

RADIO



SEPTEMBER
1960

35 CENTS

WASHINGTON 6 D C SUB
USR D5-19-39-1275-21R

MARKET

Quarter Outlook
New Buying Trends.

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TRADING

Brokers Have
Year in Radio

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Robert Whitehead

Ellen's Jams
Almost All
ollars into Radio

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WHO radio continues to dominate Iowa radio audience!

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

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

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

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

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

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

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

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

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

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

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

“LIB”

it up!



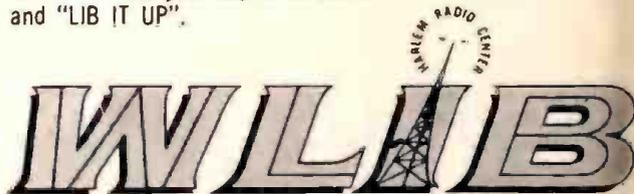
If ever two thoughts were synonymous—it's the New York Negro Community and WLIB.

Metropolitan New York has the largest Negro Community in America—1,494,000. And it's growing larger every day.

WLIB has by far the largest share of that growing community in Metropolitan New York. And its lead has grown consistently year after year.

You can't think of one without the other. WLIB is first in the Negro Pulse, first in Negro Public Service, first in Negro News. And it offers more Negro programming than all other stations in New York combined.

That's why more national advertisers place more business on WLIB than on any other station programming to this vital market—they know that WLIB has proved itself far and away the most effective buy. Get the facts. You'll agree it makes sense to re-evaluate your media schedule and “LIB IT UP”.


NEW YORK RADIO CENTER

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

In these days of confusion . . .

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



RADIO
50,000 WATTS

KSTP

TELEVISION
CHANNEL 5

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

KOB AM-TV

W-GTO AM

Albuquerque, New Mexico

Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES



COLE

the *Plus* of personalities



AGRESTA

LEE

BEAN

MAYES

NEWCOMB

CURRY

PATTERSON

WARD

AUSTIN

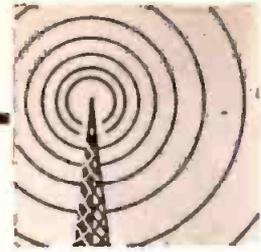
McLEAN

STAMPER

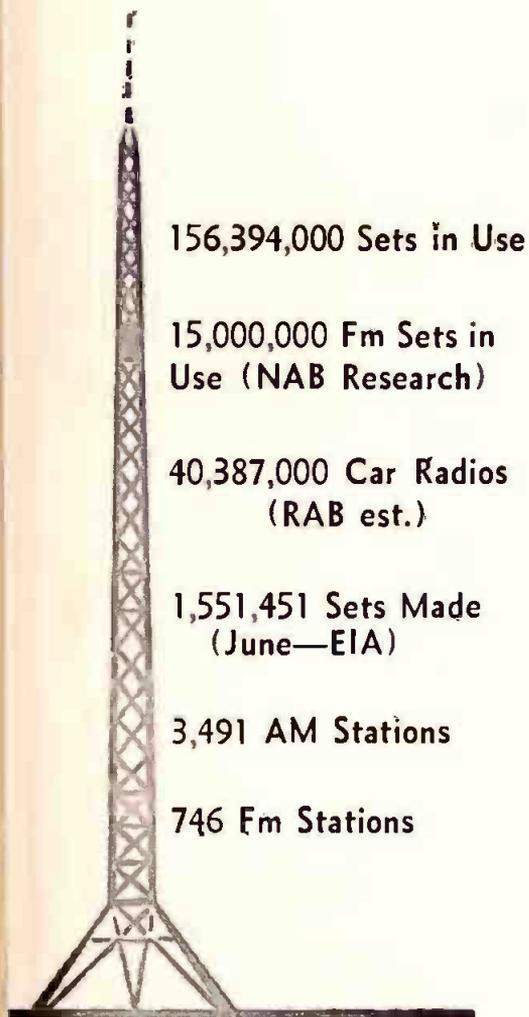
WBT radio personalities have a total of
203 years experience in radio; 128 years
on WBT. Their smooth, professional
performance creates the kind of reaction
you want - - among the people you want.

WBT adds up!

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



Radio's Barometer



Spot: Local and national spot business have made impressive gains in the first six months of 1960, according to reports by member stations of the Southern California Broadcasters Association. The report indicates that national spot has continued an upward trend that began several years ago.

Network: Pepsi-Cola continued to hold its number one position among network advertisers for the third consecutive month in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending July 10. The beverage firm made use of 716 broadcasts for a total of 342,418,000 home broadcasts delivered. Frito Co. moved into second place with 114,728,000 home broadcasts delivered as a result of 306 broadcasts. Third position was held by the R. J. Reynolds Co., which used 281 broadcasts for a total of 103,017,000 home broadcasts delivered. Pepsi-Cola also ranked as the leader in total commercial minutes delivered, the Nielsen report shows, with 120,035,000. General Mills followed with 246 commercial minutes aired for a total of 95,994,000. Third position was held by Metropolitan Life Insurance, with 66,427,000 total commercial minutes delivered and 105 commercial minutes aired.

Local: Increases in billings have been reported by two stations—WGN Chicago and KFAL Fulton, Mo. Gross revenue for the first six months of 1960 was 16.3 percent ahead of the same period last year, according to Ward L. Quaal, vice president and general manager of WGN. He says that June brought the highest gross radio billings in the history of the company, 5.3 percent higher than June, 1959, which was the record month last year. Robert Nickles, general manager of KFAL, states that sales for the month of July and the first half of August showed an increase of 25 percent over the same period in 1959.

Stations: The number of am and fm stations on the air at the end of July totaled 4,237, an increase of 13 (8 am and 5 fm) over the previous month.

| | Commercial AM | Commercial FM |
|----------------------|---------------|---------------|
| Stations on air | 3,491 | 746 |
| Under construction | 593 | 72 |
| Applications pending | 115 | 196 |

Sets: Total radio production in June was 1,551,451, including 596,870 auto receivers, according to the Electronic Industries Association. Total radio production for the first six months of the year came to 8,524,520, including 3,323,092 auto sets. This production figure for the first half of the year corresponds to 7,107,586 sets produced during the first half of 1959. Total radio sales, excluding car radios, was 702,889; six month total was 3,878,358. This represents an increase of nearly 23 percent over the first half of 1959. Number of fm sets produced in June was 105,317. The six month cumulative total was 442,535. This represents almost a 100 percent increase over the fm sets produced in the first half of 1959.

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.



for buyers and sellers of radio advertising

U.S. RADIO

SEPTEMBER 1960

VOL. 4 - NO. 9

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West Coast

Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

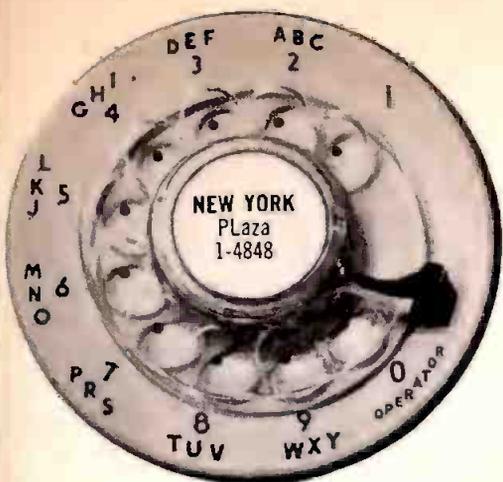
% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUUnkirk 7-6169 & 6160

Member of Business Publications
Audit of Circulations Inc.

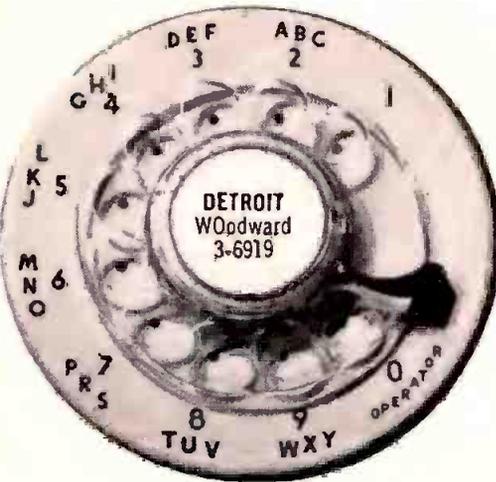
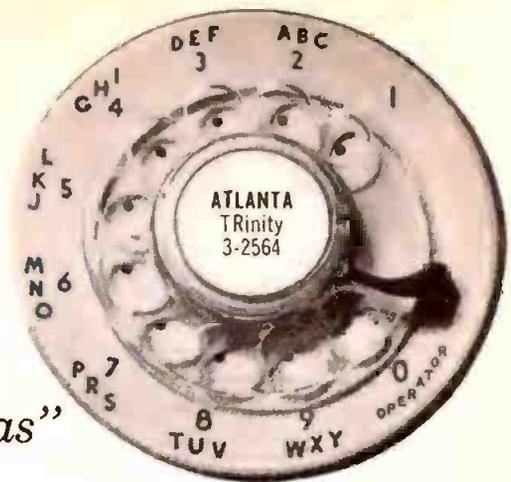


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U. S. RADIO • September 1960

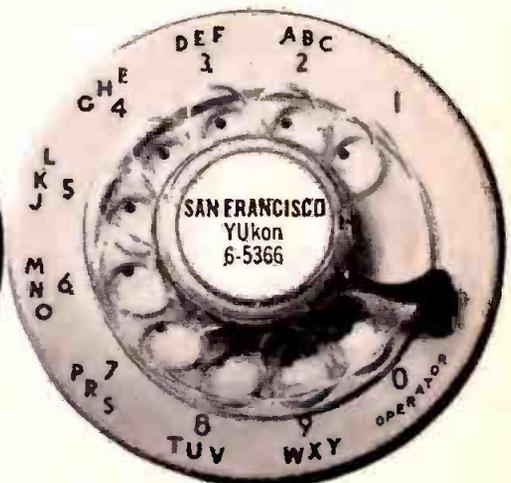
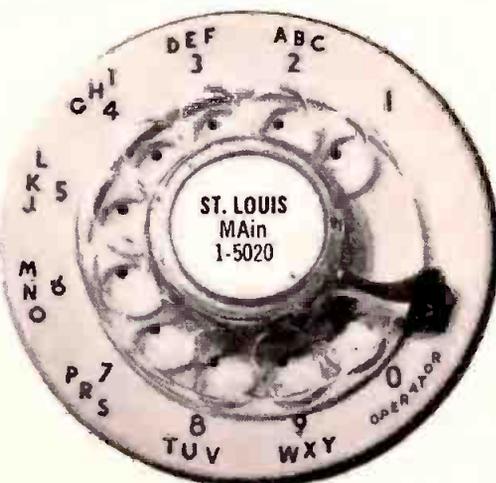


There's a new
t**WIST** to
good marketing
in **Charlotte**
"Queen of the Carolinas"



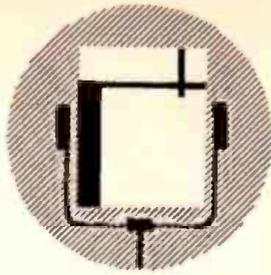
Effective September 1, 1960
Adam Young Inc. became exclusive national
representative for **WIST**
Popular* radio and responsible radio in
Charlotte North Carolina's biggest market

**Second largest audience (Hooper, May-June)*



ADAM YOUNG INC.

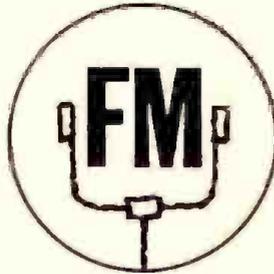
where creativity is the catalyst for growth



U. S. RADIO

For buyers and sellers
of radio advertising

... AND NOW!



U. S. FM

Devoted exclusively to FM Broadcasters
and advertisers

Two separate magazines that really cover the *whole* field of radio
One \$5 subscription will bring you both magazines each month for one
year. Simply fill out subscription form below and mail to:

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New York 19, New York

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

**Enter Your
Subscription
Today
\$5 for 1 year
Includes both
U.S. RADIO
and
U.S. FM**

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

Subscription

Please see that I receive each monthly issue of U.S. RADIO
and U.S. FM—both for one year for *one* subscription of \$

Name _____ Title _____

Company _____

Type of Business _____

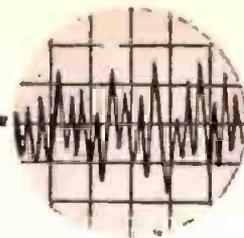
Company or

Home Address _____

City _____ Zone _____ State _____

Please Bill

Payment Enclosed



SRA Single-Rate Policy Brings Industry Reaction

Station Representatives Association is hard at work evaluating heavy response it received to single-rate proclamation. Many stations stated they intend to switch to the single rate, while others explained the success they have had with the one-rate policy. Still others defended dual standard. Because of the problems involved in changing from a double to single standard, many operators asked the SRA for advice (see *Optimism Grows for Fourth Quarter*, p. 21).

Negro Radio Association To Engage in Research

Members of the recently organized Negro Radio Association are drawing up plans designed to focus more advertiser and agency attention on the multi-million dollar Negro market. The 29 charter radio station members of the trade association indicated that the group will engage in research and gather statistics and other facts about the market for use by members. Francis Fitzgerald, WGIV Charlotte, N.C., who was elected chairman of the board of directors, explains that membership in the association is open to all stations engaged primarily in programming to Negro people. Advertisers and station representatives will be eligible for association memberships.

RAB Study Shows How Radio Reaches Building Supply Market

A study of the building supply industry conducted by the Radio Advertising Bureau reveals that farmers, who are heavy radio listeners, account for 14 percent of annual sales in the lumber and building supply field. To support its claim for radio's effectiveness in reaching this market, the RAB report states that four out of five farm families listen to radio on an average day, and spend 26 hours and 40 minutes with radio during an average week. The report, aimed at building-supply dealers, also points to the potential of the suburban market and says that radio reaches 72 percent more suburban families on the average day than metropolitan newspapers.

Plymouth, Valiant to Get First 52-Week Radio Schedule

Competition among Detroit's auto makers, tough going into the new model season, may become tougher through the model year. N. W. Ayer & Son, Philadelphia, is setting up a 52-week radio schedule, the client's first, for the Plymouth and Valiant divisions of Chrysler Corp. The compact Valiant will get a 50-50 share of the schedule. The agency says it wants to make maximum use of radio's persuasive characteristics to produce a hard-selling campaign. Chief among them, the agency says, is the emotional impact that the dramatic delivery of the human voice can have upon a listener.

KYA to Try New Commercial Format, Will Report to Industry

In a move to embrace what it considers to be the most proper commercial practices, KYA San Francisco reports it has adopted a new 16-point program. Beginning September 15, the station says it will fix these policies: One sales message between musical selections; a maximum of 18 commercial units hourly (14 minutes, two 10's, two 30's or 20's); 20-minute protection: no per inquiry, percentage or barter business; no "call right now" continuity, among other items. Effective December 15, station will also go to one rate card. Results of program will be reported to industry.

U. S. Station Records Powers Trial on Moscow Radio Signal

A glimpse of radio's globe-circling ability was given last month during the Powers trial in Moscow. WBT Charlotte reports it taped the Moscow Radio broadcast of the trial, and ran portions the following day. A Radio Liberation news staffer heard WBT's broadcast and asked to borrow the station's tape. He explained that Radio Liberation's receiving monitors in New York were unable to tape the trial at the time of the Moscow broadcast.

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



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

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



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



time buys

American Tobacco Co.
Agency: BBDO Inc., New York
Product: LUCKY STRIKE

Additional buys are being made in some 50 large markets in the cigarette's current spot effort. All are minute announcements. Hope Martinez is timebuyer.

E. T. Browne Drug Co.
Agency: Kenneth Rader Co., New York

Product: PALMER'S SKIN SUCCESS

Skin care with this product, available as a soap or ointment, is now being promoted on 35 stations. Major concentration is on Negro stations in southern markets, plus multi-station buys in large northern cities with heavy Negro population. The campaign started September 6, and is slated to run through the end of the year. Announcements are all minutes.

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

Product: MACARONI, SAUCES

Housewives in New England and on the West Coast are sought in radio spots now on the air. With a post-Labor Day start, the campaign will run through December 31. Minute ET's are logged anywhere from 7 a.m. to 1 p.m. As many as 10 spots a week are running on each station. Renewal of the schedule is expected in the spring, 1961. Timebuyer is Larry Butner.

Chap Stick Co.
Agency: Lawrence C. Gumbinner Co., New York

Product: FLEET's CHAP STICK and CHAP-ANS

Both products will use radio heavily beginning late next month. Number of markets will be determined by the budget. Small markets will get 20 to 25 spots per week, larger markets anywhere from 40 to 60 spots according to size. Campaign will run 13 to 18 weeks. On network, Chap Stick has bought participa-

tions on NBC's *Monitor*, *Emphasis* and Morgan Beatty's *News of the World* from early October through mid-March.

E. I. duPont de Nemours & Co.
Agency: BBDO Inc., New York
Product: "TELAR" ANTIFREEZE

DuPont is spending an estimated \$400,000 in spot radio to introduce this new all-purpose permanent anti-freeze. Product introduction will begin late this month with some 30 spots a week on each station. Total campaign will involve 150 markets in multi-station buys. DuPont's Zerex will get about 10 percent of the radio budget. Starting dates are staggered to accompany the onslaught of cold weather in all markets. Timebuyer is Bob Syers.

Ford Dealers Associations
Agency: J. Walter Thompson Inc., New York

Product: AUTOMOBILES
With the announcement date set at September 29 for Ford's introduction of '61 models, schedules are being tightened up for 35 dealers associations. Starts are staggered according to markets, and schedules will vary in length from two to five weeks. Thompson's New York office is guiding the buying, except for dealers on the West Coast who will work with the agency's San Francisco office. Spots will be minutes, with traffic times preferred. Timebuyer is Bob Gorby.

General Foods Corp.
Agency: Young & Rubicam Inc., New York
Product: JELL-O

Capitalizing on the national election, Jell-O will promote its ticket of gelatine flavors with the slogan "Vote for your favorite flavor." The multi-station buy will be a one-week-only flight starting September 25. About 60 markets are considered for the campaign, featuring 20-second ET's on daytime and traffic schedules. Timebuyer is Ann Pur-

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



time buys



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

General Motors Corp. AC Spark Plug Division

Agency: *D. P. Brothier & Co., Detroit*

Product: SPARK PLUGS

Marking Detroit's heavy entry in spot radio, AC Spark Plugs will be advertised in 80 markets on at least two stations per market. Primarily listed during traffic hours, the spots will begin in late September for an eight-week campaign. Spots are all minutes.

General Motors Corp. Guardian Maintenance Division

Agency: *D. P. Brothier & Co., Detroit*

Product: CREDIT

Traffic times are the order for this client, which sells credit for car repairs through local service stations. The schedule running in 75 markets last summer will be renewed this month using two stations per market. Campaign will spread over entire fourth quarter of 1960.

General Motors Corp. Oldsmobile Division

Agency: *D. P. Brothier & Co., Detroit*

Product: AUTOMOBILES

For the first time Oldsmobile will pick up some fm stations in its 55 market introduction for the 1961 models. Going on two to three stations per market, Olds will use week-day schedules of 10 to 12 spots per week. Fm stations in approximately 15 top markets will get the nod. Starting late this month, the campaign will run four weeks. Three models will be featured: the "88," "98," and "F-85," Oldsmobile's compact car.

Grand Union Supermarket

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

Most of this advertiser's broadcast budget will go into radio for the final stretch of 1960. Schedules are now being tightened up in all Grand Union markets from Maine to Florida. Timebuyer is Roxanne Gordon.

Grove Laboratories Inc.

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

Product: 4-WAY COLD TABLETS

Radio spots for a 13- to 26-week campaign in 50 markets are being bought for an October start. Schedule will use specialized radio, primarily Negro and Spanish, in markets of assorted size. Live minutes will be the favored approach in this seasonal buy. Timebuyer is Bob Turner.

Charles Gulden Inc.

Agency: *Charles W. Hoyt Inc., New York*

Product: "GULDEN'S" MUSTARD

Winding up a two-week flight that began August 29 in 35 markets, this product will be on-and-off the air in similar flights through the winter months of '61. The opening buy used from 20 to 25 daytime minutes per week in the top markets. All commercials are ET's. Doug Humm is the timebuyer.

