



U.S. RADIO

TRENDS RADIO

Finance Level Is High
New Programs Stressed

page 27

GROWING PAINS

Magazine Seeks Method
to Stimulate Advertisers

page 34

MELBERG BEER

Final Spot Used
to Reach "Everyone"

page 38

TIGHTROPE

Team Matters Are
Left to Rule Upon

page 42



Charles Derrick

Independent Pepsi Bottlers
Use Strong Voice in
Company's Ad Strategy

page 30



*"It takes hands. It takes feet.
But most of all it's men, ideas
and lots of hard work."*

national
representatives
for

WNEW
New York, N. Y.

WHK
Cleveland, Ohio

WIL
St. Louis, Mo.

WRIT
Milwaukee, Wis.

KBOX
Dallas, Texas

WSAV
Savannah, Ga.

WKLO
Louisville, Ky.

WEPP
Pittsburgh, Pa.

WAAB
Worcester, Mass.



ROBERT E. EASTMAN & CO., INC.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg — Room 1043
San Francisco, Cal.
YUkon 2-9760

BE A RESULT-BUYER BUY

WXLW

The top-rated radio station

In Indianapolis

Indiana's FINEST approach
to HIGH FIDELITY sound!



Coverage in 152 cities in 49
counties in Indiana, Illinois
Ohio based on mail received
Feb. 10, 1958 through Feb. 17,
1958. 3227 pieces.



WXLW influences buying habits!

WXLW'S UNIQUE PROGRAMMING CONSISTENTLY DELIVERS THE
MAJORITY OF THE ADULT AUDIENCE . . . more of the people who actually
do the buying! An exclusive music-and-news format that combines pleasant
music, popular air personalities, and live, on-the-spot news broadcasts
captures and sells the adult age group. So if you're looking for the best proven
buy in Indianapolis radio, specify WXLW . . . and buy results!

SHARE OF AUDIENCE

INDIANAPOLIS
METROPOLITAN AREA
APRIL, 1958

	Sun. thru Sat.	6 A.M.- 12 N.	12 N.- 6 P.M.	6 A.M.- 6 P.M.
WXLW	23	21	22	
Sta. B	19	21	20	
Sta. C	18	17	18	
Sta. D	15	16	15	
Sta. E	12	10	11	
Sta. F	10	12	11	
H.U.R.*	20.8	23.6	22.2	

*Homes using radio
Rating source: The Pulse, Inc.

950 ON YOUR DIAL



RADIO INDIANAPOLIS

5000 WATTS DAYTIME

Contact your nearest JOHN E. PEARSON representative

the
WNEW
of
Cleveland

WHIK

Division, Metropolitan Broadcasting Corporation



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkqn 2-9760

KIOA 1 KAKC

DES MOINES TULSA

**MORNING!
AFTERNOON!
EVENING!**

ALL DAY LONG!

KIOA DES MOINES' NO. 1 STATION
15 MONTHS SOLID!

KAKC TULSA'S NO. 1 STATION
21 MONTHS SOLID!

Balanced programming plus timely news and public service features — that's the number one station in Des Moines.

For over 15 months, the New KIOA has been overwhelmingly the first choice of Des Moines radio listeners.

The New KIOA has more listeners than four other Des Moines stations combined — listeners that are your buyers!

Buy the station that reaches all of Iowa with blanket coverage.

From last place to the top in a few short weeks — and then holding top position for over 21 months straight.

That's the New KAKC story. A story of loyal listeners who depend on KAKC for music and up to the second news.

Buy the station that delivers the most — KAKC in Tulsa — recipient of the coveted Associated Press Award for best coverage of all A.P. radio and T.V. stations in the United States!

DES MOINES

HOOPER RADIO AUDIENCE INDEX — M.-F. MAY-JUNE, 1958			
	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.	
The New KIOA	41.5	46.9	
Station A	34.6	24.2	
Station B	14.5	10.4	

PULSE RADIO AUDIENCE INDEX — M.-F. MAY, 1958			
The New KIOA	34	33	
Station A	31	26	
Station B	13	14	

Pulse reports the New KIOA leads with 58 quarter-hour "firsts" out of a possible 72!

TULSA

HOOPER RADIO AUDIENCE INDEX — M.-F. MAY-JUNE, 1958			
	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.	
The New KAKC	41.3	44.1	
Station A	19.3	15.2	
Station B	15.4	17.1	

PULSE RADIO AUDIENCE INDEX M.-F. FEBRUARY, 1958			
The New KAKC	28	28	
Station A	20	10	
Station B	20	18	

Pulse reports the NEW KAKC is first in every 20 min. segment 24 hours a day!

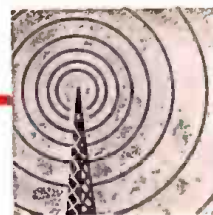
NO. 1 STATIONS WITH PROVEN SALES AND RESPONSE-ABILITY

THE NEW KIOA
940 KC
10,000 WATTS
DES MOINES, IOWA
JIM DOWELL, Vice President and General Manager

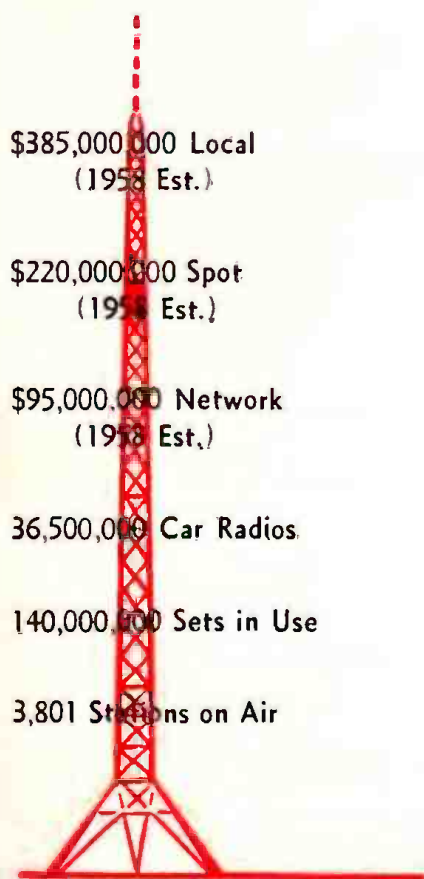


PUBLIC RADIO CORPORATION
The New KIOA — First in Des Moines
The New KAKC — First in Tulsa
LESTER KAMIN, President
GET THE LOW, LOW COST PER THOUSAND FACTS
WEED RADIO CORP.

