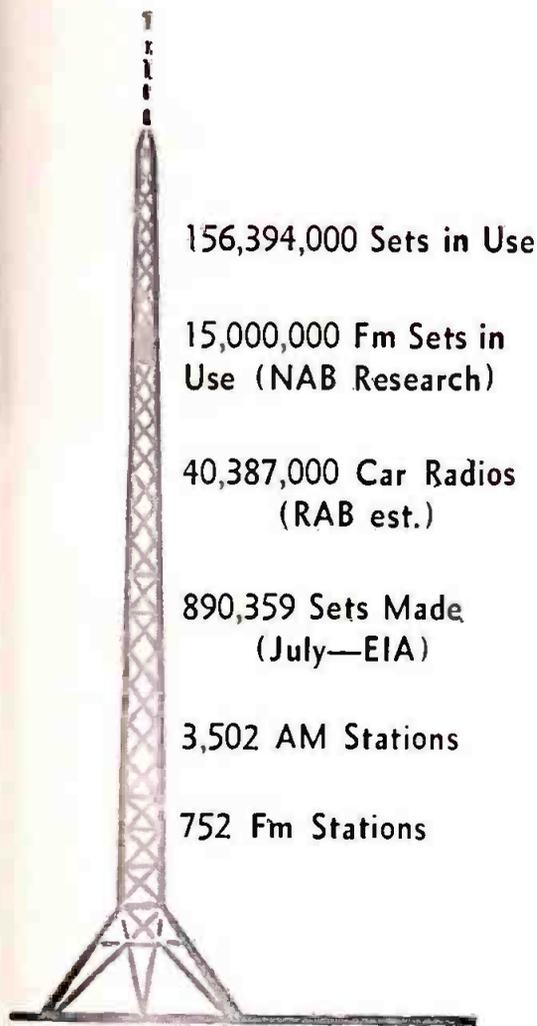
National Representative: Weed-Brown Radio Corp.

RADIO
CATALINA
SELLS
ALL
SOUTHERN
CALIFORNIA





Radio's Barometer



Spot: Estimated national spot radio time sales for the first six months of this year, according to the Station Representatives Association, were \$85.909 million. This compares with an estimate of \$85.923 million in national spot sales for the same period in 1959. The SRA points out that these estimated figures do not reflect the adjustments which will be made when the Federal Communications Commission releases the official sales figures for last year.

Network: NBC Radio is in a profit-making position for the first quarter of 1961 as a result of net sales of over \$1.25 million during a three-week period last month, according to William K. McDaniel, vice president in charge of the network. "At the three-quarter mark of 1960," Mr. McDaniel said, "we are already in the black for the first full year since the early fifties." The Pepsi-Cola Co. continued to hold its number one position among network advertisers in terms of total home broadcasts delivered, according to the A. C. Nielsen Co.'s monthly index for the period ending August 7. Second and third places went to Chevrolet-General Motors and Liggett & Myers Tobacco. The network leader in total commercial minutes delivered, the Nielsen report indicates, was Chevrolet with 103,615,000. In second place was Pepsi-Cola with 101,929,000, followed by Westinghouse Electric with 101,836,000 commercial minutes delivered.

Local: A new KNX Hollywood sales record was recently established by the station, according to Gordon Mason, sales manager. He reports sales totaling \$108,000 for one day. The previous single day record, Mr. Mason points out, was \$100,000, set last April. Sales made to General Motors, R. J. Reynolds, Universal-International and General Foods helped establish the new sales peak.

Stations: The number of am and fm stations on the air at the end of August totaled 4,254, an increase of 17 (11 am and 6 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on air	3,502	752
Under construction	611	85
Applications pending	102	190

Sets: Showing the effects of the traditional vacation period, total radio production in July was 890,359, including 328,000 auto receivers, according to the Electronic Industries Association. Total radio production for the first seven months of the year came to 8,414,879, including 3,651,101 auto sets. Production figures for the same period last year were 7,936,621. Total radio sales, excluding car radios, was 665,298; seven month total was 5,038,899. Sales total for the same period in 1959 was 4,583,240. Number of fm sets produced in July was 49,707. The seven month cumulative total was 492,242.



VICTUALS & VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very broth of a radio station . . . the favorite of butchers, bakers, greengrocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make and market America's leading victuals and viands: *A&P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Dorann Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Gravymaster Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schrafft's (Frank G. Shattuck Company,) Standard Brands, Inc., Tea Council of the U. S. A., Teiley Tea Company, Wheatena Company, White Rose Tea.* During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather . . . the station with the taste of success.

WPAT
&
WPAT-FM

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER 1960

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<i>Advertising:</i>	
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West Coast
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700 Montgomery Building
San Francisco 11, SUtter 1-4583

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

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Audit of Circulations Inc.

BPA

U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Chicago, Ill.—161 E. Grand Ave. Whitehall 3-3686. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, for U.S.A., \$5 a year which includes U.S. FM, monthly publication also published by Arnold Alpert Publications, Inc. U.S. Possessions and Canada \$6 a year for both magazines. Please advise if you move and give old and new address. Copyright 1960 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

U. S. RADIO • October 1960

The Golden Sixties

HOUSE OF SOUNDS

AS: Solid as the renowned rock . . . Streamlined as the fabulous jets . . . Dependable as the morning light in the East! . . . For thirty KTRH years the intangible thing called radio has been moulded into a living, virile tangible . . . an habitual tangible of radio service for any given listener.

The farmer, the rancher, the home gardener . . . the music lover . . . the news enthusiast . . . the fisherman, hunter and sportsman . . . the homemaker . . . the MONEY maker . . . all . . . each one . . . receives KTRH radio service individually, as is to be expected from a real radio station's schedule.

So it has been for the past 30 years now . . . and it's good to have such a record . . . and to know you use our radio product so habitually.

Now comes a new decade of service . . . and there will be more . . . but any day of any year of any decade you will have full radio service on 740 . . . so begins another 30 with the "Golden 60's."

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as

The news and information station

The variety station

The network station

The family station



KTRH

DIAL 74

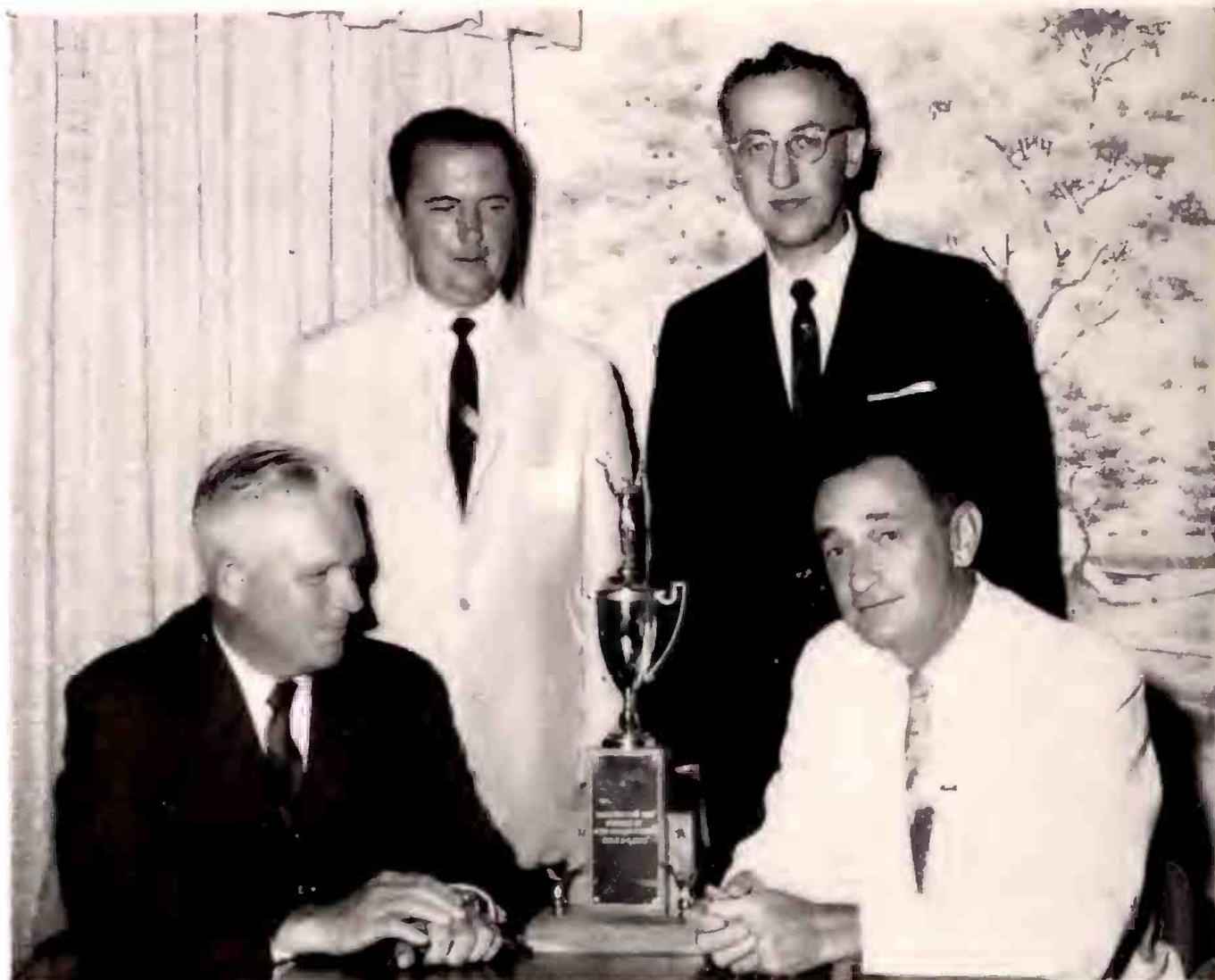
50,000 WATTS

HOUSTON, TEXAS

REPRESENTED BY PETERS, GRIFFIN AND WOODWARD, INC.

In the Public Interest...

Another citation for WSB-Radio, The Voice of the South



Congressman John J. Flynt (seated left) congratulates Frank Gaither, general manager of WSB-Radio, upon WSB's winning the special "Safetython" award given by the GAB. Looking on are Paul Reid, GAB award chairman, and Elmo Ellis, WSB-Radio program director.

Following a tradition of 38 years of broadcasting in the public interest, WSB-Radio joined other broadcasters during the July 4 holidays to wage an unprecedented safety campaign to save lives on the highways.

The station utilized a three-pronged approach, featuring 1100 announcements, during a three-day period, with reports from the station helicopter, the mobile news units, and prominent state and city officials.

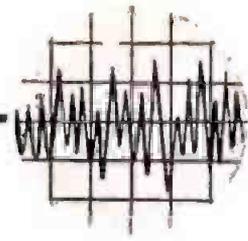
This promotion was judged best by the Georgia Association of Broadcasters among stations serving a market of more than 75,000 population. It is this type of programming in the public interest that has served to make WSB-Radio synonymous with public service in the minds of listeners, and has won for the station a tremendous audience loyalty.

WSB Radio

The Voice of the South / Atlanta



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



Heavy Radio Load Prompts Pulse To Postpone Orders for "Specials"

Faced with one of its busiest fall seasons in radio, The Pulse Inc. is not accepting new orders for special studies until November 15. The current workload in radio has been running at the rate of 40 or 50 studies a month, including both special and regular reports, according to George Sternberg, Pulse service director. The major reason for this action is to allow adequate time for the studies currently being produced.

Adam Young Appraises Market Data in Top 100 Areas

"Spot Markets 1960—100-Market Appraisal" is being released this month by Adam Young Inc. The 32-page booklet is intended to serve as a marketing guide to the use of radio in the top 100 markets. It will define the areas of maximum advertiser interest for each market, providing population, effective buying income and households both for the metro area and the advertiser area. Frank Boehm, vice president, research-promotion, states the advertiser areas for this study have been arrived at by using the Rand-McNally trading area maps and drawing a 50-mile radius from the center of each city. Exceptions to these are advertiser areas that have been determined by an agency panel in previous listening studies. Source of the marketing data is *Sales Management's Survey of Buying Power*.

Do Stations See Need To Simplify Rate Cards?

The "most constructive" step a station can take is to make its national rate card easier to interpret, Radio Advertising Bureau finds in a survey of its 1,200 member stations. The study shows that nearly half—48.7 percent—of the stations consider simplification of rate cards the important need today. Many stations, especially those in large markets, have made changes in this direction over the past year. The survey finds that 58 percent of large-market stations have made attempts to streamline their cards in the last 12 months. On the other hand, RAB states, in small markets where rate structures frequently are less complex, 16 percent report efforts towards simplification.

Radio Offers Book Publisher New Promotion Opportunities

A reminder that there are always important new fields to conquer is the fact that Grosset & Dunlap Inc. is reportedly the only representative of the \$600-million-a-year book publishing industry making use of local and national radio to generate sales on the retail book level. G&D had its first exposure to the sound medium last year, and is coming back with a bigger "edition" for the 1960 pre-holiday selling season. (See *G&D Discovers Radio*, p. 28.)

Another New York Station Denies It's Up for Sale

Amid all the interest surrounding the sale of WINS New York for the all-time price high of \$10 million, some New York properties have been put in a position of denying they are up for sale. One such station is WMGM. Laurence Tisch, chairman of the board and chief executive officer of Loew's Theatres Inc., states, "WMGM is an extremely important asset to our company. Every year, for a number of years, the station's income and profit have substantially exceeded the previous year. . . . We have no intention of disposing of WMGM at any price. As a matter of fact Loew's Theatres Inc., will make every effort to enlarge its activities in the field of radio and tv station ownership."

KYW is way up in Cleveland!

...with the most extensive international, national and local news coverage in town. More people dial KYW for News than any other radio station in Cleveland.* KYW is your No. 1 radio buy in Ohio's No. 1 market.

*SPECIAL PULSE STUDY MARCH 1960

Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.



time buys

American Motors Co.

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

Product: 1961 RAMBLER

Announcing a record campaign to introduce the new Rambler, American Motors is buying an extra 45 spots per weekend for a three-week period on NBC stations carrying its Monitor spots. The Monitor schedule will continue for 52 weeks, totaling 22 announcements each week.

Beech-Nut Life Savers Inc.

Agency: Charles W. Hoyt Inc.

Product: BEECH-NUT COFFEE

With an all-radio budget, Beech-Nut started a 10-week spot campaign in mid-September. Markets number between 30 and 40, including Detroit, northern Virginia and cities in the Northeast. Total spots per week will reach 200 in some markets. Time-buyer is Doug Humm.

Bulova Watch Co

Agency: McCann-Erickson (U.S.A.) Inc., New York

Product: WATCHES

Bulova's fall schedule begins October 31 with 10-second time signals slated to ring in 25 markets. The schedule calls for frequencies of 25 per week for each station. Phil Stumbo is the timebuyer.

Cerebelli & Co.

Agency: Ellington & Co., New York

Product: BRIOSCHI TABLETS

The second flight of spots for this anti-acid tablet will begin mid-November in 16 markets, including the Northeast and Chicago. This flight will run five weeks, using 30-second ET's. Dan Kane, media director, is handling the buying.



South Bend's Your Best Bet

Put the odds in your favor — pick the South Bend market. With a Metro Area household income of \$7553 South Bend whips the state average of \$6127 by many, many lengths. And this is only one part of the South Bend market. Project this basic area to the 36 Indiana and Michigan counties covered by WSBT, and it parlays into an area with over \$3.5 billion buying power!

WSBT is the area's favorite... dominates every 15 minute segment of every broadcast day from South Bend. The leading station in one of the midwest's richest markets. So put your products in the winner's circle; pick the South Bend market and its dominate station... WSBT. Call your Raymer man for complete details. He'll trot right over.

Ask Paul H. Raymer, National Representative



5000 WATTS
960 KC

WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

U. S. RADIO • October 1960

WCOL

has
**SOUND
INFLUENCE**
in
Columbus,
Ohio

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!

The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.

*(You invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request.)

24 hours a day broadcasting
1230 AM 92.3 FM

The New

WCOL

The Capital
Station

Columbus 15,
Ohio

Represented by:

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

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

time buys

Cities Service Co.

Agency: *Ellington & Co.*

Product: GASOLINE

A flight of minutes and ID's just started in 60 markets. Schedule is running for four weeks in eastern markets, five in the mid-west. Wednesday, Thursday and Friday are the favored days for minutes, weekends are reserved for ID's. Media director Dan Kane handles the buys.

d-Con Co.

Agency: *The Thompson-Koch Co.,
New York*

Product: MOUSE PRUFE

Going into 30 markets, this product will be advertised through the end of the year on stations with "area coverage." Idea is to reach suburban house-holders bothered with mice. The schedule will run through December, using an average of three spots per week. Bob Hall is the timebuyer.

d-Con Co.

Agency: *The Thompson-Koch Co.,
New York*

Product: RODENTICIDE

Back on farm radio after a summer break, the rat-killer spots are running in 125 markets. Frequencies vary from three to 12 spots per week, depending on the market. On some stations, five and 15-minute farm programs carry the message. Time-buyer is Bob Hall.

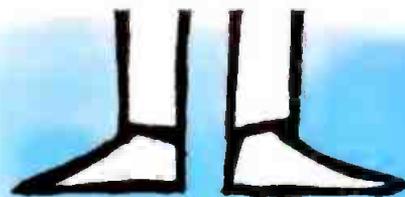
E. I. duPont de Nemours & Co.

Agency: *BBDO Inc. New York*

Product: (FABRILITE)

Spots for this product, a plastic-like fabric used in upholstery covering, started this month in 25 markets. Fabrilite, sold in venetian blind stores and similar outlets, is being advertised in this campaign to appeal to the "do it yourself" homemaker. The station list was the re-

(Cont'd on p. 10)

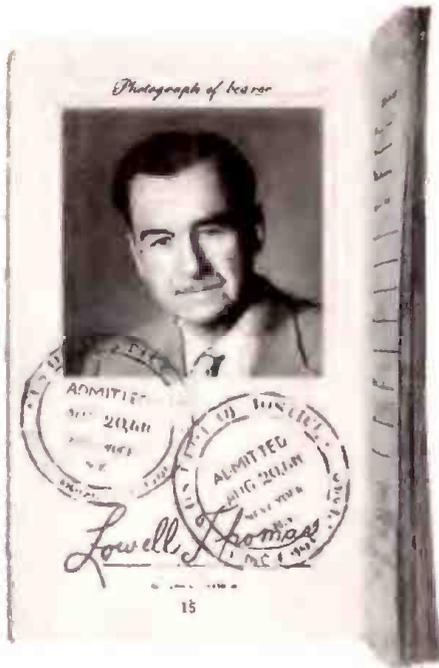


KYW is way up in Cleveland!

KYW reaches more adults in more homes throughout the day than any other radio station in Cleveland.* It's your No. 1 radio buy in Ohio's No. 1 market. *MON.-FRI., PULSE, HOOPER & NIELSEN

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.





LOWELL THOMAS

For the sixth successive year Lowell Thomas is on CBS Radio for General Motors, World traveler, explorer, lecturer, author, his first-hand knowledge of people and places gives his newscasts special color and authority. And his long-term association with a single company points up the cumulative advantage of sponsoring an outstanding personality year after year. In all radio Lowell Thomas—and his colleagues—are the kind of company you keep

ONLY ON CBS RADIO

sult of client recommendation, and holds to the top-rated station in each market, Macon, Ga., and Jackson, Miss., are typical of the market size. A scattering of 10 extra markets includes Chicago as the largest one. Running for four weeks, frequencies in the campaign are six spots a week during driving time. Bob Syers is the timebuyer.

Eastern Air Lines Inc.

Agency: *Fletcher, Richards, Calkins & Holdert Inc., New York*

Product: AIR TRAVEL

Another 13 week flight kicks off in 25 major markets next month. Minimum number of five spots a week will run in some markets, with larger schedules in others. Package plans are being bought on some stations. Jim Kelly is timebuyer.

Ford Motor Co. Mercury and Lincoln Div.

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

Product: 1961 MERCURY

A heavy announcement campaign started October 5, will run six weeks on 210 stations in 71 markets. Frequency for the minute spots ranges from 20 to 70 per week. Scheduled in traffic times, the messages are in the 6 a.m. to 10 a.m. and 1 to 6 p.m. slots. Mercury dealer associations (there are 23) are running regional campaigns to supplement national spot. Timebuyer is Ed Kolba.

Gasoline Tax Education Commission

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

A 47-State spot radio campaign started October 11, in an effort to make the public aware of the amount of tax the consumer pays per gallon of gasoline. The campaign using 30s, 20s and 10s is on the air in a total of 150 markets. Frequencies vary from light to heavy with an average of 20 spots per week. Copy varies in each state to accommodate

the tax variance across state borders. Timebuyer is Bob Ridge.

General Motors Corp. Buick Division

Agency: *McCann-Erickson Inc., Detroit*

Product: AUTOMOBILES

Introducing the new Buicks with spot radio in 90 to 100 markets, M-E's first flight began September 26 for three weeks. After a two-week interim, spots will be on for another three weeks. Frequencies run as high as 25 spots per day in some markets, with a low of 10 or 12 in others. Minutes and 20's carry the message, and the total campaign involves some 275 stations. On network, Buick is sponsoring 12 five-minute Bob Hope shows per weekend on NBC's *Monitor*. The network schedule is 10 weeks long, heard in 195 markets. Timebuyer is Judy Anderson.

Knomark Inc.

Agency: *Mogul, Williams and Saylor Inc., New York*

Product: ESQUIRE BOOT POLISH

A substantial budget increase shines bright for radio in a fall push in the top 15 markets. Announcing that the "odor is out," the commercials feature a new 10-second radio jingle. The six-week campaign began the last week of September, with schedules of 80 announcements per week.

V. La Rosa & Sons Inc.

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI PRODUCTS

An early fall drive for this account will start about October 18 and run a total of 13 weeks. Complete line of LaRosa products will be advertised in 30 markets, mostly in the east and mid-west. Schedule calls for 40 spots per week, Monday

through Friday. Some spots are live, others ET. Len Soglio is timebuyer.

Nestle Co.

Agency: *Wm. Esty Co., New York*

Product: INSTANT NESCAFE

Stations are still being added to the 12-week Nescafe buy that started in September. Between 80 and 90 markets are included in the campaign to date. Announcements are minutes and 20's, all ET's. Jack Nugent is timebuyer.

Parker Bros. Inc.