Hamilton Watch Co.

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

Product: WATCHES

October 21 is the start date for Hamilton's radio spots in approximately 80 markets. Heavy buying on fm stations will continue as in the past, with all-fm buys on QXR and Concert networks. Minute spots, announced by Kenneth Banghardt, will be ET's, with and without musical background. Campaign will run eight weeks, ending December 18. Ed Hardison is timebuyer.

Heublein Inc.

Agency: *Fletcher Richards, Calkins & Holden, New York*

Product: MALTEX CEREAL

Breaking into spot radio for the first time, Maltex will buy an undetermined number of markets in New England and New York State. The campaign will start in mid-October utilizing minute ET's. Stations

in major markets and selected smaller markets will carry the spots for 13 weeks or more. Liz Griffiths is the timebuyer.

Mentholatum Co.

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

Products: PROPRIETARY DRUGS

Picking a few Negro stations among others, Mentholatum will move into some 10 to 15 southern markets this fall. Agency is making a blanket buy for six proprietary drugs produced by the company. Timebuyer is Martin Daniels.

Monticello Drug Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: 666 COLD TABLETS

A long winter drive on radio will kick-off on October 3 in 80 markets, most with one-station buys of 10 to 20 spots a week. An effort to sell to the Negro market will be made in major cities, where the client will buy two stations. All announcements are daytime minutes in traffic periods where possible. Timebuyer is Doug Humm.

National Shoe Stores Inc.

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

Product: SHOES

This retail chain, located in 173 markets, will again put most of its ad money into radio. For a start, National is running in 40 eastern markets with a total of 1,100 spots per week. This is a multi-station buy with minute ET's the commercial vehicle. Campaign started September 1 and will go to the end of the year. It is likely that more markets will be added.

Harold F. Ritchie Co.

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

Product: SCOTT'S EMULSION

Negro and Spanish stations in 54 markets will carry spots starting this

month for this cold preparation. Breaking down frequencies, 20 spots per week will run in small markets, 40 to 60 per week in larger areas. Live copy on all spots runs one minute. Campaign will extend through March 1961. Greg Balfon is timebuyer.

Standard Brands Inc.

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

Product: HUNT CLUB DOG FOOD

A 13-week spot campaign in 15 major East and West Coast markets will go on the air this month. Frequencies have not been disclosed, but scheduling is known to be heavy. All are minute spots. Conant Sawyer is timebuyer.

Standard Brands Inc.

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

Product: SIESTA INSTANT COFFEE

Back on the air with a 3-week schedule this month, Siesta is buying this flight in major northeastern markets. Spots, all one-minute, will heavily dot the logs. Timebuyer is Conant Sawyer.

Vick Chemical Comanp, Inc.

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

Product: VICK'S COLD TABLETS

Look for an October 3 start in 15 or more major markets for this product. The first flight will run six weeks, with another on the way. Spots are all minute ET's. Mike Cambridge is timebuyer.

Wheatena Corp.

Agency: *Charles W. Hoyt Inc., New York*

Product: WHEATENA CEREAL

Buying is under way for five to 12 spots a week in 25 major markets. One or more stations in each city will carry the campaign, with daytime minutes aimed at housewives. An October start is predicted. Timebuyer is Doug Humm. • • •



IN PERSON

In Person gives sponsors the opportunity to put their best foot forward with millions of interested listeners. This entertaining new program presents all kinds of people in the news—in person. Well-known figures and unknowns, cosmic and comic personalities, people from all walks of life. CBS Newsman Ron Cochran keeps things moving with precision and wit. In all radio, In Person is the kind of company you keep

ONLY ON CBS RADIO



Modified Broadcasting Bill Seen As Result of NAB Arguments

Many observers credit the testimony of Vincent T. Wasilewski, vice president for government affairs of the National Association of Broadcasters, as playing an important role in the passage by Congress of the bill to revamp the Communications Act. The NAB directed most of its fire at two sections which had previously been passed by the House. One would give the Federal Communications Commission the authority to fine stations up to \$1,000 a day if they failed by "neglect or intent" to observe provisions of the act. The other would give the FCC the authority to suspend a station's license up to 10 days. Speaking before a Senate subcommittee last month, Mr. Wasilewski said that these provisions were "wholly unnecessary and raise serious doubt as to whether the public interest would be served."

Two Provisions Drew Heavy Fire of Broadcasters

Pointing out that the original House bill failed to spell out offenses for which fines could be levied, Mr. Wasilewski said: "Not only does it delegate to the FCC a blank check to impose forfeitures upon any broadcast license for the violation of any rule or regulation, but it gives to that agency the additional power to levy a forfeiture for such an intangible as failure to operate substantially as set forth in the license." The section which would have authorized the commission to suspend stations up to 10 days for alleged misdeeds was described by Mr. Wasilewski as "a death sentence for the license. . . . Suspension for any period of time is tantamount to economic strangulation; for a station that 'lost face' by suspension would soon be deserted not only by advertisers but by the public as well."

Bill Reflects Moderate Position Finally Taken In Congress

The bill passed by the Congress would: Eliminate completely the original provision to authorize the FCC to suspend a station for up to 10 days if it felt it was operated against the public interest. It would have to be shown that there were "willful and repeated" violations by the station. (The House version called for action in case of "neglect or intent.") The \$1,000 a day fine provision was modified to authorize the FCC to levy fines of up to \$10,000. A one-year statute of limitations would apply so the FCC could not go back farther than 12 months in prosecuting a case. Stations would be assured of the right of a jury trial in court on the basis of the facts in the case.

FCC To Keep Close Watch On Political Broadcasts

All radio stations in the country, NAB members and non-members alike, have received copies of a sample worksheet designed by the NAB to help them comply with a Federal Communications Commission request for detailed reports on political broadcasting this fall. Broadcasters have already received an FCC questionnaire on appearances by political candidates and programs of a similar nature during the period from Sept. 1 through Nov. 8, which must be returned by Dec. 5. The NAB points out that broadcasters should be aware that "there is considerable information requested which you are not presently required to maintain in your records as a license."

NAB Opposes Commercialization Of Educational Fm Stations

Opposition to a move, which would expand the activities of non-commercial, educational fm stations into commercial subsidiary broadcasting areas through the use of multiplexing, has also been voiced by the NAB. The association took this stand after a petition was filed with

[Cont'd on p. 14]

C.R.C. ANTICIPATES RADIO'S NEEDS!

1ST
WITH

The Holiday Series: saluting America's Best!
The Singing Clock: 720 custom time jingles — electronically cued!
Jingles of the Month: customized TOP-40 parodies!
The Trademark Series: unexcelled variety of thematic I. D.'s!



RADIO U S A

THE WONDERFUL WORLD OF MUSIC AND FUN!

INCLUDING

20

Brilliant New C.R.C. Jingles — Compatible for AM or FM. Highlighting entertainment, service and fun!

20

Hilarious vignettes — Featuring Mel Blanc, Hal Peary, Sterling Holloway, and more! Custom-Designed for zestful breaks.

20

Exciting musical bridges by Don Elliot, composer of the fun-filled "Thurber Carnival" score. Complete, varied—refreshingly modern.

60 GREAT RADIO AIDS



CALL OR WRITE
COMMERCIAL RECORDING CORPORATION

P.O. BOX 6726 ★ DALLAS 19, TEXAS
Riverside 8-8004

the nation's leading creators of quality musical productions



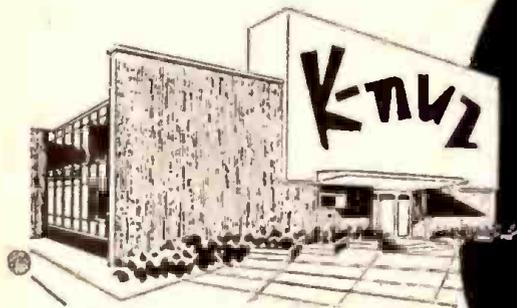


UNDISPUTED!
in Houston

HENRY FREDERICK PRINCE OF WALES
—unknown English Painter—1603

K·NUZ is the NO. 1* BUY
at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS



MEMBER OF
TEXAS QUADRANGLE

National Reps.:
THE KATZ AGENCY,
INC.

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

IN HOUSTON.

CALL DAVE MORRIS
JACKSON 3-2591

The FCC by the National Association of Educational Broadcasters. A spokesman pointed out that the NAB did not oppose sections of the petition in which authority was requested for non-commercial, educational fm stations to use multiplexing for the "transmission of in-school educational programs and the transmission of information for use in connection with governmental activities." However, the NAB also told the FCC that "Any commercial use of their facilities by educational stations is completely out of keeping with the general philosophy expressed by the commission."

Handbook Focuses Spotlight On Broadcasting Honors

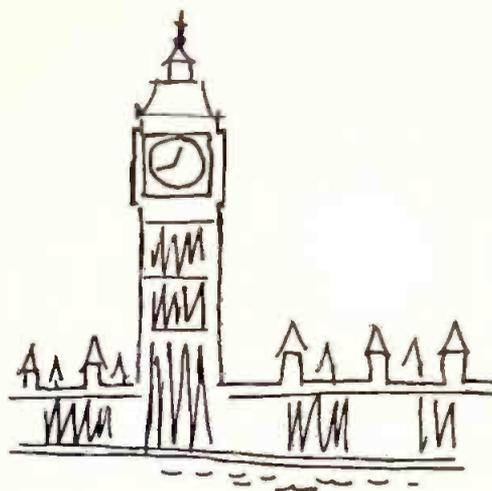
A handbook listing no less than 102 separate awards and citations given in the broadcasting field being made available by the NAB is appearing in many stations. The handy reference is said to give full details on each award along with the name and address of the sponsor. The awards listed cover all phases of broadcasting — announcing, acting, advertising, engineering, programming and others.

Educational Packet Designed To Give Radio Passing Grade

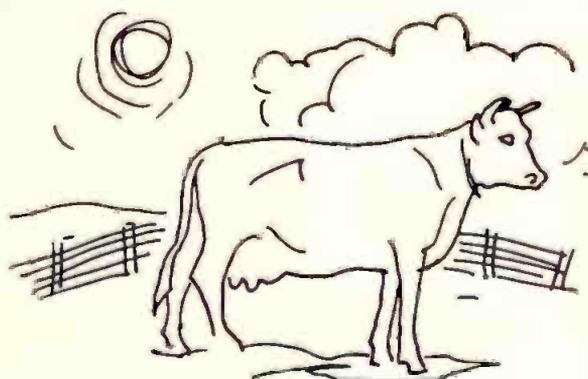
Radio members of the NAB now have a new educational packet available. According to the NAB, the kit was designed to help broadcasters establish closer relations with educators and librarians. Each packet is said to contain nine separate publications which tell the story of radio and contain valuable background material for students, teachers, librarians and others interested in the sound medium. The association points out that the purpose is two-fold: To help local stations build a closer relationship with neighboring school and libraries, and to promote goodwill for radio each time a publication is read in a classroom or library. • • •

Can you guess this one?

Put the sound effects together—
and come up with a famous tune



1 Sound effect: Big Ben chimes



2 Sound effect: Cow mooing



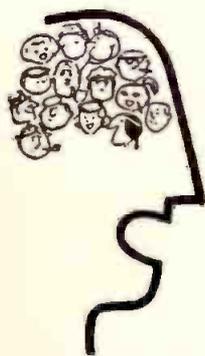
3 Sound effect: Wind blowing

Answer—"Londonderry Air". And to you, the important thing is what happened on the air.

This was the first in our recent series of "Sound Charades". We thought, "Ha, ha, they'll be weeks figuring it out." Did we ever get fooled! We started the one above at 6 A.M. Each time it was broadcast, five people were given a chance to phone in the correct answer for prize money. Each time a charade was guessed, we changed to a new one.

Would you believe it—by noon, the same day, we had 4 winners. By 6 P.M. we had 8. 23 days and \$3,200 later, we concluded that our audience was bright and we were broke!

These are the kind of people we offer you as an audience—people who can grasp a selling message, and who know a good thing when they hear it.



WWDC **Radio**

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

Rumor, true!

Pulse announces
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

Nothing takes the place of INTERVIEWS in the home

P

730 Fifth Ave.
New York 19

PULSE, Inc.



**PULSE
RINGS
DOOR-
BELLS**



**INTERVIEWS
FAMILIES
IN
THEIR
HOMES**

the Silver Mike



THIS MONTH:

WALTER GUILD

President
Guild, Bascom & Bonfigli Inc.

Agency Growth Stems From Grocery Marketing Principles

A marketing decision made by Walter Guild, president of Guild, Bascom & Bonfigli Inc., San Francisco, early in his advertising career has resulted in steady sales increases for his clients. And in the case of certain agency successes, media campaigns have been dominated by radio.

The decision behind it all was to apply grocery marketing principles to the introduction of products on a regional, and even national basis. In using these techniques, GB&B has consistently recommended the broadcast medium to its clients to integrate marketing and advertising efforts. From the standpoint of media strategy, Mr. Guild feels that radio is the medium in which the GB&B creative approach can be used most effectively (see *Regional Saturation Tells Sales for Mary Ellen*, p. 32).

Mr. Guild's marketing and media strategy has paid off not only for his clients, but for the agency itself. When founded in 1949 by Mr. Guild and two partners, agency gross bill-

ings were \$200,000. Estimated billings for 1960 are \$20 million.

The author of *"How to Market Your Product Successfully"* (Prentice-Hall, 1956), Mr. Guild welcomes the challenge of tough advertising problems. The agency has developed the reputation of being successful in reversing downward sales trends for many currently established products.

Born in Ponoka, Alberta, Canada, Mr. Guild migrated with his family to Nebraska at an early age. His early career was in show business. Among his activities in the field were those of professional music director, writer, actor, musician and more.

In 1956, Mr. Guild was elected an honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and is now national president of the organization. He is currently on the National Board of Governors of the American Association of Advertising Agencies, and a member of the San Francisco Advertising Club. • • •



MIKE WALLACE... EXPERT ON SPOTS

Parliament puts Mike Wallace on the spot extensively in selected markets throughout the country to sell "the most important quarter-inch in smoking today."

Mike is a powerful personality with an important message—

so it's only natural that the Parliament people use the medium that offers the most impact in the markets that really count....

SPOT TELEVISION. This mighty medium will work for you.

Call your nearest H-R Television Representative. Put him on the spot.



H-R

*Television, Inc.
Representatives*

We have the . . .

CONFIDENCE

. . . in our solid-selling adult programming

LISTEN and COMPARE

at no cost

before you BUY the RICH SYRACUSE MARKET

YOU OWE IT TO YOURSELF YOUR CLIENT

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

WFBL RADIO

FIRST IN CENTRAL NEW YORK
5000 WATTS DAY AND NIGHT

Represented nationally by
George P. Hollingbery Co.

LETTERS TO THE EDITOR

Bound Sets

Please send complete information concerning bound sets of U.S. RADIO at your earliest convenience.

Raymond Ruff
General Manager
KTRN
Wichita Falls, Tex.

Radio Down Under

We only began subscribing to your magazine twelve months ago, but we have found your editorial treatment of many U.S. problems to be helpful to us in Australia.

Our conditions are similar yet widely different, but it is of value to learn of the trends that are taking place in the U.S.A.

F. J. Coombes
Sales Director
MacQuarie Broadcasting
Service Pty. Ltd.
Sydney, Australia

Silver Mike

Thank you very much for the Silver Mike you sent me.

I have always had a warm spot in my media buying heart for radio. I hope that in the years ahead the medium will even do better for my clients.

Herbert Maneloveg
Vice President and
Media Director
BBDO Inc.
New York

U.S. FM

Congratulations to you and U.S. RADIO on your new fm-only magazine! Fm, as you know, is a progressive, new medium and the progressive step you have taken can result in nothing but greater support and interest for your magazine.

Gary M. Gielow
Co-General Manager
KPEN
San Francisco

You are to be commended on your decision to start an fm-only magazine. We need some sort of a clearing house for information and ideas, as well as news of what is being done elsewhere among fm broadcasters.

In my opinion, you did a fine job on your 1960 fm supplement (see

[Cont'd next page]

In LOUISVILLE the Big Change

is to WKLO

no. 1... Nielsen

Total four weeks—3-hour
average

6 a.m.-6 p.m. M-F

WKLO Sta. B Sta. C

July-Aug. 14.4 38.6 21.7

Nov.-Dec. 38.3 29.5 26.2

Nielsen Nov./Dec. '59

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

—Quarter-hour—

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

Pulse Nov. '59

For details and availabilities, see . . .



robert e.
eastman & CO., inc.

LETTERS Cont'd

Fm Reaches for the Honey, July 1960)

Robert K. Brown
General Manager
WFAW
Fort Atkinson, Wisc.

We congratulate and thank you for the announcement that U. S. RADIO will issue an fm only magazine. This will be a big step in acquainting national advertisers and agencies with fm success and growth story from coast-to-coast.

Robert A. Minners
Station Manager
WFLM Ft. Lauderdale, Fla.

Fm Issue

Congratulations on U.S. RADIO's second annual fm report which appeared in your July issue.

This is one of the most comprehensive fm stories ever published by a national trade magazine. It indicates a tremendous amount of research work. Your article covered everything there is to know about fm and will be of great benefit to fm broadcasters as well as to advertising agency executives.

Thomas J. Daugherty
Manager
WKJF-FM
Pittsburgh

Your fm supplement to the July issue was excellent! This new medium is, to those of us involved in the day to day job of "trying to make it fly," a very fascinating business. It is also an up-hill pull and helpful material such as you have published is more than welcome.

Thank you for this complete and up-to-date report on the medium and for the fine collection of success stories.

Jay L. Spurgeon
Sales Manager
KQAL-FM
Omaha

Help Wanted

Would you please send me a copy of your December 1959 issue on Negro radio. It would be of great use to us as a comprehensive reference work.

Al Abrams
Promotion
Jobete Music Co., Inc., Detroit

We would appreciate receiving your helpful information on (real estate) radio advertising.

Gabriel Shantzis
Real Estate Broker
Joy Realty of Florida, Miami Beach

EXPANDING COLUMBIA, S.C.

offers

▼
QUANTITY

and

▼
QUALITY

The Columbia metro area shows the greatest population increase of any in South Carolina—up 17.5%.

▼
Quantity is reflected in the metro Columbia market having the highest total effective buying income and greatest retail sales of any S. C. metro area.

▼
Quality shows in Columbia having the highest per household retail sales — \$4,166 — and per household income — \$5,652 — in the state. Even tops Detroit, Buffalo, Las Angeles, and others.

South Carolina's #1 market—Columbia—is served best by WIS Radio.

Source—Sales Management "Survey of Buying Power", 1959.

Call your PGW Colonel for details.