THE NEW KAKC
970 KC
3,000 WATTS
TULSA, OKLAHOMA
BOB HOHM, Vice President and General Manager



Radio's Barometer



Spot: "Early and late fall buying will be a few percentage points higher than the 1957 fall volume," states Paul Weeks, vice president in charge of radio for H-R Representatives Inc., New York. Indications from agencies, he declares, are that fall activity will more than make up for a "slow summer."

Network: New business and renewals have been reported by ABC, CBS and NBC for varying periods, respectively (see *Report from Networks*, p. 66). More than \$2.3 million in billings was accounted for by ABC in May and June. CBS says it has contracted for more than \$1,250,000 in two weeks in new and renewed business. NBC reports a two-week period in which long-term contracts highlighted business totalling about \$500,000.

MBS figures show an increase of 38 percent in the number of clients over the same period last year—63 to 87. Previous high, states Armand Hammer, Mutual president and chairman, was 71 in 1954.

Local: Increased billing of more than 100 percent since May is reported by Roman W. Wassenberg, general manager of KSAY San Francisco. And in May, KUDL Kansas City, Mo., experienced its biggest month since the station went on the air in 1953, according to General Manager Irv Schwartz. KUDL billings showed a 43 percent increase over April, he reports.

Also in May, KXOA Sacramento, Calif., "set a new all-time high in gross billings for the station." KXOA President Riley Gibson said that the total was seven percent higher than the previous record month which occurred several years ago.

Stations: Total stations on the air, both am and fm, increased again in July—to 3,801, up 12 over June:

	Commercial AM	Commercial FM
Stations on the air	3,253	548
Applications pending	412	39
Under construction	100	86

Sets: Total radio set production for May 1958, excluding car radios, was 654,803, according to Electronics Industries Association. Total for the first five months was 4,186,869. Auto radio production for May was 185,616, while the five-month total was 1,229,086. Transistor production for May was 2,999,198, with a five-month total of 14,194,234.



Now Operating
24
HOURS
A DAY

The only radio station
 between Detroit and
 Chicago to offer this
 around-the-clock service

Western Michigan's
 Most Powerful
 Independent

MUSIC and NEWS



for buyers and sellers of radio advertising

U.S. RADIO

AUGUST - 1958

VOL. 2 - NO. 8

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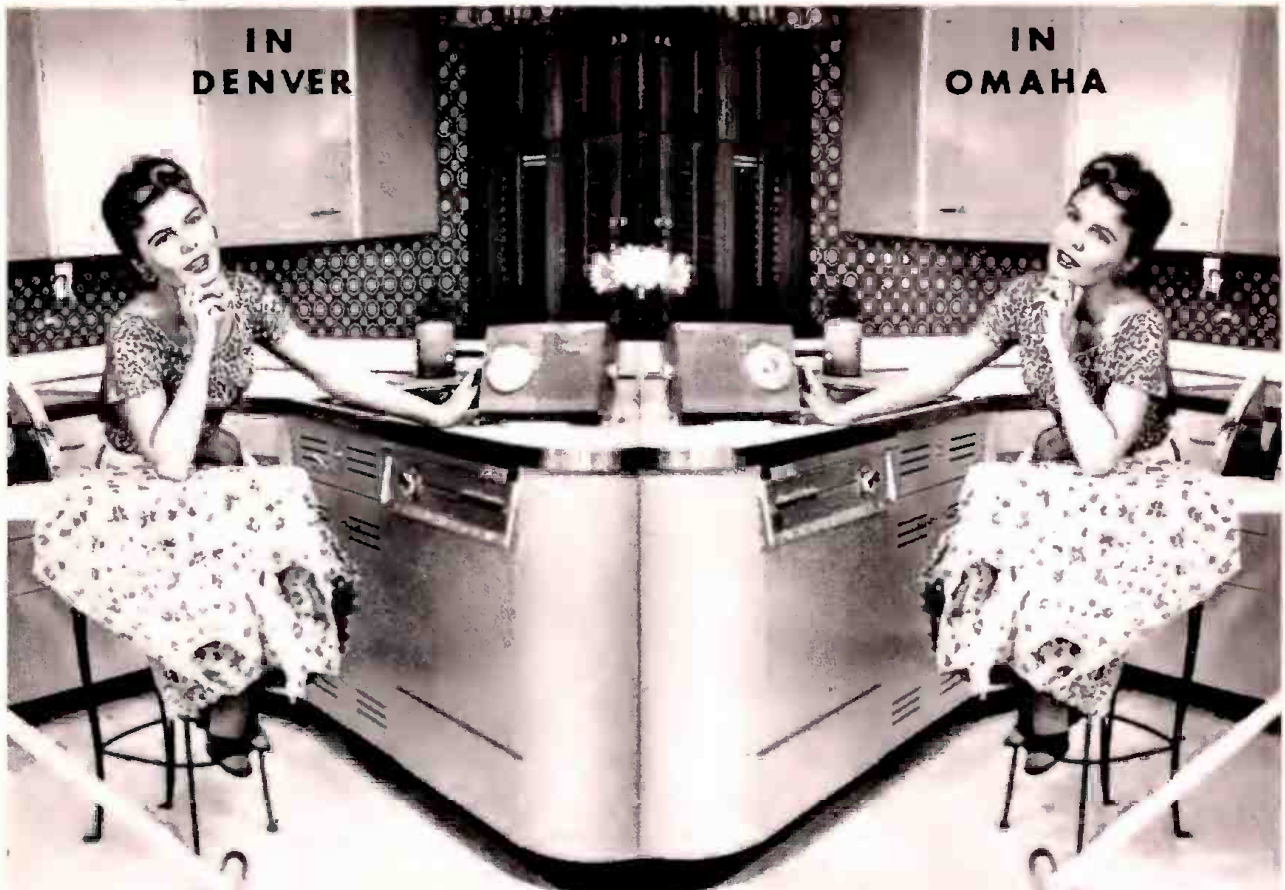
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TWIN IMPACT