Agency: *Badger, Browning & Parcher Inc., Boston*

Product: GAMES

Seeking out the housewife who is buying for Christmas, Parker Brothers will start a campaign in early November in 40 to 50 markets. A five-week campaign begins November 4 in some markets, a six-week drive on November 7 in others. Spots will fall mostly between 9 a.m. and 4 p.m., although some will run during morning driving hours. At least 25 percent of the budget is going into spot radio.

Pierce's Proprietaries Inc.

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

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

The first of two 16-week flights starts October 17 in 30 markets. Minutes will run in the morning times. After a Christmas hiatus, the second flight will begin about January, 1961. Dorothy Glasser is the timebuyer.

Remington Arms Co.

Agency: *BBDO Inc., New York*

Product: REMINGTON CHAIN SAWS

After several years of a "no-advertising" policy for this product, the

company expects to highlight its chain saws in a spot radio campaign tentatively planned to kick-off some time in November. If advertising plans progress along the current route, radio will get the bulk of the budget.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: BLUE BONNET MARGARINE

About 10 markets will be added this month to the current schedule. Flights run from four to eight weeks. The total campaign involves some 50 markets, and 50 to 100 spots per week. Timebuyer is Bob Decker.

Universal-International Pictures Corp.

Product: MIDNIGHT LACE

Promoting this film's introduction, Universal is using radio heavily, particularly in light of the radio popularity of its singing star, Doris Day. The film opens October 13 in New York, and will be introduced in about 40 major markets through November 30. Radio budgets for each city may run from \$750 to \$1,500. Once *Midnight Lace* is unveiled in the top markets, it will move to smaller ones with proportionate radio budgets.

Warner Bros. Co.

Agency: *Blaine-Thompson Co., New York*

Product: "SUNRISE AT CAMPOBELLO"

A heavy saturation campaign on fm stations is the prospect for this film as it opens next month in a number of cities. Agency feels it can best reach a discriminating audience with fm utilizing a modified hard-sell. The commercials will outline the reserved seat plan which gives people a chance to buy tickets in advance. Some am stations may be used, but fm will be the number one air medium. Timebuyer Lee Frankel. . . .



**ARTHUR
GODFREY**

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

**ONLY
ON CBS
RADIO**

WATCH HOUSTON!

now the
6th largest city
in the
nation

1960 CENSUS



**HOUSTON IS
A MUST BUY IF YOU
WANT THE TOP SIX!**

and here are Houston's leading advertising media:

THE HOUSTON POST
Representatives
Moloney, Regan and Schmitt, Inc.

KHOU-TV
Representatives
H-R Representatives, Inc.

KPRC-TV
Representatives
Edward Petry & Co., Inc.

KTRK-TV
Representatives
George P. Hollingbery Company.

KCOH
Representatives
John E. Pearson Company.

KILT
Representatives
John Blair & Company.

KNUZ
Representatives
The Katz Agency, Inc.

KPRC
Representatives
Edward Petry & Company, Inc.

KTHT
Representatives
Avery-Knodel, Inc.

KTRH
Representatives
Peters, Griffin, Woodward, Inc.

KXYZ
Representatives
H-R Representatives, Inc.



NAB Action Seen Improving Radio Code's Efficiency

Veteran broadcaster Charles M. Stone, has been named to newly-created post of full-time director of the Radio Code of the National Association of Broadcasters. The code administrator will report to John F. Meagher, NAB vice president for radio. The duties of the code director include assisting in the preparation of a monitoring program to insure code compliance by subscribers, Mr. Meagher said. At the same time, the Radio Code Board, which is headed by Cliff Gill, president and general manager of KEZY Anaheim, Calif., also mapped out a campaign to step up subscription to the code. Attempts will be made to explain the benefits of the code through State Broadcasters Association meetings, through sales efforts of the NAB station relations staff and through a complete presentation at the eight NAB fall conferences. According to Mr. Meagher, subscription to the code is now "well past the 600 mark."

Four Projects Designed to Boost And Bolster Station Editorials

Broadcasters will soon be seeing the results of a recent meeting of the Editorializing Committee of the NAB. The group approved four projects to assist and encourage broadcasters to editorialize. Included among these projects are: (1) Compilation of a file of specific instances showing what individual stations accomplish when they editorialize. (2) Updating and revision of the NAB publication, *Editorializing on the Air*, to reflect latest developments, and to contain examples of techniques as well as a check list for stations planning to editorialize. (3) Frequent mailing of selected case histories on editorializing to member stations of NAB. (4) Compilation and dissemination of a list of problems which may have been encountered since radio station editorializing became more prevalent.

NAB Implements New Format For Series of Fall Conferences

NAB will put the new format it has developed for its annual series of fall conferences for broadcasters into practice at the first session being held in Atlanta, Ga., this month. The new approach, it was explained, calls for a "study in depth of people and politics, problems and profits." Everett R. Revercomb, NAB acting administrator and secretary-treasurer, said the Atlanta conference, and those to follow, would explore "the many pressing problems confronting broadcasters in a time of crisis and decision. Chief among these is politics—the science of government, the mechanics of government and their relationship to the broadcast industry. This is the most important problem facing broadcasters today," Mr. Revercomb says, "and will be the subject of a study in depth in all its phases."

McCullough Offers Views on Amended Communications Act

Clair R. McCollough, chairman of the Policy Committee of the NAB, and president and general manager of the Steinman Stations, Lancaster, Pa., recently issued a statement dealing with new amendments to the Communications Act signed into law last month. Mr. McCollough said, "The broadcasting industry has no patience with payola and the rigging of quiz shows and, as industry spokesmen testified before Congress, is satisfied to have such practices spelled out as criminal offenses. NAB is happy that Congress removed from the legislation a proposal to permit the Federal Communications Commission to suspend station licenses. This would have placed an intolerable burden on individual broad-

(Cont'd on p. 14)



Here's the prescription for sales success: advertise on WPAT. A balm to Greater New York, we're a positive tonic to the men who make and market America's leading drug products, cosmetics and toiletries. Listened to throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes, WPAT is heard and preferred, among other places, in more of the Metropolitan area's 6,000 independent retail pharmacies than any other station. That's what we call point-of-purchase penetration in depth. And there's no doubt that it moves merchandise. Which probably explains why our drug product, cosmetic and toiletry advertising has increased 327% in the past three years, thanks to advertisers like these: *Bell Mack Laboratories, A. Brioschi, Bristol-Myers, Colgate-Palmolive Company, Coty, Lever Brothers, Miles Laboratories, Pomatex, Prince Matchubelli, Schick, Shampion, Shulton, Squibb Pharmaceutical, Sterling Drug, Warner-Lambert Pharmaceutical.* All of them have advertised on WPAT . . . the station with the look of success.

WPAT
&
WPAT-FM

casters. While NAB believes that fines are unnecessary, it is pleased that the legislation enacted contains provisions for appeal to the courts and other safeguards."

Guidance Furnished on Sponsor Identification Requirements

Member radio stations of NAB have received a guide for use in complying with sponsor identification requirements of the newly-enacted amendments to the Communications Act. The four-page sheet mailed by Douglas A. Anello, NAB chief counsel, contains 27 examples which were outlined in the Congressional report adopting the legislation. One example points out that no announcement of sponsorship is required where records are supplied to disc jockeys or stations unless the record distributor "furnished more copies of a particular record than are needed for broadcast purposes." Another example shows that sponsor identification would be required if an announcer should receive an automobile for his own use in return for an on-the-air mention of the auto manufacturer's products.

Aviation Agency's Views on Radio Towers Opposed by NAB

The NAB is taking the position that "the final authority in determining whether construction of a radio or tv tower would constitute a hazard to air navigation rests with the Federal Communications Commission. This position was taken in comments filed with the FCC in answer to a statement by the Federal Aviation Agency seeking final approval by the aviation agency before such a tower could be built.

The NAB answer said the intent of Congress to place final jurisdiction in the FCC was "clearly manifested" in the Communications Act of 1934, and has been "sustained in clear and unequivocal terms by the courts." Furthermore, it said, an examination of the Federal Aviation Act setting up the aviation agency discloses "no authority, expressed or implied, to exercise final jurisdiction over broadcast transmission towers is vested in the FAA." • • •



Important new development for ALL NETWORK TV USERS

- Total U.S. Sample
- Multiple Audience characteristics
- "Customer Count"

★ ★ ★

For details write or phone your nearest Pulse office.

LOS ANGELES
6399 Wilshire Blvd.
Olive 3-7733

CHICAGO
Tribune Tower
Superior 7-7140

NEW YORK
730 Fifth Avenue
Judson 6-3316

SAN JUAN, Puerto Rico
P.O. Box 3442
Telephone 6-3164

LONDON, England
41-42 Dover Street
Hyde Park 0-294

**IN
BALTIMORE
DO
AS
THE
NATIVES
DO!**



**MORE "NATIVE" MERCHANTS BEAT THE DRUM ON
W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!**

WITH is First in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers... men who really know the market: buy W-I-T-H and Baltimore buys you!



Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

WLW RADIO TOTAL AUDIENCE

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM

10,000

20,000

30,000

40,000

WLW

Station B

Station C

Station D

Station E

HERE'S PROOF-

WLW radio again lengthens

*according to
April / May
Nielsen 1960*

WLW Radio now commands almost 6 times the *total* daytime audience—as its nearest competitor . . . and 40% of the *metropolitan* Cincinnati daytime audience!

WLW Radio has increased its *total* daytime audience 12% in 3 months . . . 52% in one year! And has increased its *metropolitan* daytime audience 14% in 3 months . . . 29% in one year!

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

WLW RADIO METROPOLITAN CINCINNATI AUDIENCE

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM

2,000

4,000

6,000

8,000

10,000

WLW

Station B

Station C

Station D

Station E

50,000

60,000

70,000

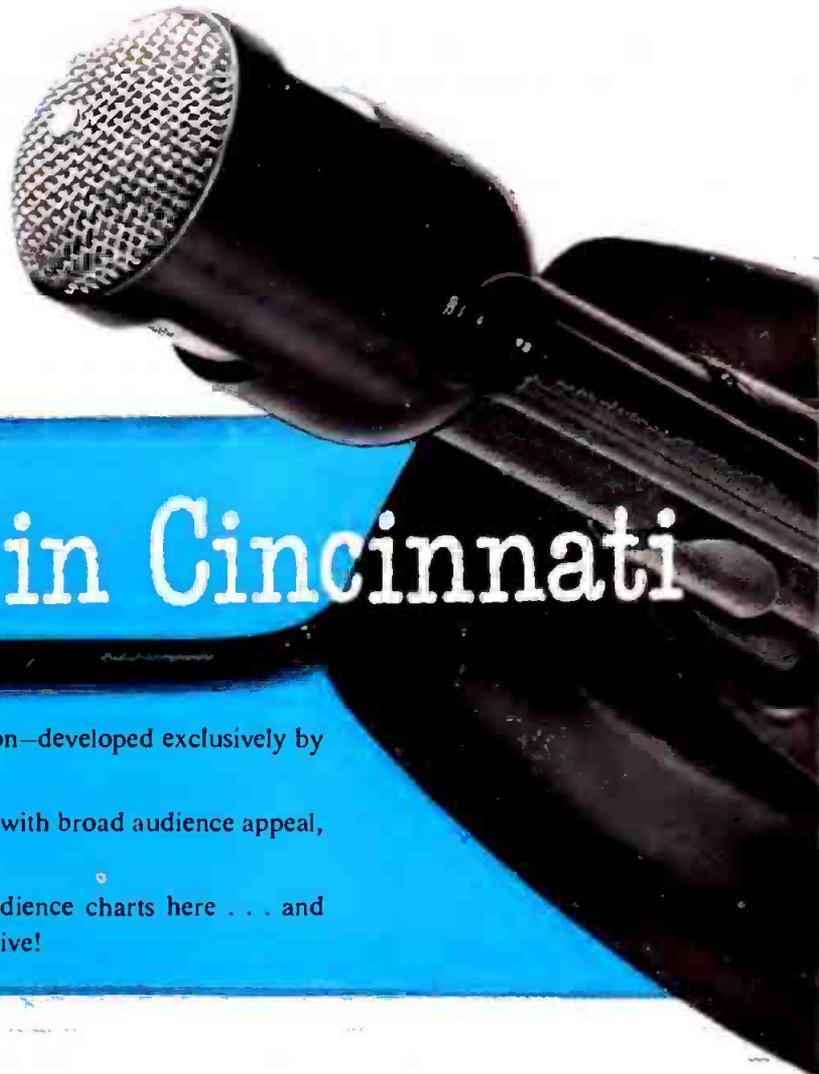
80,000

90,000

May 1959

Feb. 1960

Apr.-May 1960



1st place lead in Cincinnati

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, news and information.

So when buying Radio time, take one look at these audience charts here . . . and you'll see why you should call your WLW Representative!

12,000

14,000

16,000

18,000

20,000

May 1959

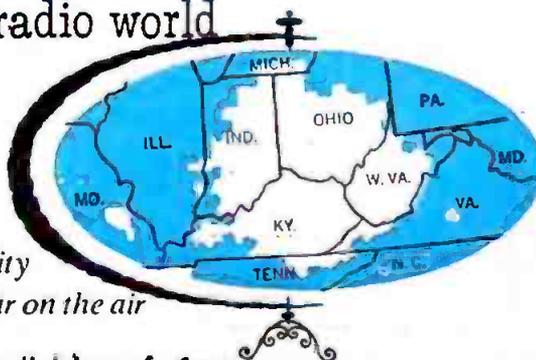
Feb. 1960

Apr.-May 1960

The Big WLW radio world

with audience among top 10 in America and first in Cincinnati

World's Highest Fidelity Radio Station 38th year on the air



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

LONG ISLAND IS A MAJOR MARKET!

WHLI
THE VOICE OF LONG ISLAND

**THE GREATER
 LONG ISLAND MARKET**
 (Nassau-Suffolk)

**MORE AUTO
 STORE SALES
 ARE MADE ON
 LONG ISLAND
 THAN IN
 WASHINGTON, D.C.,
 WORCESTER AND
 WACO ...
 PUT TOGETHER!**

\$409,707,000
 (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
 LONG ISLAND, N. Y.

*the voice of
 Long Island*

Represented by Gill-Perna

the

Silver Mike



THIS MONTH:

ARTHUR HULL HAYES

President, CBS Radio

**Leads Way in New Changes
 For CBS Network Programming**

Under the leadership of Arthur Hull Hayes, president of CBS Radio, one of the most significant CBS affiliate conventions was held late last month to provide final approval to modifications in the Program Consolidation Plan.

The original PCP, which was instituted in January 1959, has been responsible for CBS Radio's return to the positive side of the ledger for the final quarter of 1959 and the first six months of this year. And Mr. Hayes is confident this happy experience will continue.

The new modifications place greater emphasis on news and public affairs—"the one kind of programming that a national network has always been able to do best," Mr. Hayes states.

"PCP has proved a great success both for the network and its affiliates. From our standpoint, costs were reduced and station clearance problems were eliminated. The stations, on their part, welcomed the freeing of program time while the all-important 'network sound' is retained. That 'sound' will remain, of course, in the identifiable quality of the news, Arthur Godfrey, Garry

Moore, Art Linkletter, Bing Crosby and Rosemary Clooney."

Mr. Hayes, who became president of CBS Radio in April 1955, has spent his entire business career on both sides of the advertising fence—agency and media. He was graduated from the University of Detroit in 1926.

After two years in the national advertising department of the *Detroit News*, he joined the media department of Campbell-Ewald Inc. He became assistant to the vice president in charge of media and in the early 1930's, with the onrush of broadcasting, Mr. Hayes organized a radio department for the agency.

He started his CBS career in January 1931 as an account executive for CBS Radio Spot Sales and was appointed eastern sales manager a year later.

In 1938, Mr. Hayes was named sales manager of WCBS New York and became general manager of the station in 1940. In February 1949, he headed west to become vice president in charge of the network's San Francisco office, following the acquisition of KCBS (then under the call KQW). He remained there until assuming the post of president. • • •

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area
is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio

exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

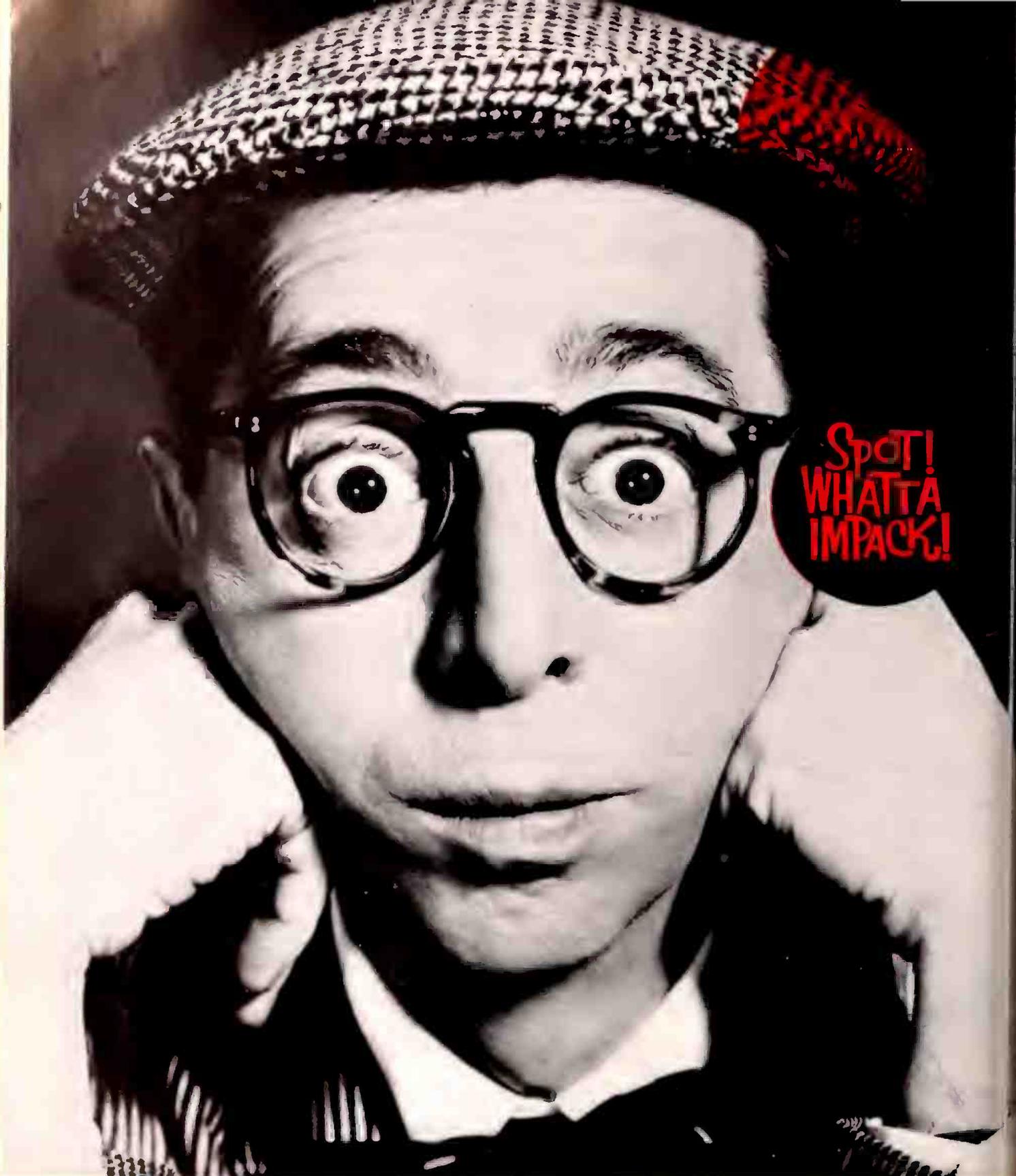
NBC Affiliate

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



SPOT!
WHATTA
IMPACK!

In the world of Arnold Stang spot is a very big deal. His spot campaign for Chunky Chocolate Corporation is a tremendous success in a powerful and versatile medium. It made famous the comedy buy-line —“Chunky! Whatta chunka chawklit!” The Chunky Chocolate people — and Arnold — know the value of spots well placed. Nothing is more flexible. You sell your products where they are, with maximum exposure, high return and *no waste*, and when it comes to smart placement call your HR man. He’s an expert



HR

Television, Inc.
Representatives

LETTERS TO THE EDITOR

Reaction

I must say that the article on Mary Ellen's was absolutely terrific and compliment you on it. (*Regional Saturation Tells Sales for Mary Ellen's*, September, 1960).

Please accept my sincere thanks for a wonderful story on Mary Ellen's.

Robert L. Whitehead
Account Executive
Guild, Bascom & Bohfigli, Inc.
San Francisco

Requests

It is my understanding that you have recently published an article entitled *Radio: d-Con's Pied Piper* (February 1960).

Since we have a client who also sells rodenticides, a reprint or copy of this article would be helpful to us in evaluating how d-Con uses radio.

Richard T. Kass
Research Department
Klau, Van Pietersomm, Dunlap, Inc.
Milwaukee

I read your *Commercial Clinic* (August 1960) with great interest. I would like to write to the Jingle Mill for additional information. Would you please send the address?

Donald Stoll
Advertising Department
Ex-Cell-O Corp.
Detroit

Would you please send any information you have regarding fm in Canada and the United States, or any source of information that I may be able to research myself. I am looking primarily for statistics.

R. K. Sagness
Librarian
All-Canada Radio and
Television, Ltd.
Toronto

I would appreciate receiving a copy of the May, 1960 issue of U. S. RADIO. I am especially interested in the public service articles in this issue.

Calvin C. Arnold
Account Executive
The Jay H. Maish Co.
Marion, O.

(Cont'd on p. 23)

NOW on the AIR!