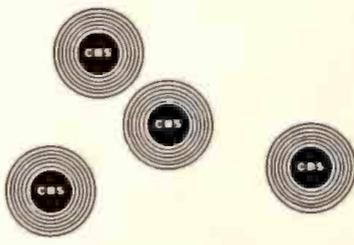
G. Richard Shaffo, Exec. Vice President
W. Frank Harden, Managing Director



KFMB RADIO

**DOMINATES
THE BETTER
PART
OF SOUTHERN
CALIFORNIA!**

LARGEST DAILY AUDIENCES  **BIGGEST
CUMULATIVE AUDIENCES**  **GREATEST
ADULT AUDIENCES**  **BROADEST COVERAGE
WIDEST PROGRAM VARIETY**  **FINEST
PERSONALITIES**  **BRIGHTEST INFORMA-
TIVE FEATURES**  **MOST AND BEST NEWS
SMOOTHEST MUSIC**  **BEST NETWORK
 FARTHEST REACHING MERCHANDISING**

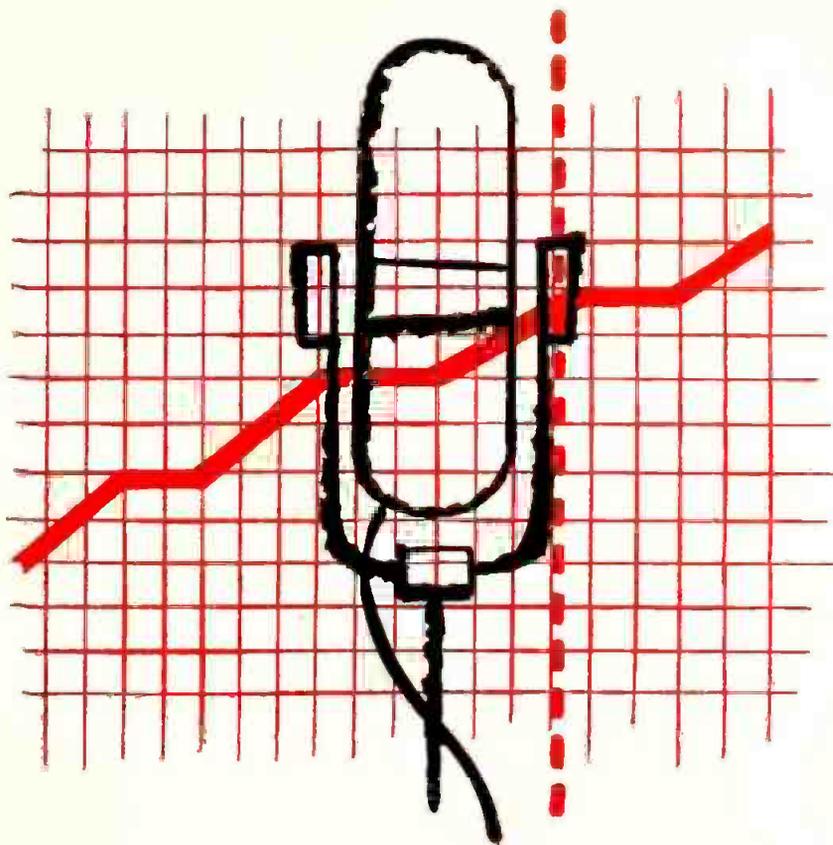


KFMB RADIO  **SAN DIEGO**

A TRANSCONTINENT STATION
Represented by



The Original Station Representative



Optimism Grows For 4th Quarter

**Fall market outlook appears bright;
traditional clients return, bolstered
by new money; RAB's Sweeney sees new
buying trends; new representative study**



Although the art of prognostication is becoming increasingly difficult in radio, early moves by advertisers indicate that the fall is shaping up as a strong period for the sound medium.

Cars, car accessories, drugs, food, watches and tobacco are among the chief categories from which radio can look for increasing activity this fall.

What makes forecasting so difficult is the *flexibility of buying*, which is radio's friend and enemy at the same time. Although the ease and immediacy with which advertisers can launch a national campaign on radio is one of the medium's great assets, the fact that it is difficult to foresee what actually will be bought in the ensuing weeks and

fall market

months plays hob with radio management.

National salesmen have for the most part resigned themselves to this situation. Full-scale selling efforts are being launched closer and closer to the actual expected time of use.

But so far the actual buying and requests for availabilities hold out promise that the fourth quarter of 1960 will see radio finishing strong.

Here are some of the important buys that have been made so far—some by traditional radio users and others by new customers:

E. I. duPont de Nemours, through BBDO Inc., New York, will spend an estimated \$100,000 on spot radio to introduce its new all-purpose, permanent anti-freeze, Telar, at the end of this month. The multi-station campaign is expected to involve 150 markets. The company's Zerex will get about 10 percent of the radio budget.

Hamilton Watch Co., through N. W. Ayer & Son, Philadelphia, will turn to radio again this fall on both am and fm. The campaign starts in late October in about 80 markets and will run for about eight weeks.

American Tobacco Co., through BBDO, will be adding to its present radio schedule in about 50 large markets for Lucky Strike cigarettes. Starting dates for the added buys will be staggered.

Cold Remedies

Monticello Drug Co., through Charles W. Hoyt Inc., New York, will launch a long winter drive at the beginning of October for 666 cold tablets. About 80 markets will be used, featuring daytime minutes and traffic times.

Grove Laboratories Inc., through Cohen & Aleshire Inc., New York, will begin in October a major radio campaign for Four-Way cold tablets. About 50 markets are expected to be used.

Harold F. Ritchie Co., through J. Walter Thompson Co., New York, launches a drive this month for Scott's Emulsion cough prepa-

ration in 54 markets. Negro-appeal and Spanish language stations will be used.

Heublein Inc., through Fletcher Richards, Calkins & Holden Inc., New York, will be entering spot radio for the first time for Maltex cereal. The buy will be launched in mid-October in New England and New York State markets and will run for 13 weeks.

Vick Chemical Co., through Sullivan, Stauffer, Colwell & Bayles Inc., New York, begins a major radio effort in early October in 15 major markets for Vick's cold tablets. The first flight will run six weeks with another set to follow.

What may shape up to be one of the most important buys of the fall season is the expected year-around purchase of radio for Chrysler Corp.'s Plymouth and Valiant divisions, through N. W. Ayer & Son, Philadelphia.

Robert Rowen, media supervisor, reports that the buy is tentatively set to start the end of September in major markets. Plymouth and Valiant will share the radio-drive 50-50. Mr. Rowen says that the agency wants to make maximum use of radio's persuasive characteristics to produce a hard-selling campaign. Among the chief characteristics cited is the emotional impact that the dramatic delivery of the human voice can have upon a listener.

Buoyed by encouraging prospects as well as determined to see a healthy fourth quarter, radio forces are busily engaged in new sales efforts. Tied to the start of the new advertising season, too, are efforts to set radio's house in order. Specifically aimed at winning new national dollars for radio is the plan by the Station Representatives Association to encourage all stations to adopt a single rate policy.

Certain important changes in the way advertisers are looking at radio this fall are observed by Radio Advertising Bureau.

"More than at any time in the past decade," states Kevin Sweeney, RAB president, "radio is being

viewed by advertisers this fall not just for frequency of impressions at a reasonable cost, but as a basic and merchandisable marketing tool.

"This becomes evident not only in the buying patterns emerging this fall," he says, "but from the preliminary 1961 budget and planning sessions of many of the leading package goods advertisers."

Significant Trends

Mr. Sweeney outlines what he considers to be "the most significant trends apparent in fall 1960 buying:

"1. More multi-product package goods advertisers are making corporate buys in radio. They are looking at radio as they had once looked at tv, seeking franchise schedules in which they can rotate commercials for several of their products.

"Many more of these multi-product advertisers are seeking dominance of the medium against competitive brands in their category. Many are looking to radio to provide greater turnover of audience and provide a greater reach for their commercial message.

"Today, when 62 percent of all tv viewing is concentrated in 40 percent of all U. S. tv homes, advertisers are increasingly looking to radio to even out the pattern and distribute the weight of the advertising to the broadest possible audience.

"2. There is a significant shift to and growing interest in the 9 a.m. to 3 p.m. time period as an efficient time for reaching the housewife. For commodities bought by the housewife, RAB research has shown that often the hours outside of 'prime time' are most effective—not only on a cost basis, but also in terms of the number of actual customers reached.

"3. More products are using radio selectively for pinpointing their specific audience. For instance, a major cosmetics manufacturer is now planning a heavy spot radio campaign aimed entirely at the teenage market."

The RAB president further ob-

serves that the media plans now reaching the buying stage in many of the top agencies indicate "two key buying patterns that are going to come into their own in the fall and winter seasons.

"Many agencies are leaning to heavier schedules for shorter but repeated flights through fall and winter.

"There is a greater emphasis on reaching the housewife on the heaviest shopping days to capitalize on the immediacy of the medium."

Representative Studies

National representatives are making concerted efforts to see fall business go over the top.

A special presentation which Edward Petry & Co., New York, will be showing to agencies beginning this month is designed as an all-out effort to spread radio buying beyond driving times. The study is called "Shift Time."

It refers to the traffic hours of 6 to 9 a.m. and 4 to 7 p.m. as the "big six" and agrees that these hours are heavily traveled by Americans going to and from work. But, the presentation asks, what about the millions of workers who are on shifts and travel back and forth at *different* times of the day? The Petry study refers especially to blue collar men, who represent about 30 percent of the total working force with higher-than-average incomes of more than \$5,000 per man.

"Shift Time" then provides a market-by-market documentation where Petry has stations. Here are examples:

"Tulsa—two big shifts in this 'oil capital of the world' are outside the normal 'drive' periods, 2:30 p.m. to 4 p.m. and 10:30 p.m. to midnight.

"In the early afternoon, 69.5 percent of industrial workers are enroute to work, 27.2 percent on, 42.3 percent going off. Most of these workers shift again late at night, 18.5 percent start work, 27.5 percent end.

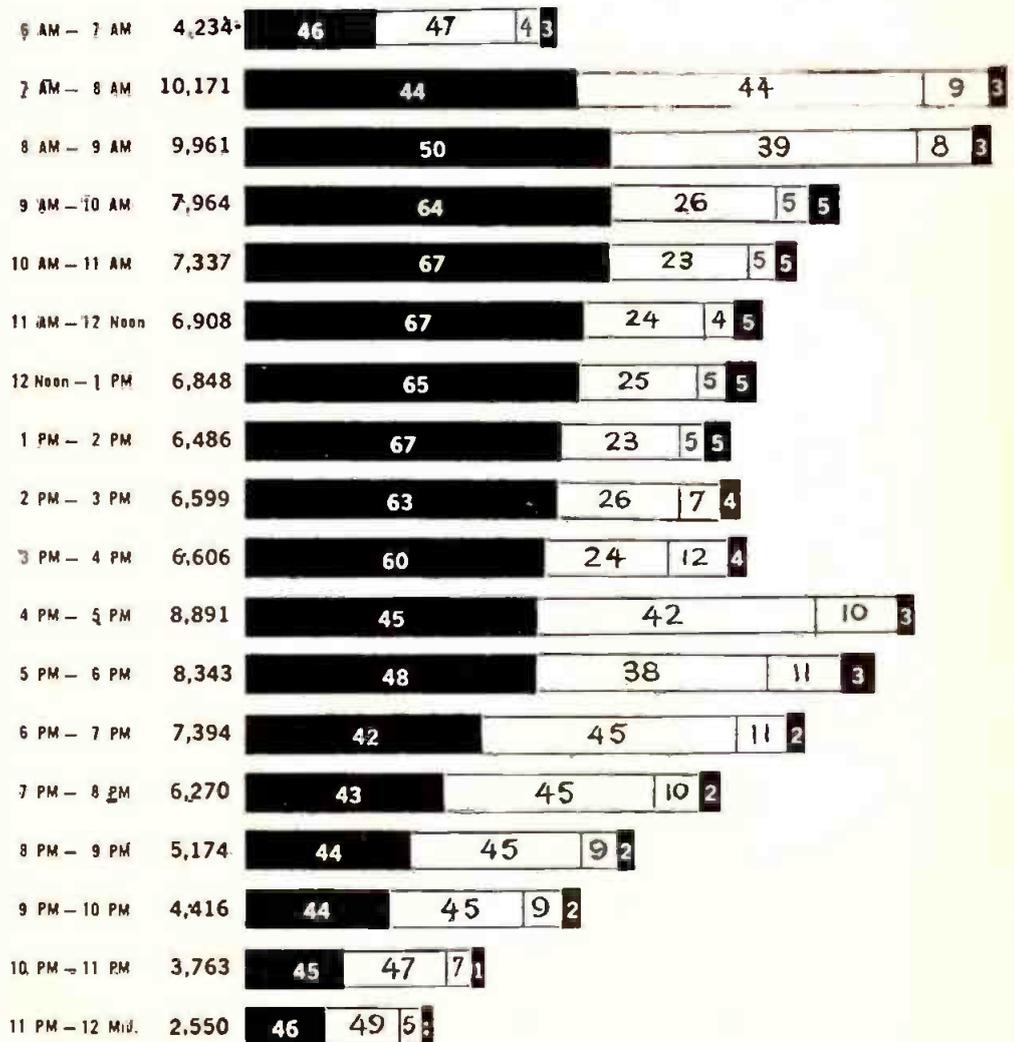
"Milwaukee — From noon to 4 p.m., 32 percent of all industrial

(Cont'd on p. 50)

Who Listens?

An hour-by-hour documentation of who listens to radio (women, men, teenagers and children) is presented below. It is taken from Radio Advertising Bureau's *Radio Facts Pocketpiece*. The study was taken by Pulse last winter in 27 metropolitan areas that comprise nearly 40 percent of all U.S. radio homes. Audience comparisons are based on average quarter-hour, Monday through Friday sets in use and include both in- and out-of-home audiences.

RADIO'S AUDIENCE COMPOSITION HOUR-BY-HOUR...
PERCENT WOMEN, MEN, TEEN-AGERS AND CHILDREN

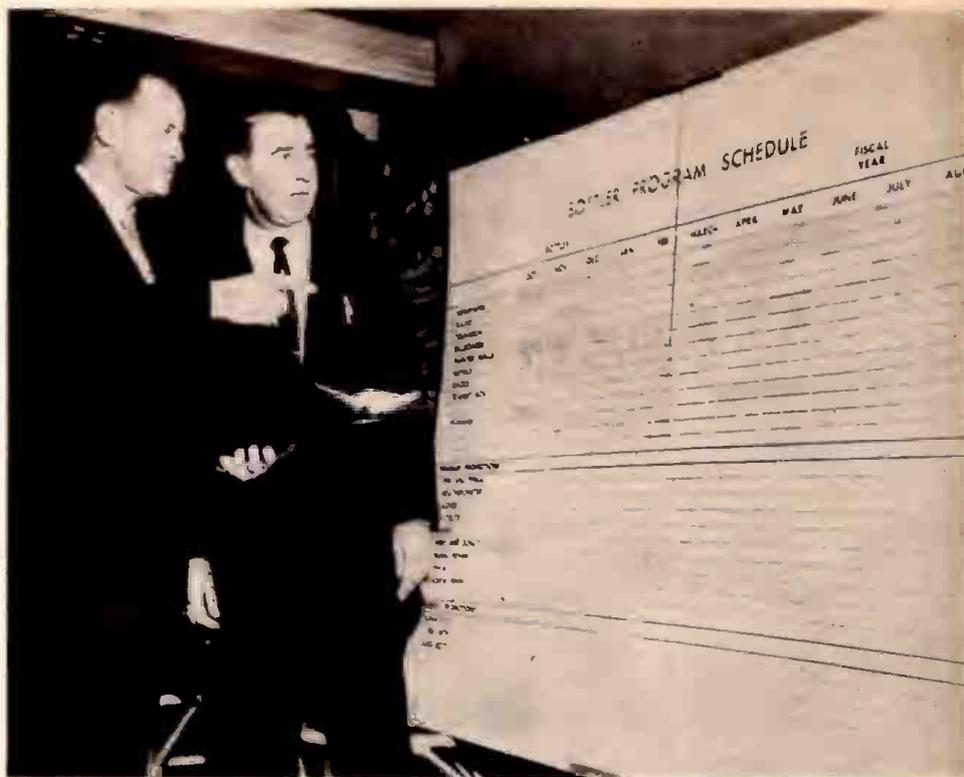


★ Above data based on recently conducted survey in 27 major metropolitan markets. Add 000 to the figures at the left of each bar to

get Radio's total hour-by-hour reach (in these 27 markets only).

★★ Less than 1%.

GEORGE FINNIE (l.), director of advertising and merchandising for Hires goes over advertising program schedule with Charley Weiks, franchise bottler in Grand Rapids push market.



Hard Sell for

Hires finds that radio provides local sales impact necessary to give its root beer consistent nationwide coverage

Being packed in ice is a fine thing if you are a bottle of root beer. If you are the company producing the soft drink, however, a similar situation could prove to be quite distressing. The Charles E. Hires Co., Philadelphia, probably the oldest and largest manufacturer of root beer in the country, recently found that its share of the soft drink market was "frozen." According to George F. Finnie, the firm's director of advertising and merchandising, Hires was "being crowded in the market place by aggressive competition enjoying the advantages of overwhelming advertising budgets."

In a major effort to improve its

position and broaden its sales base, the beverage manufacturer decided to overhaul and streamline its promotional activities and still remain within the confines of its budget. One major result of this effort has been an expanded use of local radio to provide national coverage. Describing radio as "one of our prime equalizers," Mr. Finnie reports that Hires is currently channeling 25 percent of its advertising and promotion budget, estimated to be about \$200,000, to the sound medium. Working on a cooperative basis with its bottlers, the beverage firm is sponsoring spot campaigns on 1,000 stations in 400 markets. Although the length of the campaign

varies from market to market, Hires uses radio on a 52-week basis, Mr. Finnie says. Frequencies of the announcements also vary with local conditions, he explains, and range from 15 to 70 spots a week on the stations being used.

"Push Markets"

One of the most important aspects of the Hires campaign has been labeled the "push market" program. "Under this strategy," Mr. Finnie says, "Hires is concentrating its heaviest promotional guns in selected territories across the country where market studies in depth have pinpointed the greatest potential for

25% of Ad Budget Into Radio
52-Week-A-Year Radio Campaign
1,000 Stations in 400 Markets



Soft Drinks

its kind of product. In every area radio plays a role of major importance. Starting in 1960, we now have 25 'push markets' in operation and expect to more than double this figure by 1962." Included among the markets now active in the program are New York, Philadelphia, Tampa, Miami, Salt Lake City and Grand Rapids.

Since customs and conditions vary in each locale, custom-tailored advertising designed to accomplish specific objectives in the selected territories is developed by the company and its agency, Maxon, Inc., in conjunction with the local bottler. "In all cases," states T. W. Prescott, the Hires director of mar-

keting, "the approach upholds the firm's philosophy of sustained media activity throughout the year coupled with continuous activity at the point of sale. In this connection, we feel the flexibility of local radio speaks for itself. Within the framework of the economics involved," he continues, "we see the medium as ideal for reaching potential customers at the optimum moments for turning advertising into sales."

Going into some detail on the merchandising approach, Mr. Finnie points out that root beer is an outdoor drink, and in this context has been merchandised heavily as a refreshing, natural complement to picnics, barbecues, etc. "I needn't go

into the auto listening statistics since these are familiar to most of us," Mr. Finnie comments. "But we were interested to discover that some 70 percent of the nation's seven million pleasure boats have radio sets. The seagoing radio audience is estimated at some 37 million people. This kind of tie-in is a natural for the Florida and West Coast markets where year-round cruise weather makes this activity a popular vocation."

Similarly, Mr. Finnie says, climate and tradition in the northern and mid-western markets combine to make late spring and summer ideal times to reach out for new root beer customers by means of the typical merchandising appeal of something extra for their money.

Key Promotions

How strongly Hires believes in keying its radio promotions to merchandising operations is demonstrated by the copy used in this spot:

ANNCR: Free from Hires!
Buy six bottles, get two extra ones free in the special eight bottle bonus pack. It's your chance to stock up on lighter, drier brighter Hires with the more delicious taste that picks you up quicker, keeps you

soft drinks

up longer. Refreshes you as you've never been refreshed before. Get the special eight-bottle carton with two free bottles of Hires. Enjoy an adventure in refreshment today.

As the picnic season gives way to indoor activities, the copy used in the Hires announcements "follows the sun" in relevant markets, it is pointed out, by changing its focus of appeal to party activity. Yet it still remains tied to the in-store promotional deal. Here is an example of a 60-second spot:

ANNCR: Here's great news for all Hires fans! A special eight-bottle carton of Hires for the same price as the regular six-bottle carton! That's two free bottles of sparkling, refreshing Hires . . . a free extra helping of America's most popular root beer. And wait'll you taste today's Hires! It's lighter . . . drier . . . brighter! More delicious than ever . . . more perfect than perfect. It's got a truer, tangy-er flavor that picks you up quicker, keeps you up longer. Refreshes you as you've never been refreshed before. You can serve Hires so many ways, on so many occasions. Gives a lively sparkling lift to mealtime . . . snacktime . . . party time. Hires is the perfect drink with food and fun . . . and always goes over great with kids and grownups alike. So hurry for Hires in the special eight-bottle carton. Remember, you just pay for six, get two bottles of Hires FREE. Hires . . . lighter, drier, brighter Hires . . . always an adventure in refreshment. Take ad-

vantage of this limited-time offer today!

"Hires and the bottler definitely lean to the 'hard sell' approach," says Tom P. Maguire, business manager of Maxon's radio and tv department. "We aim for saturation coverage in those markets that warrant it in terms of sales potential, and, if necessary, we will buy every station in a market."

Hires, like other soft-drink producers, makes a particular effort to reach the teen-age market, Mr. Maguire states. This is a factor in selecting stations, and the programming format has leaned heavily toward disc jockey shows. Housewife shows also come in for their share of attention. Whatever the medium, he emphasizes, copy makes the point that Hires is the real fun drink for all occasions.