Choose the *TWIN* for Your Market!

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

- ★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL
- ★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.
- ★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

**"She make you
carry that
everywhere?"**



**People go to extremes to be
within earshot of their favorite Storz Station**

**—So in each of these
4 major markets
more people
listen to the
STORZ STATION
than to any
other . . . by far.**

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

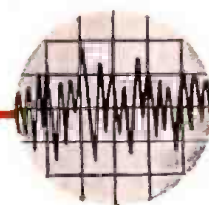
KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIK is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Post-change-over Hooper (32.8%)—Pulse, too. In fact, WTIK is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (39.2% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

**STORZ
STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
EDD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIK New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.



RAB Study Shows Power Of Farm Listenership

Farmers depend on radio more than do city consumers, according to a survey by the Radio Advertising Bureau. More than 80 percent of farm families surveyed listen to the radio during the average weekday and they listen for more than one full day per week (26 hours, 40 minutes). In an average week the study reports, more than 95 percent of farm families spend time listening.

Sarnoff Fills Post Vacant for Two Years

The promotion of Robert W. Sarnoff to chairman of the board and chief executive officer from president and chief executive officer fills a post that has been vacant for nearly two years. Robert E. Kintner, executive vice president, becomes president. At press time, the administration of the radio network seemed to be left relatively untouched by the move, although some quarters believe that Matthew J. Culligan, vice president in charge of NBC Radio, is slated for promotion.

Pulse Fm Listenership Survey Backed by 11 Los Angeles Outlets

Augmenting interest in the measurement of fm listenership has prompted 11 stations in the Los Angeles area to back a study by The Pulse Inc. Results of the audience measurement survey are scheduled for release in August (see *Valuable Plus or Basic Medium?* p. 34).

Selling Power of Weekend Radio To Be Explored by Research Firm

The increasing recognition being given to weekend radio as a selling vehicle has motivated one major research firm to plan a study pointing up commercial value during these days. The company will undertake to show that more unduplicated homes can be reached from a Monday, Wednesday and Saturday spot campaign than from a Monday, Wednesday and Friday purchase (see *Radio Listening Remains at Work on the Weekend*, p. 27).

Blair Radio Study Analyzes Programming

In its latest radio study, John Blair and Co. emphasizes the local nature of programming. The study, for example, shows the disparity in top 10 song listings in four major cities, especially when compared with a national top 10 ranking. At the time of the survey, only two of the national 10 favorites were among the local 10 in St. Louis, the study shows.

Research Into Product Use Planned By Community Club Services

Community Club Services Inc. is adding a research department to its operation. Under present plans, women participating in the Club Awards activities will be asked to answer questions relating to product usage. Sponsors can contract with the organization for this service at a separate fee. (See *Hometown U.S.A.*, p. 53.)

Hooper Research Revenue Surpasses Ratings Intake for First Time

Total revenue from research activities by C. E. Hooper Inc. has for the first time surpassed total income from rating services. The great majority of this research activity is for advertising agencies.



DIFFERENT
more people

Successfully reaching **more people** has met only half of Bartell Family Radio objectives. Attracting and holding **more different people** young and old, all over town, in every walk of life — has been a continuing accomplishment. A programming of broad appeal, locally accented, is in the Bartell pattern of audience composition. Here is professionalism based upon more than a decade of scholarship, salesmanship, showmanship. This is **bartell family radio**

**BARTELL
FAMILY
RADIO**
COAST TO COAST

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency



NAB-RAB Coordinate Radio Promotion Efforts

A joint committee of the National Association of Broadcasters and Radio Advertising Bureau—designed to coordinate radio promotional efforts of both organizations—has been inaugurated by the board of directors of the NAB in Washington. Although the specific objectives of the new and closer working agreement are still in the planning stages, there is a possibility of the re-inclusion of RAB's sales clinics at the NAB fall regional meetings. The clinics, dropped from the NAB regional agenda some years ago, have in recent years been conducted independently by RAB.

NAB Approves Editorial Study Along With Other Actions

The NAB board also approved an editorializing study—the results of which will serve as a guidepost for broadcasters in airing views on controversial issues. The method of the study and the members of an ad hoc committee which will direct the project are now under consideration. Other actions include: (1) approval of a three-day convention format, thus cutting the annual conclave short by one day, (2) limiting transcription and program service firms to "hospitality suite" status without exhibition privileges as has been the case in the past, (3) endorsement of National Radio Month in May 1959 along lines similar to the first National Radio Month held this year and (4) adoption of a resolution to explore ways of increasing the number of hotel and motel radios.