Houston's most powerful

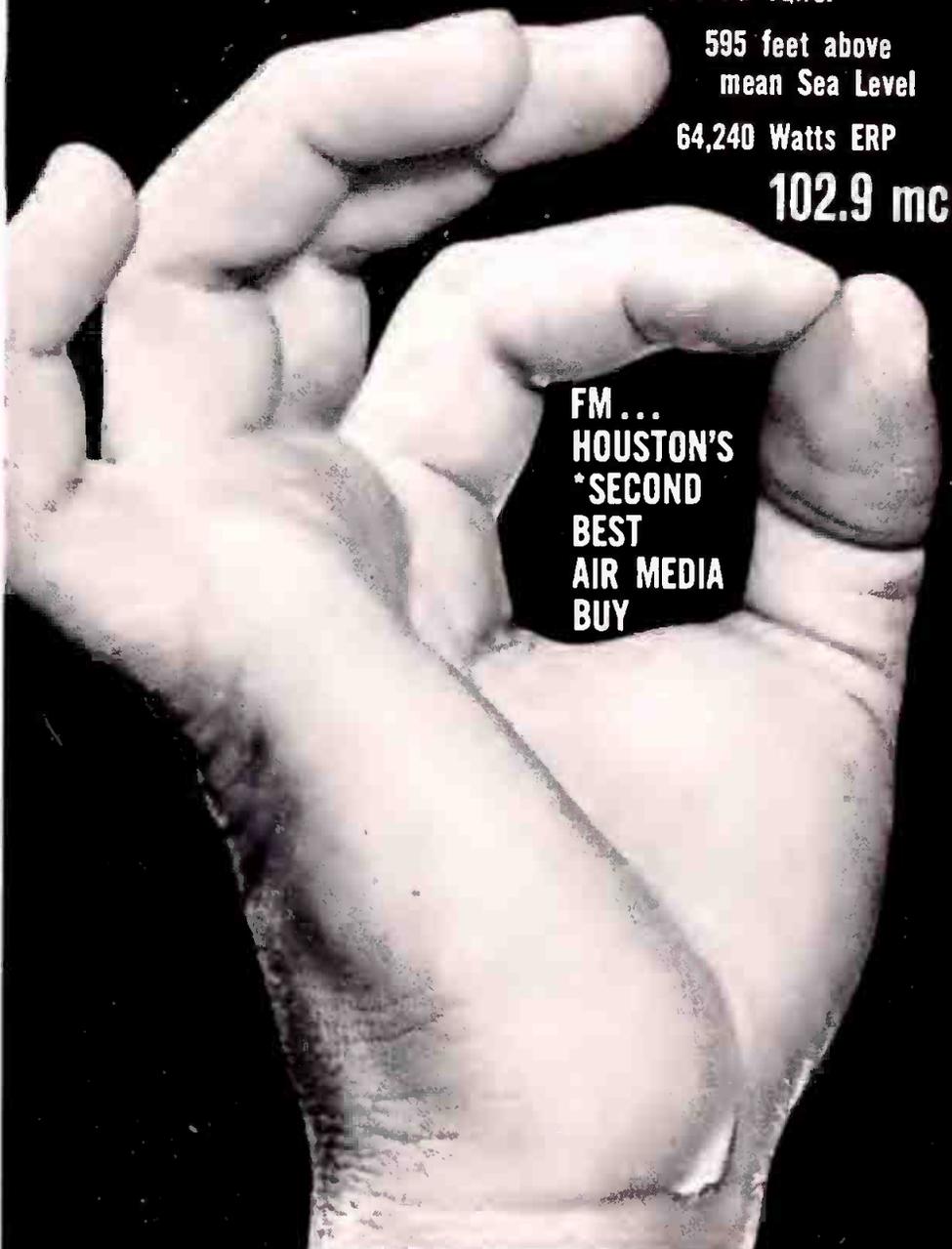
FM RADIO STATION

Operating from
544 Ft. Tower

595 feet above
mean Sea Level

64,240 Watts ERP

102.9 mc



FM...
HOUSTON'S
*SECOND
BEST
AIR MEDIA
BUY

DELIVERING ALMOST TWICE AS MANY HIGH INCOME FAMILIES PER DOLLAR INVESTED AS MASS MEDIA

(1960 Alfred Politz Major Market FM Study—July, 1960 Issue U.S. RADIO)

National Reps.:

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

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

K.QUE fm

*AFFILIATED WITH K-NUZ AM

HOUSTON'S NO. 1 BUY AT THE LOWEST COST PER THOUSAND



Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

the *Plus* of facilities

Varied, creative programming demands full, flexible facilities. The influence of WBT's superior facilities in producing a plus of audience is indirect but indispensable to advertisers.

WBT adds up!

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



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

I would appreciate it if you would send me your information on radio advertising, as mentioned in the February 25, 1960 issue of Real Estate Opportunities.

Mary E. Smith
Marvin L. Smith, Realtor
Eureka, Calif.

An article in your September issue is of considerable interest to one of our salesmen. It's the article on page 39, *Do You Believe That All Night Radio Can Be Used Effectively by an Advertiser?* Could you supply us with copies or reprints of this article?

Dan Burnes
KSD
St. Louis

Silver Mike

Thank you for sending me the very handsome "Silver Mike." This is, indeed, a very happy presentation. Frankly, I did not expect anything as nice as this.

I thank you very, very much.

Fred Rabell
Managing Director
KITT(FM)
San Diego, Calif.

U.S. FM

The announcement in your August issue that you have started the publication of U. S. FM is the greatest news to come out of a really fine publication.

I wish to enter my subscription to U. S. RADIO and U. S. FM for our station.

Best wishes for continued success.

E. F. Jones, Jr.
General Manager
WFMG
Gallatin, Tenn.

I have enjoyed your first issue of U. S. FM and was pleasantly surprised at the wideness and scope of the coverage of our medium.

Enclosed find our order for a year's subscription to your excellent magazine.

M. C. Patterson, Jr.
Station Manager
WYCA(FM)
Hammond, Ind.

Please put me on the subscription rolls for U. S. RADIO and U. S. FM.

Congratulations on your great step forward.

Thomas J. Daugherty
Manager
WKJF(FM)
Pittsburgh, Pa.

POP!



We've got the moxie, make no mistake! And that's why soft drink advertising has increased a smashing 121% in three short years on WPAT. There's nothing like the sparkling effervescence of our programming for refreshing soft drink sales throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and get thirsty in more than 5,000,000 radio homes. Ask the purveyors of America's leading potables. Ask *Canada Dry, Coca-Cola, Hoffman, Nehi, Pepsi-Cola, Seven-Up, White Rock* or anybody else who, in the last three years, has advertised on WPAT. Popularity moves products and you get popularity in the big, big bottle on WPAT . . . the station with the sound of success.

WPAT
&
WPAT-FM

**QUALITY BROADCASTING
SELLS
RICH, RICH
SOUTHERN
NEW ENGLAND**



QUALITY IN AIRCRAFT ENGINE DESIGN IS REPRESENTED BY PRATT AND WHITNEY AIRCRAFT OF EAST HARTFORD, CONNECTICUT, WORLD'S LEADING PRODUCER OF JET ENGINES.

PRATT AND WHITNEY ENGINES POWER NINE OF EVERY TEN DOUGLAS DC-8 AND BOEING 707 JET AIRLINERS IN SERVICE THROUGHOUT THE WORLD.

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

Radio Measures Up

**A three-part story detailing moves afoot
to increase measurably radio's national volume**

FAST START

From a radio point of view, the start of the new advertising season is off to a fast start. The adjacent lead story explains some of the important things that are happening as radio appears to be gearing for one of the most forceful selling years in recent memory.

Coincident with the start of the new advertising year is the fact that U. S. RADIO begins its fourth year of publishing with this issue.

Looking back for a moment, it is easy to observe the growth of the radio industry during these few years.

The number of stations on the air has grown from 3,113 am and 532 fm recorded in the October 1957 issue of U. S. RADIO to 3,502 am and 752 fm stations currently operating.

Radio's great out-of-home story was just getting started that year. Sales of portable sets in 1957 came to 3,846,000 compared with the most recent sales figures for 1959 of 7,687,000.

Total radio set sales in 1957 came to 14,777,000 compared with 18,167,000 in 1959.

Those who have been following the developments in radio know that the real growth years are ahead. U. S. RADIO is proud to be a part of this story.



One of the most aggressive selling seasons in the history of radio is in the making.

Nationally and locally, concerted efforts are being made to enlarge the national sales horizon of radio.

Leading the way are new research studies confirming the efficiency of radio buying. In addition, representatives are urging stations to get behind the bandwagon and push if they want to see a measurable increase in national volume.

As for research, Radio Advertising Bureau has published a new study that confirms radio's adult dominance during the daytime hours.

William C. Dekker, vice president, media director, McCann-Erickson Inc., New York, says of the RAB study: "The comparison of radio's adult audience reach during daytime in 1960 versus 1958 contained in this 27-market RAB study documents once again the growth of daytime radio during the past two years."

In another research study, Peters, Griffin, Woodward Inc. and A. C. Nielsen have teamed up to show the reach and efficiency of spot radio. There's a special spotlight cast on the power of weekend radio.

In addition, many representatives are pressing their stations to cooperate locally in creating a national demand for radio use. An example of what can be done is explained by Morris S. Kellner, vice president-radio, The Katz Agency Inc., in a point-by-point analysis of how stations can "cultivate" the local broker or distributor to increase the use of radio nationally.

1. RADIO'S DAYTIME POWER

The conciseness of radio's sales story and reasons for its advertising effectiveness are explored in new RAB research.

The project provides the same answer to two questions.

The questions:

(1) What segment of the family does the buying?

(2) What segment of the family listens to radio more than tv during the entire daytime hours?

Answer for both: Adults (18 years of age and older).

Taking the second question first, RAB finds that in every hour from 6 a.m. to 6 p.m., radio's penetration of the adult consumer audience is greater than tv's. These are the

hours when most buying takes place.

Pulse conducted the study in 27 markets last winter, comparing the number of adults reached by radio and tv during these hours. The results of the study are not projectible beyond the markets included. The markets studied, however, are the ones in which radio-tv competition is keenest and at a time when viewing is highest.

During the hours of 8 to 9 a.m., RAB states, the number of adults reached by radio is 8,811,330 compared with 917,000 for tv; from 4 to 5 p.m., the study finds that radio reaches 7,691,100 adults, while tv penetrates 4,575,180 adults.

During the noon hours, from 12

2. REACH AND EFFICIENCY

One of the most important blasts at the "traffic times" craze in radio has resulted from the study on radio's penetration co-developed by Peters, Griffin, Woodward Inc. and the A. C. Nielsen Co.

The purpose of the overall study was to provide a media planning guide to the penetration and cost efficiency of national spot radio in the top 100 markets. The study accomplishes this and more.

A major facet of the project shows that in reach and frequency as well as in audience composition, weekend radio compares very favorably with the crowded weekday driving times. Here are comparisons of two sched-

ules in the top five markets in the PGW-Nielsen study.

The Monday-through-Friday schedule (6 to 9 a.m. and 3 to 6 p.m.) utilizes 37 spots at a weekly cost of \$13,900 (minutes at 13-week rate).

The weekend schedule consists of 45 spots at a weekly cost of \$10,300 (minutes at 13-week rate).

Here are the results:

Driving times has an unduplicated reach of 28.9 percent of the homes compared with 28.3 percent for the weekend; frequency is 2.5 for weekday and 3.0 for weekend. In audience composition, the weekend schedule shows an edge in males of 33 percent compared with 26 percent

3. THE LOCAL BROKER

What can stations do to help themselves and their representatives increase the flow of national money into radio? Plenty, judging by a list of specific recommendations prepared by the Katz Agency Inc.

Particularly, Morris S. Kellner, vice president in charge of radio, urges stations to "cultivate" the local contact of the national client.

The following evaluation of what can be done is presented by Mr. Kellner in response to a plea for such advice from Kenneth Church, vice president, Taft Broadcasting Co.

"Frankly, too many of us in radio have been too casual in our efforts to cultivate local contacts of national advertisers. Newspapers, for instance, have long recognized that 'all na-

tional advertising is local' and have worked hard and consistently to cultivate the local district manager, broker or wholesaler. Radio stations must realize that such cultivation requires a *purposeful program*, carried out diligently *month in and month out*. It cannot be simply a spur-of-the-moment call when the news breaks about an upcoming campaign.

"Nor is it enough for just any available man to attend the Chamber of Commerce luncheon or the local food manufacturers representatives' association meeting. Cultivating the individuals who can *influence* the expenditure of national appropriations, the key man in the field who can *stimulate* national spot radio

NUMBER OF ADULTS REACHED BY . . .

	Radio	Television
8- 9 a.m.	8,811,330	917,000
9-10 a.m.	7,170,590	2,829,270
12- 1 p.m.	6,129,800	4,538,210
2- 3 p.m.	5,843,710	4,210,360
4- 5 p.m.	7,691,100	4,575,180

Source: RAB-Pulse study in 27 markets in Winter 1960.

to 1 p.m., RAB declares that radio is talking to 6,129,800 adults and tv is video-transmitting to 4,538,210 adults.

A similar study was conducted in the same markets two years before in winter 1958. While that study, RAB

(Cont'd on p. 49)



NEW RAB-PULSE research data on the power of radio's adult daytime penetration is explained on slides to William Dekker (seated), vice president-media director, McCann-Erickson Inc., by Robert Alter (l.), RAB manager of sales administration, and Irving Trachtenberg, group sales manager of the association.

for the weekday. It should be observed here that one of the big reasons for driving times popularity is the male audience. In female composition, the weekday schedule reaches 52 percent compared with 44 percent for the weekend.

The PGW-Nielsen project is meeting with positive agency reaction on high levels. Seymour Banks, vice president and manager of media, Leo Burnett Co., analyzed the study for his agency and signed off with this comment:

"Let me conclude by pointing out that these studies make significant contributions to our knowledge of spot radio's capabilities."

The object of the study, as explained by Jack Thompson, vice president-radio sales, and Lud Richards, director of sales development, is to correct what PGW calls a "false image" of radio held by "non-radio advertisers." The false image, states PGW, is that radio is a "low reach medium" and that it is "too expensive."

Robert Teter, vice president in charge of PGW's radio division, believes the study is important because "media can now estimate both cost and penetration of a spot radio campaign in much the same manner that it has been able to do for tv and print."

The study shows, for example, that in the top five markets an advertiser in one week can build the unduplicated reach of a schedule from 21.4 percent to 56.6 percent, depending on the number of stations (one to four) and the number of spots (34 to 303).

On a four-week basis, this schedule will jump in unduplicated reach from 34-38 percent for the smaller schedule to 73-79 percent for the larger campaign.

The PGW-Nielsen study was conducted in markets where Nielsen Station Index reports are available. It is felt that since the results apply

(Cont'd on p. 49)

money in specific markets, is an important task that should require personal attention of an assigned executive—perhaps the commercial manager—and it should be one of his most important basic activities.

"... Many of us in radio need to get this whole area of local contacts into better perspective. Too often we go with hat in hand, asking for something. *It can be the other way around!* If we believe our medium can do the selling job we claim for it, then we should not be approaching local business men to help us, but to point out how *we can be of help to them.*

"When we call on a district sales manager to ask for a recommendation, for a local station, we're asking

for something and not giving anything. And when we do it several times, we wear out our welcome. So let's give something. Let the radio man get together material which will show what his station has done to help the local man. Prove to him how radio personalities are recognized local celebrities with loyal followings; that these celebrities have become effective personal salesmen on the air for the products they talk about.

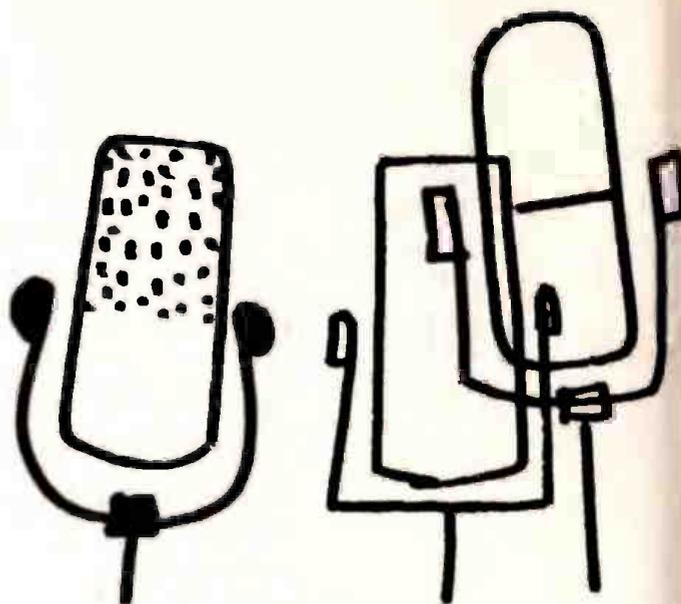
"In short, to cultivate effectively local contacts, stations should have a well-thought-out strategy, worked by the same individual on a week-after-week, month-after-month, year-after-year basis. The station should:

- "Impress local business people

— distributors, brokers — with the strength and influence of the station and demonstrate just how it will work with a manufacturer and the distributing organization to make an advertising campaign successful, to make it move merchandise.

- "Aggressively sell the idea that radio is a forceful, effective advertising medium. . . .
- "Develop local contacts so well in advance that when it becomes necessary to ask for recommendations, the contact will be pre-sold, convinced that the request for a recommendation—or a switch—is in his interest and is important to

(Cont'd on p. 59)



Grosset & Dunlap

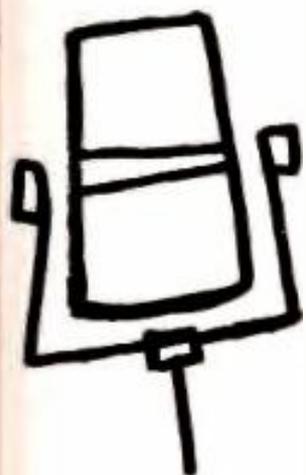
**Book publisher's initial use of
network and local radio provides
convincing evidence that sound
medium brings patrons into stores**

 Advertising and media people who enjoy doing mental push-ups might find the following an interesting warming-up exercise: Name an established \$600-million-a-year industry, producing a product sold in thousands of outlets throughout the country, and which, until one year ago, had never made use of radio on a national basis?

The answer to this puzzle is book publishing. And the firm credited with making the break with tradition and putting radio to use to sell its line of juvenile publications in stores, is Grosset & Dunlap, Inc. Last year, the firm bought an eight-week schedule on Don McNeill's *Breakfast Club* on the ABC network. In addition, book dealers purchased local spot announcements to tie in with the radio campaign.

Increased Air Time

"As a result of our first experience with radio," says Nils A. Shapiro, advertising director of Grosset & Dunlap, "we are starting a new schedule this month, and have increased our



Manuel Siwek (r.), executive vice president of Grosset & Dunlap, discusses a point to be highlighted on radio with Don McNeill, star of *Breakfast Club*.

'Discovers' Radio

network air time by 25 percent. Also, last year dealers in 160 markets participated on the local level. We have every reason to expect that this local participation will be even greater this year."

New Promotion Appeal

The recommendation to use radio came from Lee Friend, president of Friend-Reiss Advertising Inc., agency for the publishers. "We were presented by the client with the problem of finding a sales-impelling replacement for the customary promotion efforts used in the book field," Mr. Friend explains. Traditionally, publishers supplied retailers with imprinted mailers to be distributed to the public. In return, the dealers were expected to place orders and provide display space for in-store materials.

"In finding the solution to this problem," he continues, "the Grosset & Dunlap management gave us a set of ground rules which we had to follow. There could be no giveaways; no cut prices; there had to be

full children's and juvenile line promotion; continuity; originality; retail interest and participation, and, of course, sales."

The primary target of the mail brochures and other promotional efforts by the firm, according to Mr. Friend, was the mother, with the father as a secondary objective. Since it is generally agreed in the children's book field that women constitute the backbone of the market, any new campaign had to focus on this group. "The problem, then, was to determine how to reach most effectively this group, and still remain within the confines of the ground rules set down by the client," Mr. Friend points out.

Media Analysis

"Mail was ruled out since this was what was already being used. Newspapers were found to be pretty hackneyed, and followed the usual pattern. Television was discarded," Mr. Friend says, "because it is very costly if purchased at the times when you can most effectively reach mother.

The one medium which stood up against all the requirements on our check list, including the important one of cost, was radio."

Reach New Audience

Working closely with the client, the decision was made to develop a major ad campaign built around participation on the Don McNeill *Breakfast Club*. Manuel Siwek, executive vice president of Grosset & Dunlap, says "We made the commitment knowing that to sell more books we must reach far beyond the area customarily serviced by the conventional book advertising media. Also, we have long felt that small town as well as big city booksellers need more promotional support from the book publisher."

Channeling the bulk of its promotion budget into network and cooperative local radio participations, Grosset & Dunlap developed a complete program built around the sound medium. Window material, counter material and newspaper ads were all geared to localize the nation-

al impact of the network show, and to take advantage of the strong audience appeal of Don McNeill. Mr. Shapiro states.

"After the campaign was set," Mr. Shapiro continues, "it became the task of our 40-man sales force to sell the 10,000 to 15,000 retail accounts handling the Grosset & Dunlap line on the merits of this brand new approach to book promotion. In addition, our salesmen had to convince and educate these retailers on the use of local radio efforts so that they could get the greatest benefit from the network participation."

In order to achieve this aim, each salesman was furnished with a portable record player on which he played a special recording by Don McNeill explaining the various aspects of the program. Special forms were prepared by Grosset & Dunlap, Mr. Shapiro says, which made it a simple matter for a book dealer, with no previous experience in buying local radio, to contract for a local schedule.

Local Tie-Ins

Included in the material supplied to the book dealer were open-end transcriptions of a sales message delivered by Don McNeill. Mr. Shapiro says that as a result of this campaign, hundreds of booksellers had their first contact with radio advertising. An indication of the effectiveness of

the new radio-oriented approach is seen in a letter which a station owner in upstate New York wrote. He said, "I have yet to see a better, more effective follow-through than that done by G. & D. Grosset & Dunlap's tie-in was a pre-sold job, and in our case, the book department of our biggest department store contacted us because they wanted the complete package. The same was true of other G & D dealers in our area."

The 1960 network and local radio effort for Grosset & Dunlap will be launched October 20, Mr. Friend says. In addition to the increase in the amount of air time purchased, a few other changes have been planned. One of the highlights of the campaign will be a college scholarship contest. Mr. Friend states that the sound medium will be given the major job of promoting the contest. This emphasis on radio can be seen in a mailing piece sent to Grosset & Dunlap dealers explaining the aims and mechanics of the contest. Part of the copy reads: "Grosset & Dunlap will make no national consumer mailing of entry blanks. In order to enter the contest, parents must pick up the entry blanks at your store. Don McNeill's network radio show brings the customers into your store. Your own local spot announcements brings them into your store. . . ."

"Each salesman," Mr. Friend explains, "has been supplied with the necessary material to conduct special

sales breakfasts for dealers outlining the contest. Included in this material are recordings by Don McNeill; Tom Maher, sales manager of Grosset & Dunlap; Mr. Siwek and myself. Each retailer participating in the promotion will get a large table-top display which tells about the contest and holds a pad of entry blanks. A large picture of Don McNeill is the dominant illustration on the display."

Another basic change in the publisher's radio plans for this year is the method in which the commercials will be delivered. Last year, all the sales messages were given by Don McNeill, both on the network and the local spots with open-end ETs. For this pre-holiday sales effort, the announcements will have lead-ins by Mr. McNeill, but the actual selling message will be delivered by a Grosset & Dunlap salesman, Mr. Friend points out.