Radio Reaches Teenagers

To demonstrate how effectively radio has been able to reach teenagers, Mr. Maguire tells of an experience in one local market. "Hires was sponsoring a record-request program. Requests for tunes to be played on the air were coming in at a rate of 600 a week. The station eventually asked for six Hires bottle caps with each request, which brought the situation under control and served as a real demonstration of how to tie advertising to sales."

Seasonal promotions come in for



TOM MAGUIRE, business manager of Maxon's radio/tv department, points out that Hires and its bottlers find that hard sell copy works out best.

their share of attention. This past summer, Hires has been promoting the natural companionship of its product with ice cream. The Hires Float theme has been very effectively merchandised at the point of sale since it gives retail food outlets an excellent opportunity to move additional products with each soft drink sale. Again, Mr. Finnie says, "radio advertising was used to back up efficiently the in-store program."

"It should also be pointed out that Hires does not limit its radio advertising to 'push market' territories alone. The company name is probably heard on some of 1,000 stations across the country on any day of the year. It is in the 'push markets,' however, where radio is getting its greatest chance to contribute to revenue."

Radio is being given the important role it has in the "push markets" because it has the flexibility to permit a fairly small company to do a local job that can compare for size and impact with the campaigns of giant competitors. Mr. Prescott says that "Hires has found that a smaller company can discover certain markets where a highly specialized approach is needed, and, by choosing its own ground, meet the heavy-weights on terms of relative equality. And as we said before, radio is one of our prime equalizers."

Root beer got its start as a "herb tea drink" in the 1870's. The founder of the business, Charles E. Hires, was an energetic person who quit school at 11 to help support his family. At the age of 19 he bought out the owner of a pharmacy where he worked. He then began to look around for ways and means to expand the business. Eventually, this turned out to be the development and production of the "herb tea drink."

Although the beverage caught the public's fancy quickly, the militant temperance groups of the period provided some unforeseen problems. Mr. Hires was requested to stop selling his "alcoholic beverage." The reasoning being that the tea drink contained yeast, and yeast makes alcohol. Young Hires employed a chemist who was finally able to convince the fiery women that the drink was "dry."

At this point, Charles Hires named the beverage "root beer" and launched an advertising campaign to encourage drinkers to switch to root beer. As a result of this approach, the Hires Company soon was able to promote the product as "the National Temperance Drink."

By 1890, the enterprise which started with a capitalization of \$400 was incorporated with a capital of \$300,000. Last year, the company's sales were over \$9 million, and according to Peter E. Hires, grandson of the founder and current president of company, 1960 is expected to set a new record for sales.

Franchise Bottlers

In getting its current campaign into gear, Hires has had to strengthen and enlarge its franchise bottler organization. Typical of most soft drink firms, Hires must depend heavily on its local bottler for sales, advertising and promotional cooperation. "In accomplishing this aim," Mr. Finnie states, "our franchise division executives worked to develop or replace weak territories with aggressive bottlers, adequately capitalized and willing to push Hires for real sales increase and steady growth.

"We are convinced that we now have the type of bottler organization that can grow with us. We are also convinced that splitting our co-op effort between radio and print media multiplies impact far more than a concentrated approach alone. We are depending on our 'push market' campaigns to prove this to the satisfaction of all our bottlers."

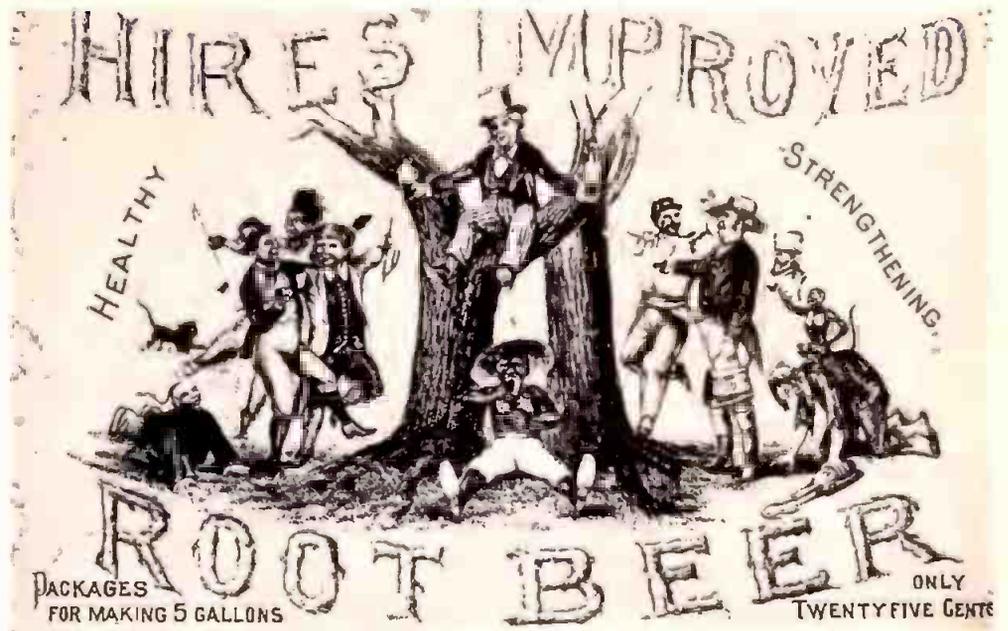
Mr. Maguire, speaking for the agency, says "... it is becoming increasingly difficult for newspapers to reach outlying market areas with real consistency, and the franchise holder who wants other than metro penetration, and he usually does, has inevitably to turn to radio."

General Strategy

Overall, Hires has developed the following benchmarks which guide its efforts in "push market" territories:

1. Advertising should be directed as much as possible to the high potential consuming and buying groups—teen-agers, housewives, etc.
2. Advertising must be tied in

YESTERDAY...



AND TODAY



PROOF THAT HIRES has long believed in the power of advertising is seen (top) in copy of ad that goes back to the Rutherford B. Hayes administration. A user of radio since 1921, the company today believes that advertising and merchandising go hand-in-hand. The product display recently set up in the building of a Los Angeles station (above) shows this theory in action.

closely with the in-store merchandising effort.

3. Continuity of advertising on a year-round basis is vital. At the same time, the means of delivering the advertising message must be flexible enough to take advantage of local variations in buying habits and other marketing conditions.
4. Hard sell copy is at least as

important as entertainment in any given commercial.

"Radio," according to Mr. Finnie, "enables us to live with these requirements very nicely. We like the way it can target a specific audience with accuracy and economy—and get us the kind of consumer reaction that made the Hires name for many years synonymous with soft drinks and good times." • • •



VOA NEWSROOM in Washington where dispatches from wire services and own correspondents are processed for authentic reporting.

Voice of America Gets Louder

Currently running in fourth place in international broadcasting, VOA takes important strides to improve position; radio stations lend a helping hand



Radio is playing a leading role in the international cold war drama where ideas and ideologies are being verbally—if not forcefully—exchanged.

The chief sounding board of the United States effort to win new friends and influence people abroad is the Voice of America, the worldwide radio network of the U. S. Information Agency.

American radio stations, to the extent that is possible, participate in the VOA objectives. Many stations are important and regular sources of programming. Other broadcast properties figure very importantly in the transmission of programs overseas.

Bolstered mainly by shortwave radio, the Voice transmits in 37 foreign languages plus English the story of America to friends and others the world over.

But a paradox exists in the com-

munication of ideas through sound. Although America is recognized throughout the world for its mass radio-tv systems, the U. S. is actually fourth in the international exchange of verbal images.

The VOA reports that the U. S. has slipped to fourth place in international broadcasting. Here are the figures:

"The U.S.S.R. is first with 1,011 broadcast hours weekly, Red China comes next with 676, then follows the United Arab Republic with 661 hours. The Voice of America, in fourth place, broadcasts 604 hours weekly, just nine more than the British Broadcasting Corp., which has a total of 595 broadcast hours."

Major steps are being taken to alter the standings. One such effort is the plan to build a new \$13 million transmitter site in Liberia.

A team from Voice headquarters

in Washington, D. C., returned in mid-summer after selecting a transmitter site outside of Monrovia, the capital of Liberia.

The new transmitter location will provide effective radio coverage of Africa, plus supplemental coverage of parts of Central Europe and the Middle East. It also will relay to other bases Voice of America broadcasts received from the U. S.

The new project will have as its major transmitting equipment six 250 kw shortwave transmitters and two 50 kw shortwave transmitters.

By the time the Liberian installation goes on the air, it will be drawing some of its signals from VOA's new East Coast facilities now under construction at Greenville, N. C.

The Greenville installation represents an investment of more than \$25 million. Major equipment includes six 500 kw, six 250 kw and six 50



MASTER CONTROL console can select programs from 100 different sources and transmit 26 programs simultaneously. It is manned by two technicians at all times. Clocks tell international time.

kw transmitters. The site will help provide a stronger signal to Europe, Africa, Middle East and South America.

The object in improving the transmitter network, as explained by Henry Loomis, director, is that America's story must be readily available to radio listeners abroad who wish to hear it.

The Voice was a war-time baby, born in the aftermath of Pearl Harbor. Its first broadcast in February 1942 was in German, aimed at the censorship screen established by Nazi leaders. Its war-time service reached an apex of more than 3,200 live programs broadcast weekly in about 40 languages.

The Voice of America, speaking for the U. S. Government as the radio service of U.S.I.A., provides millions of listeners overseas with ob-

jective newscasts, up-to-the-minute facts about U. S. policies and information concerning the life and culture of the American people.

The broadcasts are beamed around the clock and include straight, factual reporting of the news, with emphasis on matters of particular interest to the area where each program is heard.

Programs also feature special events, interviews, descriptions of all facets of American life, including farm, school, factory and community. There are also discussions of economic conditions in the U. S. and the free world. There are special broadcasts that are heard either on a regular or periodic basis, such as American plays and music with special emphasis on jazz.

The Voice also prepares programs for use by local stations in foreign countries.

One source of Voice programming comes from U. S. radio stations as well as American colleges and universities.

Just recently, the U.S.I.A. released a list of 18 stations and the "local scene" programming they have either produced or have underway for VOA. An additional nine stations are planning to produce special programs this fall.

"The cooperative arrangement between the American radio industry and the VOA," states Mr. Loomis, "is designed to project an effective and positive picture of the U. S. to the rest of the world. Our purpose is, in effect, to give overseas listeners an 'on-the-scene' view of American life in our cities, towns, farms, factories, schools, telling of our resources, our commerce and industry, our cultural and recreational pur-

suits, our community life."

The programming and the stations involved are: "The Story of a Valley," a half-hour program on the 50th anniversary of the town of Harlingen, Tex. (KWKH Shreveport, La.); documentary on a community-service radio station and another on Nassau County, L. I. (WHLI Hempstead, N. Y.); a 30-minute program on the Central California Valley Water Project (KFRE Fresno); "Fourth of July, 1960," a half-hour program (WFIL Philadelphia); "Portrait of New England," a one-hour program (WBZ Boston); coverage of the Third Annual McGregor Conference, the so-called "Detroit Adventure" (WJR Detroit and Wayne State University); "Amana Story," two half-hour programs (WMT Cedar Rapids); "Do Texans Brag?" (WBAP Fort Worth).

Five half-hour programs projecting the Southeastern states (WBT Charlotte, N. C.); documentary on the Port of New Orleans (WDSU New Orleans); documentaries on outboard motor craze (WKRS Waukegan, Ill.); four programs on the Puget Sound area (KING Seattle); man-in-the-street interviews on Atlantic City, N. J., boardwalk on how workers spend their vacations (WFPG Atlantic City); documentary on Pacific Northwest (KEX Portland, O.); documentary on state of Kansas (WIBW Topeka).

Half-hour documentary illustrating operation of educational radio and classroom radio (WDTR (FM) Detroit and Detroit board of education); documentary on "Peoria Railway Center" (WMBD Peoria, Ill.); half-hour documentary on American shoe industry as exemplified by Endicott-Johnson factories (WNBF Binghamton, N. Y.).

In addition to these stations, the Voice reports that the following reportedly are planning to produce special VOA programs this fall: KMOX St. Louis; WOW Omaha; KSL Salt Lake City; WNYC New York; KVOS Bellingham, Wash.; WTMJ Milwaukee; KLIK Jefferson City, Mo.; WBUD Trenton, N. J., and KSTP Minneapolis.

The Voice programming is re-

layed around the world through a chain of 87 transmitters, 30 of which are at seven locations in the U. S. (see box, below).

The seven locations of the U. S. transmitters are: Bethany, O. (WLWO); Bound Brook, N. J. (WBOU); Brentwood, L. I., N. Y. (WDSI 1-2-3); Schenectady, N. Y. (WGEO); Wayne, N. J. (WDSI 5-6); Delano, Calif. (KCBR), and Dixon, Calif. (KNBH). While the antennas are arranged so that the broadcasts

are beamed out of the country, U. S. shortwave listeners in some locations can pick up these broadcasts.

The overseas transmitters of the Voice include the U. S. Coast Guard cutter *Courier*, anchored in the harbor of Rhodes in the Mediterranean. Three of the overseas transmitters are rated at a million watts. These are located at Munich (Germany), Okinawa and the Philippine Islands.

The other sites abroad are at Tangier, Morocco; Thessaloniki, Greece;

Stations Support VOA

With Wide Facilities

The cooperation provided by the U.S. radio broadcaster to the goals of the Voice of America is impressive.

From the very beginning of VOA in the dark days of World War II right up to the present, radio stations have lent their support to the success of the project.

The help supplied has been both in programming material and in high-powered transmitter installations.

An example of one such operation is the shortwave equipment of Crosley Broadcasting Corp's, WLWO Bethany, O.

The installation includes six transmitters considered among the most powerful in the world. Each is capable of developing power of 200 kw. or an aggregate of well over one million watts.

These shortwave transmitters at Bethany are beaming VOA programming to Western South America, North, Central and South Africa and Europe. Currently the regular operating schedule is 20 hours a day.

Previously operating under different call letters and frequencies, WLWO was designed and built by Crosley for the U.S. Department of State in the early 1940's. Engineering leadership was supplied by R. J. Rockwell, Crosley vice president and director of engineering.

The current Bethany facility, located about 20 miles outside of Cincinnati, is a restricted U.S. Government property, operated by 15 Crosley engineers. The plant is operated seven days a week, with at least two men on duty at all times during broadcast hours. The staff is headed by Floyd Lantzner, chief transmitter engineer.

In addition to the six high-power transmitters, there are 22 directional antennas; 14 of them are the rhombic type operated

Woolferton, England; Colombo, Ceylon, and Honolulu.

A majority of the VOA programming is aimed at listeners behind the Iron Curtain. This has led to the problem of jamming, which VOA describes as one of the complicating factors in its operation. Jamming of the broadcasts, VOA states, rises and falls in intensity depending on the caloric state of the cold war.

The Voice is constantly seeking out ways to improve its service. Early this year it went on the air with regular nightly broadcasts in

Spanish to Latin America on short-wave. This was in line with President Eisenhower's views, expressed after his South American trip, that more information about the U. S. and its policies should be offered to the people of Latin America.

Previous to the inception of these broadcasts last March, VOA had been broadcasting two and a half hours a day in English to Latin America on shortwave. This has continued. Voice also provides recorded materials in Spanish and Portuguese to local stations in Latin America.

An index to the effectiveness and popularity of the Spanish broadcasts is the fact that 76 medium- and long-wave stations in Latin America now pick up all or part of the VOA short-wave Spanish broadcasts. Of these stations, 62 are in Colombia and the others are in Bolivia, Costa Rica, Ecuador, Guatemala, Paraguay, Peru, El Salvador and Venezuela.

With the international power of radio communications, the Voice of America is playing an active role in the most important battle of all—the fight for men's minds. • • •

R. J. Rockwell, vice president and director of engineering, Crosley Broadcasting Corp.



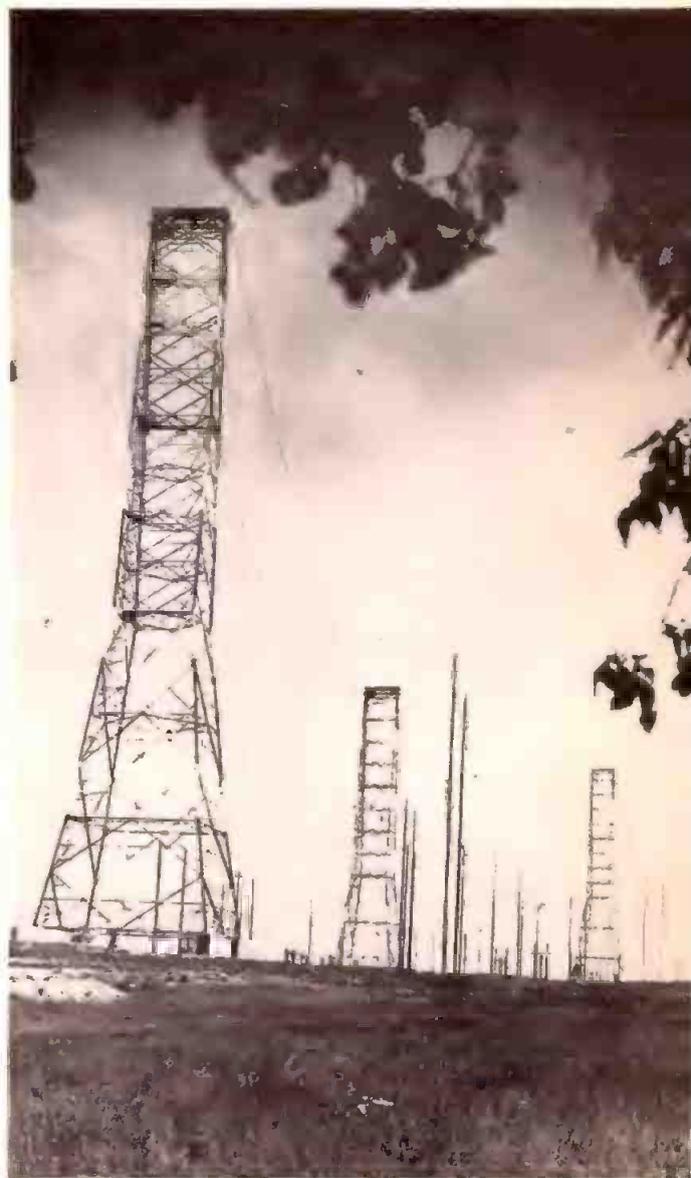
in groups of two or three, and eight are curtain-type antennas.

A modern building near the center of the mile-square tract houses the complicated transmitter equipment, master control board and machine shop where much of the equipment has been built to exacting specifications. There are also comfortable living quarters for the engineers.

At the rear of the main building is the complicated antenna switch gear. Mounted on a forest of 20-foot poles are 232 switches which can be manually operated from the ground to connect any of the six transmitters with any of the 22 antennas. There are more than 1,000 poles, ranging in height up to 170 feet, supporting antennas and transmission lines.

Although WLWO serves only as a relay base and does not originate any programs, WLW Cincinnati provides regular material for VOA broadcasts.

The station's farm department, in particular, supplies at least two and usually more tapes from various farm shows each month. In addition, outstanding public service tapes are supplied through the special broadcast services department on a continuing basis.



TRANSMITTERS AND curtain-type antennas are part of the VOA's facilities at WLWO Bethany, O., operated by Crosley as a relay base for broadcasts.

Regional Saturation Jells Sales for

Mary Ellen's

**After careful media evaluation, Guild,
Bascom & Bonfigli places almost all
of West Coast firm's ad budget in radio**

 Grandma may have spent long hours laboring in the kitchen making goodies for the family. She never came up with delicacies, however, that compare with jams and jellies her granddaughter can pick right from supermarket shelves. As grandma would say . . . "easier than pickin' berries."

That's the theory behind the major plank in the copy platform that

Guild, Bascom & Bonfigli Inc., San Francisco, followed to prepare its near-exclusive spot radio campaign for Mary Ellen's Jams & Jellies, one of GB&B's several food accounts.

The regional saturation radio drive employs high frequency of 8,500 spots in a 39-week drive on 19 stations in six western cities, five days a week.