Senate Ponders Bill Limiting Sports Broadcasts

A bill which would give commercial sports interests the power to silence radio coverage of a major sports event within a 75-mile radius of the city where the game is being played is being considered by the Senate Antitrust Subcommittee. The plan has already been seriously questioned by Victor Hanson of the Justice Department's Antitrust Division. NAB and the Federal Trade Commission have also gone on record in opposition to the measure charging that it is tantamount to denying the public its right to hear a large number of sports contests.

... and House Rules Sports- casts Not Subject to Antitrust

Meanwhile, the House has voted to exempt broadcast sports coverage from antitrust laws. In so doing, congressmen killed an amendment offered by Representative Sidney Yates (D-Ill.) to make sportscasts subject to antitrust rules "to protect the interests of baseball fans."

Sen. Bricker Proposes South American Broadcast Link

A resolution recommending \$50,000 for a study of the possibilities of launching a communications network which would join the U. S. with its neighbors south of the border has been introduced by Senator John Bricker (R-O.). The purpose of the proposed electronic link would be an exchange of programs with Mexico and South American countries. A government agency would supervise the exchange, Senator Bricker said. He was supported by six other senators in introducing the resolution.

New Radio Group Formed To Oppose Power Hike Plan

The Radio Allocations Study Organization—a group of Class 1-B stations and regional outlets—has been formed to oppose the FCC's clear-channel proposal of last April which could result in the grant of power in excess of 50 kw, the present maximum. At an organizational meeting in Washington in mid-June, representatives of 25 stations stated that "the concept of super power will have a serious adverse effect upon the radio broadcasting industry as it now exists. . . ." Temporary chairman of RASO is



BEST IN THE FIELD

The outstanding showmanship of KONO's d.j.s
 have clinched the South Texas listenership pennant
 for the home-town boys—the independent station
 that gives advertisers the No. 1 audience morning,
 noon and night on San Antonio's
ONLY 24-hour radio station.

KONO tops all others by a big margin . . .
 according to Hooper, Pulse and
SALES RESULTS! Want proof . . . proof
 of KONO's potential for YOUR advertising?

See your **H-R** REPRESENTATIVE
 or Clarke Brown man

860 KC
 5000 WATTS



SAN ANTONIO

RADIO

WASHINGTON (Cont'd)

F. C. Sowell, general manager of WLAC Nashville, Tenn.

Rep. Roosevelt Questions FCC Program Standards

Radio stations that "just play records for a 24-hour period" were sharply criticized by Representative James Roosevelt (D-Calif.). In a recent letter to the FCC, he inquired into the methods used by the commission to assure that stations are operating in the public interest (see *FCC Walks Programming Tightrope*, p. 42). He advised the FCC that "all radio stations should be made to fulfill completely the obligations assumed when they obtain their licenses and they should be informed that lip service will not suffice."

Court Rules on President's Power To Remove Regulatory Officials

The issue of whether or not the President is empowered to fire a member of a Federal regulatory agency has been decided by the Supreme Court. Unless Congress specifically grants the President such authority, he may not do so, the Court held. A majority opinion written by Justice Felix Frankfurter in a case involving the removal from office of a War Claims Commission official by President Eisenhower stated: "We are compelled to conclude that no such power is given to the President directly by the constitution and none is indirectly conferred upon him by statute simply because Congress said nothing about it."

FCC to Study New Uses Of Fm Multiplexing

A study of the commercial uses of fm multiplexing has been approved by the FCC. The study was prompted by applications made to the FCC for new services such as stock market reports and control of traffic lights. The deadline for filing comments is set for September 2.

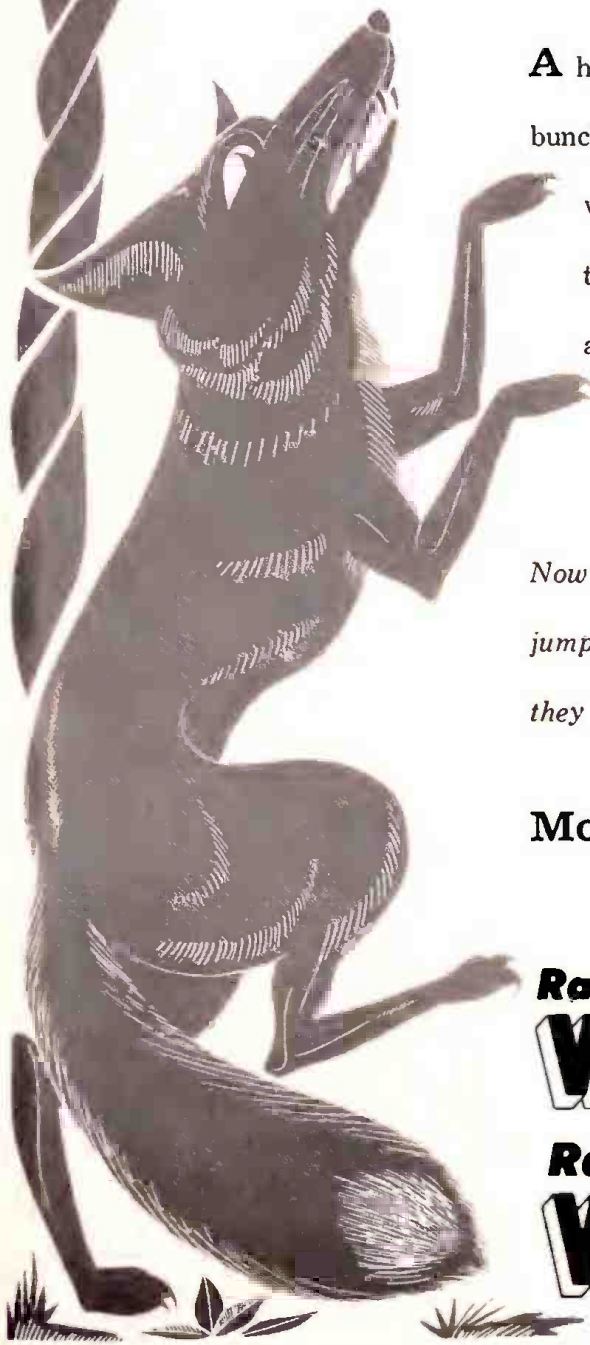
FCC Hangs Out Shingle: 'Goin' Fishin'

The FCC will officially be on vacation throughout August. One commissioner, however, will be on hand for such routine business as may arise. The FCC is scheduled to go into fall session September 3.