Copy Approach

Here is how a typical network announcement will be handled:

MCNEILL: Say, Mom, do you know that your child can win a college education absolutely free? That's right. Our friends at Grosset & Dunlap, who publish those wonderful books for boys and girls, are offering scholarships to college as prizes in an exciting contest. And the 50 runners up will receive 30-volume libraries of Grosset & Dunlap books. Here's Mr. _____ from Grosset & Dunlap to tell you more about it.

SALESMAN: Thanks, Don. My name is _____ and I represent Grosset & Dunlap, publishers of fine books for children for half a century. Because an educated America is a strong America, we are giving fully paid-up scholarship policies to insure the college education of the boy and the girl who win our contest. It's easy to enter, and you don't have to buy anything. Just see your favorite bookseller for a contest entry blank. And while you're there, be sure to see the display of brand new

Ask us to show you these fine books to give you winning ideas

DON McNEILL
of Radio's Famous "Breakfast Club" says

WIN A Fully Paid-Up COLLEGE SCHOLARSHIP FOR YOUR CHILD

2 First Prizes!
A fully paid up college scholarship for a boy and a girl

50 Bonus Prizes!
The most valuable prize is a library of 30 SIGNATURE BOOKS including Life Stories of Famous People and 30 WE WERE THERE BOOKS about History, Baseball & more

ENTER OUR CONTEST NOW!

Letter to Don McNeill "Breakfast Club" every morning (9:00-10:00 a.m.) over your ABC station for more details about this contest

All you have to do is write in 25 words or less why you would like your child to win one of these fine GROSSET & DUNLAP BOOKS for boys and girls

G & D book dealers will receive this table-top display giving the details of the 1960 college scholarship contest which is being promoted on radio. The network campaign will be supported by local dealer radio efforts throughout the country.

Grosset & Dunlap books for children of all ages— especially the one called—(book title inserted here with price)

The publisher will be featuring nine different book titles during this year's promotion, and the messages will be rotated regularly. Book dealers will be furnished with scripts for one-minute spot announcements. Here again, Mr. Friend says, the copy emphasis will be on the scholarship contest. "Both the client and the agency are convinced that radio will be the most effective medium to put this promotion across."

An informal approach is used in the local scripts, as can be observed in the following excerpt:

ANNCR.: Say, mothers, have you entered your children in the college scholarship contest at (store name)? There's nothing to buy and entry blanks are free. The lucky boy and girl who win this contest will have their college education paid for by Grosset & Dun-

lap, the famous publishers of children's books. We don't have to tell you mothers that a college education is more important than ever today. That's why (store name) is proud to give the boys and girls of (town) a chance to win the fully paid-up college education policies that Grosset & Dunlap is offering as prizes.

Be sure to pick up a free entry blank at (store name) today. And while you're there, look over (store name's) exciting Grosset & Dunlap Christmas books for children. For instance, (book title inserted here with prices).

Reasons for Optimism

On the eve of its second campaign on radio, Mr. Shapiro expresses confidence that the medium will surpass the job that it did last year. "One of the reasons for this optimism," the G & D advertising director says, "is

the fact that we expect to have less dealer resistance both to the idea of network radio and to their own local spot efforts. You must remember, as far as we can determine we were the first publishing house to use radio on a national basis to sell books in book stores. Although most of the dealers were aware that radio was helping other retailers down the street sell bread, toasters, cars, among others, they had to adjust their thinking to making use of radio to bring customers into their stores.

"The best way to convince any businessman of the value of a new approach to promotion," Mr. Shapiro continues, "is to show him that it brings in added business. Book dealers all over the country know that the Grosset & Dunlap line of juvenile and children's books sold better than ever during and after last year's initial radio promotion. From the number of dealers who have already contacted us in order to participate in this year's radio project, we believe that they agree with Grosset & Dunlap that the medium can and does do a very effective job of selling." • • •





Radio

 As cold weather snaps down around the ears of car-owners this fall, more than 500 stations in 150 markets are beaming a new word in the anti-freeze vocabulary to listeners.

The new word is "Telar," the name of a new "all-purpose, permanent" anti-freeze developed by E. I.



Phaws Anti-Freeze Sales

Du Pont doubles radio budget to find "people wherever they are" in major effort to establish new anti-freeze

du Pont de Nemours & Co. And du Pont is engaged in one of its most extensive campaigns in years to make the introduction of Telar a success.

With its entry into the anti-freeze market, du Pont's Telar is bringing over \$400,000 in business to spot radio. This figure is just about double the amount du Pont spent in

spot radio in 1959, when du Pont allocated spot money to Telar's sister products, Zerone and Zerex.

To put new Telar in the running with competitive anti-freeze products, du Pont's advertising manager for anti-freeze, William W. Carty, reports, "Our advertising for Telar is running 'across the board' in all

areas where it is distributed."

With the \$400,000 radio budget set up exclusively for Telar, du Pont is reaching into 150 radio markets. In each market, the company is buying the maximum number of stations. The range is from three to six stations per market, sometimes more. Mr. Carty considers an esti-



mate of 500 stations in the total campaign a bit "conservative."

In scheduling the campaign, he explains that du Pont found radio's flexibility an extra "plus" for Telar. Depending on the whims of freezing weather's entry in various markets, the Telar schedule had to have staggered starting dates.

Spots, which are all minute ET's, broke as early as September 15 on northern stations. On the other end of the weather vane are stations in the south. Some will start the Telar campaign as late as next month, others will wait until early December, Mr. Carty explains.

Use Weather Experts

"In order to break the campaign in a market at the right time, we need to know when the area will get its first freeze. Calculations are made in advance by a team of researchers, working with weather service firms,"

he says.

"We know, for instance, that in Wilmington, Delaware, the first freeze is likely to be around November 11. Accordingly, our radio campaign there is scheduled to begin around that date."

Whether a campaign starts early or late in the fall, he says, it is scheduled to run through December. Thus, the peak of the Telar push on radio will be reached in all the 150 markets by the middle of November.

Heavy Frequency

"Du Pont will take 30 spots a week per station," reports Bob Syers, du Pont timebuyer at BBDO Inc., New York, the company's agency. With all the 500 or more stations carrying the spots during November and December, the total coverage per week runs to 15,000 spots.

"The availability specified early morning, late afternoon and traffic

times," Mr. Syers adds. Some stations report that Telar spots are preceded by a brief temperature forecast.

Reach the People

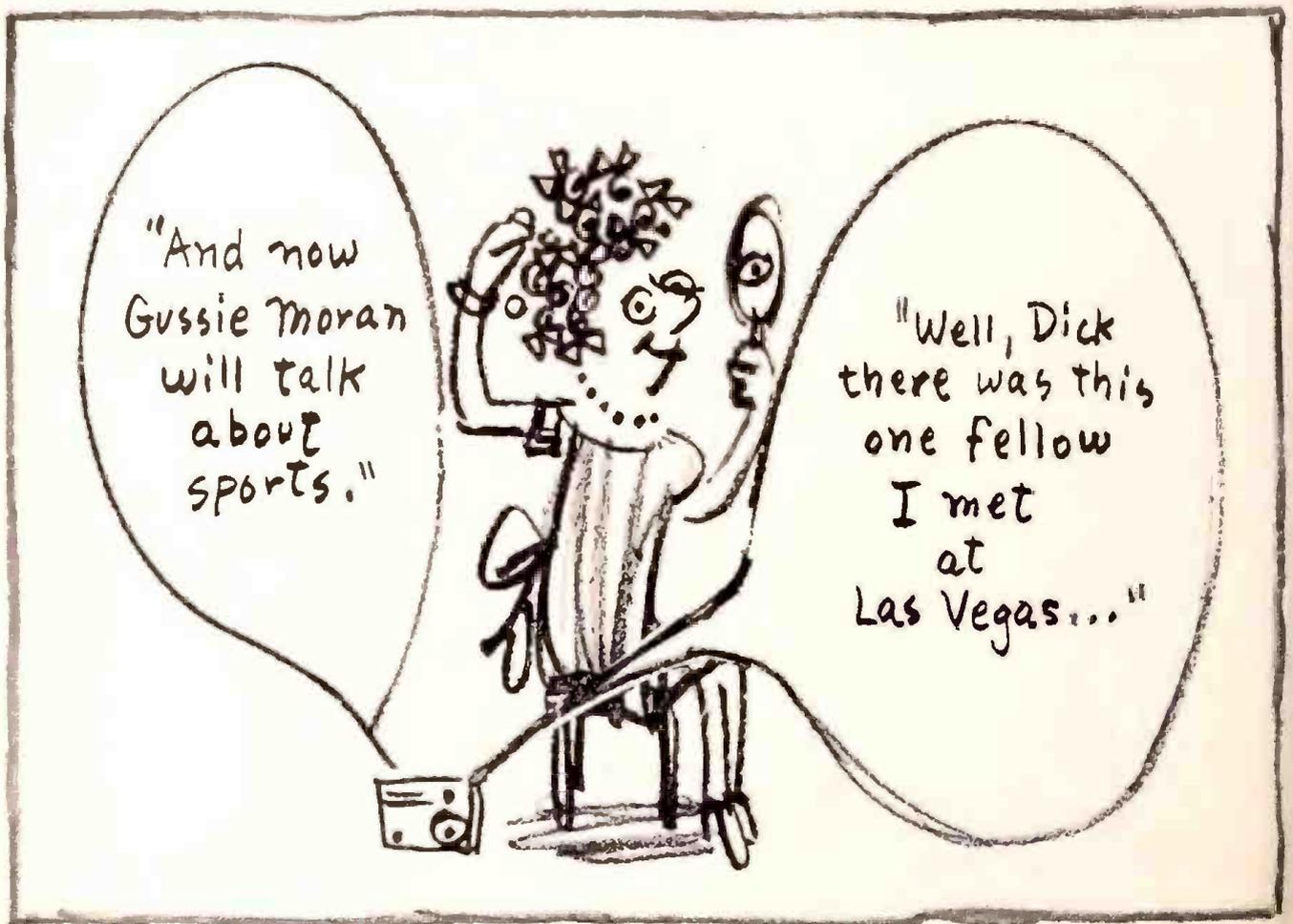
"We want to reach people when they wake up, while they drive to work, while they drive home. With radio we can be close to people wherever they may be," says Mr. Carty.

And when they reach these people, here are some points that du Pont is making clear about Telar:

Telar is a new anti-freeze that you never have to drain . . . the first anti-freeze to have such a property.

It prevents freeze-up in winter . . . and is a summer coolant. It also prevents rust-clogging.

If trouble develops in a car's cooling system, Telar may have to come out. In any case, the car-owner can tell if there is trouble by checking



the color—Telar changes from red to yellow if it has to be drained.

Following is one of the radio commercials prepared for Telar by BBDO.

(LEAD IN MUSIC TO JINGLE)

HAROLD: Sylvia, here comes that commercial you always forget.

SYLVIA: Oh turn it up, Harold.

JINGLE (FROM RADIO):

You'll never, never, never, never, never again
Drain anti-freeze from your car again,
Never, never, never, never, never again,
With Du Pont "Telar" in your car.

(MUSIC UNDER FOR HAROLD)

HAROLD: Now how can you forget that, Sylvia? It's the most important thing that

ever happened to anti-freeze.

SYLVIA: Yeah?

HAROLD: "Telar" is the first never-drain anti-freeze. It's a summer

coolant, too . . . prevents rust-clogging. You may add to it, but as long as your cooling system's OK—you never drain it. If trouble develops Color Check warns

● \$400,000 FOR SPOT RADIO

● 15,000 SPOTS PER WEEK

● 500 STATIONS

● IN 150 MARKETS

● 30 SPOTS PER WEEK
PER STATION



FLAIR: RADIO WITH A DIFFERENCE—FROM ABC

Bright people and bright talk make a show with a bright future. It's ABC's FLAIR, a new kind of radio variety and home service program. FLAIR'S daily 55 minutes is under the egregious aegis of Dick Van Dyke, our choice as Young Adult Of The Year. Dick's regulars are (despite appearances) all experts in their fields. They make up a long list* of famous types: up-beat, off-beat, down-beat, on-beat. (And all definitely un-beat.) FLAIR is strictly for the Supermarket Set . . . the millions of young adult women with large families . . . the gals with the packaged goods habit. FLAIR takes to the air on October 3. Get with it. FLAIR is even fun to buy. Let your ABC Radio Salesman tell you all about it.

FLAIR ON THE ABC RADIO NETWORK

*LONG LIST: Boris Karloff · Toots Shor · Audrey Meadows · Jean Carroll · Toni Gilbert · David Wade · Eileen Ford · Bonnie Prudden · Gussie Moran · Theodore Bikel · Hans Conried · Irene Hayes · Johnny Desmond · Martha Rountree · Vance Packard · Lawrence Galton · Peggy Cass · Wayne and Shuster · Jean Shepherd · Natalie Brooks · Joe Larkin · Orson Bean · Betty Walker · Connie Bannister · Jonathan Winters · Arlene Francis · Hermione Gingold · Phyllis Kirk · Arthur Treacher · Fernando Lamas · H. Allen Smith

you—changes "Telar" from red to yellow.

SYLVIA: It is important...

HAROLD: I just can't see how you can forget it.

SYLVIA: Oh, sing the tune for me, Harold.

HAROLD: OK.

HAROLD (SINGING): You'll never, never, never, never again,

Drain anti-freeze from your car again,

Never, never, never, never, never again,

With Du Pont something in your car . . .

SYLVIA: Du Pont "Telar." Harold. That's important!

ANNCR: Only \$5.00 a gallon at servicing dealers.

"Telar" goes in for keeps.

The jingle is written to the tune of an old popular favorite, "I'll

Never Say Never, Again, Again." The same jingle is used in the Telar tv commercials.

Although Telar is sold in service stations and auto supply stores, du Pont does not attempt dealer tie-in promotion for Telar, Mr. Carty points out.

Offer Transcriptions

"However," says the Telar ad manager, "transcriptions of our radio commercials are made available to our anti-freeze distributors at no cost to them. Many of our distributors sponsor local radio shows, and are able to use our commercials during their regular broadcasts. The distributor pays for the time. Du Pont does not have a cooperative advertising program for any of its products."

"But," he adds, "we offer tie-in material to radio stations which

often adds effectiveness to the spots themselves. Stations are informed that the services of our anti-freeze field representatives are always available to them. Their contributions may be helpful, for instance, in arranging programs on the proper care of a car."

Campaign Target

With its budget enlarged over last year's for the annual anti-freeze campaign, du Pont is aiming to make a high brand impression on the consumer. In light of the heavy line-up of advertising for competitive brands, the bid for brand impression is a strong one.

Du Pont's radio campaign, with high traffic time frequencies, is aimed where it will hit the target closest to home—when the consumer is driving his car. • • •

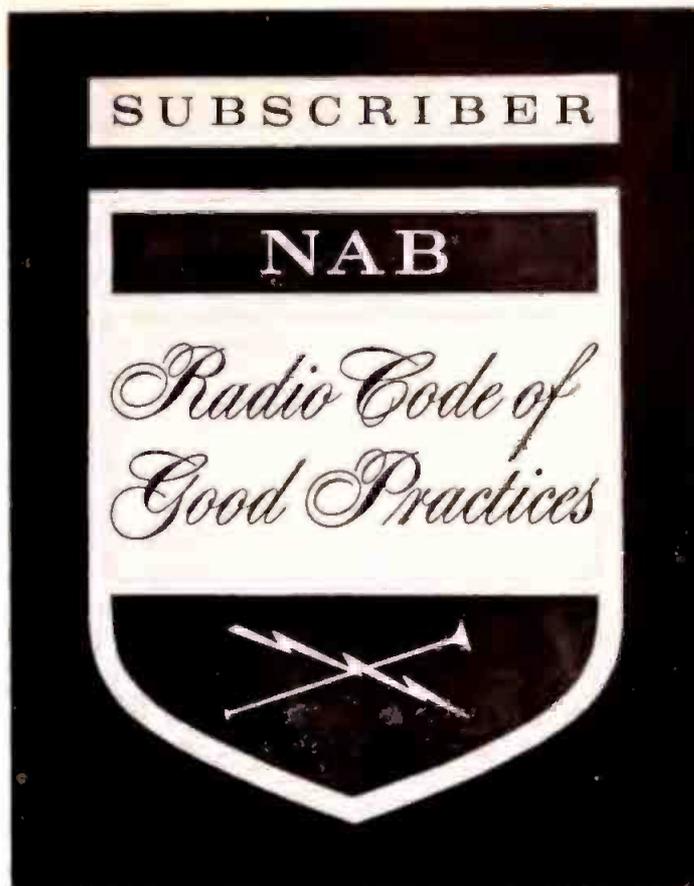
Du Pont Thoroughly Tests 'Telar' Before Marketing

Before going on the market. Telar was given road tests in over 300 cars. Technicians make periodic checks of test-car cooling systems. So far, only one needed draining—because of bad head gasket. Warning comes when solution turns from red to yellow.

Radio commercials emphasize Telar's longevity, call it the "first never-drain anti-freeze." Commercials also call attention to "Color Check."



**Programming promotion
survey by National
Association of Broadcasters
shows emphasis stations
are placing on news,
editorializing and sports
and proves . . .**



The accent is on local service for stations displaying new shield.

It's Local Service That Counts

 Very often the sun shines brightest following a storm. The reporting and up-to-the-minute information supplied by radio as Hurricane Donna lashed the East Coast last month focused national attention on the kind of job radio performs day in and day out.

But often it takes an event of disaster proportions to recognize something that is taken for granted.

Under the heading, "Radio Proves Its Worth," Jack Gould of the *New York Times* wrote:

"Radio . . . demonstrated its sustained usefulness during the anxious hours attendant to Hurricane Donna.

"In particular, many local stations catering to their own immediate areas did a superlative job of keeping listeners informed of the storm's

course and reporting on conditions in the set-owner's home area; local radio is a national boon in an emergency."

Serving the community's needs is radio's bread and butter in fair or stormy weather.

Questionnaire Survey

Indications of this and other trends in radio programming can be found in replies to a questionnaire survey of member stations by the National Association of Broadcasters.

The survey, conducted by NAB's Public Relations Service, was designed to learn what specific types of programming stations want promoted in special NAB announcement kits. Replies to the question-

naire will be used to guide NAB in its "Build Radio With Radio" campaign, an effort to help member stations promote through on-the-air announcements the many and varied services they offer to the listening audience.

According to NAB, popular choices for subjects for the new spot announcements indicate the community service nature of radio today. Among the main selections were these:

- Broadcast editorials on a wide range of matters of prime importance to local communities.
- Special broadcasts tailored for suburbanites and commuters.
- Daytime variety programs designed specifically for the housewife.
- On-the-spot news broadcasts by

mobile units and news reports direct from area, capital and world correspondents.

- Sports results and live pick-ups of sports contests.
- Popular music.

As for length, the replies show that spot announcements of 10, 20 and 30 seconds duration are most popular. But many stations also express a preference for 15-second spots and announcements ranging from 30 seconds to one minute in length.

38 Percent Reply

Questionnaires were sent to 1,713 NAB member stations. Replies were received from 665 stations, or a little over 38 percent of those surveyed.

John F. Meagher, NAB vice president for radio, says results of the survey will be invaluable in preparing and packaging future on-the-air spots in the continuing "Build Radio With Radio" campaign.

"Because such a wide variety of radio programming is represented within the NAB membership," states Mr. Meagher, "no single package of spots in the new series will be useful to all stations. For this reason, we plan to send each package only to those stations requesting it."

All radio members, he declares, will be sent a memo each month on new spots available, along with an order form to obtain copies free.

John M. Couric, NAB's manager of public relations, says the association's Public Relations Service will provide the packages of spots in order of interest reflected in the replies.

Since the on-the-air promotion campaign was undertaken in August 1959, the NAB public relations staff has prepared and distributed among radio members separate spots of varying length—covering general areas, including radio advertising as a service, weather and news reports, summer listening and radio's role in tornadoes, hurricanes and similar disasters.

The promos were dispatched to NAB's radio members in 13 separate

mailings through last August. At that time, the series was halted temporarily and radio members were given an opportunity to order free reprints of any or all of the kits. A total of 106 stations ordered 2,732 additional sets of the individual packages.

Because of their general nature, previous kits were mailed without specific request by NAB members. The more specialized spots to be prepared on the basis of the NAB survey will be furnished only to those members who request them. (All "Build Radio With Radio" material is furnished to NAB members without charge.)

Answers to the questionnaire study reflect the greater emphasis radio broadcasters are placing on local and national news in its many forms.

On-the-air editorials are the choice of 31.3 percent of the stations as the subject for a new promotion package. Spots on news analysis and commentaries, a closely related subject, are favored in 30.3 percent of the replies.

Special announcements on news broadcasts by mobile units on the scene are requested by 60.4 percent of the participating stations. Another 24.5 percent vote for spot announcements featuring direct news reports from area correspondents; 20 percent favor spots on news from national and foreign correspondents, and 19.5 percent want spots for broadcasts by capital correspondents and Washington bureaus.

Still another 26.6 percent cast their votes for promotion of news interview and panel programs.

Sports Rate High

Sports, naturally, is high on the priority list. Special spots on sports results get the votes of 68.5 percent of the replies to rank behind popular music as the second most popular choice in the survey. Another 31 percent bid for spot announce-

ments on live pick-ups of football and baseball games and other sports contests.

In sheer numbers, popular music is the overwhelming choice for on-the-air promotions, drawing 90.9 percent support.

Classical music gets the nod for promos from 32.4 percent of the radio stations participating, while country music spots are favored by 26.2 percent.

Home Service

The right-around-home approach in broadcasting shows up in many priority selections. Spots promoting daytime variety programs for housewives are requested by 53.4 percent of the replies. Spots featuring programs tailored for suburbanites and commuters are favored by 21.8 percent.

Announcements on regional programming would be useful to 26.8 percent of the responding stations. Spots on network programming are requested by 27.7 percent.

Other types of programming mentioned, some with high votes, are: Farm, 50.7 percent; variety entertainment, 26.2 percent, and "through-the-night" programming, 13.2 percent.

Spots of 30 seconds are preferred by 71.7 percent; 20 seconds by 62.6 percent, and 10 seconds by 60.5 percent.

Spots of 15 seconds are mentioned by 33.7 percent of the replying stations; spots of 40 seconds by 12.7 percent; 45 seconds by 11.5 percent; 50 seconds by 15 percent, and 55 seconds by 12.9 percent.