Mary Ellen's Inc., Berkeley, Calif.,

manufactures 33 varieties of preserves, distributed in 11 states by 20 jobbers. Although the company has used spot television and radio conjunctively in the past, the agency decided early this year to spend 98 percent of its six-figure budget in spot radio on an exclusive basis. The remaining two percent is allocated to local newspaper promotion and shelf-talkers that promote the



8,500 SPOTS/39 WEEKS

ON 19 STATIONS

radio advertising rather than the product.

"We feel," says Robert Whitehead, account executive, "that the selection of spot radio in combination with entertaining—and at the same time selling—commercials and related point-of-sale material will produce effective sales results for Mary Ellen's. No other jam and jelly packed throughout the country has an advertising and merchandising program of this magnitude."

After a thorough analysis of all media, GB&B recommended that Mary Ellen's use radio almost exclusively. In making the decision, the media department took into consideration radio's audience selectivity, flexibility and economy.

Radio A "Natural"

"We believe that radio offers Mary Ellen's the highest degree of saturation pointed towards our best potential customer—Mrs. Housewife," Mr. Whitehead says. To reach her, the schedule of 8,500 spots for 39 weeks, Monday through Friday, was in these primary markets: San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The spots are scheduled on top "personality" programs in these cities.

The current spot radio campaign started in June and will run through April 1961. The agency is planning to continue the campaign after that date is reached, possibly beginning another 39-week contract. Mr. Whitehead sees no reason to halt a campaign that seems to be a "natu-

ral" for the client, distributor and retailer.

The spots—there are five cuts using different copy, but all holding to three key phrases—are 55 seconds in length, leaving five seconds for a rotating retail store tag.

The commercials themselves are humorous and original. They center around the "Masked Grandma," a new name and radio personality created especially for the campaign. The "Masked Grandma's" exploits are told on imaginary police broadcasts and interviews between policemen and grocers. In each commercial, the grocer has just been relieved, gratis, of all his Mary Ellen's Jam by the quick-fingered, nimble Grandma. Here is how the copy goes:

(Sound effects: Beep over)

ANNCR #1: Flash! The Masked Grandma has just stolen all the Mary Ellen's Jam from Pete's Indian Trading Post.

ANNCR #2: Pete, you say the Masked Grandma was disguised as a cigar store Indian?

PETE: Didn't fool me. She didn't have no cigar.

ANNCR #2: Well, why did she steal all your Mary Ellen's?

PETE: On account of Mary Ellen's Jam is just like Grandma never

made! Fancier fruits and berries!

ANNCR #2: She say anything?

PETE: Well, the jam made a cup to a cup!

ANNCR #2: Oh yes! Mary Ellen uses at least a cup of fruit to every cup of sugar. You get the flavor of the fruit, not just the sweetness of the sugar.

(Sound effects:

Tom-tom beat—twice)

ANNCR #2: Say, what are you beating on your stomach like that for?

PETE: Oh, just sending message on my tum-tum.

ANNCR #2: Oh!

ANNCR #1: Attention, all tourists! Look out for the Masked Grandma, wearing polka-dot mask (siren over) . . . seen in grocery story near Mary Ellen's, the jam with the polka dot top. (Siren out)

FIVE SECOND DEALER TAG

In all the commercials, there are three recurring phrases which are pointed out to announcers and expanded in a fact sheet distributed



Be on the listen for *Mary Ellen's*
MASKED GRANDMA
 Radio's funniest mystery minute

SHELF-TALKER produced by GB&B promoted the radio spots. Only reference to product is picture of jar. "Masked Grandma" caricature (l.) was developed especially for the campaign.

with the ET. The first of these phrases is "Mary Ellen's—the jam made a cup to a cup." It emphasizes quality, pointing out that there is never more than a cup of sugar used for every cup of fruit. "You get the flavor of the fruit and not just the sweetness of the sugar, in a recipe that everyone's Grandmother used," according to the fact sheet.

Better than Grandma

"The jam just like Grandma never made" is the phrase that pops up most in the commercials. The agency doesn't intend to offend poor Grandma, says Mr. Whitehead.

"It's just that Mary Ellen's feels that its 33 varieties beat anything that Grandma made in all her born days. And, to top it off, Mary Ellen's uses modern equipment and quality control methods Grandma never dreamed would exist. This is why, of course, Grandma is stealing Mary Ellen's Jam—she doesn't want to be

outdone in her own very special talent."

"Masked Grandma's" trade mark is a polka dot mask and each commercial closes with this Mary Ellen slogan: "Mary Ellen's—in the jar with the polka dot top."

The polka dot trademark is carried over in the client's in-store promotions. For example, the shelf-talkers, which advertise both the product and the radio commercials, picture the "Masked Grandma" alongside a Mary Ellen's Jam jar with a polka dot lid. The copy reads: "Be on the listen for Mary Ellen's 'Masked Grandma' . . . radio's funniest mystery minute."

The same copy is used in Mary Ellen's newspaper ad teasers which the agency offers to stations for local promotion. No copy reference is made to the product. Only the client's logo appears, together with the call letters and dial location of the station.

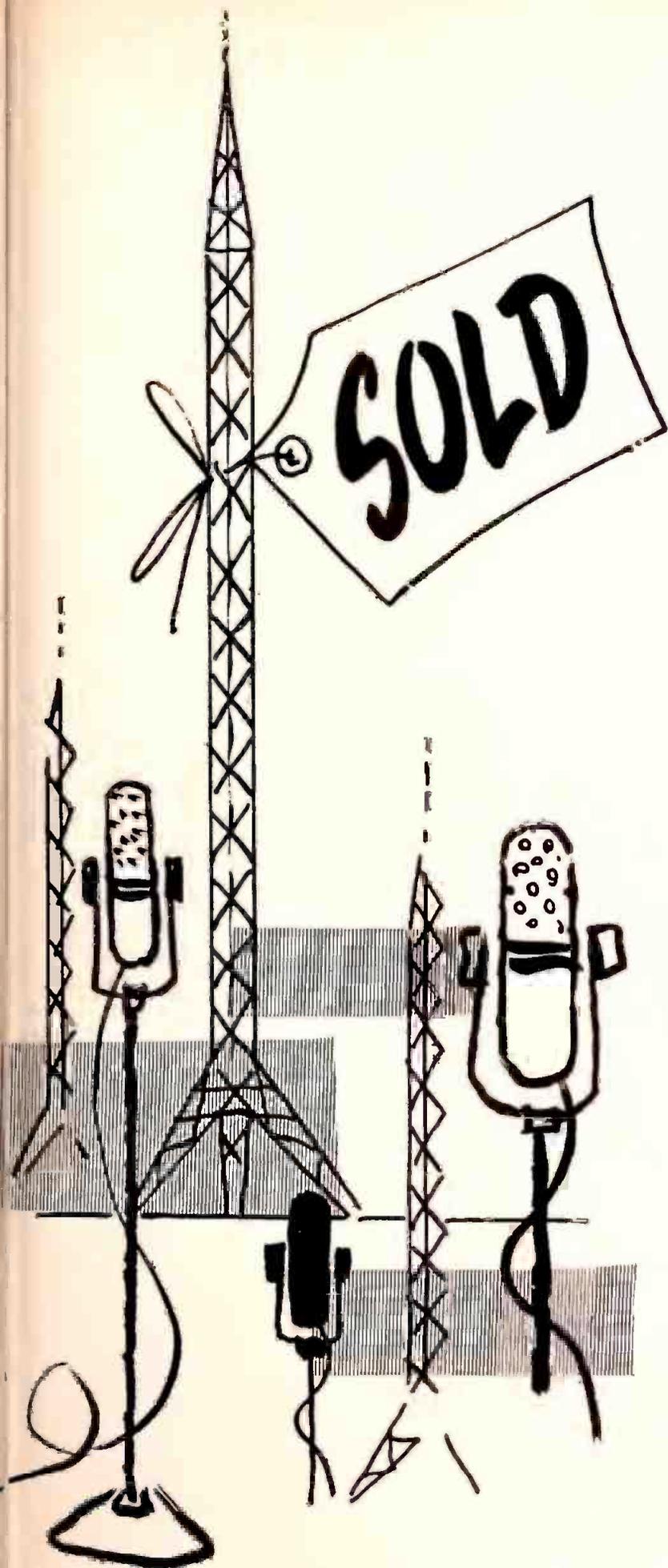
In creating the "Masked Grandma" as product identification, the agency found that she was particularly adaptable to live promotions. For example, one station gave a luncheon to introduce the campaign to local dealers. "Grandma" actually appeared and lifted jars of Mary Ellen's Jams and Jellies from the luncheon table. She was duly apprehended and held for a group "mug" shot, surrounded by brokers, station and agency "captivators."

GB&B feels that the tremendous coverage afforded by leading radio personalities on stations is the major reason why radio was selected, especially in light of the client's desire to penetrate the housewife audience in scattered regional markets.

"Combining this coverage," says Mr. Whitehead, "with the use of retail tags at the end of each spot help to give us the best campaign we can get. Add to that the complete merchandising and promotion cooperation from the stations, and Mary Ellen's is afforded a completely unitized program at both consumer and trade levels." ■ ■ ■



GRANDMA RECAPTURED after swiping jam at KLZ Denver luncheon. Captors (l. to r.) are Robert Whitehead, GB&B account executive; Lew Hunter, KLZ sales manager; Jack Wells, William Weidman, Brown-Weidman Brokerage, and Bob Bailey, sales manager, Mary Ellen's.



Brokers See Big Year

**Radio station trading at
all-time high; radio is biggest
money-maker for brokers now**

 Radio currently may be chasing other mass media in dollar expenditures, but when it comes to investor interest the senior air medium is looking back over its shoulders at the rest of the lot.

Ask any media broker where he's been making his money in recent years.

The answer: Radio.

The explanation: Tv is an economy of scarcity—too few channels, those on the air are doing too well to ask anything but prohibitive prices; daily newspapers—caught in an eco-

conomic drama of mergers, consolidations and closings, like tv those profitable dailies are in major markets carrying extremely high price tags.

Radio on the other hand, because of the multitude and diversity of stations appeals to a wide range of investment opportunities, from the very small to the very large.

Radio also affords the maximum economic freedom of "trading up"—starting small, building and then buying a bigger property.

And even more to the point, radio station operation continues to be a neatly profitable enterprise.

In a decade, the number of am stations on the air has increased from 2,086 in January 1950 to 3,156 in January 1960. Fm stations on the air have jumped from a low of 554 in 1957 to the current figure of 741.

According to the latest survey of the National Association of Broadcasters, revenue of the "typical" radio station increased five percent in 1959. The association states that the "typical radio station received about \$104,000 in total revenue, with total expenses of \$96,000 and a profit margin of about eight cents on every sales dollar, a slight increase over last year."

The survey also points out that of every time-sales dollar taken in, about 85 cents came from local advertisers and about 15 cents from national and regional accounts.

The generally healthy state of radio station operation is reflected in the activity of brokers' offices across the country. In dollar volume, 1960 is well on its way to achieving a record year in radio station sales.

The sentiments of brokers reflect that view. Here are highlights of opinions reported to U.S. RADIO:

- Blackburn & Co. believes that demand for stations is running at an all-time high and confirms the fact that most media brokers are making more money in radio. The firm maintains that management ability is becoming an increasingly impor-

tant consideration in the competitive station field.

- Hamilton-Landis & Associates Inc. believes that radio station trading will certainly continue at the pace set over the past two years. The firm observes an influx of investor interest from non-allied businesses.
- Paul H. Chapman Co. asserts that not only is the demand for stations growing, but that more people are realizing the value of brokers. The firm points out that there are many repeat clients.
- Edwin Tornberg & Co. says the "rate of turnover is higher than ever." The firm cautions that prices may be getting unrealistic. California and Florida properties carry premium prices, the broker states.
- Howard E. Stark Co., which just negotiated the largest single-station radio sales involving the purchase by Storer Broadcasting Co. of WINS New York for \$10 million, believes the turnover of radio stations should remain strong this year.

"Unless something unforeseeable happens, such as restrictive legislation, this should be a big year in radio station trading," states Joseph Sitrick, associate, Blackburn & Co., Washington, D.C.

He notes that full-time facilities in major markets are the most sought after buys, while small-market daytimers are the hardest to sell.

The Blackburn company believes that management ability is becoming an increasingly important consideration in the highly competitive station field. "As opposed to situations in other media, management appears to be an especially strong equalizer in the radio field," states Mr. Sitrick.

A great deal of broker activity stems from people who are "trading up," it is observed. "There is great opportunity in radio, completely consistent with our economic philosophy, for owners to start with a small property, build it and then ac-

quire a larger operation," states the Blackburn executive.

Mr. Sitrick outlines five guideposts that help the buyer in determining the revenue-producing ability of a station:

- Existing gross income.
- Advertising dollars being spent in total market. (Federal Communications Commission has figures on radio dollars spent.)
- Cash flow—the difference between operating expenses and income.
- Station facility—power, operating hours, dial position, among others.
- Market itself—population, industry, retail sales, among other factors.

Bringing two parties together is rarely an easy chore, although it remains the prime function of a broker. However, before the deal is consummated many problems can arise.

Chief Roadblocks

Among the chief roadblocks that stop a sale, explains Mr. Sitrick, are the difficulties in raising the needed cash, a technical problem at the station that seems too tough to tackle, the station may be presently at peak position leaving little room for further growth, or a station may require too much investment after the sale to put it in competitive shape.

John Hardesty, vice president in the San Francisco office of Hamilton-Landis & Associates, declares that radio trading is higher than ever and should continue that way for some time. There are two factors he cites that are affecting the active trading.

"Many stations being put on the market today are owned by the original operator, who started the station in the late 1920's and early 1930's. These owners are seeking to sell for a variety of reasons, such as retirement, lack of an heir to pass the operation on to and the depreciation factor has run out.

"Secondly, there is an influx of people into the radio business from non-allied fields. Most of these are absentee owners and, in many cases, are willing to pay more for a property because of a lack of opportunity to 'shop around.'"

Mr. Hardesty says among the rea-

sons radio is an attractive investment opportunity is that "if contrasted to other businesses, the return on the dollar is high; there are also favorable tax situations, and the glamor of owning a radio station has not lost its appeal."

As for fm, the Hamilton-Landis executive says there is great buyer interest, especially over the past year. "Those interested in fm," he states, "are looking at it as a long-term investment, with an eye on showing a return in four or five years."

Henry Hovland, associate in the New York office of Paul H. Chapman Co., Atlanta, observes that the "demand for radio stations is growing. The principal media turnover today is in radio because there is a multitude of stations and the price is rarely prohibitive."

Mr. Hovland declares that radio appeals to a broad range of investors—those interested in a smaller property that requires between \$20,000 and \$40,000 down as well as those who are eyeing properties in the top 50 markets.

He also declares that "more people than ever before are realizing the value of brokers. We know, for example, that we have many repeat clients."

In addition to bringing buyer and seller together, Mr. Hovland states that the broker's second most important function is determining the fair market value of a station for a buyer. He also observes that many sellers "don't realize what their property is worth on the market."

Aside from California and Florida, the Chapman executive declares that stations in the Northeast are also in demand because of New York. Many advertising and broadcast executives located in that city, he observes, prefer investing in a station that is near at hand for quick observation trips.

As for fm, Mr. Hovland says that the demand for stations is growing, especially in large markets.

Edwin Tornberg, who started his own company in June 1959 after years in the brokering business, says that the "rate of turnover in radio properties is higher than ever."

He also cautions that "prices may be getting unrealistic. A deal must make sense after the romance is over."

Mr. Tornberg, who deals exclusively in radio and tv stations as well as entertainment properties, declares that the high demand for Florida and California properties carries premium prices.

The national averages as reported by the FCC and the proposed management of a station are among the two most important guides in determining what a station can do, Mr. Tornberg explains.

As for financing, he states that there are instances where some brokers will help finance a station either on their own or by arranging borrowing through a third party.

With a relatively optimistic outlook for the future of radio station

trading, Mr. Tornberg sees as a possible dark cloud on the horizon the possibility of FCC restrictions.

Changes as to programming regulations will not be a factor, he says. But sales will be affected if any positive steps are taken to change the requirements as to how long a station must be owned before it can be put up for sale, he concludes.

George Romano, associate of Howard E. Stark, New York, states that radio station trading is currently in the forefront of the company's activities.

As a broker of newspapers, magazines, radio and tv stations, he observes that it is difficult to state what the situation will be next year. • • •

Rule of Thumb

The following guide to what a station can do revenue-wise was developed by the Paul H. Chapman Co. The materials used in the analysis were the FCC annual financial reports as well as *Sales Management's Survey of Buying Power*. The ratio

figure compares total broadcast income with retail sales and shows the radio operator what percent of all dollars spent in the market place he can expect to receive, basing the final figure on the station's share of the market.

PROVEN AVERAGES

| Market group | Broadcast income (in thousands) | Retail sales (in thousands) | Ratio ¹ |
|------------------------------|------------------------------------|--------------------------------|--------------------|
| Major | | | |
| New York ² | \$ 34,078 | \$18,838,362 | .0019 |
| Next 11 markets ³ | 102,752 | 46,769,550 | .0023 |
| Next 15 markets ⁴ | 51,619 | 20,066,790 | .0027 |
| Metropolitan ⁵ | 140,662 | 50,098,440 | .0030 |
| Medium ⁶ | 25,601 | 7,666,550 | .0035 |
| Small ⁷ | 121,407 | 35,322,450 | .0036 |

¹ Adjusted to include revenue from incidental broadcast activities, an additional 5.2%, to broadcast revenues as per FCC report in each group.

² New York with its estimated metropolitan area population in excess of 14 million ranks by itself.

³ In order of population and all in excess of 1½ million. Includes Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Oakland, Pittsburgh, St. Louis, Washington, Cleveland and Baltimore.

⁴ Range from ¾ to 1½ million. Included are Dallas-Ft. Worth, Minneapolis-St. Paul, Buffalo, Houston, Providence, Seattle-Tacoma, Milwaukee, Cincinnati, Kansas City, Miami, San Diego, Atlanta, New Orleans, Portland and Denver.

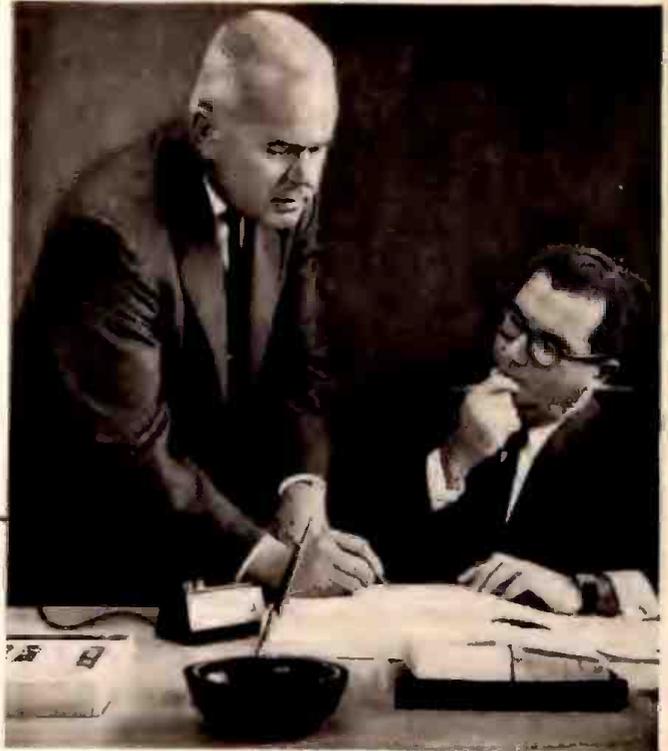
⁵ All metropolitan areas in FCC report except top 27 shown above.

⁶ Non-metropolitan areas of 3 or more stations, FCC report.

⁷ Non-metropolitan areas, one and two-station markets, FCC report.



Doyle Dane Bernbach executives hold a cross-country phone conference on urgent media problem. At the New York office (left)—Walter Sullivan, Media Group Supervisor and Al Petcavage, Media Director. At the Los Angeles end (below)—Monty McKinney, Vice President and Account Supervisor and Ted Factor, Vice President in Charge of Los Angeles office.



SUDDENLY IT'S SPRUNG!

... a sudden new product announcement calls for competent media information... now!

All agencies have emergencies sprung on them. Happens every day. And *always* time is short.