The Fox and the Grapes

(Aesop updated)



A hungry fox stole one day into a vineyard where many bunches of grapes hung ripe and ready for eating. But as luck would have it, they were fastened upon a tall trellis, just too high for the fox to reach. He jumped, and paused, and jumped again; but it was all in vain. At last he was fairly tired out and cried, "Take them who will—the grapes are sour!"

Now isn't that just like some radio stations? They jump and jump, and when they can't reach the pinnacle of popularity, they declare, "The grapes are sour!"

Moral: pick a *Plough* Station

Radio Baltimore
WEAD

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

**BILL
JACKSON**

in
**"The BJ
Show"**

WPTF

5 to 9:30 AM Mon thru Fri
5 to 8:00 AM Sat

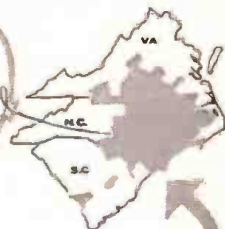


**Start the day right in the
nation's 28th radio market**

Highest PULSE ratings... His natural style makes listeners believe and buy... Recognized by dealers and distributors as a big personality... Program smartly slotted into segments for changing morning audiences.

**NATION'S
28th RADIO
MARKET**

NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

the *Silver Mike*



THIS MONTH:

WILLIAM L. WERNICKE

Vice President, Radio & Television
Morey, Humm & Warwick Inc.



**Pays Tribute to Radio:
'People Take It for Granted'**

"Radio is taken for granted today—and this, I think, is the greatest tribute the medium can be paid," declares William L. Wernicke, vice president in charge of radio and television, Morey, Humm & Warwick Advertising, New York.

"Radio is as much a part of our daily life as eating or turning on a light switch."

Mr. Wernicke and radio have been companions from the days when "crystal sets were coiled on oatmeal boxes" right up to the present when, through his agency, he has been instrumental in placing "one of the largest continuing campaigns in the history of spot radio for the Sinclair Refining Co."

The agency executive, who was born October 4, 1908, remembers being "fascinated by the miracle of that magic box" back in the days of his Idaho boyhood and confesses that "I still am." Before embarking on a career in broadcasting, however, he detoured by way of a science and physics major at Columbia, class of 1931, and the Metropolitan Life Insurance Co. where he worked in field education and sales promotion.

This experience in handling people stood him in good stead a few years later when he entered the broadcasting arena in earnest.

Mr. Wernicke's first radio job was

with WOR New York where he remained from 1910 to 1915. He then moved into the client facet of the business producing commercials for the Bulova Watch Co.

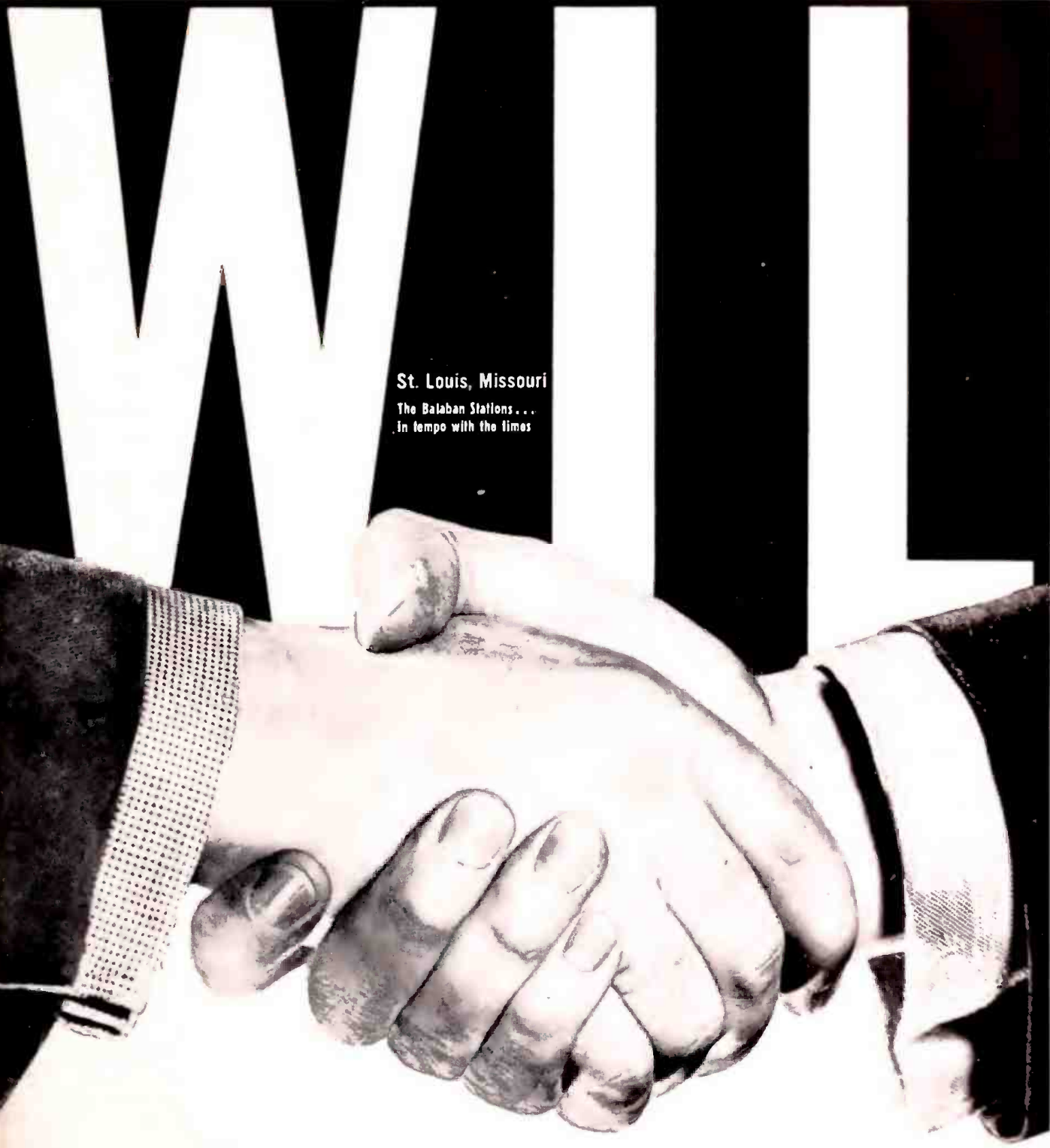
In 1950, after a brief stint on the West Coast producing films for tv, Mr. Wernicke joined Morey, Humm & Warwick where he has been principally involved with the Sinclair account and its radio campaigns.