One-minute spots are being used by 47 percent of the radio stations.

Of the 13 spot packages already distributed, 12 went to all radio members of the NAB. The other, promoting the "fine listening" of fm radio, was sent to fm members only.

The 12, each patterned to a particular phase of broadcasting and distributed initially during the most appropriate season, were:

- Radio's service in time of disaster.
- Radio's service to youth and schools.
- Radio's support of philanthropic causes and community service.
- The wonderful variety of music on radio.
- The splendid holiday programs available on radio (and "why not give a radio to someone for Christmas?")

- How radio advertising helps keep America prosperous.
 - Radio news and public affairs.
 - Radio provides fast, reliable weather information.
 - The American system of broadcasting.
 - "Radio . . . the Heart Beat of Main Street."
 - Portable radio listening during the summer months.
 - Radio's coverage of major sports.
- In a related move by NAB to service member stations, the association

reports that 1,333 tapes of President Eisenhower's Continental Broadcasting Day message had been requested by stations for their use.

The President's message for this special event, which took place early this month (October 4), saluted broadcasters of North and South America with a special tribute to their defense of human rights and liberties throughout the hemisphere. The Inter-American Association of Broadcasters distributed the tapes throughout Latin America. • • •



The Radio Code Board of NAB on November 1 will have a fulltime director, Charles M. Stone, who will administer the code under the supervision of John F. Meagher, vice president for radio.

In authorizing the employment of a full-time director, the code board made known that among the director's duties will be to assist in preparing a monitoring program to insure code compliance among members.

Subscription to the code, which is open to non-member stations, too, is now well past the 600 mark. The new Radio Code has been open to the entire industry since plans were begun to enforce provisions of the document

which had been under the honor system.

Annual subscription fee for the code is 10 times a station's highest one-minute rate with a ceiling of \$360 a year. Active members of NAB receive a 40 percent discount.

Shown above are members of the Radio Code Board. L to r: Elmo Ellis, WSB Atlanta; Herbert Krueger, WTAG Worcester, Mass.; Robert Jones Jr., WFBR Baltimore; Robert Pratt, KGGF Coffeyville, Kan.; Cliff Gill, KEZY Anaheim, Calif., and chairman of the code board; Cecil Woodland, WEJL Scranton; James Howe, WIRA Fort Pierce, Fla.; George Volger, KWPC Muscatine, Ia., and Richard Dunning, KHQ Spokane, Wash.



New portable audio amplifier—only 19½ lbs!



Carrying handle functions as base to position unit for most convenient operating angle.

Completely transistorized — not a tube in the circuit.

The first time you lift it you'll be thankful for transistors — because it is 100% transistorization that makes this lightweight reliable design possible.

General Electric's new Type BA-26-A has built-in studio quality. Designed for AM-FM-TV and recording use, this portable amplifier provides console quality for remote broadcasts such as sports events, concerts and spot news. Besides the customary microphone inputs, this portable amplifier features a high-level input for tape or transcription.

Here is the first portable audio amplifier containing its own regulated self-contained power supply with a range of 95 to 135 volts a-e. Provision for battery operation is also included. A laminated plastic front panel preserves permanent markings and allows space for other information to be added and erased without damaging the surface.

For complete specifications on the latest in General Electric's new line of Transistorized Audio equipment, write Technical Products Operation, Communication Products Department, Section 56100, General Electric Company, Lynchburg, Virginia.

GENERAL  ELECTRIC

question and answer



THE QUESTION:

How Does an Agency Buy for an Automobile Account During the New Model Introduction?



Mr. Walsh is chief timebuyer at D. P. Brother & Co., Detroit, agency for Oldsmobile. He feels that the constant changes in broadcasting makes it necessary for *"Buyers of radio time to streamline their operational techniques and surround themselves with ample tools to do the job creditably."*

JACK WALSH ANSWERS:

 We are using radio in a threefold manner for the introduction of the 1961 Oldsmobiles.

(1) The "Lowell Thomas and the News" program, in its second year of Oldsmobile sponsorship on the CBS Radio Network, will provide coverage for most of Oldsmobile's 3,800 dealers. This program is carried by 195 CBS affiliates, Monday through Friday.

(2) In small markets, where dealer performance is good, radio schedules are maintained on a long term basis. These schedules run in 200 to 300 markets throughout the year, and are usually augmented by the dealers at their expense. The schedules are allocated entirely on the basis of periodical analysis of dealer performance.

(3) A flexible medium such as spot radio is purchased in major markets at strategic times of the year, in addition to the regular media mix of magazine, newspaper and network television. The most important buys

are the pre-announcement and announcement campaigns in late September and the month of October.

In purchasing radio spots for the 1961 Oldsmobile campaign, we anticipated the following problems:

Problem One—Getting suitable time periods when all of the competitors would be seeking time for their regular models and compacts, plus the expected influx of political advertising and the usual volume of food, medical and cigarette advertising.

Solution—The presentation was made to the client and approval was secured at an early date. With this early approval, representatives were able to give us good availabilities. We were able to put together an excellent am schedule as well as an fm schedule in top markets.

Problem Two—What type of stations should we select for copy which alternately features the new economy Oldsmobile "F-85," the medium-priced Oldsmobile "88," and the high-priced Oldsmobile "98"?

Solution—We selected a combina-

tion, in each market, of well-established "network-type" stations and properly-programmed "independents." We felt we could rely upon this combination to capture and hold the attention of adult audiences for Oldsmobile's message.

In setting up our schedules for Oldsmobile, we employed various techniques. Some are standard; others were pioneered by D. P. Brother's media department.

The rating services were consulted to make sure the stations considered delivered a respectable-sized audience. Mass audience stations were not necessarily selected. In many cases the stations with the largest area coverage were selected in order to give small-town dealers in outlying areas some additional coverage.

Audience composition reports, whenever available, were studied carefully to further assure adult audiences and eliminate the teenagers' favorites.

In order to concentrate on markets individually, we asked all stations for tapes of their own programming and that of competitive stations over which they claimed superiority. In this way we were able to go beyond the ratings and select stations with a "sound" compatible to quality commercials.

With new stations coming on the air, fm coming into its own, old stations applying for better facilities, ownerships changing hands and all stations varying their programming in the quest for a rating niche in their respective markets, it behooves the buyers of radio time to streamline their operational techniques and surround themselves with ample tools to do the job creditably. • • •

focus on radio



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



LITTLE LEAGUERS from Levittown, Pa., on their way to meet Gov. David Lawrence after winning world championship. Chaperones are (l.) William F. Waterbury, general manager, and Stan Martyn, WBCB Levittown. WBCB broadcast play-off games which battled in victory, ended in governor's request to meet international champions.



HARD, COLD CASH totaling \$1 million brings together three WKY Oklahoma City announcers, (l. to r.) Danny Williams, Chuck Dunaway and Howard Clark. Winning listener got the cash—deposited in bank for one day—and collected six percent interest—\$166.66 and title "Millionaire for a Day." Also in the bargain for 24 hours—a baby-sitter, 1960 Cadillac and luxury hotel suite, courtesy of the station.



BOYSVILLE citizens of San Antonio, Tex., enjoy hot dogs and miniature train rides at party given by KAPE San Antonio. Charles D. Lutz, station manager, starts the boys off on the first train.



CHILDREN AND nurse at Sunair Home and Hospital for Asthmatic Children, Tujunga, Calif., talk with Maurice Hart during interview for KABC Los Angeles. Hospital is KABC special project of month.



MOBILE GOLF cart from KLIF Dallas was brainchild of pro golfer Don January (c.). Telephone patched through station's mobile news unit gave on-the-ball coverage of \$25,000 Pro Open last month.



TEEN-AGE GIRLS swarm Kaufman's of Kentucky, Louisville department store that chose WINN Louisville to help in promotion. WINN programs "good music." thinks turnout of teenagers helps prove they like it, too. Girls went to store to audition for "Big K D I" title, win prizes for talent by reading spots.



TALLEST FISH STORY nets William Rothenberg tackle box, rod and reel from model Lee Wicker (r.). Sandy Wicker (l.) checks his entry in WRVA Richmond contest, making sure he followed rules.



SILVER DOLLARS fill 3,000 pound bottle of sculptured ice in KNBC Chicago contest for Mint Calso promotion. Over 4,000 people sampled Mint Calso.



WHO GOES FIRST? Congressman John Foley's (Dem.-Md.) opponent Charles Mathis won the toss, appeared first on WWDC Washington program of free time to candidates. Ben Strouse (c.), WWDC pres., tossed coin.

Mutual stations go network and

*Mutual gives you
the advantage of network
facilities and still
lets you do your own
local programming!*

*That's the successful
secret of a Mutual
affiliation. You get
network facilities—
on-the-spot news reported
by authoritative
newscasters, plus a wide
range of music, sports and
special events. At the same
time you are free to do
your own local programming
—local personalities,
local features and
immediate area coverage.*

*With a combination
like this, small wonder
that so many stations are
happy with the
Mutual Radio Network.*

stay local

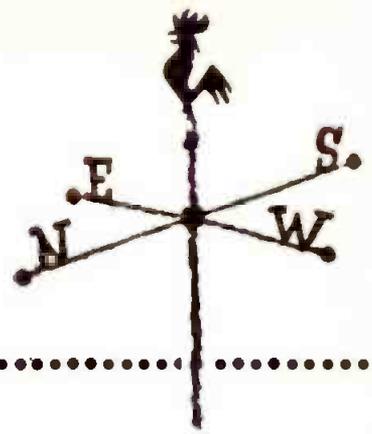
*Mutual Stations are
making money—can
you think of a better
reason for considering
a Mutual Radio
Network affiliation?*

**MUTUAL
RADIO
NETWORK**

*A Service to
Independent Stations*

hometown USA

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



The Westinghouse Approach To Radio

An examination of one group's views on how to fulfill radio's role as a multi-purpose medium



NEWS AND PUBLIC affairs is one of WBC's most vigorous programming efforts. Strong source of international news is WBC's own European news bureau. Its chief, Rod MacLeish (r.), supervises staff of 26 newsmen who are located in 18 countries in Europe. Here he discusses plans with staff members Ben Park (l), and Rene Morrett.



One of radio's strongest assets as an advertising medium is the literally countless ways in which it can be used. Almost every advertiser is able to "hand tailor" a radio combination to fit his special marketing requirements. A major contributing factor behind the flexibility of the medium is the wide variety of basic approaches to radio taken by the individuals and groups operating radio stations. The radio operations of the Westinghouse Broadcasting Co., for example, illustrate how one group of independent stations is going about discharging its duties as a medium of advertising, entertainment and service.

"All of our thinking and planning," Donald H. McGannon, president of Westinghouse explains, "is influenced and modified by what I describe as radio's face. And this consists of five major points. (1)

Personal. Radio is a personal medium, and the average listener today tunes in to a particular station rather than to a particular program. (2) Companion. Radio is a companion medium that the listener hears the moment he awakens, has with his morning coffee, travels with him to and from work and helps put him to bed at night. (3) Portable. Radio accompanies the listener everywhere

he goes, in a car, boat, on a picnic or the back porch. (4) Multiple Attention. People listen to radio while they are washing the dishes, shaving or painting the garage. Radio is not as demanding on the listener's attention as television, but it is not as submissive as background music. (5) Service Medium. Radio today has its greatest opportunity and responsibility to serve its com-

munity. Our feeling is that a station must find out what the community wants, and then meet those wants."

These five elements, Mr. McGannon says, act as guideposts when the general policies that identify a Westinghouse radio operation are being formulated. "For example," he states, "our approach to the music played on our stations, and the deejays who preside over these shows has been shaped by our basic attitude as to radio's function. The records are selected to appeal to a mass audience, but not on a rigid formula basis. We prefer the personality type of deejay who can develop and hold a loyal audience, and we insist that these personalities identify with the community, both on and off the air."

Editorializing

A subject which appears to be very close to Mr. McGannon is editorializing by radio stations. He feels that radio is the ideal medium to bring an editorial viewpoint to millions of people who rarely, if ever, see the editorials in their newspapers. In order to produce editorials that are meaningful to the community, each Westinghouse station has on its staff a research-writer with the responsibility of developing and preparing the station's editorials. Mr. McGannon also says that these editorials are delivered by the general manager of the station to leave no doubt that the opinions expressed are those of the management.

Although each station operates autonomously, it is also serviced by the WBC Washington news bureau, under James Snyder, which custom tailors news in a way designed to arouse maximum interest in the community being served. In addition, the station gets reports from the Westinghouse European news bureau, headed by Rod MacLeish, and roving correspondents.

"The public's interest in news and public affairs at the present time," Mr. McGannon, says, "is unprecedented. And we are convinced that radio can best satisfy this interest."

An examination of the European news operation throws some light on how the Westinghouse organization operates. WBC launched its European news bureau 18 months ago.

It's Great to be Single!

Yes, we think it's great to be a single-rate radio station, with one rate for all, and no "special" deals. And, remember, please, when you buy WEJL-Radio . . .

- You buy from an accurate coverage map.
- Your live copy will be "sold" by air salesmen. We have no peartoned deejays to unhappily mouth your sales messages.
- You'll be in mighty good company on WEJL-Radio because no per inquiry nor mail order business is accepted.
- You'll get a mighty low cost per thousand and you'll reach the adult, "buying-decision" audience.

Serving Eight Pennsylvania Counties

And WEJL-Radio subscribes and adheres to the NAB Radio Code of Good Practices.



500 WATTS . 630 KC
Scranton, Pennsylvania

Represented by **THE MEEKER COMPANY**



CAMPAIGN SONGS from American history are heard on WBC public service programs, available to other stations. At Sagamore Hill party, judges of greatest campaign song (l. to r.), candidate for Congress John Harold of New York, Met singer Robert Merrill, Congressman Alfred Santangelo, N. Y., musicologist Sigmund Spaeth, with Edith (Lynn Charnay) and Teddy (Joe Fitter) Roosevelt.

As bureau chief, Mr. MacLeish correlates information, turns it into news analysis and feature material, which he usually voices personally on the broadcasts. Coverage is supplied by a staff of 26 commentators in 18 countries.

A recent WBC development, vertical news, the concept of treating a complex major story in depth, is also pursued in Mr. MacLeish's radio styling. Reports are sent either by direct line or wire in from five to eight installments throughout a given day. Each about two minutes long, the reports are generally aired by the stations once an hour, during musical programs rather than news periods.

The particular overseas story is told from various standpoints, with additional facts incorporated as they are uncovered. The whole subject is tied together in a wrap-up phone call, tape or wire, which is then used on "Program PM," the magazine format scheduled nightly on all WBC stations. There is no commitment to a specific number of "vertical news" projects per week, it is explained; Mr. MacLeish is guided, as are the stations, by the news itself.

Direct Line Feeds

Whenever possible, WBC attempts to provide its stations with direct line feeds of major events. During 1960, Westinghouse provided direct coverage of such events as the two political conventions, the Summit Meeting press conferences from Paris and the Olympic Games.

One very important measure of how any commercial enterprise is reaching its goals is its sales story.

Part of this story can be told in terms of the firm's general attitude towards radio and advertising as expressed by A. W. (Bink) Dannenbaum Jr., WBC's sales vice president. "We believe in our standard of living and the vital part good advertising plays in it. We believe that electronic media is the most useful and most effective form of advertising, and that radio advertising is the most economical way to reach the most people most often with a sales message. And, we have great

pride in being in our industry and our company."

Mr. Dannenbaum provides some figures to support his enthusiasm and optimism about radio advertising in general, and WBC's sales story in particular. "At no year save one, 1954, and then only 5.1 percent," he says, "did our industry lose ground since 1938. Certainly individual stations, including ours, reeled under blows, but the fact remains that more dollars were spent in radio every year save one since 1938.

"And what did Westinghouse Broadcasting do in the period 1955 through 1959? We increased our radio billings by 76.6 percent. And today our sales are at an all-time high, surpassing any period in the history of our radio stations."

"We had definite goals in mind when we started out in 1956," Mr. McGannon states. "And we feel that we have proved that we have developed an accepted product. Of course, we are always in the process of refining this product, but we feel confident that WBC is a going concern. . . ."

Listeners who BUY tune to WGY

WGY "Personality Programming" Matches Message To Audience Resulting In Greater Sales For You

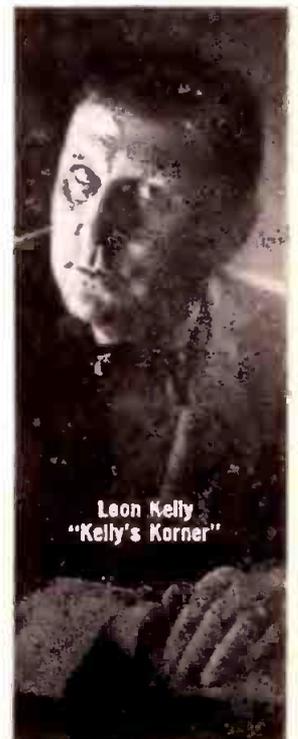


Joe Roulier
"Joe's Show"

Class or mass—your message gets to the audience you want because of WGY's personality programming. Joe Roulier, for instance, with his blend of show tunes, standards, informal patter and news briefs, serves a most listenable menu to his daytime audiences. Then with Leon Kelly, you have the dinner-time companion to thousands. His tightly woven web of semi-classical and standard tunes, off-beat stories and poems has captured and keeps the mature, able-to-buy listener tuned to WGY. In between, WGY staff specialists in news, sports, weather, home and farm fare make your message known and acted upon by mass or special audiences in this area. Contact Henry I. Christal Co. or WGY, Schenectady, N. Y. 982-16A



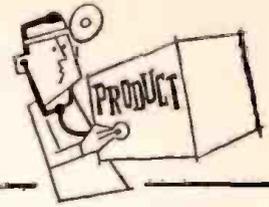
Serving Northeastern New York and Western New England



Leon Kelly
"Kelly's Korner"

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

commercial clinic



Divided Opinion on Relationship Of Jingle Producer and Agency

What is the proper relationship that should exist between the advertising agency and the outside organization providing the music for radio commercials? There appears to be some divided opinion among jingle producers as to the answer to this question. Some producers feel that in order to function most efficiently, they must be brought in at the earliest possible stage of planning a campaign and play a major role in the creation of the original idea. There are others who believe that it is their function to support and more fully develop with music the idea which is presented to them by the agency. A firm which has successfully subscribed to the second approach is Music Makers, Inc.

"In the creation of any successful announcement using music, two elements must always be present," says Herman Edel, executive vice president of the firm. "The idea is the first element. And it is our feeling that this *must* come from the agency. We base this on the simple fact that the agency knows the product involved and the objectives of the advertiser to an extent which would be impossible for us to be able to match. As a matter of fact," Mr. Edel continues, "although we can and do prepare lyrics as well as the music, we will often encourage the agency copy people to prepare the lyrics. Here again, our reasoning is that the agency is in by far the best position to deliver the advertising message.

"The second element, of course, is the music. If properly used, music will enhance a good idea. It can never, however, repair or substitute for any basic faults or flaws in that idea."

Mitch Leigh, the young president of Music Makers, and the man directly involved in creating the music, points out that the musical idiom used in a commercial must be honest and accurate. "Today, you can't get by with music that either looks up to or down on the listener. For example, if the jingle is being directed to youngsters and rock and roll is being employed, it must be genuine and up-to-date. The rock and roll being heard now is different than it was two or three years ago. And if your jingle doesn't reflect the change, the youngsters spot it immediately. When this happens not only does the music do nothing to help sell the product, it might even create a negative effect that could be detrimental," Mr. Leigh says.

An Emotional Image

"In the 20 to 60 seconds in which a spot announcement has to get across its message," Mr. Leigh explains, "there is usually only enough time to create an emotional image of the product. If the music is performing its proper function, it will be able to help produce a favorable climate of emotional involvement with the listener."

The musical jingle, through the efforts of organizations like Music Makers, has developed from its early form of a combination of simple and easy to remember music and lyrics to efforts that require the use of 35-piece orchestras. The musical forms used today, Mr. Leigh points out, vary from advanced progressive jazz to country and western rhythms to lush mood music to symphonic. "Because a tune is simple and easy to remember," he says, "it does not guarantee that it will help create a

response that will aid in doing the one thing which a jingle is supposed to do—help sell the product."

New Department

In addition to the growing number of advertisers who are using music in their campaigns, many radio stations are also turning to this lively art to assist in creating and maintaining their individual images. As a result of this increasing activity, Mr. Edel states, his firm has just established a special division to work with radio stations. "Each campaign will be custom-made for the station," he says, "and we will apply the same principle of creating a distinctive sound for each individual product, in this case a radio station."

It is very possible for a musical commercial to contain all the proper ingredients, in the proper amounts, and still not produce as it should, Mr. Leigh says, if the final transcription does not have the quality to bring out everything which was played at the recording session. He mentions that commercials are often played between commercial records of the highest quality. If the music on the spot announcement is not on a par with the rest of the music heard on the program, the entire message is in danger of being diluted in its effectiveness.

Indications of how far jingle producers have progressed in recent years are the expanding physical facilities of Music Makers, and the steadily climbing revenue. In 1957, Mr. Edel says, the firm grossed \$100,000. Last year, the firm grossed \$600,000, with every expectation that this year's figures will continue the upward trend. • • •

1. Daytime Power (Cont'd from p. 27)

says, confirmed the adult edge radio has over tv during the daytime, the latest research shows the difference has widened.

According to the RAB-Pulse research, "radio has further increased its substantial edge over tv by an additional 6.5 percent in the average hour between 6 a.m. and 6 p.m."

And the proportion of adults in radio's audience in 1960 has held steady or gained since 1958, while in tv it has decreased, RAB states.

A weighted average for the 27 markets shows that 87 percent of the radio audience was adult in 1958 compared with 88 percent in 1960; in tv, the study says, adults in 1958 represented 60 percent of the audience, compared with 56 percent in 1960.

What do agencies think of the latest RAB analysis?

William C. Dekker, vice president, media director, McCann-Erickson Inc., New York, tells U.S. RADIO:

"Our media planning process will make much use of these data. RAB, in the updating of its 1958 adult daytime radio audience research, has made an important contribution to the media-marketing aspects of radio.

"It is always important to us in the developing of media strategies to keep abreast of trends in media circulation, shifts in listening, viewing or readership patterns. The comparison of radio's adult audience reach during daytime in 1960 versus 1958 contained in this 27-market RAB study documents once again the growth of daytime radio during the past two years."

As part of the RAB project, the bureau draws from published market research studies to demonstrate that adults are the purchasing agents of any family.