No time to caucus out-of-town personnel. So they get on the phone for a cross-country conference. No time now to call in all the reps; assemble all the comparative media/market data. So they open SRDS... work up a schedule from the listings and the supplementary information they find there in Service-Ads.

At a time like this will the bare bones of your media

With a competent Service-Ad in SRDS

YOU ARE THERE *setting by helping people buy*

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*
5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA



listing combat competitive claims? Hardly. This is the time for *competent* information about your medium, instantly accessible in SRDS. The more information... the more reasons for buying you put before buyers *at these decisive moments*... the more likely you'll make the list, high up. Are you making the most of this opportunity—with man-sized Service-Ads in SRDS that give *enough* information to do your medium justice?

Your general promotion and your representatives have made impressions on some of these agency men in the past, as they will in the future...

but who is selling them now?

question and answer



THE QUESTION:

Do You Believe That All-Night Radio Can Be Used Effectively By An Advertiser?



Mr. Field, advertising manager of Consolidated Royal Chemical Corporation, Chicago, reports that Kranks Shave Kreem, advertised only on all night radio in three major markets, took a "substantial upturn" in sales. "We had to give it full credit," he says, "and we did the job at a cost of less than 20 cents per thousand—fantastically low."

BILL FIELD ANSWERS:

It all started when Consolidated Royal Chemical Company was faced by that age-old dilemma—how to buy saturation radio in the three top markets of the country with a minimum budget.

We were exposed to a lot of saturation plans, many of them very good but too expensive—others not so expensive; but apparently not so good, either.

After going 'round and 'round, all-night saturation radio was suggested. We were skeptical, but cumulative audience figures seemed to show that a test might be in order. We took the plunge on WMCA New York, KMPC Los Angeles and WIND Chicago. A year later we were still going—and quite happily for our Kranks Shave Kreem—in all three markets with all-night radio. Our sales curve had taken a substantial upturn. Since this all-night radio represented our total advertising expenditure, we would only come to one conclusion. Our increases were coming through this medium of all-

night radio. We had to give it full credit.

Of course, I believe that there are several factors that need to be present to make all-night radio pay off. I think for one thing, that the bigger the market . . . the more metropolitan its character . . . the greater chance one has for success. An after-midnight excursion through the streets of New York, Los Angeles or Chicago will soon convince you as much as any survey that there is an audience available. The streets and eating places are alive with people—working at their jobs, enjoying late snacks, driving to or from work—people in all walks of life, engaged in a variety of "big city" activities. As long as they're up and about they're prospective listeners—at their work, at the all-night diner, in their cars . . . even at home on the bedroom clock radio. But all in all it is a big city type audience you reach.

Secondly, I think that one must really saturate from, let us say, midnight to 5 a.m. every night of the week. After all, with the compara-

tive low ratings of the after-midnight hours and the smaller numbers of available audience, one must depend on a cumulative effect over the broadcasting week or month. We are convinced, even without benefit of regular surveys, that just about everyone in urban areas listens to radio after midnight at some time or other during the course of a week or at least a month.

I believe, too, that where competitive programming is available, the news and music plan of "companion-type" radio, as represented by the stations we chose, would naturally be most successful for us in all-night radio. With a product as universally useful to men as Kranks Shave Kreem, we can use the widest possible spread in the character of our audience—the factory worker or the executive—the younger man and the older man—the highest and the lowest in economic status.

In the final analysis, there's only one answer, particularly in our case. Did it move merchandise at a cost that we could afford? The answer for us is "yes." In Chicago, for example, we did the job at a cost of less than 20 cents per thousand. That's fantastically low.

In summary, my experience with all-night radio would indicate that it can be used successfully by an advertiser. I think it stands a greater chance for success in large metropolitan areas. I think that the product advertised should be compatible with the audience—preferably a low unit-sale item that repeats. I think the saturation should be complete all through the after-midnight hours and all week long, and that the programming should be "companion type" service programming. • • •

focus on radio



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



TIMEBUYERS ABOARD boat at Westinghouse Broadcasting Co. Freedomland party tour Great Lakes with Bink Dannenbaum (l.), vice-president, sales. Others (l. to r.) are Bob Liddel, Compton; Alice Ross, Heineman, Kleinfeld, Shaw & Joseph; Gordon Davis, general manager, WIND Chicago; Elaine Akst, Rockmore; Don McGannon, WBC president; Jean Simpson, Grey, and Jean Sullivan, SSC&B.



"FILL IT UP," says Kathy Holcomb, daughter of Marge Holcomb, gen. mgr. of WGBI Scranton, Pa. Model Sandy Mulally pours punch as food broker Don Donahue grins wearing Hawaiian "lava lava," gift of station to chain store buyers and wholesale grocers in local Hawaiian Punch promotion.



TOUR GUIDE Beverly Smith gets briefed on WWJ Detroit's first transmitter, part of exhibit marking station's 40th anniversary. Don DeGroot (l.), assistant general manager, and Edwin K. Wheeler, general manager, explain operation of transmitter, a DeForest OT-10, in Detroit Historical Museum.



FIRE HERO Buddy Reed, who left wheelchair to rescue niece sits in new chair donated by KEWB San Francisco listener. KEWB ran 24-hour campaign to replace chair, turned over funds solicited to the 37-year-old arthritic patient. Bill Enis, program director, stands behind.

CLOWNING IT up at amusement park party, announcer from WPOP Hartford, Conn., entertains some of 30,000 people who came out for free hot dogs and soda, half-price rides. Listeners had to write to WPOP for invitations. Fiery display of call letters ended the day.



BASEBALL WARM-UP at WKMH Detroit party preceding Yankees-Tigers game involves (l. to r.) Larry Fischer and Jack Sitta, WKMH; Ben Holmes, Edward Petry & Co.; Ray Jones, Young & Rubicam Inc.; John Van Deusen, Ted Bates & Co., and Paul Theriault, Y & R.



GIVING CUE for circus act to begin, air personality Lanny Ross of WCBS New York sports high hat and tails. All WCBS personalities were masters of ceremony for circus given by Valley Fair store, Hillsdale, N. J. Two shows daily were in huge parking areas.



PENNANT HOPES for San Francisco '49ers are pinned on football held by Coach Red Hickey. Flanking him are sportscaster Bob Fouts (l.) and William D. Shaw, v.p. and gen. mgr. of KSFO San Francisco, KSFO will broadcast all '49er games on 1960-61 schedule.



EQUAL TIME goes to WOW Omaha secretaries (l. to r.) Joan Dages, Jan Loftis and Wanda McNeal on station's annual "Picnic Day." Station manager William O. Wiseman showed up in Alpine shorts, threw staff in uproar before noon-time exodus to cook-out.

"This Is No Line"

WOR

110 BROADWAY, NEW YORK 14
LONG ISLAND CITY 1

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

RAO TELERADIO PICTURES, INC.
WDR, 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 or phone

Mohawk

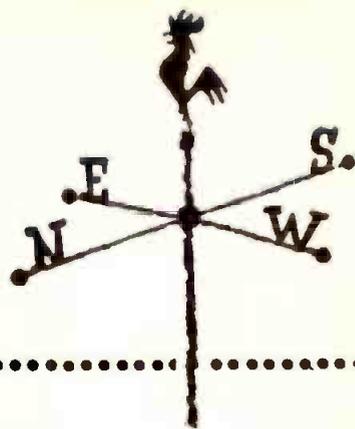
business machines corporation

944 halsey st., brooklyn 33, new york

telephone glenmore 5-9570

hometown USA

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



Radio's Community Participation

Radio stations, in serious and light moods, reflect and add to local activities

 Radio's ability to participate in the local scene in countless different ways is demonstrated daily by station activities in all parts of the country. Ranging from campaigns designed to save lives to a listener contest on how long it takes for a cake of ice to melt, radio continues to demonstrate its many faceted personality to the communities it serves. Here are reports received from five stations showing radio in a variety of moods.

Outdoor Concert

WBZ Boston recently sponsored a "Night of Harmony" concert in Boston's Hatch Memorial Shell. The station carried on a promotion campaign for 19 days, using 10- and 20-



WBZ Boston publicity director Ed Pearle (r.) conducts the "Kazoo Band" made up of members of the audience attending the station sponsored "Night of Harmony." Feature was presented between appearances of choral groups and choruses. Band was a highlight of the evening.



second spot announcements. No other medium was used to promote the concerts, the station reports, and it was officially estimated by the police that 20,000 persons turned out for the event. According to the station, this was the most successful turnout for a public concert in the history of the Hatch Memorial Shell.

The brain-child of Jack Williams, advertising-promotion manager of WBZ, the "Night of Harmony" was described as an attempt "to revive an era of entertainment which was popular several generations ago." The program ran almost three hours and featured station personalities, barbership quartets and choral groups, a 100-piece kazoo band and

fireworks. One of the most popular events, the station reports, was an old-fashioned community sing conducted during the intermission.

On a more serious note, WPDQ Jacksonville, Fla., recently put on a special safety campaign over a long holiday weekend. The station worked in cooperation with military personnel, state, county and local law enforcement officers.

Safety Campaign

At the official start of the weekend, the station began its safety broadcast operations from a heliport in one of the city's new recreational centers. An elevated platform was built between the two main bridges in the heart of the city. The platform carried a sign advising the public that "It's more fun to play it safe." In a five-mile area, according to the station, five WPDQ radio traffic cars were cruising and broadcasting traffic information. In addition, two military helicopters were covering the main traffic arteries.

At the end of the weekend, the station says that not a single life was lost nor a major accident reported for the entire period of the safety campaign. Lt. John Conroy of the Florida State Highway Patrol said: "I wish to give radio station WPDQ due credit for their part in this outstanding record. It is my belief that their intense safety campaign definitely helped in alerting the public to safe driving."

Back to School

KDKA Pittsburgh has just concluded an intensive campaign to make youngsters and their parents aware of the value of a high school diploma. Basis of the drive is the statistics showing that four out of 10 high school students drop out of school each year.

Working with the cooperation of the U. S. Department of Labor, the station reports that it enlisted the services of some three dozen noted persons to record special announcements on behalf of the complete

Two More Surveys*

AGREE

In Minneapolis-St. Paul it's

WPBC

| | Conlan** | Verifak*** |
|---------------------------|-------------|-------------|
| Station A | 23.8 | 20.3 |
| Station B | 20.1 | 18.6 |
| Station WPBC | 18.3 | 16.7 |
| <hr/> | | |
| Station D | 9.1 | 9.7 |
| Station E | 7.3 | 7.6 |
| Station F | 6.4 | 7.2 |
| Station G | 4.9 | 6.3 |
| Station H | 3.1 | 4.4 |
| Station I | 2.6 | 3.4 |
| Station J | 1.8 | 2.7 |

NOTE IDENTICAL RELATIVE STANDINGS IN THE MARKET.

*WPBC is 3rd in average of Pulse, Nielsen, Verifak, and Conlan in average share of audience 6 a.m. to 6 p.m. Mon.-Fri., Metro area.

**Average weekday share—Conlan, May 1960.

***Average weekday share—Verifak, June 1960.

AM-FM WPBC Adult Radio

William V. Stewart
WPBC President

Broadcast Time Sales
National Representatives

your-education movement. Included in this group were Governor David L. Lawrence, Pennsylvania's United States Senators Joseph Clark and Hugh Scott, Nat "King" Cole, Bobby Darin, Pittsburgh Pirates manager Dany Murtaugh, and others.

In addition to the announcements being aired, the station states that it conducted a contest asking high school students to explain, in no more than 50 words, why they were returning to school. The grand prize was \$250, with wrist watches being awarded to daily winners.

A similar campaign has been aired by WMCA New York. As part of a yearly effort encouraging youngsters to return to school, the station recorded a series of spots with such personalities as Jimmy Dean, Steve Lawrence, Eydie Gorme, the Kingston Trio, Pat Boone and Jackie Robinson. These spots were run six times daily for the entire month of August. According to the station, the response was so strong that it was necessary to put in a special telephone line to answer questions phoned in by young people with educational problems.

Railroad Strike

WHLI Hempstead, L. I., has received a citation from the Association of Commuters of Nassau and Suffolk Counties for "its contributory role in the settlement of the recent Long Island Railroad strike."

After the strike was called the station began a series of editorials recommending various steps that could be taken to bring the strike to a close. During the 26-day work stoppage, use was made of the "equal time" offer of the station by officials of the striking unions and the railroad. The station reports that it also acted as a coordinator for individual commuter groups and bus lines in arranging for special transportation to New York City from various points on Long Island.

In addition to its serious and sober side, radio also enjoys a bit of whimsy. KXOK St. Louis, for example, recently came to the successful con-



AS PART OF a special holiday weekend safety campaign, WPDQ Jacksonville, Fla., set up an elevated platform between two main traffic points in the heart of town. This was used as the control center for traffic reports from patrol cars, helicopters, etc. Campaign was a success.

clusion of its second annual "iceberg" display at Radio Park in midtown St. Louis. Listeners were requested to send in postcards guessing the day, hour and minute the "iceberg" would melt away.

According to the station, the "iceberg" was created from 20 tons of ice. Alternate 300-pound blocks contained cans of Seven-Up, and the

entire display was surrounded by blocks of colored ice. To add to excitement, the display was brilliantly lighted and attracted thousands of people day and night, the station reports.

After five days and 36 minutes of over 90-degree temperature readings, the KXOK "iceberg" was back to its watery state. • • •

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



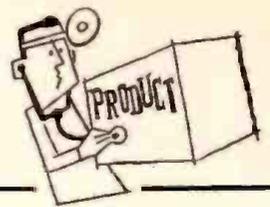
Serving Northeastern
New York and
Western New England



Leon Kelly
"Kelly's Korner"

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

commercial clinic



Music and Copy Product Tailored For Princess Phone Introduction

When a company brings out a new product, it is almost axiomatic that its introductory advertising must bear as much of the inherent uniqueness of the product as possible. If the product is going to excite interest among customers, the commercials have to provide the first "punch." If the commercials are in pace with the product, and both are good, the campaign is off on the right foot.

An example of commercials that "fit" the product is those prepared for the national introduction this month of the Princess Phone, developed by American Telephone & Telegraph Co. Produced for AT&T by its agency, N. W. Ayer & Son Inc., New York, the commercials draw extensively on the personality of the telephone itself, according to Jerry Jordan, account executive.

In preparing the radio commercials, the agency had to present the "Princess" as interestingly as possible. "An important factor in the 'mood' of the commercials is the nature of the 'Princess,' which represents a unique restyling of the conventional telephone," explains Mr. Jordan.

The telephone company believes that the "Princess" has great appeal as a "novelty" extension telephone. It is one-half the size of the conventional telephone, light-weight, and features a nightlight switch. Its great appeal to women dialers is apparent in its name as well as in its availability in bright colors only, Mr. Jordan points out.

To reinforce all these features promoted in the radio copy, the agency decided to find an unusual musical theme to introduce the spots . . . a theme that could be carried

into the body of the commercial with a singing chorus.

Burt Harris of N. W. Ayer's radio-commercial production staff worked out the problem with Allen Stanley and Roy Ross of Dolphin Productions, Inc., New York.

Special Sound

According to Mr. Stanley, president of Dolphin, his company developed a special "rhythm track or 'Princess' sound" for the AT&T commercials. He calls the background music "experimental, embodying a lively rhythm sound that expresses the desired projection of the telephone's 'personality'."

The radio copy, announced by Fred Robbins, follows the pattern set in copy used for regional introduction last spring:

Chorus:

The Princess!

Music:

Instrumental intro in background

Annrcr:

Introducing the Princess Phone—an exciting new extension telephone.

Chorus:

Little as a Princess,
Lovely as a Princess—
It's little,
It's lovely,
It lights!

Sleek and small—fits anywhere at all,

At night you can see it with ease;

Slender and light, colorful and bright—

A handy new extension phone.

Everyone agrees.

Little as a Princess,
Lovely as a Princess—
It's little,
It's lovely,
It lights—
The new Princess Phone!

Music:

Instrumental continues in background

Annrcr:

Slender enough to fit into small places—graceful and light in weight, too. The new Princess Phone has a built-in night-light and comes in five attractive colors. Order yours from your telephone company business office, or your telephone serviceman.

Chorus:

The new Princess Phone—
you'll love it—
The new Princess Phone!

"Thus," Mr. Harris says, "the commercials achieve a great unity with the identity of the product. This approach is even more desirable in light of the fact that almost every listener has a conventional telephone already; the utility and the novelty of the Princess had to be pointed out at the same time."

Mr. Stanley and Mr. Ross also produce promotional spots for radio stations under the firm name Dolphin-Ross, Inc. They are currently working on a series of spots for a large New England station. Mr. Stanley explains that the promotion package utilizes a "Simulation of a Broadway show musical theme." • • •



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education



station log



► **News:**

The influence that radio editorializing exerts was demonstrated recently by KXYZ Houston. Reporter Fred Nahas, who writes and voices *Tomorrow's History*, a program of editorial comment on KXYZ, ran across what he felt was an act of injustice by the city legal department. Detective J. B. Savelle was shot in the arm while on duty, and treated at a local hospital. Later he was placed under care of a private physician, who amputated the arm. When the detective submitted the \$1500 bill, officials told him the city was not liable because he was not treated by a city-paid physician. Mr. Nahas carried the story and editorialized on the air. It was later reprinted in the *Houston Press*. As a result of the editorial, the city council voted unanimously to amend its code and pay the detective's medical bill.

The concept of "vertical news" is getting increased attention at KDKA Pittsburgh. When a major news story is too complex to cover fully on the station's regular newscasts, News Director John Kulamer assigns members of his staff to explore the event in depth. The resulting reports are aired in up-to-the-minute installments of two-min-

ute broadcasts throughout the day. The special broadcasts run during a musical program rather than a regular newscast. A complete run-down on the story is given on *Program PM* from 8 to 10 p.m.

KDKA has used this technique to cover Pittsburgh's fair-housing act, the backlog of court cases and the machinery tax.

Radio Press International has added to its voice news service a daily stock market report, broadcast direct from the New York Stock Exchange. A five-minute wrap-up of the week's stock market activity is available for weekend broadcast.

WERE Cleveland has begun an instant news service with its new 24-hour "Dial-A-News" feature. Listeners who call the specified number hear a one-minute news capsule.

► **Programming:**

A new program feature will begin this month on the seven CBS Owned Radio Stations. Called "Dimension," the service features sound vignettes on various subjects narrated by personalities in entertainment, government, industry and the arts. Each station will augment the "Dimension" discs with tapes of well-known local personalities.

A collection of more than 60

American political "bandwagon" songs has been released for syndication by RCA Recorded Program Services. Presidential campaign songs from Thomas Jefferson to Vice President Richard Nixon and Senator John Kennedy have been recorded, many for the first time. The program package also includes Civil War songs, fully orchestrated with a band, chorus and soloists. In addition to tying in with political campaign programming, the material is adaptable to patriotic holidays and the Civil War Centennial.

► **Public Service:**

In Miami, WQAM set up an "Olympic Hop" to invite teenagers for dancing and entertainment. Over 1,300 young people jammed Bayfront Park Auditorium. Theme of the fund-raising campaign was "Youth Helping Youth."

Also on the Olympic front, KYW Cleveland, aired 200 one-minute appeals a week by Cleveland Olympic stars of the past and present. Donations arrived at KYW daily for two weeks.

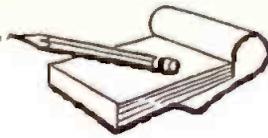
A scholarship in memory of the late Albert E. Stine, former executive of the Associated Press has been donated by the Balaban Stations, St. Louis to the University of Missouri School of Journalism. • • •



ELEANOR WHITLAW (r.), WRBL Columbus, Ga., interviews Dr. James Moultrie on Project Child Check, effort to give all first-graders physical, dental check-ups and immunizations before starting school term.



NEW YORK BOUND, Joyce Neltner won trip in "What Freedom Means to Me" contest of WKRC Cincinnati. With her are Ed Kennedy (l.), program director, and John Paris of Columbia Records.



Personal 'Promotionship' Scores High for Radio

WLOL* Minneapolis-St. Paul believes in combining good business sense and community service.

WLOL recently ran a three-month promotion with the cooperation of 100 Fuller Brush Company dealers in the twin cities metropolitan area.

The Fuller Brush men made their calls armed with a total of 200,000 emergency WLOL telephone tabs and 100,000 brush catalogues bearing a WLOL flyer (which they distributed in 300,000 homes).