An advocate of short, five- to 10-second commercials, Mr. Wernicke says that "radio has great impact when it is used to hammer home the brand name of a well-known product.

"Sinclair is successfully using this format now in 500 cities over 1,200 stations, broadcasting 10,000 spots per week all year long."

In spite of his modern approach to commercials, Mr. Wernicke longs to "turn the clock back 20 years in programming. I long for the days," he says, "when there was a little bit for everyone... the food fellows, poetry readings, women's chitchat, the fat soprano, the pompous tenor, hair-raising mysteries like Arch Oboler's *Lights Out*."

This nostalgia does not prevent Mr. Wernicke, however, from enjoying the pleasures of today's radio in his Huntington, Long Island, home with his British-born wife and their 16-year-old daughter. • • •



St. Louis, Missouri
The Balaban Stations . . .
In tempo with the times



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760



**"service
is our middle name"**

Service to advertisers?
Naturally. Public
Service? Most
enthusiastically!

Our people in Akron
and Providence are
active—as citizens *and*
as broadcasters—in
community movements.

When we support a
charity drive, we pull
out all the stops to
insure success—whether
it's for a children's
hospital, the Cancer
Fund or United Fund.

We're repaid every day
by the fact that the
people we serve regard
us as good friends.
They listen to us.

A new color film tells
all about the Elliot
stations. We'll be happy
to arrange a showing at
your convenience.

National representative
Avery-Knode

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE
AKRON, OHIO

THE ELLIOT STATIONS
GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R.I.
WICE

LETTERS TO THE EDITOR

'Top Spot'

For overall excellence in bringing the monthly radio story to the agency, your publication takes top spot in this shop. It is a rare issue that does not contain at least one really compelling article. In fact, the book is so readable generally that it's continually on loan to those unfortunate enough not to be subscribers.

Again, congratulations on telling the radio story with such consistency and in such a forthright manner.

William Nietfeld
William D. Nietfeld & Associates Adm.
San Diego, Calif.

Transistors

Thought your transistor story (*Tiny Key to Tomorrow's Radio*, June 1958) was excellent. I'm astonished you could assemble and absorb so much information so fast.

Jim Tirone
Information Assistant
Bell Laboratories
New York

Please send complete details on ordering reprints of articles and features. We are especially interested in *Tiny Key to Tomorrow's Radio*.

Jane E. Trimmer
President
Town & Country Network
Arlington, Va.

Colonial Stores

In *U. S. RADIO* (May 1958) there appears an article titled *Colonial Stores Sells With Regional Radio*. I most definitely want at least 10 copies.

The article is terrific, potent, succinct! I intend battling a few of our clients over the head with it! More like it, please!

Ted H. Fredericks
Director, Radio & Tv
Bernard M. Brooks Advertising
San Antonio, Tex.

Spot Radio Volume

I was interested in the estimates of spot radio volume for 1956 and 1957 prepared by Adam Young Inc. and published in your stimulating magazine (June 1958).

For several years the Evansville radio stations have been furnishing highlights of their annual FCC financial reports to a local certified public accountant, who adds them together and releases the totals to each station. In this way the stations have the advantage of the overall

(Cont'd on p. 16)

WEEP

PITTSBURGH, PENNSYLVANIA



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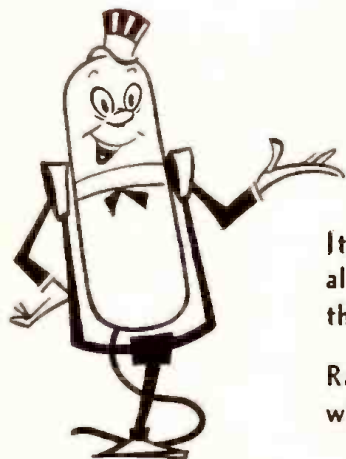
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the monthly magazine for buyers
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Please see that I receive **U.S. RADIO**

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

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Company or

Home Address _____

City _____ Zone _____ State _____

PLEASE BILL

PAYMENT ENCLOSED

LETTERS TO THE EDITOR

(Cont'd from p. 14)

information for their market many months before it is published by the FCC.

According to the figures obtained in this way, 1957 national spot sales for Evansville were \$186,391 instead of the \$178,000 estimated by Adam Young. This was an increase of 13 percent over 1956 rather than the estimated nine percent. WGBF's increase in national spot sales was 32 percent, bringing the share of the national spot business placed in Evansville up from 58.1 percent to 67.5 percent.