The marketing facts cited are these:

- 98.2 percent of food and grocery buyers are adults.
- 85 percent of all department store traffic is adult.
- 95 percent of all drug and toiletry purchases are made by adults.

The importance of daytime as "buy-time" is borne out by these facts:

- 76.1 percent of supermarket customers buy before 6 p.m.
- 65.8 percent of all drug store

ADULT PENETRATION				
	Radio		Television	
	1959	1960	1958	1960
7 a.m. to noon	90%	90%	62%	61%
Noon to 6 p.m.	85%	88%	59%	53%
Weighted average	87%	88%	60%	56%

Source: RAB-Pulse studies in 27 markets.

purchases are made before 6 p.m.

- Most department stores are open only one night weekly

The RAB-Pulse audience comparisons are based on average quarter-hour, Monday through Friday, sets in use, including both in-and-out-of-home listening.

The markets are: Boston, Buffalo, New York, Philadelphia, Pittsburgh, Atlanta, Baltimore, Birmingham, Houston, Memphis, New Orleans, Richmond, Washington (D.C.), Chicago, Cincinnati, Cleveland, Columbus (O.), Detroit, Kansas City, Milwaukee, Minneapolis-St. Paul, St. Louis, Los Angeles, Portland (Ore.), San Diego, San Francisco and Seattle.

2. Reach and Frequency (Cont'd from p. 27)

to the top 100 markets, the same yardsticks can be utilized for the entire nation.

For the purposes of the study, stations with the highest average ratings were selected in each market, both for the weekday and weekend schedules.

A variety of spot campaigns were hypothetically placed on a pre-determined basis to utilize all day parts, Sunday through Saturday. These schedules were then tabulated in order to determine net unduplicated homes reached and the average number of times heard. Costs were based on published minute rates, less applicable discounts for fixed positions.

PGW feels that the results of this study, as significant as they are, are "minimal expectations" of what spot radio can do. The reasons: There is

no out-of-home listening included; there is no rotation of spots, and only average ratings were utilized.

The first round of agency calls on the research study are being made at the media director or media research director levels. The second time around PGW will show the presentation to the account level at the agency and executives on the client side.

In New York, the agencies that have either seen it or will see it shortly are J. Walter Thompson; McCann-Erickson; BBDO; Ogilvy, Benson & Mather; Foote, Cone & Belding; Benton & Bowles; Compton; Dancer, Fitzgerald & Sample; William Esty; Sullivan, Stauffer, Colwell & Bayles; Kenyon & Eckhardt, and Gumbinner.

The calls being made on the media director or media research direc-

tor include the research study only. However, when PGW shows it to the client, it will be considerably embellished. The representative firm intends to bring the research to the attention of major non-radio national advertisers and at the same time, offer them a specific proposal for radio use.

That proposal will include a suggested radio budget for the year and will specify time periods, frequency and expected reach.

PGW expects to have the entire data for this study completed by next month. At that time, the firm intends to make the findings available to all other representatives, agencies and advertisers interested in spot radio.

For charts on efficiency of weekend radio, see p. 59.

station log



► News:

Stations everywhere appear to be giving increased attention to coverage of local elections this year.

Following the move by the networks to broadcast face-to-face political debates between the presidential candidates, WWDC Washington, D. C., offered free time to congressional candidates in neighboring Maryland and Virginia election districts. Each candidate was invited to participate in two 30-minute debates without charge.

WMAQ Chicago is broadcasting weekly a one-hour pre-election program called "Ballot Box '60." A panel of political writers from Chicago newspapers interview candi-

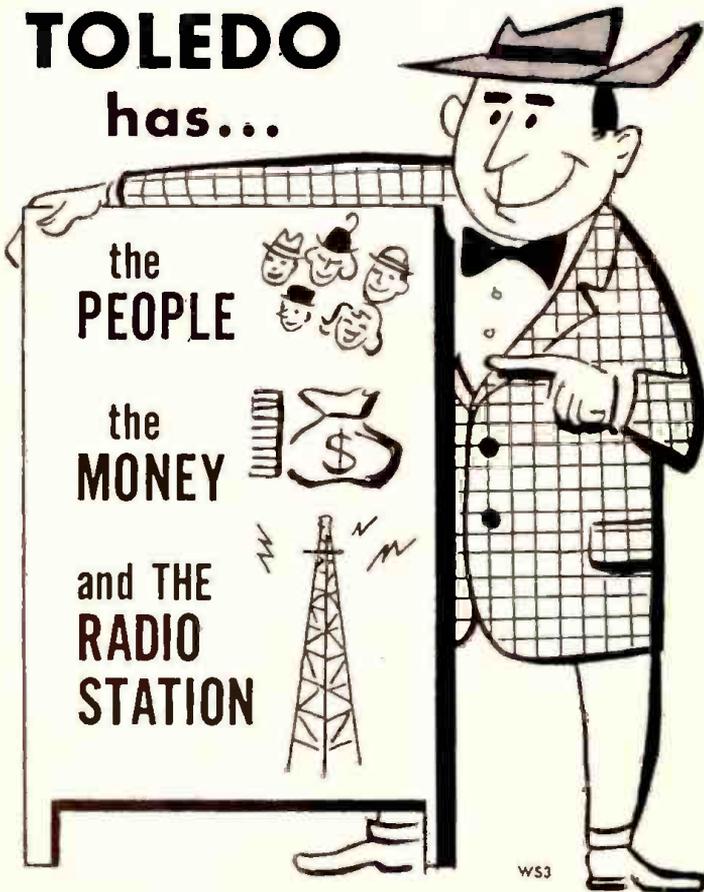


ANNIVERSARY celebration of WWVA Wheeling, W. Va., includes awards to farm authorities for 25 years service. Left to right are Paul Myers, WWVA; Art Smith, Ohio State University; J. O. Knapp, West Virginia University; Paul Miller, WWVA; Robert Lang, Belmont County, agent, O.; John Corrigan, WWVA.

dates in Illinois' gubernatorial, senate and state's attorney races. An election eve roundup will dominate

the final program in the series. A series of editorials on station KVI Seattle has resulted in efforts

TOLEDO has...



1. 1,228,800 customers for your products.
2. Total consumer effective buying income of \$2,465,996,000. (Figures from Sales Management's 1960 Survey of Buying Power for WSPD's circulation area)
3. Industrial employment of more than 100,000 at Champion Spark Plugs, Libby-Owens-Ford, Toledo Scale and more than 800 other plants.
4. With 4 stations in town, 5 of every 10 radios are tuned to WSPD — audience domination that opens the pocketbooks of this rich market.

The right combination of circulation plus persuasion — Let Katz help you select the most persuasive times.

WSPD—Radio, Toledo a STORER station

National Sales Offices:

625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

by officials to crack down on the misuse of drugs. The station prepared the editorials after learning that amphetamines and cough syrups containing codeine were sold indiscriminately. In a letter to the station, Seattle's chief of police stated that "cough syrups containing codeine must now require a prescription, and legislation is being prepared to regulate the use of amphetamines."

A monthly subscription service for radio station promotions is now available from Broadcast Promotions, New York. Ten different promotional ideas, with details of their execution, are distributed each month, exclusive to one station in each market. The firm also offers special consultants to stations for development of promotion campaigns.

► **Programming:**

A concept known as "integrated element programming" began last month on WERE Cleveland. Richard M. Klaus, general manager, explains that the new format will require air personalities to work from "idea scripts" prepared by a staff of writers. Writers meet in daily conference with each personality and members of the production department to work on scripts.

"The new format will resemble WERE's personality-block-programming in that individual personalities will still be accented. However, the complete pre-planning and theme will carry over from program to program, and will result in a new kind of continuity," according to Ed Stevens, vice president for programming and promotion.

One-minute lessons in charm, beauty and femininity are the basis for a new feature, *Peeking Through the Looking Glass*, on WGLI Babylon, N. Y. Scheduled in high home-maker listening periods, the program will be written and broadcast by Miss Helen Peikin, director of Slendercenter Inc., in Valley Stream, N.Y. Listeners are encouraged to write to the program on any problems they want discussed.

► **Public Service:**

KABC Los Angeles has launched a series of major public service projects that will each receive a month's attention from the station.

Known as "public service project of the month," the series began last month with programs acquainting the public with the Smair Home for Asthmatic Children. The station broadcast interviews with doctors, social workers and patients who explained the work of the hospital and the nature of the disease.

Special classes in practical politics were presented by WRCV Philadelphia recently in an effort to encourage public participation in political affairs.

The course covered various political topics, including "Why Get Into Politics," "The Political Party System from Division Committeeman to the National Committee," "How Party Workers Can Be Effective" and "The Importance of Being Well Informed on Political Issues."

Extensive on-air promotion urged citizens to attend the classes and participate in politics with the party of their choice. • • •

**Now you can listen
and compare
before you buy
the rich Syracuse
N.Y. market**

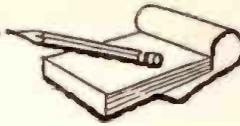


at our
expense

**tune in by
telephone**

... 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 5000 WATTS DAY AND NIGHT
FIRST IN CENTRAL NEW YORK
REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY CO.



Miami Stations Help Downtown Business Boom

Four Miami radio stations recently came to the aid of the city's Downtown Business Council, cooperating in a 12-hour Sale-a-Thon that featured a shopping mall experiment, opening the streets to pedestrians only.

Management men from WAME, WQAM, and WGBS* formed a committee to work out details for the promotion, headed by Murry Woroner, station manager of WAME.

The advertising budget for the one-day Sale-a-Thon was allocated 100 percent to radio. All three stations carried heavy spot schedules, with a fourth, the Spanish language station WMIE, airing a lighter schedule. The spots started six days before the Sale-a-Thon, reaching a saturation peak the day before and extending through 6 p.m. the day of the sale.

The city agreed to convert four blocks of Miami's main street into a pedestrian mall from 9 a.m. to 9 p.m. Officials closely watched reaction to the mall plan, considering it a test for a permanent mall.

Over 200,000 people jammed the downtown area for the sale, says Mr. Woroner, who was later awarded a

citation by the council for his services.

Sidewalk auction sales were run by top disc jockeys, featuring merchandise on sale inside the stores. Refreshment stands were set up, selling drinks at half price. One booth reported that it sold 4,900 soft drinks.

Two orchestras filled the main thoroughfare with music in the evening, followed by shoppers' participation in four dances run simultaneously in each block. The dances featured four kinds of music—rock 'n' roll, popular, Latin and square dance.

Each of the 54 merchants participating was enthusiastic about results, it was reported. Sales increases ranging from 20 to 50 percent were noted. One businessman went so far as to compare the day's business with sales of the Christmas season.

The council, moved to action because of a two percent drop in department store sales for the year, said that "the Sale-a-Thon far exceeded all previous promotions."

BPA Named Consultant For Junior Achievement

Junior Achievement, national youth organization, has appointed

the Broadcasters' Promotion Association its official consultant on radio and television promotion.

Public service announcements for JA have been circulated by the BPA education and professional standards committee to all local Junior Achievement franchises. The spots were prepared by committeemen James Mullen of WCBS* New York and Ray Johnson of NBC.

Deejay Broadcasts Afop Flagpole to Raise Funds

Ronnie Cash, WJET Erie, Pa., didn't feel a bit isolated during his recent stint atop a 50-foot flagpole in the West Erie Plaza parking lot.

Many listeners to his record show turned out to watch the spectacle of the one-man campaign to raise funds for construction of a swimming pool for Camp Lend-a-Hand, where disabled youngsters get special therapy.

The disc jockey stayed up in the air with his turntable until listeners sent in enough contributions for the pool.

River-Barge Concerts Draw Crowds for Fourth Year

The barge-tour of the 57-member American Wind Symphony, co-sponsored by KDKA* Pittsburgh, took music to 16 river communities this year and played to about 170,000 people.

Along with the musicians went KDKA personalities including Rege Cordic, who narrated, and Josie Carey, who presented a special musical puppet show at one of the concerts.

KDKA has co-sponsored the concerts since the American Wind Symphony was founded in 1957. In addition to on-the-air promotion, the station handles all publicity and promotion for the orchestra's tour, according to Les Rawlins, general manager. • • •

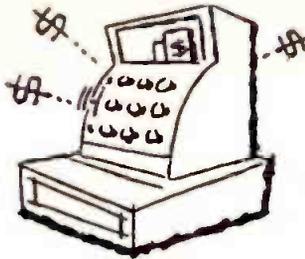


DEPARTMENT STORE jam resulted from Miami "Sale-a-Thon." For 12 hours thousands of people crowded stores and blocked-off streets to shop downtown. WAME, WQAM, WGBS and WMIE Miami contributed time, talent and top-flight promotion to the event. Retailers reported sales up as high as 50 percent.

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



radio registers



GENERAL SUPPLY

Sales jumped 100 percent for Hastings Co-op Supply, Hastings, Nebraska, reports store manager Charles Buss, after starting a spot schedule on KMMJ Grand Island. Using KMMJ almost exclusively, he says, the store sold 27 major appliances in 60 days. During same period last year, he reports the sale of only one major appliance. Advertising placed on KMMJ by the company for a one-day paint sale resulted in \$500 in paint sold, as well as six major appliances, according to Mr. Buss.

SAVINGS & LOAN

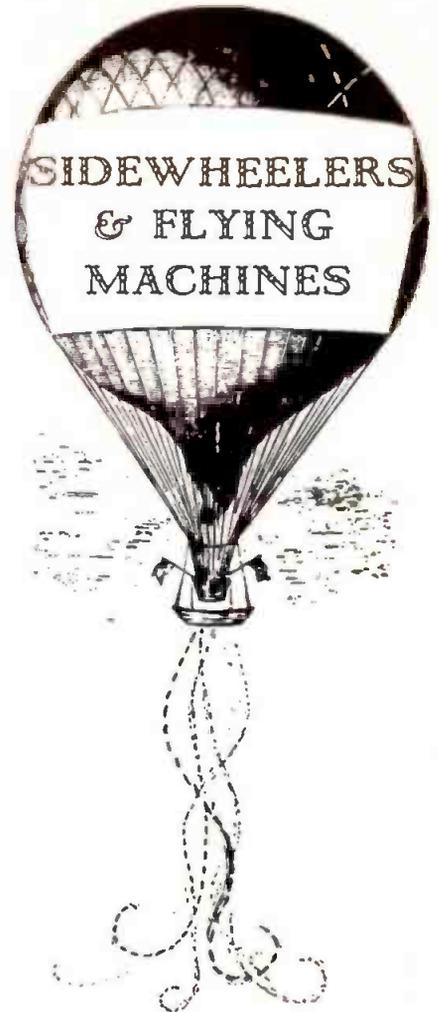
Officials of First Federal Savings and Loan Association, Denver, recently signed a contract with KOA Denver renewing its sponsorship of 22 news broadcasts per week. After seven years and 7,176 news programs sponsored by First Federal on KOA, Malcolm Collier, company president, reports assets have grown from \$9 million to \$33 million. First Federal spends the majority of its advertising budget on KOA, he says.

HOME SERVICE

The Home Service Club of Dallas, which provides home building, repair and maintenance services, ran a campaign to solicit inquiries on the HSC operation. Radio and other media were used, with 10 spots a week on KIXL Dallas. Responses from KIXL spots ran 11 to one over other forms of advertising, according to James L. Townsend, HSC president. He says the KIXL now gets the majority of the HSC advertising budget.

FOOD BROKER

Kretchmer Wheat Germ, advertised for several years on WOR New York through B. Meir & Son, New York food broker, has increased its sales 90 percent. Fred Barnet, sales manager of B. Meir, says the company has advertised the product on the Carlton Fredericks Show for several years, and radio has been the prime medium. Now buying three spots per week, Mr. Barnet says the radio advertising has aided materially both in chain store and independent grocer distribution.



Don't be detoured. If you want to move in Metropolitan New York, you need WPAT... the station that moves millions throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut. Follow the lead of the world's leading lines. They're in transports over the effectiveness of WPAT... where transportation and travel advertising has climbed to a stratospheric 2090% increase in three short years. There's no doubt about it, commercials get there faster on WPAT. And for advertisers, getting there is *all* the fun. Here are only a few of the world travelers who've found out how much faster and how much more fun it can be to get there on WPAT: *Arosa Steamship Lines, Braniff, BOAC, Capital, The French Line, Irish Airlines, K L M, National, Northeast, Northwest, Sabena, SAS, TWA and United.* In the past three years, all of them have advertised on WPAT... the station with the air of success.

WPAT
&
WPAT-FM

report from RAB

Department Store Campaign Serves a Two-Fold Purpose

A major campaign designed to zero in on the \$100 million-plus the nation's department stores spend annually on advertising is being launched this month by Radio Advertising Bureau member stations across the nation.

The campaign, according to RAB, actually has a two-fold purpose:

- (1) To help convince department stores—which still invest the bulk of their budgets in newspapers—that radio can do an effective selling job for them.
- (2) To act as a "buildup" to the first release of results from RAB's "\$64,000 Challenge"—the year-long study of radio advertising for department stores being conducted by the bureau in cooperation with The Higbee Co. in Cleveland. (Higbee's is part of the nationwide chain of Associated Merchandising Corp. stores and grosses more than \$50 million annually.)

This big "buildup" campaign has already started in many markets—and currently is based on an eight-part direct mail campaign designed to put the case for radio in the hands of leading department store executives. Utilizing RAB presentations, research and case histories, the campaign documents dramatically show just how radio can work both to increase sales and attract more customers for department stores.

Among the data will be comparative results of radio vs. newspaper advertising on literally hundreds of different department store items—

ranging from ready-to-wear to toys and appliances.

(The detailed study is the culmination of a challenge Mr. Sweeney made to the department store industry in 1958. He offered partial financial backing from RAB to conduct, in cooperation with a major department store, a comprehensive, 12-month study of radio's effectiveness for item-selling. A proviso of the offer was that RAB would play a major role in the campaign in such areas as selection of the items to be advertised, the copy approaches to be used and the selection of stations and broadcast times.)

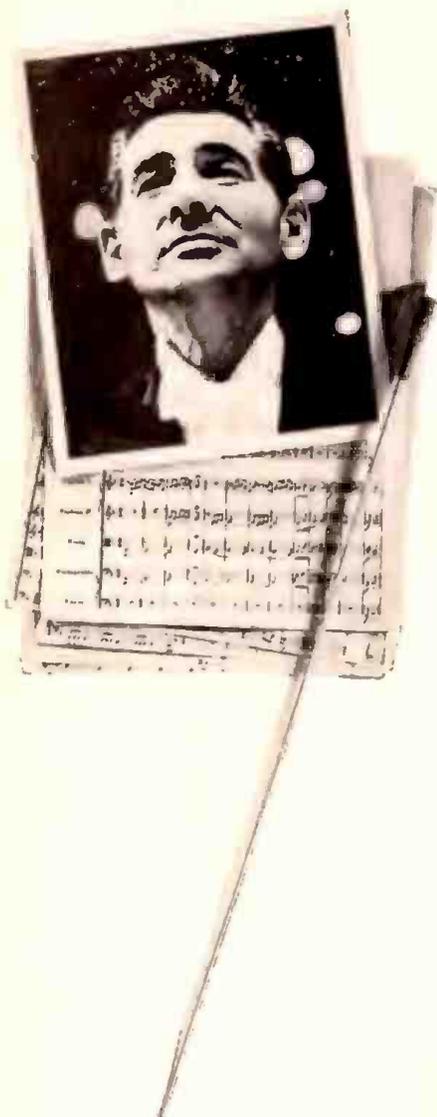
Among the ammunition included in the direct mail "buildup" campaign is a 24-page presentation titled "Which Way Will Your Store Ride the Retail Revolution—Up or Down?" The presentation outlines eight major reasons why department stores should diversify their advertising media approach.

Also included: Case histories of outstanding radio results for some 11 department stores throughout the nation. Among them: Cain-Sloane, Allied Stores outlet in Nashville, Tenn., grossing some \$30 million annually.

Another brochure in the eight-part campaign is titled "They All Listen to Radio." It outlines for store executives the radio listening patterns of eight important consumer groups—such as housewives, middle-income men, and single working women. All of the groups studied are of vital importance to department stores and the RAB brochure pinpoints the extent of their radio listening. • • •

NATIONAL SALES TREND OF THE MONTH

Over the past nine months, major auto makers have been targeted in a special series of presentations from RAB tailored to the individual marketing and advertising problems each faces. The basic thinking behind each presentation: Radio should be used consistently—52 weeks a year—rather than on a flight basis. Now, one of the major makers appears as the first breakthrough, will buy radio in its most important markets for 52 consecutive weeks starting with the introduction of the '61 line. A number of other auto manufacturers have also expressed considerable interest in this approach.

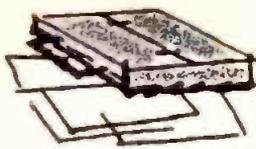


The New York Philharmonic

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, is in its 31st consecutive year on CBS Radio. The 31st year in which listeners hear what many believe to be the world's greatest orchestra. In all radio the New York Philharmonic is the kind of company you keep. • • •

only
ON CBS
Radio

report from representatives



Station Questionnaire Gets Results in Gathering Data

With every medium exerting a maximum effort to get its maximum share of the advertising dollar, the need for greater and more detailed data about media has increased. This is certainly true of radio stations. In order to fulfill this need, many representative organizations have been acting as central clearing houses for information about the stations they represent. An example of this activity is the detailed questionnaire which Radio TV Representatives, Inc., New York, has requested its stations to fill out.

"The questions we included were those that are most frequently asked of our salesmen by time buyers and other agency people," explains Peggy Stone, president of the firm. "We have found that in addition to market research and surveys, time buyers are also looking for such basic information as the exact sign-on and sign-off times of various stations.

"The information gathered from the questionnaire serves a dual purpose," she explains. "In addition to making readily available to agencies the information they need for scheduling campaigns, we are also able to inform the stations of new ideas used by broadcasters in other markets."

Questionnaires are sent to the stations at frequent intervals to keep the data as fresh and up-to-date as possible. Questions cover programming, station operation and market statistics.

'Shift Time' Radio

With station schedules already loaded down with sponsors during "driving" times, and more advertisers clamoring for announcements in the same periods, Edward C. Petry & Co. has come up with a presentation that asks—and answers—"What about the other 18 hours of the day?"

While not disclaiming the importance of "drive" time higher sets in

use, Petry's "Shift Time Radio" study points out that millions of Americans, notably blue-collar men, are going to and from work during all hours of the day.

The company made a study of the working shifts in 24 cities. The presentation cites Nielsen figures that show automobile listening represents a higher share of the total audience at night and in some mid-day periods than during the so-called "drive" times.