On entering a prospective customer's home, the dealer tuned her radio to WLOL. He then explained she could win \$13.30 in merchandise if she called the station after hearing a Fuller Brush chime on the air, if he was in her home at the time of the call. He then inserted the WLOL tab on her telephone, made his sales presentation and handed out the catalogue.

WLOL reports it awarded \$4,179.60 in Fuller Brush merchandise to 972 listeners. In addition to tuning in 200,000 home radios, the dealers delivered 500,000 printed home impressions.

Fuller Brush reported sales up \$15 per man during the promotion's first two weeks. Customers often bought products to keep a dealer in the house, hoping to win merchandise when the Fuller chimes were on WLOL.

The promotion did its job, the station says, by accomplishing these objectives: 1) increased WLOL audience, 2) increased total radio audience, 3) community good will, 4) public service and 5) higher Fuller Brush sales.

Listeners Strike Luck With Station Matchbooks

Without trying to corner the local match market, WWDC* Washington, D. C., claims that its "Lucky Matches" are the only ones in town that can "strike" twice.

The second "strike" is for cash,

and depends on the number printed inside the station's matchbooks. If the numbers announced by WWDC personalities "match" those in the book, the holder may win from \$5 to \$500.

Available at local stores, the matches bear the call letters and the slogan, "The station that keeps people in mind."

Disc Jockeys Paddle Way To Official Canoe Record

What started as a gag among disc jockeys ended as an unusual promotion for WTRX Flint, Mich., and distinction for the announcers in the record books of the Michigan Canoe Racing Association.

WTRX reports that hundreds of its listeners went to the banks of the Flint and Saginaw Rivers to cheer a canoe-racing contest between two teams of staff members. The match came about after disc jockeys Mike Gaylord and Johnny Nogaj boasted of their canoeing abilities on the air. A quick challenge by two other staff members led to a 100 mile race from Flint to Bay City. To listeners who came closest in guessing the winners' time went various prizes. The deejays' winning time—20 hours, 13 minutes, 30 seconds—was recognized as official by the association.

Listeners Vote to Send Disc Jockey on Mars Junket

Deejays who might want to be members of the "First U.S. Expedition to Mars" can get first-hand information on just what it's like from nighttime personality Gene Loving at WLEE Richmond. He was selected by listeners as the WLEE radio personality they would like to send to Mars. The station picked R. C. Williamson, president of the Natural Gas Co. of Virginia, to accompany him. Mr. Williamson decided to take feminine company along and invited his wife. Dave Lyman, WLEE program director, rounded out the "first" expedition to the neighboring "planet." To their surprise, listeners later discovered that the trip led to Mars, Pa., near Pittsburgh. A motorcade met the party

at the airport and gave a formal reception, sightseeing tour and banquet. The group attended a Broadway show in New York to wind up the expedition.

Drivers Picked Up Bearing Station Bumper Strip

WISN* Milwaukee is thinking of its "WIS'Ner's" these days by giving them five dollars if they are picked up by a roving station representative who spots the WISN bumper strip. Strips are issued to "WIS'Ner's" who send in postal card requests.

Station Lowers the Crane To Give Away Apartment

WINS New York recently wound up its "Keys to Happiness" contest with the selection of a grand winner from over 20,000 entrants. Listeners sent in old keys in hopes of winning the prize, a rent-free lease in a luxury, terraced apartment in Manhattan's new Park West Village. The winning key was picked by a blind-folded model who was lowered to the pile of keys by a 20-foot crane.

Station "Grocery Boy" Show Gets Everybody into the Act

A promotion that boosts sponsor goodwill and increases audience at the same time is not always easy to find. WING Dayton believes it has a "double play" in its *Kroger Grocery Boy* show. WING selects a Kroger store manager as the program's "Manager of the Day"; his name is mentioned on the air twice during one morning. Listeners who have sent in entry blanks are called by the WING "Grocery Boy" Lou Swanson, who asks the identity of the day's manager. A \$25 merchandise certificate goes to the winner. Each time a listener gives an incorrect answer, the prize goes up five dollars. So far, reports WING, the prize money has climbed no higher than \$10.00, and 10,000 listeners have entered the contest.

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

workers are traveling to or from their jobs. Some 10 percent are shifting from 8 p.m. to midnight, another five percent from midnight to 4 a.m.

Peters, Griffin, Woodward Inc. is releasing this month portions of a special study conducted for it by A. C. Nielsen. Among the many things it will show is the strength of weekend radio. The study will point out that weekend radio ranks on a par with the coveted traffic times in terms of *number of different homes reached* and *male audience composition*, while the weekend cost is only 70 percent to 75 percent of prime time.

Another special study timed with the start of the fall season—this one by Trendex on behalf of Broadcast Time Sales—is designed to illustrate some of the pressing problems in the way time is bought.

"It is a growing feeling in the broadcast industry," states Carl Schuele, BTS president, "that agencies have not fully tapped the creative buying abilities, knowledge and experience of timebuyers . . . a greater reliance on buyers' judgment would make the media profession even more efficient and able to contribute more heavily toward attaining an agency's goals."

The survey was conducted among four groups: Timebuyers, media supervisors, account executives and client executives. One question asked, "Should timebuyers be consulted more frequently on marketing and copy approaches?" Trendex found these answers: 90 percent of the timebuyers voted "yes;" 80 percent of the media directors and a like percentage of account executives also saw value in the idea. Only 50 percent of client management, however, thought the added functions had any merit.

A second question asked, "Should timebuyers have a greater voice in media selection?" According to Trendex, 70 percent of the timebuyers said "yes." And response from media directors and account executives indicate that serious thought may be given to expanding the timebuyer's role: 60 percent of the media heads and 80 percent of the

account men stated affirmatively that buyers should have a hand in scrambling the media omelette. Client executives once more showed their conservative leanings, with 50 percent of them voting "yes."

Single Rate

With an eye on the new advertising season and in an effort to make spot radio more appealing to clients and agencies, many radio stations have responded favorably to the SRA urging for a single rate.

The question of who qualifies for what rate under a dual structure has led increasingly to hard feelings among many national agencies. The headlines of the past six months in this regard have not been pleasant to read. The situation reached a climax when N. W. Ayer & Son called in all representatives for a conference urging that something be done to restore confidence in rates.

To this end, many stations seem to be going along with the SRA proclamation of last month that a single rate be urgently considered by as many stations as possible.

Lawrence Webb, managing director of SRA, has received an overwhelming response from stations. Many of them using the single rate have commented on its success; others have stated that they plan to make the switch. The comments of a few others are summed up in this terse remark by a skeptic: "I don't believe it."

One example of a station impressed with the importance of the SRA single rate stand is WEJL, Scranton, Pa. Cecil Woodland, general manager, told Mr. Webb:

"Your letter was a most persuasive one and it dispels the last vestiges of indecision on our part. While the change to a single rate will produce a great many problems, we feel as do you and many others in the industry that the eventual gain will far outweigh any losses.

"One point which seems to make sense to us is that with the mobility of people today, even the smallest local merchant can profit from customers coming to town from our entire coverage area.

"We have always felt, additionally, that trying to determine exact-

ly what criteria justified selling at the local rate was more difficult than having a single rate."

Mr. Webb believes that the establishment of a single rate will go a long way in winning new national business for radio. "It establishes confidence in the rates and makes it easier for a national buyer to estimate the cost."

Among the many single rate stations that have told SRA it has worked successfully are the Balaban Stations, KJEO Fresno, KHOW Denver, WHBC Canton (O.), KOOL Phoenix, KFSC Denver and WITZ Danville, Ill. Others, like KPHO Phoenix, state that they are making the changeover.

One of the letters Mr. Webb received in opposition to the single rate clearly states the case for the dual standard.

Henry Clay, KWKH Shreveport, La., states:

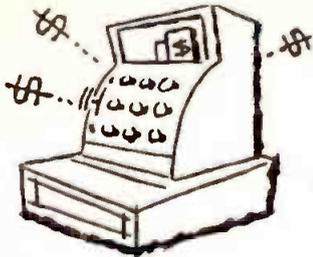
"It seems to me that this is a case of trying to manufacture a pattern to fit the cloth rather than 'cutting the cloth to fit the pattern.' The real problem involved here is not with the 'retail' and 'general' rates, but rather with the administration of these rates which in my opinion are based on logical reasoning . . .

"Such practices as double billing, special package deals, together with a number of different rates entitled regional, local, national, distributors, brokers, etc., resulted from pressure induced by prospective advertisers. They discovered that radio managers would make a deal . . . One cannot correct this problem by making a single rate. It's analogous to passing a prohibition act in order to stop people from drinking . . .

"When a listener in Carthage, Tex., hears Chesterfield cigarettes advertised on KWKH, he can go next door and buy a package if he has the inclination. If he hears about a sale at Selber Brothers department store in Shreveport, he has to come 75 miles to make the purchase. Obviously, the national advertiser benefits more from the coverage than a local advertiser."

The positive steps being taken by the radio industry in better selling its product and in attempting to set its house in order, brings promise that the fall market will be a bright one for radio. • • •

radio registers



DEPARTMENT STORE

To stimulate traffic during its first Monday open until 9 p.m., Sears, Roebuck & Co., Huntington, N.Y., ran a special on 10-pound bags of charcoal. The company bought eight 30-second announcements on WGSM Huntington, using news and weather adjacencies. The charcoal could be bought at the reduced price from only 5 to 9 p.m., one bag per customer. The Sears manager reported that sales of grills and outdoor cooking equipment were higher that day than in any previous week. Sears now runs a steady air schedule, according to the station.

FURNITURE

When the West End Furniture & Appliance Store noticed a slight sales decline, the manager decided to advertise on WDOK Cleveland as a business stimulant. Traffic increased 150 percent after heavy spot saturation, according to WDOK. Store manager reported business so brisk that he had heavy orders for appliances not in stock. The store stayed open until midnight to accommodate increased traffic.

APPLIANCE DEALER

Two products were promoted by appliance dealer Bob Schaad with a heavy number of spots on WJPS Evansville, Ind. According to the station, Mr. Schaad bought double spots totaling 60 announcements a day for two days. The first spot was a 60-second hard sell commercial for stereo units. Then followed a 30-second jingle and a 30-second soft-sell commercial for furniture. The station says that Mr. Schaad was the first to use this technique in Evansville, and reported heavy store traffic.

RESTAURANT

After the local newspaper in Apple Valley, Calif., printed the wrong date for the opening of Hesperia Airport Lodge, the management had to work fast to ward off a customerless first night. The restaurant owner quickly bought spots on KAVR. According to the station, at least 20 parties at dinner said they had heard the announcements. Now, says the station, the restaurant is a steady KAVR account.

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

ONE OF THE WORLD'S
DISTINGUISHED RESTAURANTS



VOISIN
575 Park Avenue at 63rd St.
NEW YORK

LUNCHEON
COCKTAILS
DINNER
SUNDAY BRUNCH
Open seven days a week

BANQUETS & PARTIES
Credit Cards Honored

For Reservations: Michel,
Templeton 8-6490



on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated **FIRST** in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!



CAPITAL STATION
COLUMBUS 15, OHIO
 24-hours-a-day-broadcasting
 Represented by:
 robert e. eastman & co., inc.

**35 YEARS
 OF
 RADIO
 WITH A
 REASON**



WTIC

50,000 watts

HARTFORD, CONNECTICUT

**Serving Southern
 New England**

REPRESENTED BY
 THE HENRY F. CRISTAL
 COMPANY

report from RAB

Station Presentations Using Show Business Techniques

Radio stations today are leaning toward more punch in their presentations, more showmanship in their selling, the Radio Advertising Bureau states. This fact is indicated by station response to a new 35mm color slide presentation just released by the association. The presentation is designed to add a new "show biz" dimension to station presentations—and at the same time give salesmen an easy-to-use pitch that details radio's big pluses for advertisers in the 1960's.

In addition to the new slide presentation, RAB has recently produced these sales tools: (1) a specially imprinted acetate sheet which accompanies a new RAB printed presentation and is designed to emphasize a specific tv shortcoming; (2) a series of tapes featuring 30 outstanding commercials of individual retail categories; (3) a five-minute tape recording with humorous overtones designed to be played as a prelude to a new RAB presentation.

The new slide presentation—titled "Sound Selling in the Sixties"—throws into focus radio's selling power and phenomenal growth. Thirty 35mm color slides are included in the presentation, along with a complete working script for use by the salesman making the actual pitch. The script covers an introduction, a text for each of the 30 slides, plus a closing that's written to give the salesman a smooth transition from the overall radio pitch into his own station story.

The slides are sized to fit any standard 35mm viewer or projector, an item owned by at least one of

the personnel at almost every U. S. radio station.

The presentation has the special advantage of being easily localized, says the RAB. Stations can document their own assets by taking the desired pictures with a 35mm camera. Station rate cards, endorsements by local advertisers, coverage maps, pictures of leading retail stores that are station clients and pictures of station personalities can thus all be easily integrated into the overall presentation.

In the presentation, special emphasis is placed upon radio's growth in the years since tv entered America's living rooms. It reports a jump of 11.2 million radio sets sold in 1950 to more than 80 million sold last year.

Role in '60's

In keeping with the theme of the presentation—radio's role in the new decade—set sales are projected to 1965. Based upon demographic and sales analyses, set sales that year are projected to hit more than 20 million, according to RAB.

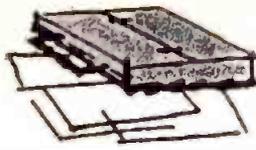
Based upon the same procedure, tv set sales five years from now will hit six million. The RAB slides reveal tv set sales dropped from 6,132,000 in 1950 to 5,719,000 in 1959.

Among other highlights of the presentation are radio's out-of-home reach; the number of new radio listening posts and their function for advertisers; a comparison of radio and tv coverage in the nation's rich and growing suburban areas, and the medium's tremendous "last word" selling advantage. • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

While many of the nation's leading multi-product companies have always bought radio for one or more of their individual lines, they don't as often make a blanket radio buy for all the products they market. Recently, however, one of the country's major advertisers that made just such a blanket buy on a corporate level, currently rotates its radio advertising among a great percentage of its varied brands. RAB's national sales force is now bringing the mechanics of this intriguing corporate buy to the attention of many other companies in similar situations.

report from representatives



How Time-Selling Has Changed in 15 Years

The years since the close of World War II have been ones of major changes for sellers of time. The situation is almost analagous to a dry goods shop evolving into a department store.

As Avery-Knodel Inc. celebrates its fifteenth anniversary and looks back on its founding on September 17, 1945, the company declares, "It seems that these years have really been the ones that have matured the station representation industry. It used to be that all we were asked to do by our represented stations was to sell their time.

"Today, our operations are vastly more complex—primarily because of a real need on the part of radio and tv stations everywhere for far more services."

Avery-Knodel emphasizes "that we still continue to be a *selling* organization. But today we offer stations sales promotion, research and even programming services undreamed of 15 years ago. We counsel them on local audience promotion, on rates, on audience research and on just about every phase of station management as well as national spot sales."

All of these services have become a part of the firm's operation on a gradual basis. The sales promotion, advertising and publicity staff, for example, which was first established on a limited scale eight years ago, has now grown to eight people.

A separate research department, established two years ago, has grown to five people. In addition, there are sales development and special services personnel backing up the sales staff.

"We believe that although we now have a larger sales staff than ever before, these men—equipped with selling tools they formerly had to develop themselves—are now making more personal sales calls per day with naturally increased selling efficiency."

Katz News Pool

The ever-widening horizon of services that representatives offer to their stations has led to the formation of a news exchange system.

Radio stations represented by the Katz Agency Inc. now have at their disposal a "News Exchange Directory" that enables them to obtain through direct contact voice reports of major news stories breaking in other parts of the country.

For stations without network service, it means a convenient way of getting on-the-scene reports of important stories. For stations with network news, it provides special reports of regional and local stories that may not ordinarily be made available.

The compilation lists the following information in this order: City, station, news facilities, conditions (possible charges), personnel (news director, program director, sports director, farm director and women's director) and telephone numbers.

Small-Market Attention

The newly-formed radio representative firm, Spot Time Sales Inc., is devoting its energies to selling markets *below* the top 40. Officially started last month, the firm now handles about 15 stations with another five pending.

William Heaton, formerly Chicago manager and assistant New York sales manager of Daren F. McGavren Co., is head of the new firm. In addition to New York headquarters, Spot Time Sales expects this month to have offices in Chicago and San Francisco.

He believes that beginning this fall smaller markets will be receiving a greater share of the national advertiser's attention than ever before. The reasons for this, he states, are the crowded tv picture and demands from local offices of major companies. • • •



NOW . . .

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

For complete details write—

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

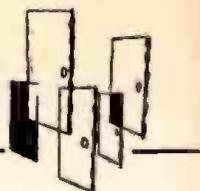


ART LINKLETTER'S HOUSEPARTY

To millions of listeners, the liveliest Art is Linkletter. His zany stunts, surprises and conversations with kids (who say the darndest things) make Houseparty a bright spot in the day for housewives. And as for sales, nobody livens them up like Art Linkletter. In all radio, Art Linkletter is the kind of company you keep

**ONLY
ON CBS
RADIO**

report from agencies



Radio Co-op Role Observed By New Specialty Agency

Radio is picking up much of the extra money being spent by national manufacturers in their expansion of cooperative advertising programs, reports Lester Krugman, president of Cooperative Advertising Specialists, New York.

"Radio lends itself to co-op advertising, perhaps better than any other medium, in the respect that many local retailers can more easily adapt a comprehensive advertising program to local spot radio because of its lower cost per unit. In addition, a national advertiser can buy local adjacencies on network radio for dealers," reports Mr. Krugman.

His predictions are based on recognition of the growing participation of national manufacturers in cooperative advertising programs.

As an example, he cites the Bulova Watch Co. which is using co-op for the first time this fall. Co-op advertising will figure prominently in Bulova's radio expenditures. The company returned to the familiar Bulova time signal on radio last spring, after an 11-year hiatus. (See *How McCann-Erickson Leads Three to Radio*, August 1960.)

These developments have been instrumental in Mr. Krugman's decision to open his new agency, which will provide a complete service for manufacturers who engage in co-op, including the creation, administration and merchandising of their programs. According to Mr. Krugman, Cooperative Advertising Specialists is the first agency to be devoted exclusively to these services.

"Co-op expenditures run at the rate of about two billion dollars annually," Mr. Krugman observes. "Thousands of manufacturer-advertisers who participate in these expenditures have been forced to administer their own co-op programs because no competent service has been available to take over entire programs."

"Major advertising agencies tend to stay away from their client's co-op programs for two reasons," he states. "Agencies don't know enough about co-op. Furthermore, co-op advertising placed by the agency is non-commissionable because contracts are made at the local rate. In order to service their client's coop programs, agencies must bill the client an extra service charge.

"In spite of its inherent abuses, co-op has become too important a marketing tool to continue to be ignored by agencies," Mr. Krugman explains. He feels that the complexities of co-op are such that few agencies have developed the knowledge and experience needed to make a major contribution to the client's program.

With the move of many national advertisers to co-op programs, he notes, many agencies find themselves drawn into this program. He cites as examples Young & Rubicam, J. Walter Thompson, BBDO and McCann-Erickson (U.S.A.) which are presently engaged in cooperative advertising programs for their clients.

"Co-op is tremendous in volume and continues to grow each year," Mr. Krugman emphasizes. "Bulova Watch Company's use of co-op this fall follows in the wake of similar moves by national manufacturers of carpet, china, lawn-mowers and boat products."

Mr. Krugman cites the recent return of automobile manufacturers to this practice. "In 1956, Detroit dropped all of its cooperative advertising. Their return to the use of co-op was necessitated by a decline in business, coupled with the fact that manufacturers of imported cars use co-op extensively."

Formerly a vice president of National Telefilm Associates, he is also founder of *Cooperative Advertising Newsletter*. • • •



Fm'ers Appraise the Medium; Receiver Activity Increases

The mounting agency interest in fm has not blurred the vision—nor muffled the hearing—of the fm operator.

It was a realistic approach to broadcasting and advertising that finally brought the hi-fi medium out of the shadows. And it will take continuing realism and self-appraisal to clear the road for future progress.

In the first questionnaire survey of fm stations by U.S. FM, stations were asked to comment on the problems fm faces in gaining a greater share of national ad expenditures.