Martin L. Leich
General Manager
WGBF Evansville, Ind.

Competitive Information

This agency is in the process of organizing its own library for the purpose of checking competitive advertisers and also to keep informed as to what type of ads other clients are using.

I wish to request a copy of each issue of U. S. RADIO as it is a "must" to have this publication on our library shelves.

B. Robert Jolly
Radio Timebuyer
Geoffrey Wade Advertising
Chicago

Stirs Interest

Your July issue has one article in particular which is sure to open up many eyes as to who listens to radio the most, the teenager or adult, and at what time this listening is done. (*Teenagers Are Radio's Small Fry.*)

Ray Brock
Program Director
WHBY Appleton, Wisc.

As a station owner I want to congratulate you on your magazine. It is very gratifying to know that such a fine book is devoted exclusively to the radio industry. I look forward to receiving it every month.

Dexter Haymond
General Manager
KGEE Bakersfield, Calif.

Banking

It will be appreciated if we may have several copies of the article *Banking on Radio* (February 1958). This was a fine article, indeed. We feel that with this in our "pocket" we may be able to swing a few more banks our way.

Also, we would like to have copies of the article *Car Radio* (February 1958) for our files.

Lonnie J. Preston
KWOE Clinton, Okla.

Radio's



Years
of Great
Change

Each year for the past six years an area survey of the WHDH audience has been made and it has been the practice of WHDH management to publish the findings of this survey in leading trade publications as an aid to anyone buying radio time.

This year, convinced that the past five years have been radio's greatest years of change, WHDH has completed, in addition to its regular survey, a Qualitative Survey in Depth to determine the answers to some of radio's most searching questions. To conduct this survey the management of WHDH selected the research organization most widely used and accepted by radio management—Pulse, Inc. The results of this survey are shown on the following pages and are published as a service to the industry by WHDH.

A Qualitative Survey by

WHDH

Radio - BOSTON

THE FACTS

of the past five years:

Since 1953 the number of radio stations in the United States has increased 24%—to a total of 3,317.

Since 1953 the number of radios in working order has increased 22% to 139,500,000.

Since 1953 the out-of-home audience has grown enormously with auto radios alone up 28% to a new high of 36,500,000. Portable radios have also reached a new peak of 11,000,000.

Because of this tremendous growth:

Today there are more stations reaching more people more effectively more times than ever before in history.

The audience has never before been as selective as it is today!

This five year period of tremendous growth and change has been a time of great challenge to radio station management everywhere. What does the listener *really* want from radio? What type of programming attracts

the listeners who *can buy*? What has been the effect of rock and roll, top 40s, frantic newscasts, and other programming changes of recent years? WHDH, convinced that a radio station's future depends on the answers to these questions, and convinced that any station not alert to listener changes will cease to be a factor in its market, undertook this qualitative survey in depth to examine its position in the New England market.

OBJECTIVES

of this WHDH qualitative study can be summarized as follows:

What are the reasons causing people to turn on radio?

Program preferences

Awareness of network stations

Extent of out-of-home radio audience

Station preferences

Station image

The results are reported in the following tables. In these tables, the results and preferences are shown by men and women and for the Boston

Metropolitan Area and Outside Area as well. No respondents under 15 years of age were interviewed. We believe this type of study should be a regular and periodic "must" so that the broadcaster can keep in tune with the listeners. Likes, dislikes, preferences and favorites are always in a state of flux. Furthermore, new program formats and techniques will influence and interact with these factors which follow.

Factors determining initial use of radio

—and stations tuned

This was a key question in our qualitative survey and bears out the fact that radio is a dynamic force and that people look to radio for a service. Radio is not the supplier of "background music" but the means of learning the latest news, enjoying music, and hearing the current weather bulletins. These three categories lead all others by a substantial margin. There is reason for turning on radio in 98.5% of the replies.

Program preference

Program preferences bear out the basic reasons which move people to first turn on radio. Music dominates the first choice, with news and weather following. The male preference for sports programming shows clearly in this report and it becomes obvious the TV trend for "Westerns" has not carried into radio. The tremendous preference for music by women makes all important the day-time programming of music women find appealing.



WHY DO YOU FIRST TURN ON THE RADIO?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
News	139	107	246	40.3	148	109	257	65.8	287	216	503	50.3
Music	102	130	232	38.0	61	87	148	37.9	163	217	380	38.0
Weather	81	82	163	26.7	57	52	109	28.0	138	134	272	27.2
Time Check	47	25	72	11.8	24	12	36	9.2	71	37	108	10.8
Relaxation and Entertainment	9	12	21	3.4	5	9	14	3.6	14	21	35	3.5
For Company	3	17	20	3.3	1	6	7	1.8	4	23	27	2.7
Religious Programs	8	12	20	3.3	-	2	2	.5	8	14	22	2.2
Records & Pop Music	7	11	18	3.0	-	1	1	.3	7	12	19	1.9
Sports & Sport Results	10	6	16	2.6	2	-	2	.5	12	6	18	1.8
Habit	2	4	6	1.0	2	3	5	1.3	4	7	11	1.1
No School Reports	-	6	6	1.0	1	2	3	.8	1	8	9	.9
To Hear a Particular												
Radio Personality	1	4	5	.8	2	2	4	1.0	3	6	9	.9
Foreign Language Programs	5	5	10	1.6	-	1	1	.3	5	6	11	1.1
To Hear Stories	1	9	10	1.6	-	1	1	.3	1	10	11	1.1
To Wake Up	12	7	19	3.1	7	3	10	2.6	19	10	29	2.9
Misc.	7	4	11	1.8	2	3	5	1.3	9	7	16	1.6
No Particular Reason	5	4	9	1.5	1	5	6	1.5	6	9	15	1.5
Total Responses	439	445	884		313	298	611		752	743	1495	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100