The company made a study of the various work-day shifts in 24 cities. Following are some results of the research.

"Detroit—World leader in the manufacture of automobiles and parts. Detroit also holds leadership in the making of scores of other products. Well over one million persons are engaged in non-agriculture employment.

"Actually, less than two-thirds of the industrial workers travel to or from work during the traditional 'drive' hours. Some 27.7 percent begin work from 3-3:30 p.m., another 10.8 percent start from 11 p.m. to midnight. At the same time, the 27.7 percent are coming off the job.

"Houston—The biggest 'shift' of the day among industrial workers occurs between the single hour from 2:30 to 3:30 p.m. At this time, 30 percent are coming on the job, 60 percent are going off. Another big 'shift' takes place from 10:30 p.m. to 11:30 p.m., when 10 percent start work and 30 percent end.

"Little Rock—Some 25 percent of all industrial workers are 'shifting' at midnight, 15 percent coming off the job, while 70 percent are going on. The remaining 75 percent of workers on the daytime 'shift' start leaving for home at 3:30 p.m."

Figures were compiled by Petry's marketing department from information supplied by radio stations. In most cases, the local chamber of commerce is original source. • • •



Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere...
now with 500 individually deco-
rated rooms and suites — and
completely air conditioned.



The magnificent new

BARBERRY

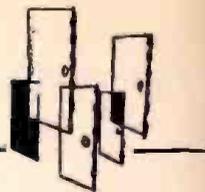
17 E. 52 St.

Your rendezvous for dining
deliberately and well...
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



report from agencies



New AAAA Report on Spot Radio Outlines Path to Growth, Harmony

Taking a long look at the relations between radio stations and advertising agencies, the American Association of Advertising Agencies has come up with some suggestions it thinks may improve national spot buying procedures.

Radio, sometimes criticized by agencies for its lack of standardization with respect to media buying, is given some pointers in the AAAA's new booklet, "Suggestions for the Advancement of National Spot Radio." The booklet states its objective to "increase the volume of radio advertising by making it more productive and easier to handle."

"Advertising agencies work in operating patterns partly created by agencies, partly by media," the booklet says. "Any gain in operating efficiency helps to foster the conditions under which national advertising grows. The better broadcasters and agencies can understand each other's operating needs, the more smoothly and efficiently they can work together."

Covering such areas of station-to-agency information as market data, coverage, audience data, research and rate cards, the booklet suggests improvements stations can make individually and collectively.

The AAAA urges that:

- The industry develop standardized coverage measurements needed for the most effective station selection under today's marketing conditions.

- Market information on the station's service area should be made available in standardized format. The data should be supplied to any reputable enterprise that compiles market data for the guidance of agencies and advertisers.

- The industry should work toward and adopt industry-approved audience reporting services covering all stations in the market on a comparable basis.

- Any coverage or audience research should rely on impartial, objective methods. Results should be accredited in a way that makes them acceptable to agencies and advertisers.

Referring to the standard form of rate card issued by the AAAA in May, the booklet asks radio stations to adopt the form, citing these reasons: 1) similar standard forms are used by other media, and agencies are familiar with the arrangement scheme; 2) standard size cards are easily handled and filed; 3) use of the standard form assures that all information needed by a timebuyer will be provided; 4) the rate card is the buyer's authoritative source for rate and other information.

Calling for a central reporting service for station commercial schedules, the AAAA explains that it could be developed as either a private enterprise or an industry-wide project.

A service of this kind would, it is pointed out, facilitate requests of individual agencies of each station for a record of commercial schedules. The schedules report product classification and advertiser, and serve as guides to the degree competitive products are promoted.

Because agencies feel that the effectiveness of commercials is limited by multiple spotting, the AAAA booklet urges stations to limit announcements, regardless of length, to a certain number within each program. It further asks that stations state their policy on multiple spotting in rate cards and listings.

The booklet also explores improvement of station and agency billing procedures, and explains in detail the value of offering a cash discount to advertisers.

The booklet was prepared by the committee on broadcast media, and is being distributed to broadcasters and station representatives. • • •

"This Is No Line"

WOR

1110 BROADWAY, NEW YORK 18
LONG ISLAND 4 5000

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 - WOR-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

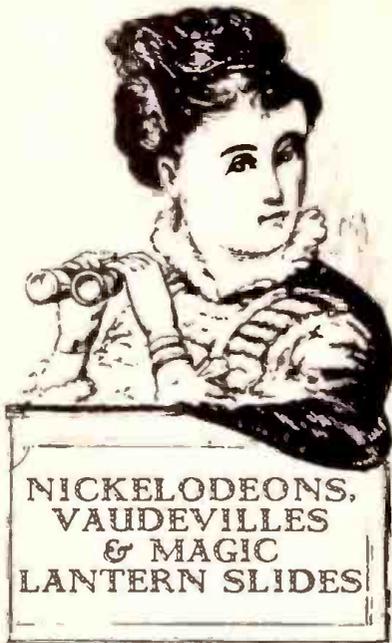
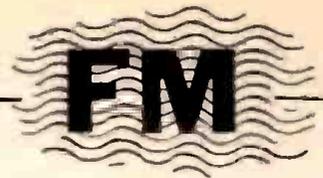
For literature and a Free Demonstration in your office, write Dept. USR

Mohawk

business machines corporation

944 halsey st., brooklyn 33, new york

telephone glenmore 5-9570



Businesses that want star billing in Metropolitan New York advertise on WPAT . . . Metropolitan New York's leading good music station. We can't quite promise that all the world will be your stage, but 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut will be and that's a potential audience of more than 17,000,000 people in more than 5,000,000 radio homes. Two-a-day or eight-a-day, commercials get results on WPAT. That's why amusement and entertainment advertising alone has increased 191% in three short years on our station and that's only one, count it, one, of many advertising categories that has shown record breaking gains. We say *that's* show business! Advertisers like these seem to agree: *Allied Artists, Buena Vista, Columbia Pictures, David Merrick Productions, Freedoniaid, Loew's Theatres, MGM, The Museum of Modern Art, The New York City Ballet, Paramount Pictures, Radio City Music Hall, Twentieth Century Fox and United Artists.* They are only a few of the many who, in the past three years, have advertised on WPAT . . . the station with the drama of success.

WPAT
&
WPAT-FM

Fm Appeals to Switzerland Cheese Association to Build Image, Sales

For complete details see the October issue of U. S. FM

As national advertisers take a longer and more serious look at fm, many are finding the medium just the vehicle they have been seeking for their products.

One such advertiser is the Switzerland Cheese Association, which has been using fm since last April. At that time, the association bought a trial run on one station for four weeks. The schedule later expanded to 13 weeks. At present, the contract calls for a year's sponsorship of two shows. And the association's advertising agency, Williams & London, Newark, N. J., is contemplating contracts for fm time in five additional markets some time in January.

How did the association happen to choose fm? It all started when John Keeshag, a salesman for WRFM New York, talked on the idea of using the medium to Heinz Hofer, manager of the Switzerland Cheese Association in New York.

"We weren't really interested in fm," Mr. Hofer frankly recalls, "but we were interested in reaching people whom we felt had an appreciation for the kind of story we wanted to tell. We don't like hard sell. We want to talk to people about Switzerland, its history and geography and its many fine industries, especially the cheese business.

"Following the initial trial, we considered the program to be successful. People were interested in what we had to say; they liked it and were talking about it."

An hour-long program called the *Hi-Fi Showcase* was the first program by the Swiss group. Heard on Sundays from 1 to 2 p.m., it featured semi-classical music, film scores and show tunes.

Four one-minute commercials and two 30-second messages were broadcast during the program.

After considering the initial re-

sults, an attempt was made to incorporate Swiss flavor in the content of the program. This was done to associate the content more directly with the commercials, which dealt with many aspects of Switzerland.

It was decided to use Swiss classical music as well as other classical music performed by Swiss artists. The association then decided to sponsor two programs, and contracted for them to run a year, beginning in August. The Sunday program remains the same, with the exception that it plays Swiss classical music exclusively. But the second program is a Monday-through-Friday show that runs 15 minutes. Light music is played, using Swiss and other classical music performed by Swiss orchestras.

The association's plans for expanding their fm advertising calls for taping these two programs and airing them on fm stations in Washington, Baltimore, Philadelphia, San Francisco and Los Angeles.

Mr. Hofer estimates that about \$25,000 will be budgeted for fm to cover this initial trial.

The fm commercials are designed as basically institutional messages. The association brought in Robert Allen of Allen Associates, Inc., New York, public relations and advertising, to do the commercials.

"The association was looking for a soft sell approach, one that would avoid repetition," Mr. Allen explains. Although the main thought of each commercial is tied to the quality of Swiss cheese, other national products such as watches or Swissair service are sometimes mentioned briefly.

"For a product of this type, which retails for twice the price of domestic cheese, fm is ideal," Mr. Allen believes. "We are sure fm will become a regular part of the Switzerland Cheese Association's advertising program." • • •

2. Reach and Frequency (Cont'd from p. 49)

WEEKEND VERSUS DRIVING TIMES

The following results are extracted from the PGW-Nielsen study. The weekly cost in all cases is based on the 13-week rate for minutes. The numbers in parenthesis are the reach and frequency for four weeks. Driving times are 6 to 9 a.m. and 3 to 6 p.m., Mon.-Fri. Weekend is defined as 9 a.m. to 6 p.m., Sat. and Sun.

5 Markets—1 through 5					8 Markets—13 through 20				
Driving Times	Wkly. Reach & Frequency		Audience Comp.		Driving Times	Wkly. Reach & Frequency		Audience Comp.	
			M%	F%				M%	F%
37 Spots	28.9%	2.5	26	52	19 Spots	27.3%	2.1	26	55
Weekly Cost \$13,900	(52-55%)	(5.5)			Weekly Cost \$5,980	(49-52%)	(4.6)		
Weekend					Weekend				
45 Spots	28.3%	3.0	33	44	21 Spots	24.4%	2.4	26	43
Weekly Cost \$10,300	(51-54%)	(6.8)			Weekly Cost \$4,630	(43-46%)	(5.4)		

7 Markets—6 through 12					80 Markets—21 through 100				
Driving Times	Wkly. Reach & Frequency		Audience Comp.		Driving Times	Wkly. Reach & Frequency		Audience Comp.	
			M%	F%				M%	F%
29 Spots	28.5%	2.2	24	57	21 Spots	25.3%	1.7	21	48
Weekly Cost \$6,400	(51-54%)	(5)			Weekly Cost \$24,000	(45-48%)	(6.8)		
Weekend					Weekend				
36 Spots	30.1%	2.8	32	46	19 Spots	24.6%	2.1	25	46
Weekly Cost \$4,750	(54-57%)	(6.2)			Weekly Cost \$18,000	(44-47%)	(4.7)		

3. Local Broker (Cont'd from p. 27)

keep the sales of the product in which he is interested moving off the shelves.

"Here are some of the tactics which I think some stations' commercial managers should pursue:

1. "Prepare a complete list of national advertisers with products distributed in the market.
2. "List the names of the nearest local contact. It might be a broker, district sales manager, manager of a branch plant, manufacturer's salesman who travels the area. If not located in the home city, he may be located nearby. List his address. If there is no one in the above categories available, list the wholesaler.
3. "Each individual on the list should be seen, preferably in his office, at least four times a year—some more frequently. Naturally, you will see many of these individuals at social and business gatherings, but to call

on them in their offices in addition indicates that you are there on business and that type of contact is a great deal more important.

4. "Each month everyone on the list should receive something from your station. The material will attempt to impress the man with the power and the influence of the station and its ability to get action. A wide range of items can be used. Local sales stories, details of news scoops, devotion of the station working in a public emergency, on-air contributions to the success of the Red Feather Drive, etc.
5. "Personal calls will often be more or less neighborly and casual, but the discussion should center around radio in general and your station in particular. On most calls, there should be no direct effort to ask for recommendations; you

will be telling him what the station has done—for him and for others. But on each call, you'll have something definite to say and preferably material to leave. The material left might be a report on merchandising or of something that has been done for the man you're visiting. On other calls, you might talk about something the station has done for competitive products or totally unrelated products. But you'll be talking radio—your radio station, about the station's interest in selling goods and all the effort expended in making radio campaigns really successful.

"Now it is my contention that with this type of planned and continuous effort a radio station will (1) develop more national radio business for its market and (2) be able to acquire a larger piece of the national spot radio budget coming into its market." • • •

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

W F H R

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

W F H R

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

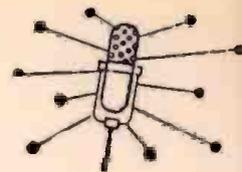
Cuisine Exquise . . . Dans
Une Atmosphère Élégante



575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel; TEmpleton 8-6490

report from networks



► ABC:

Over 80 percent clearance by ABC affiliates was reported by the network for its new segmented-feature program *Flair*, which went on the air October 3. Among some of the personalities for the program, announced when the show went on, are: Jonathan Winters, Orson Bean, Johnny Desmond, Theodore Bikel, Martha Rountree, Peggy Cass, Phyllis Kirk, Audrey Meadows, Arthur Treacher, Arlene Francis and Hermione Gingold. Oliver J. Dragon (of Kukla, Fran & Ollie fame) was signed to give household hints to listeners.

Some affiliates, says ABC, are producing their own local *Flair* to complement the network feature.

New business at ABC lists: The Mennen Co. sponsoring Howard Cosell's *Speaking of Sports*, for 65 weeks; Curtis Circulation Co., Vitamin Corporation of America and Lyon Van and Storage buying news; General Foods Corp. signing for Don McNeill's *Breakfast Club*.

New ABC affiliates are: KRAM Las Vegas, KFMJ Tulsa; KWBA Houston, WWHG Hornell.

► CBS:

Station management representatives approved the network's proposals for modifying Program Consolidation Plan at the annual affiliates' meeting late last month.

Arthur Hull Hayes, president of CBS Radio, outlined the changes in PCP before the Seventh Annual Convention of the CBS Radio Affiliates Association.

A question and answer session between station representatives and network officials marked the second day of the two-day affair. Dr. Frank Stanton, CBS president, addressed the group during the luncheon fol-

lowing the discussion period. Following Dr. Stanton's talk, Gold Mike Awards were presented to affiliates who have completed 30 years of continuous association with the network.

Church of the Air, CBS religious radio program, this fall marks its 30th year of continuous broadcasts on the network.

► NBC:

Affiliates of NBC recently reaffirmed their enthusiasm for the network's present program concept, on the air since last January.

Meeting in New York, the NBC Radio Affiliates Executive Committee issued a statement endorsing the program format as a "workable formula for the stations, the network and the advertisers."

On the news front, NBC is covering the presidential campaigns with *Election Countdown*, weekly news feature giving in-depth coverage in five geographical areas. NBC newsmen estimate public reaction to campaign moves, indicating probable shifts in the relative strength of the candidates. Programs coming up will examine the campaign progress in the Southwest and Pacific Coast regions. Already heard from: the Northeast, South and Midwest.

► MBS:

Mutual has eliminated its last remaining option time clause in its contracts with affiliated stations, MBS President Robert F. Hurleigh announced recently.

The clause called for six-and-one-half hours of option time on Sundays, which, Mr. Hurleigh pointed out, simplified the scheduling of national religious programs. It was the last remaining vestige of option time on Mutual since the network converted to a time-for-time-for-services basis of operations in 1957. ♦ ♦ ♦

"JUSTICE SHINES

"BY HER OWN LIGHT"—Cicero. But amplification of her aims helps, too. That's why Philadelphia's WRCV presented the series, "Law in Action." "For contributing to the public understanding of justice..." WRCV received the American Bar Association's 1960 Gavel Award, thus becoming one of two radio stations in the United States ever to have been so honored. "Law in Action" is only one of WRCV's distinguished community affairs programs. It is representative of the quality programming for adult audiences which continues to be the prime objective of this station.



WRCV

NBC Owned • 1060 in Philadelphia



ONE FREE BEER

... When you find you can't get a better buy than WISN in Milwaukee. This offer expires February 30, 1970 - so hurry! Note: it is not necessary to pick up your beer in Milwaukee; your Petry man will gladly oblige.

WISN MILWAUKEE
5,000 BIG WATTS
NONE BIGGER!

James T. Butler, Station Manager

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

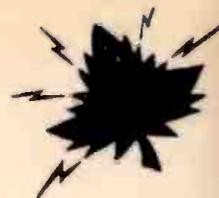
- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

Represented by John E. Pearson Co.

KFAL RADIO MIDWAY 2-3342
Fulton, Missouri
900 Kilocycles 1000 Watts

report from Canada



CBC Moves North with Radio; May Soon Reach All in Canada

Two recent moves by the Canadian Broadcasting Corporation have expanded radio service in the Canadian North. The actions bring closer to fulfillment the efforts of broadcasters to reach all of Canada's 17 million people.

In the first of these moves, the CBC announced an expansion of its shortwave radio service to residents of the Northern Territories.

The second development is that CHAK Inuvik, whose studios were recently completed and whose transmitter is now being installed by the CBC, is expected to be on the air by next month. The 1,000 watt station, located at the mouth of the MacKenzie River, is the first to be operated by the CBC inside the Arctic Circle.

Roughly 35,000 people live in the areas served by the corporation's northern stations, according to CBC President Alphonse Oumiet. Another 35,000 live in scattered settlements throughout the north, and are still beyond the range of Canadian radio. Shortwave is the only means by which the CBC can reach these listeners.

Through expansion of the shortwave service, residents of northern Canada can now receive seven hours of broadcasts daily. The broadcasts are beamed northward through CBC's international service at Sackville, N. B.

Although much of the programming relayed is taped from CBC shows, daily sports, news and weather reports are specially prepared for the shortwave broadcasts.

The programs originate from CBC's trans-Canada Network, and

tapes are played at staggered intervals to accommodate Canada's six time zones. In this way, radio programs reach listeners across the entire north for most of the evening hours.

A second new shortwave service reaches listeners in northern Quebec, Labrador and Baffin Island. The broadcast is a 45-minute bilingual transmission of news, commentary and sports. These listeners can also receive the other six hours of broadcasts.

Arctic Station

The CBC's northern service was established in 1958 to provide coverage for the last major region of Canada without radio service.

CHAK will be the eighth standard band radio station in this service when it goes on the air next month.

According to the CBC, CHAK sets a number of "firsts" in Canadian broadcasting. Among them:

It is the northernmost broadcasting station in North America.

It marks the first time that the CBC has operated inside the Arctic Circle.

It is the first Canadian radio station to broadcast regularly in the Eskimo language.

The new station will have a staff consisting of manager, technician, secretary and four announcers. Although the manager and technician will be veteran employees of CBC, the remaining staff will be recruited locally. At least one announcer will be an Eskimo.

CHAK will be on the air 170 hours a week. ● ● ●



The top market-media men of MacManus, John & Adams, Michigan agency, winnowing out the best media to support their market coverage plan in an account solicitation. John B. Caldwell, Director of Marketing; Charles N. Campbell, Media Director (Consumer Products); Robert L. Garrison, Vice President and Account Supervisor (Consumer Products); David Raymond, Director of Merchandising; Vincent C. Skelton, Director of Research; Robert E. Britton, Vice President and Executive Director of Marketing. Media, Research, Merchandising.

the best kept media secret

—the media plan in an agency's account solicitation!

"Mum" is the word in new account media planning.

No word leaks out.

No selling leaks in.

As you might suspect, SRDS comes into play every inch of the way as the varied opinions and impressions of the agency's decision makers are resolved.

Grateful is the word for agency people's reactions when they find good, complete reviews of a medium's values in Service-Ads that supplement basic information in Standard Rate listing and market data sections.

Your representatives, your general promotion, all your *selling actions* (and your competitors') have implanted a variety of concepts in the minds of the agency men.

But that's all in the past. The time is now. Time for *buying actions*.

*With competent, strategically positioned
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 Bothhof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES — SKOKIE, NEW YORK, LOS ANGELES, ATLANTA

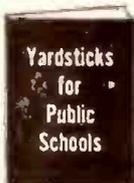




A SILVER SPOON IS NOT ENOUGH

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.



Pulse Survey Studies Country-Western Music Families

Fans of country-western music, in relation to their listening and buying habits as a part of the radio audience, are the subjects of a recent survey by The Pulse Inc. for the Charles Bernard Co., radio-tv representatives.

The report shows that 18.2 percent of the families interviewed listened to country-western music in preference to other music.

In an effort to study these listeners, Pulse interviewed 11,000 families in the following markets: Atlanta, Augusta (Ga.), Baltimore, Charlotte (N. C.), Denver, Dallas-Fort Worth, Houston, Kansas City (Mo.), Los Angeles, Memphis, Miami, Nashville, Orlando (Fla.), Phoenix, San Bernardino (Calif.), Salt Lake City, Tucson and Utica-Rome-Rensselaer, N. Y.

From the total homes interviewed, the Pulse report reflects the tastes and preferences of 2,000 families that qualified as country-western music homes.

To determine a country-western music listening home, the interviewer used a questionnaire listing 12 types of music—from show tunes to hymns. The listener was asked to select the types he listened to most.

The same technique was followed in asking the listener his preference of singers, showing a list of 14.

In the list of music programs, the report indicates that five were significant in defining a country-western household. They are country music, gospel music, western music, folk music and hymns.

In the list of singers, seven were considered significant: Jim Reeves, Red Foley, Eddie Arnold, Tennessee Ernie Ford, Gene Autry, Jimmie Rodgers and Roy Rogers.

The report shows that 2,000, or 18.2 percent of families interviewed, indicated a preference for at least three of the above program types and three of the singers. Of this group, only 33.8 percent indicated a preference for three each of the non-country-western programs and sing-

ers. The report draws the conclusion that the country-western home possesses a uniqueness in this respect and does not listen readily and frequently to other types of music.

The report shows a number of markets where the penetration figures for country-western homes are rather high. Among them: Augusta (Ga.), 30.7 percent; Charlotte (N. C.), 21.3 percent; Denver (Colo.), 22 percent; Memphis, 20 percent, and Nashville, 55.3 percent.

When asked their total family income per year, 31.2 percent of the families reported figures between \$5,000 and \$7,499.

Favored Brands

In a brands preference study, Pulse discovered that 65.4 percent of the families reported that members of their families smoked tobacco. The number smoking non-filter cigarettes is tabulated at 932—filters, 1,015. Among non-filter smokers, 23.3 percent reported a preference for Pall Mall, followed by Camel, 22.6 percent, Lucky Strike, 12.3 percent, and Chesterfield, 9.4 percent. Most popular of the filter cigarettes, the report says, is Winston with a 44 percent lead. The second brand is Salem, chosen by 13.6 percent, and third is L&M, 8.8 percent.