The fm broadcasters pointed the finger at themselves as well as at agencies in charting the course ahead to channel more national ad budgets into fm as well as to pin down the interest of agencies.

Here are sample questions from the questionnaire return:

Karl S. Kritz, general manager, WPFM Providence, R.I.: "Fm station owners and managers must develop a greater confidence in their product and not be afraid to promote it. Phil Harris once said, 'Doing business without advertising is like kissing your girl in the dark; you know what you're doing but nobody else does.' Fm operators must get together and start shouting their wares from the roof tops of Madison Avenue."

Lynn Christian, station manager, KHGM Houston: "This is what the national timebuyers and account executives have repeatedly told us on our sales trips to New York, Chicago, St. Louis, Atlanta and Philadelphia: "(1) Need greater market information (income, education, audience composition, etc.); (2) need higher penetration figures—in other words, more fm sets must be sold; (3) must spend more money for national promotion of the medium (big agency presentations, national trade ads, personal calls in New York and

Chicago by station management and better printed material)."

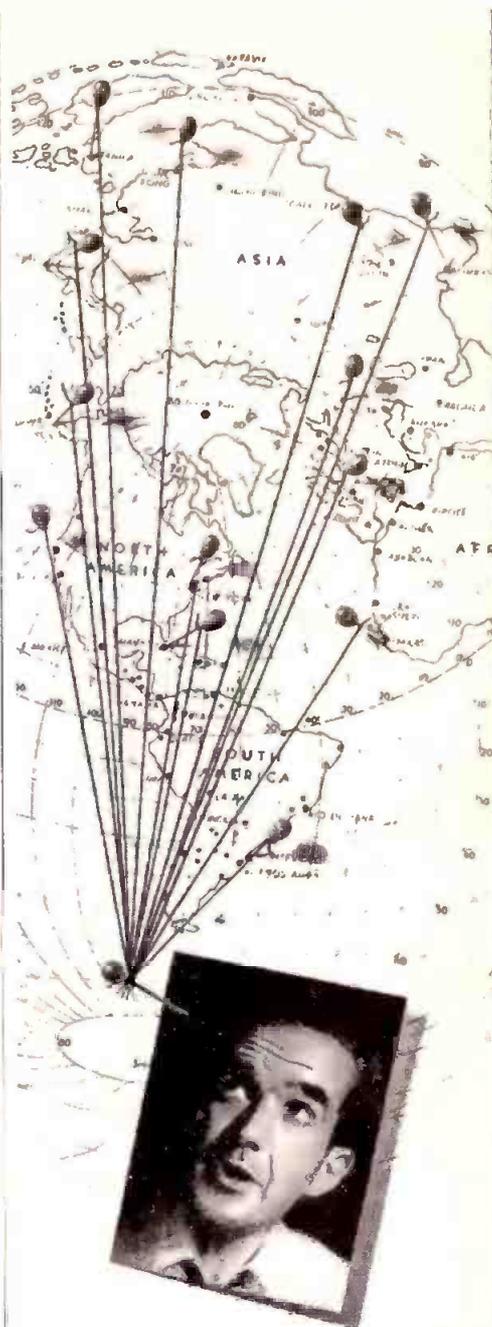
Harold Tanner, general manager, WLDM Detroit: "While the amount of national expenditures is continually increasing, it is not coming as rapidly as warranted, based on wide acceptance today of fm, particularly in major markets by listeners. Research proving this is readily available, but too often it remains in agency files. Some way should be devised to get this material directly into the advertisers own research departments."

Output Increases on Receivers

There are various indications that the manufacturers of fm receiving equipment will increase both their fm radio production and selling efforts. When the 1961 radio-phonograph lines were introduced during the annual convention of the National Association of Music Merchants in Chicago this summer, it was noted that almost every major manufacturer was showing a low-cost fm-only radio—many of them for the first time. In addition, almost every stereo phonograph console, and many high-end portables and table models, came equipped with an am-fm tuner either as a standard or optional piece of equipment.

For example, Zenith's new line of 20 stereo consoles include four units that have a provision for an am-fm tuner; 13 others are standard equipped with an am-fm radio, and three others are am-fm-tv combinations. In addition, the firm is offering a line of eight fm table models, including a new clock radio.

L. C. Truesdell, president of the Zenith Sales Corp., states "During the first six months of 1960, unit sales to dealers of Zenith fm-equipped table and portable sets topped those in the corresponding period in 1959 by over 70 percent." • • •

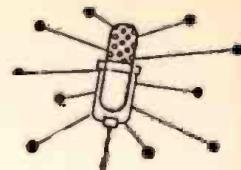


BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

report from networks



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.



► CBS:

The proposed changes and modifications in the Program Consolidation Plan developed by the executive committee of the affiliates board, are expected to receive final ratification at the meeting of affiliates at the end of this month. In presenting the changes in PCP, Arthur Hull Hayes, president of CBS Radio, reported on the success of the program since it was instituted some 20 months ago. Mr. Hayes said that clearance has improved to 99 percent; affiliate relations have improved, and that for the last quarter of 1959 and the first six months of 1960, CBS Radio has been operating in the black.

Basic changes called for in the PCP proposals would see a shift of emphasis to news and information, Mr. Hayes said that radio and networks can best do news and should press more into the information field. In making more time available for the expanded news programming, the network will discontinue the daytime serials, the *Amas 'n' Andy Music Hall* and two Sunday westerns. The daytime personality line-up of Arthur Godfrey, Art Linkletter, Garry Moore and Crosby-Clooney, however, will be continued.

In detailing the news expansion, Mr. Hayes pointed out that *World News Roundup* and *World Tonight* would continue as at present. In addition, the network would change the on-the-hour news service from five to 10 minutes. In each 10-minute segment, the last two-and-a-half minutes would contain less important news and permit the affiliate to insert either local news or insert a 60-second local commercial. Also, CBS will offer a new information feature service. Every hour on the half-hour, it was explained, the network would offer a five-minute feature—sports, news analysis and background, human interest and similar programs. These would be assigned

for sale by the network and may be broadcast then or at any time within the next 25 minutes.

► NBC:

Broadcasters are giving thought to the prospects outlined for radio by Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., in an address at a luncheon commemorating the 40th anniversary of WWJ Detroit. Reviewing the medium's problems since the advent of tv, Mr. Sarnoff said, "Today for the first time in many years the NBC Radio Network looks pretty healthy, and it is built on the key arch of *News-on-the-Hour* 18 times daily; and *Monitor*.

"... Radio's changing character and recent progress," he said, "have been strongly characterized by two main developments: First, heavily increased attention to news; and second, specialization—with greater emphasis on local service and increased attention to the specific needs of individual segments of the community."

► ABC:

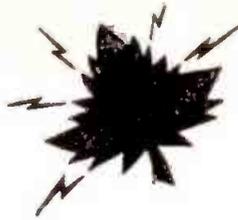
The network reports that it has sold its election coverage. The event will be co-sponsored by the Philco Accessory Corp. and the Memmen Co. In other new business areas, it is reported that the Burma Vita Co. will sponsor pre- and post-game shows involving the Notre Dame football broadcasts.

KFMJ Tulsa, Okla., has joined the network as a new affiliate, ABC states, replacing KOMA.

► MBS:

Robert F. Hurleigh, president of Mutual network, has been awarded the Veterans of Foreign Wars Gold Medal of Merit and Citation for "his outstanding contribution to communications." The presentation was made at the opening session of the VFW convention in Detroit late last month. • • •

report from Canada



Broadcasters to Ask BBG For Liquor Code Changes

Widespread dissatisfaction with the Ontario Liquor Advertising Code, in effect only since August 1 for radio stations, appears to be prevalent among Canadian wine and beer advertisers. The feeling was made known at a meeting recently of the Canadian Radio Station Representatives Association.

Broadcasters, in an effort to gain their share of the estimated \$40 million advertising expenditures, will attend a meeting with the Broadcast Board of Governors this month to ask changes in the new code. Central Canada Broadcasters Association is sending a group of its members, headed by Cam Ritchie of CKLW Windsor, to the meeting with a presentation of their views.

Media Disparity

Mr. Ritchie announced these plans at the CRSRA meeting in Toronto, which was attended by heads of Canada's 15 station representative firms.

The representatives reported that their contact with beverage advertisers and their agencies resulted in the prediction that advertisers will be slow to buy because of the disparity with newspaper regulations which became effective September 1.

The code's provisions for radio restrict the advertiser to opening and closing announcements on programs of minimum 10-minute length. Only brief mention of the sponsor's name is permitted, such as: "This program is brought to you by the XYZ Brewery."

On the other hand, it is pointed out, print advertisements may include product and brand name, body label, trade marks, established slogans, recipes and copy descriptive of the merits of the product.

Representatives report that many brewers feel heavy expenditures in radio will not be worthwhile until the code for broadcast advertising is expanded.

Several radio commercials, prepared by the representatives in conformance with the print regulations, were heard at the meeting. It was suggested that the BBG amend the code to allow their use. However, Dr. Andrew Stewart, BBG chairman, and William Collins, chairman of the Liquor Control Board of Ontario, both present at the meeting, had no comment.

Meanwhile, beverage advertisers who have been using radio stations in the U.S. cities near the Canada border may have to suspend this practice. According to Mr. Collins, the LCBO has cautioned that advertising outside the province which does not conform to the new code may result in blacklisting for the advertiser in Canada.

Fall Radio Survey

Duncan Grant, executive vice president of the Bureau of Broadcast Measurement, has announced that the 1960 Fall Survey of radio stations will be taken November 14 to November 20.

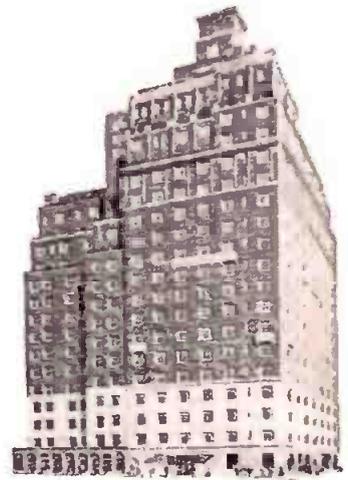
In making the announcement, Mr. Grant said "For at least two weeks prior to the survey and during the survey week, all stations should refrain from station sponsored contests or give-aways which have not constituted a part of their normal continuous promotional activities."

He stated that figures resulting from the survey must be regarded as representative of normal conditions. The research and development committee will conduct the survey. • • •

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completely air conditioned.



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dinner, supper.

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(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

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

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

WFHR

WISCONSIN RAPIDS, WISC.

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radio research



Research on Various Aspects Of Auto Market Continues

Data on various aspects of the auto radio audience continue to throw more light on this important segment of the radio market. According to the Radio Advertising Bureau, 83.7 percent of all new cars purchased today are equipped with a radio. That these radios are used extensively is seen in the RAB estimate that 75.6 percent of all auto radios are tuned in during an average week.

In view of these figures on radio's prominence in the typical auto, it is significant that, according to Sindlinger & Co., five-car households in the United States increased 56.7 percent during the first quarter of 1960 over the last quarter of 1959. The report states that "Single-car households continue to represent the largest percentage of car-owning households, making up 61.4 percent of all American homes.

" . . . The number of two-car households increased 2.6 percent during the first quarter of this year over the last quarter of 1959, with 17,621,000 families with two cars compared with 17,172,000. . . . The number of three-car households increased 5.8 percent, or 2,973,000 against 2,811,000 during the last three months of 1959."

Considering the high percentage of new cars that are purchased with a radio, it is interesting to note that the Sindlinger data shows that in two-car households, those owning two new autos increased by 4.2 percent, while those owning two used cars increased by only 0.4 percent.

When and Where

Some added research on when and where people drive their autos has been provided by a study recently released by KQV Pittsburgh. The data is taken from a survey conducted by the Pittsburgh Area Transportation Study, an organization maintained by the city of Pitts-

burgh, Allegheny County and the state of Pennsylvania. Objective of the study was to determine how many drivers and passengers are on the road at any given hour, and where they are going. As the station points out, the hourly destination tables can help determine exact time periods to be used to reach specific audience groups. Included among the destinations in the study are: Home, work, shopping, school, social recreation, meals and personal business. The survey area covered the city of Pittsburgh and approximately 110 surrounding boroughs and townships.

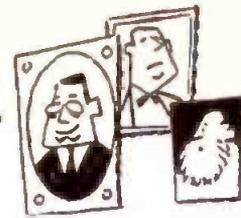
In the group with a destination of home, the study shows that the number jumps from 15,995 drivers and 6,290 passengers at two p.m., to 35,518 drivers and 25,500 passengers at three p.m. The peak is reached at five p.m., with 82,215 drivers and 33,555 passengers heading for home.

According to the survey, the number of drivers and passengers going to work is concentrated in the seven a.m. and eight a.m. period, with sharp drop-offs before and after those hours. The best hour to reach people out driving on shopping trips, the survey shows, is seven p.m. At this time there are 15,829 drivers and 11,691 passengers on their way shopping. The next most popular hour for this activity is 10 a.m., with 9,915 drivers and 3,644 passengers.

The most active period for driving to social recreation activities is seven p.m. and eight p.m. As would be expected, 12 noon and six p.m. are the hours during which there are the largest number of drivers and passengers going to have meals. In providing totals for all categories, the survey indicates that the five hours during which the greatest number of passengers and drivers are in autos are five p.m., 8 a.m., 7 p.m., 6 p.m. and 3 p.m. . . .

names and faces

Noting the Changes Among The People of the Industry



AGENCIES:

Lawrence D. Reedy, sr. staff exec. for tv and radio, American Association of Advertising Agencies, New York, becomes v.p.

Bill McQuillan joins Kenyon & Eckhardt Inc., New York, as copy supervisor, radio/tv, from Donahue & Co. Inc., New York.

Frank L. Woodruff named v.p. of Lennen & Newell Inc. in charge of program production on the west coast. Donald H. Stone moves from Grey Advertising Inc., New York, to Lennen & Newell Inc., New York, in the copy department.

Edgar M. Griswold, formerly with Procter & Gamble Co., moves to William Esty Co., New York, as v.p. and account executive.

STATIONS:

Marshall M. Carpenter Jr., formerly RCA broadcast equipment representative, appointed president and gen. mgr., WDTM(FM) Detroit.

Jim Ramsburg, former production dir., WDGY St. Paul, named national program director, Franklin Broadcasting Co.

Jerry Jewler joins public relations staff, WWDC Washington, D.C.

Theodore E. Sliwa rejoins WERE Cleveland as account executive.

John F. Williams, formerly gen. mgr., KRKN Roseburg, Ore., joins sales staff of KPAM and KPFM Portland, Ore.

Thomas Schmitz becomes account executive, WRIT Milwaukee.

Verne Paule, gen. mgr., WJPS Evansville, Ind., named v.p. and director.

Jack Powers joins WXYZ Detroit to head public affairs department.

Perry M. Beaumont, formerly promotion dir., WNBD Peoria, Ill., appointed sales representative, KYW Cleveland.

James J. Wychor joins sales staff of KSTP St. Paul.

Milton E. Bliss, former producer of the National Farm and Home Hour, appointed director of agriculture for WFIL Philadelphia.

George Goldman moves to KEWB San Francisco as promotion-publicity director from director of creative services at KYA, San Francisco.

William R. (Bob) Williams, formerly with McCann-Erickson Inc., Detroit, joins promotion department,

John A. DeBeniant named assistant to v.p., radio/tv production at Doherty, Clifford, Steers & Shenfield Inc., New York.

Robert Liddel, Compton Advertising Inc., New York, advances from head timebuyer to associate media director.

Rodney Albright, James Hayes and Frank Reed, members of radio/tv department at Sullivan, Stauffer, Colwell & Bayles Inc., New York, elected v.p.'s.

Paul McCluer, exec. v.p., Wade Advertising Inc., Chicago, moves to agency's Los Angeles office. He replaces Forrest Owen who joins the Chicago office as exec. v.p.

Richard P. Jones, associate media director, J. Walter Thompson Co., New York, becomes director of media.

James R. Heekin appointed senior v.p., Ogilvy, Benson & Mather Inc., New York.

WWJ Detroit.

Warren Johnson becomes account executive, KAYO Seattle, after serving as manager, KQTY Everett, Wash.

Joseph A. Parry promoted from account executive to sales manager, WNCN(FM) New York.

REPRESENTATIVES:

William E. Morgan, formerly in sales department, WXYZ Detroit, appointed gen. mgr., Adam Young Inc., Detroit.

Len Tronick Donahue & Co Inc., New York, moves to Venard, Rintoul & McConnell Inc., New York.

William R. Reitmann becomes manager of The Bolling Co., Los Angeles office.

Bill McRae and Robert Dalchau appointed managers, H-R Representatives Inc., of Atlanta and Dallas offices, respectively.

NETWORKS:

Robert F. Fountain moves to ABC as account executive, from sales representative, *Look* magazine.

William D. Greene appointed assistant general attorney for CBS, leaving the law firm of Hawkins, Delafield & Wood.

Fred Horton appointed general sales executive, NBC Radio and Spot Sales. Also at NBC: George Fuchs named vice president, labor relations, and Richard J. Raburn chosen as controller.

INDUSTRY-WIDE:

Robert A. Monroe appointed gen. mgr., John S. Murphy becomes assistant to the president, World Broadcasting System Inc., New York.



McRae



Reed



Powers



Carpenter



Ramsburg



Williams



Dalchau



Woodruff



. . . bright fall ahead

REPRESENTATIVES OPTIMISTIC

Most national representatives after having examined early indications are looking forward to a prosperous fourth quarter.

The fall market outlook appears exceptionally bright because of the return of old radio customers as well as the addition of new "sound" clients (see *Optimism Grows for Fourth Quarter*, p. 21).

A look at early moves by advertisers shows that drugs, food, cars, car accessories and tobacco will be strong on radio for the months ahead.

In addition, there are many radio buys being made that are significant either because they are radio firsts as in the case of Heublein's Maltex cereal or because of the nature of the buy as the planned year-around campaign for Plymouth and Valiant.

HOW WILL RADIO BE BOUGHT?

Again this year, agencies will be placing the bulk of their radio money in driving times, using high frequency, saturation packages.

Many representatives, however, are making strong efforts directed at getting the agency and client interested in the *whole* broadcast day.

Edward Petry & Co., New York, for example, is just releasing a new presentation called "Shift Time." It documents not only the general

growth of radio listening throughout the day, but it also provides a market-by-market study of job shifts.

For Dallas-Fort Worth, the study states that about 22 percent of blue collar workers leave work between 2 and 4 p.m.; another 12 percent leave from 6 p.m. to midnight.

Kevin B. Sweeney, president of Radio Advertising Bureau, also makes this observation about the way radio will be bought this fall:

"There is a significant shift to and growing interest in the 9 a.m. to 3 p.m. time period as an efficient time for reaching the housewife."

Heavy weekend listening also is being exploited in a new study by Peters, Griffin, Woodward Inc., New York. It shows that Saturday and Sunday time-in ranks with the prime driving times in male composition and in number of different homes reached at a fraction of the cost.

The concentrated selling efforts of representatives are expected to pay substantial dividends this fall in additional radio outlays.

A NEW ADVENTURE

As readers of U.S. RADIO are currently scanning this issue, they are to be reminded that the first edition of U.S. FM is also being used. It is our desire that the launching of this new fm-only magazine will fill the same void that was present when U.S. RADIO started three years ago.

THOMAS PAINE

would have been "in his element" at WPTR

Tom Paine had a dedicated sense of responsibility. So as WPTR. He'd have loved it here.

WPTR takes a more active part in the promotion of Public Service than perhaps any radio station in America. It plays music, of course, but news comes first. It believes radio is primarily a media of communications and that it is more effective in many areas than print could ever hope to be.

WPTR originated "Action—Central News". This concept of instantaneous round the world coverage plus mobile unit local coverage is now being used (title and all) by over 100 major radio stations coast to coast.

But more—WPTR not only covers the news—it says what it thinks about it, too. And it says it in the most

independent language of any independent in the business. This is GRASS ROOTS RADIO AT ITS BEST and perhaps why WPTR is the best listened to station in the market.

Perhaps that's why it has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations put together.

WPTR 50,000
PEOPLE PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES



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More ¼ hour
firsts than
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combined!
290 out of 300 —
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*JUNE-JULY, 1960, HOOPER

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MARKETS**

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AVERY-KNODEL

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

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DON W. BURDEN — President