Although the report gives a figure of 27 percent for families that serve beer or ale in their homes, it is pointed out that a large proportion of the group drank these beverages outside the home.

When asked what brand of beer or ale was served last, 15.4 percent replied Schlitz, 9.6 percent Budweiser and 9.3 percent Coors.

Homes serving regular coffee number 71 percent, with the brand leader Maxwell House, 30.2 percent, followed by Folger's, 16.0 percent.

Maxwell House is first choice for instant coffee drinkers, also. Of the 55 percent reporting use of instant, 45.5 percent preferred Maxwell House, 9.9 picked Folger's and 8.7 percent used Instant Sanka. • • •

When you buy **50,000 Watt WHDH**, you get **BOSTON plus 25 Key New England Counties!**

Weekly WHDH Penetration of 25-County New England Area*

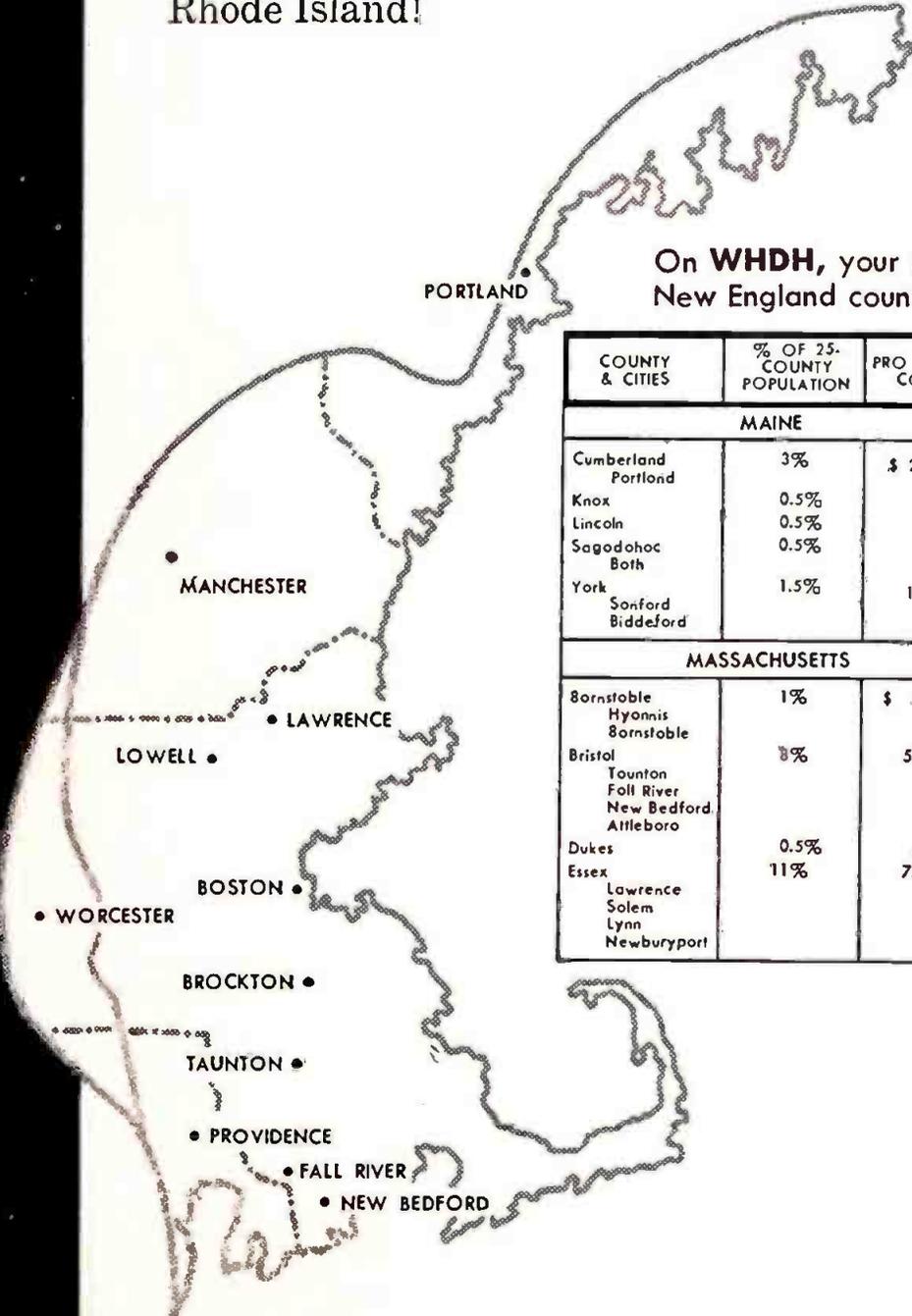
STATION PENETRATION	MAINE 5 MAINE COUNTIES	N.H. 5 N.H. COUNTIES	R.I. 5 R.I. COUNTIES	MASS. 5 OTHER MASS. COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH FAMILIES	63.3% 55,500	67.2% 68,600	49.6% 114,300	70.2% 120,100	76.4% 709,800	70.3% 1,068,300

*Latest area Pulse

WHDH reaches 80% of the population that accounts for 81% of ALL RETAIL SALES in Maine, New Hampshire, Massachusetts and Rhode Island!

**Serving
1,520,300
Radio Homes**

On **WHDH**, your **\$70.00** spot buys all 25 key New England counties, at these pro rated costs:



COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MAINE		
Cumberland Portland	3%	\$ 2.10
Knox	0.5%	.35
Lincoln	0.5%	.35
Sagadahoc Both	0.5%	.35
York Sanford Biddeford	1.5%	1.05
MASSACHUSETTS		
Barnstable Hyannis Barnstable	1%	\$.70
Bristol Taunton Fall River New Bedford Attleboro	8%	5.60
Dukes	0.5%	.35
Essex Lawrence Salem Lynn Newburyport	11%	7.70

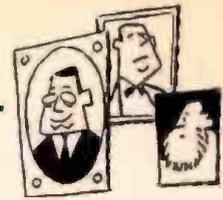
COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MASSACHUSETTS (Cont.)		
Middlesex Lowell Newton Everett Malden Waltham	21%	\$14.70
Nantucket	0.5%	.35
Norfolk Brookline Dedham Quincy	9%	6.30
Plymouth Brockton	4%	2.80
Suffolk Boston Chelsea Revere	15.5%	10.85
Worcester Worcester	2%	1.40
NEW HAMPSHIRE		
Belknap	0.5%	\$.35
Hillsboro Nashua Milford Manchester	3%	2.10
Merrimack Concord	1%	.70
Rockingham Exeter	1.5%	1.05
Strofford Dover Portsmouth	1%	.70
RHODE ISLAND		
Bristol	0.5%	\$.35
Kent Warwick	1.5%	1.05
Newport Newport	1%	.70
Providence Providence Woonsocket Pawtucket	11%	7.70
Washington	0.5%	.35
Total 100%		\$70.00

Buy **WHDH**

**50,000 watts
850 on the dial**

Represented Nationally by John Blair & Company

names and faces



Noting the Changes Among
The People of the Industry

AGENCIES

Howard Kramer, Richard H. Hurley, Harold V. Rover, formerly account supervisors, and Bertram F. Mulligan, asst. dir., radio and tv program department, appointed vice presidents at Compton Advertising Inc., New York; Graham Hay promoted to head timebuyer. Mrs. Elizabeth Harris, former supervisor in NBC audi-

ence measurement dept., to Kenyon & Eckhardt Inc., New York, as senior analyst, media department. Robert G. Stakes moves to McCutcheon and Patton, Phoenix, Ariz., as account exec., from radio-tv department at H. E. Westmoreland Co., Duluth, Minn. Beryl Seidenberg, chief timebuyer at Kator, Hilton, Chesley, Clifford & Atherton, Inc., New York, elected vice president.

STATIONS

Anton J. Moe, former v.p. and gen. mgr., KSO Des Moines, named exec. v.p., WKOW Madison, Wisc. Frank McGivern, account executive at WLOL Minneapolis, becomes gen. mgr., KSO Des Moines. Adam Warah, formerly with WITI Milwaukee, becomes sales manager, KDES Palm Springs, Calif. Dick Morrison appointed gen. mgr. of KICN Denver, after serving as sales mgr., Commercial Recording Corp., Dallas. Robert H. Poller, formerly sales and station promoter, WROV Roanoke, appointed to sales staff, WALT Tampa, Fla. Edward Smith, previously manager of Adam Young Inc., Detroit, appointed gen. sales mgr., KQV Pittsburgh. Edwin Moss Williams, formerly v.p. of United Press who recently established the first Freedom of Information Center at the University of Missouri, Columbus, Mo., appointed v.p. in charge of station operations, Century Broadcasting Co., Johnstown, Pa. Tom Gonterman, account exec. with Batz-Hodgson-Neuwoehner Inc., Kansas City, Mo., named gen. mgr., KBKC Kansas City. Bob Kivelson moves to WCBS sales promotion staff from Ehrlich, Neuwirth & Sobo Inc., New York. William E. Nichols, formerly gen. mgr., KFRC San Francisco, appointed gen. mgr., KYA San Francisco. John Heetland, sales manager, KFDA Amarillo, Tex., becomes gen. mgr., KINZ Amarillo. Bill Allred, sales mgr., KAKC Tulsa, promoted to station manager. John Wernsdorfer, Jr., formerly manager of Yankshire Carpet House, Baltimore, named head of new merchandising dept. at WEBB Baltimore. David L. Lambert moves from the sales staff of Katz Agency Int., New York, to KVOR Colorado Springs, Colo., as gen. mgr. James G. Wells joins Leland Bisbee Broadcasting Co., Phoenix, Ariz., as national advertising sales director. He was with The Rumrill Co., Rochester, N. Y., as v.p. and dir. Donald M. Hine appointed director of programming

and public affairs for Transcontinental Television Corp., New York, after serving as director of special projects, World Tennis, Inc. Irving Steinbock, account exec. at KEX Portland, Ore., named asst. sales mgr. Carlos Franco, formerly general sales manager, Crosley Broadcasting Co., named director of national sales, Community Club Awards Inc. Joseph A. Reid, account executive, CBS Radio, appointed merchandising director, WCBS New York. Also at WCBS, four men join sales staff: Robert W. Allen from WEEI Boston, Jack E. Baker from Grant Webb & Co., Richard L. Branigan from WMGM New York, and Jerome K. McCauley from WABC New York. Robert M. Purcell, president and general manager of KFWB Los Angeles, and director of the broadcast division, Crowell-Collier Publishing Co., elected a vice president.

REPRESENTATIVES

Bob Biernacki, formerly with Radio-TV Representatives Inc., New York, joins AM Radio Sales Co., New York, as account executive. Arthur J. Miller, Jr., promoted to sales manager of the radio division, The Bolling Co., New York. Norma Walsh promoted to manager of the company's Boston office. John A. Hicks, previously with the Clarke Brown Co., Atlanta, named account executive at H-R Representatives, Atlanta.

NETWORKS

Gerald A. Vernon joins the sales staff of CBS Radio Network, leaving post as salesman for NBC Television Network.

INDUSTRY-WIDE

Fred Shine appointed assistant director of the radio and tv sales department, Trans Associates Inc., New York. Joseph Novik, formerly with RCA, appointed manager of broadcasting department, Industrial Transmitters & Antennas Inc., Lansdowne, Pa.



Gonterman



Wernsdorfer



Moe



Biernacki



Nichols



Smith

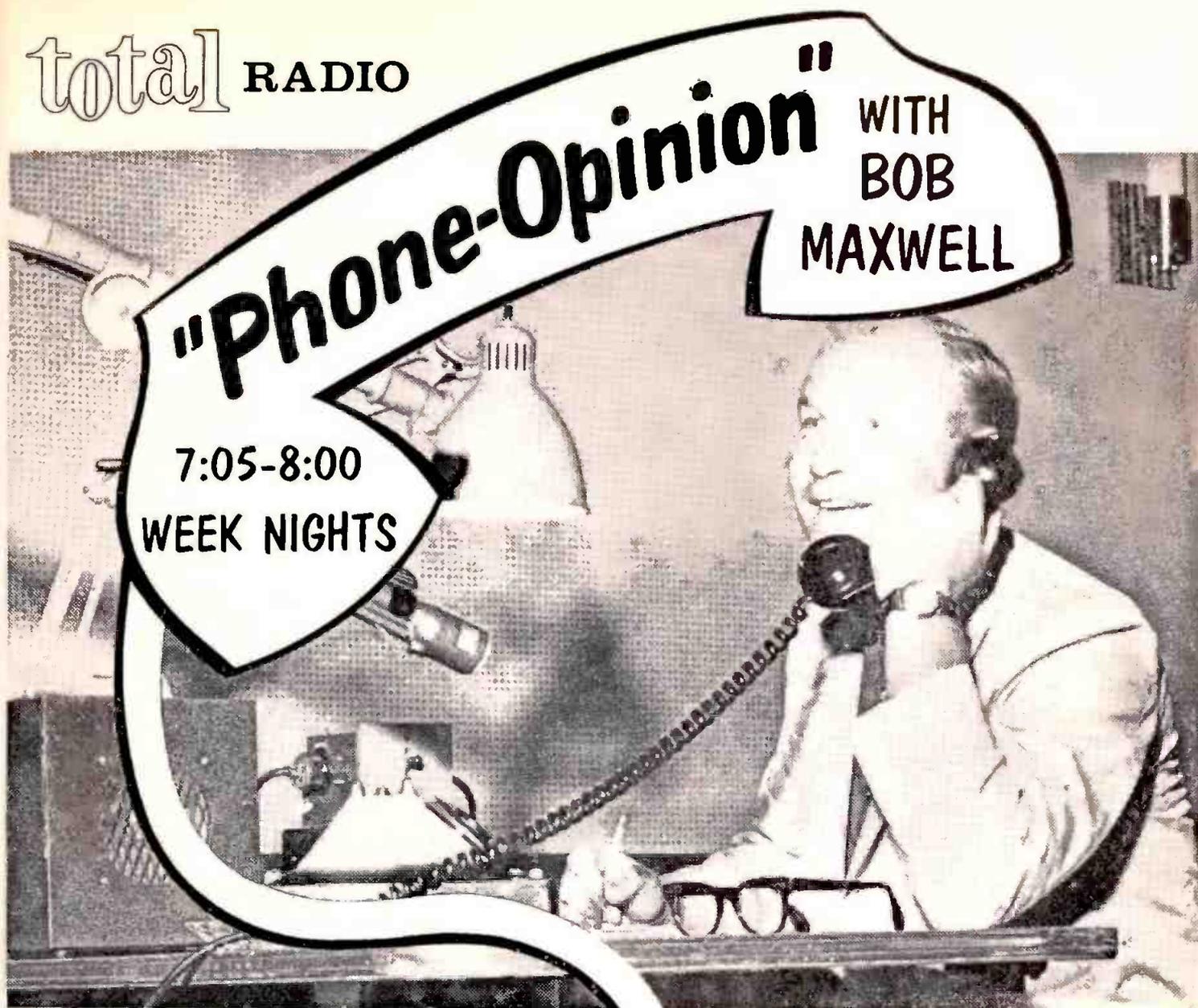


Allred



Wells

total RADIO



Detroit is speaking its piece—and loving the opportunity—on WWJ's exciting radio public forum. A torrent of phone calls rushes to the studio every evening. Citizens from far and near air their views on myriad timely subjects as the whole town listens. And popular Bob Maxwell handles every one with consummate skill.

Human interest, community service, a salesman! That's "Phone-Opinion", another example of Total Radio for the Total Man on WWJ.

*Better place your call today—
to your nearest PGW office.*

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



... radio measures up

AGGRESSIVE SALESMANSHIP

From all indications at this time, the start of the new advertising season is shaping up as one of the most aggressive selling periods in many years. (See *Radio Measures Up*, p. 25.)

Sparkplugging these efforts are new research studies and concentrated selling drives.

There are at least two recent research studies on radio that deserve special comment.

The first is the comparison of the adult daytime audience of radio and tv conducted for Radio Advertising Bureau by The Pulse Inc. It confirms a trend that was evident in winter 1958, the last time Pulse conducted a similar study.

ADULT CONCLUSION

The 27-market study shows, according to RAB, that radio has further increased its substantial edge over tv in adults reached by an additional 6.5 percent in the average hour between 6 a.m. and 6 p.m.

The RAB-Pulse study asserts that in such hours as 4 to 5 p.m., radio has an adult dominance of 7,691,100 to 4,575,180 for tv in those major national markets where tv competition is keenest.

A second study released last month is one conducted by A. C. Nielsen Co. for Peters, Griffin, Woodward Inc. It shows in unmistakable numerical language the reach and efficiency of national spot radio.

The study covered the top 100 markets with sample schedules to determine unduplicated reach. Conservative ground rules were estab-

lished to reveal the minimal expectations of a radio schedule. The vast out-of-home radio audience was not counted, there was no rotation of spots and only average ratings were used.

According to the PGW-Nielsen project, an expenditure of \$15,350 weekly in five markets, for example, will reach 33.4 percent of the homes in one week, with messages heard 2.4 times in each home. If this schedule were run for four weeks, it would reach 50 to 57 percent of unduplicated homes, with the messages heard 6.4 times each home.

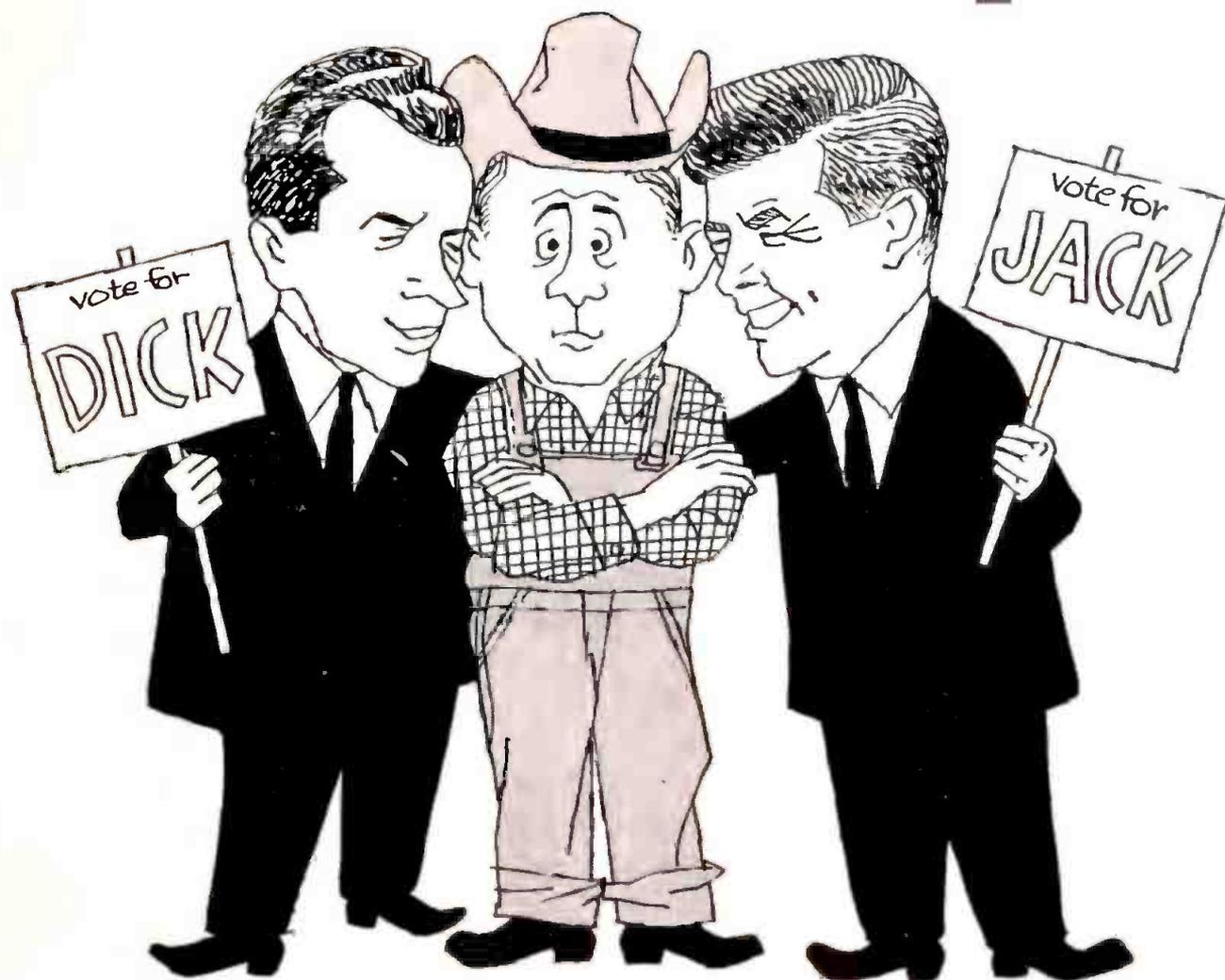
Agencies have asked radio for research to help them in their planning and buying decisions. Radio is responding with important, necessary and costly research studies. What Pulse and Nielsen have demonstrated above is the penetration, efficiency and, in some cases, the superiority of radio. We expect that agencies will not take these studies lightly, but will use them to compare the effectiveness of radio with that of other media for upcoming campaigns.

START OF THE FOURTH YEAR

With this issue, U. S. RADIO begins its fourth year of publishing. The past three years have been filled with growth for the radio industry as well as for the magazine. When U. S. RADIO started in October 1957, there were 3,113 am and 532 fm stations on the air. Today, there are 3,502 am and 752 fm stations operating. And most of these are doing well financially, according to official figures.

As U. S. RADIO celebrates its third anniversary, it looks ahead confidently to even greater growth and influence for the radio broadcast industry.

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for

Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election*—you can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is **THE TIME** to sell **YOUR** campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUTter 1-7440





In LOUISVILLE the Big Change
was - and still is - to

WKLO family radio

check and double check your July - August
Nielsen — Monday - Friday per
broadcast quarter-hours reveal

6 to 9 a.m.	WKLO First
9 to 12 noon	WKLO First
12 to 3 p.m.	WKLO First
3 to 6 p.m.	WKLO First
6 to 9 p.m.	WKLO First
9 to 12 midnight	WKLO First

plus wonderful weekends

**WKLO offers a perfect audience composition
seven days a week for consumer spendable
income.**

robert e. eastman & CO., inc.



national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.