WHEN YOU FIRST TURN ON THE RADIO, IS THERE ANY PARTICULAR STATION YOU TRY FIRST? WHICH ONE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Yes	257	270	527	86.4	162	171	333	85.4	419	441	860	86.0
No	48	35	83	13.6	33	24	57	14.6	81	59	140	14.0
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100
WHDH	75	49	124	23.6	38	23	61	18.3	113	72	185	21.5
WBZ	42	64	106	20.1	25	26	51	15.3	67	90	157	18.2
WCOP	52	44	96	18.2	3	4	7	2.1	55	48	103	12.0
WEEF	21	21	42	8.0	6	4	10	3.0	27	25	52	6.1
WNAC	11	23	34	6.5	5	6	11	3.3	16	29	45	5.2
WORL	5	26	31	5.9	-	-	-	-	5	26	31	3.6
WJDA	12	19	31	5.9	-	-	-	-	12	19	31	3.6
WPRO	-	-	-	-	14	13	27	8.1	14	13	27	3.1
WWON	-	-	-	-	16	8	24	7.2	16	8	24	2.8
WEAN	-	-	-	-	15	9	24	7.2	15	9	24	2.8
WMEX	13	10	23	4.4	-	-	-	-	13	10	23	2.7
WHIM	-	-	-	-	12	10	22	6.6	12	10	22	2.6
WLLH	13	7	20	3.8	-	-	-	-	13	7	20	2.3
WICE	-	-	-	-	15	3	18	5.4	15	3	18	2.1
WSAR	-	-	-	-	14	3	17	5.1	14	3	17	2.0
WBOS	10	5	15	2.8	-	-	-	-	10	5	15	1.7
WALE	-	-	-	-	11	2	13	3.9	11	2	13	1.5
WGAN	-	-	-	-	2	10	12	3.6	2	10	12	1.4
WTAO	3	8	11	2.1	-	-	-	-	3	8	11	1.3
WOTW	-	-	-	-	1	9	10	3.0	1	9	10	1.2
WLYN	5	5	10	1.9	-	-	-	-	5	5	10	1.2
WCSH	-	-	-	-	2	5	7	2.1	2	5	7	.8
Misc.	29	36	65	12.3	36	55	91	27.4	65	91	156	18.1
Total Responses	291	317	608		215	190	405		506	507	1013	
Total Respondents	257	270	527	100	162	171	333	100	419	441	860	100



WHAT KINDS OF PROGRAMS DO YOU LIKE MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Music	186	229	415	68.1	126	135	261	67.0	312	364	676	67.6
Popular Music Records	1	3	4	.7	9	7	16	4.1	10	10	20	2.0
Rock & Roll	3	4	7	1.1	10	2	12	3.1	13	6	19	1.9
News	76	63	139	22.8	76	78	154	39.5	152	141	293	29.3
Sports & Sport Results	60	12	72	11.8	46	8	54	13.8	106	20	126	12.6
Weather	26	21	47	7.7	11	10	21	5.4	37	31	68	6.8
Stories, Soap Operas	29	49	78	12.8	10	31	41	10.5	39	80	119	11.9
Dramas	1	4	5	.8	5	2	7	1.8	6	6	12	1.2
Foreign Language	16	10	26	4.3	8	6	14	3.6	24	16	40	4.0
Mysteries	16	2	18	3.0	4	2	6	1.5	20	4	24	2.4
Arthur Godfrey	3	1	4	.7	13	6	19	4.9	13	7	20	2.0
Religious	3	9	12	2.0	1	6	7	1.8	4	15	19	1.9
Classical Opera	2	1	3	.5	6	5	11	2.8	8	6	14	1.4
Westerns	3	-	3	.5	8	1	9	2.3	11	1	12	1.2
Variety	3	4	7	1.1	2	1	3	.8	5	5	10	1.0
Misc.	15	13	28	4.6	20	16	36	9.2	35	29	64	6.4
No Preference	11	20	31	5.1	2	15	17	4.4	13	35	48	4.8
Total Responses	451	445	896		357	331	688		808	776	1584	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

1953/58

Q WHICH RADIO STATION, IF ANY, DO YOU PREFER FOR NEWS?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	99	55	154	25.3	43	38	81	20.8	142	93	235	23.5
WBZ	62	74	136	22.3	29	27	56	14.4	91	101	192	19.2
WNAC	45	35	80	13.1	21	21	42	10.8	66	56	122	12.2
WEEI	43	40	83	13.6	9	4	13	3.3	52	44	96	9.6
WCOP	29	39	68	11.1	1	1	2	.5	30	40	70	7.0
WORL	3	14	17	2.8	-	-	-	-	3	14	17	1.7
None	9	13	22	3.6	17	15	32	8.2	26	28	54	5.4
Don't Know	15	35	50	8.2	75	89	164	42.0	90	124	214	21.4
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q FOR ALL AROUND LISTENING, WHICH ONE RADIO STATION DO YOU PREFER MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	56	130	21.3	47	30	77	19.7	121	86	207	20.7
WBZ	55	63	118	19.4	34	26	60	15.4	89	89	178	17.8
WCOP	50	62	112	18.4	1	5	6	1.5	51	67	118	11.8
WEEI	39	36	75	12.3	6	3	9	2.3	45	39	84	8.4
WNAC	29	29	58	9.5	6	11	17	4.4	35	40	75	7.5
WORL	16	25	41	6.7	1	2	3	.8	17	27	44	4.4
Others	32	20	52	8.5	86	101	187	47.9	118	121	239	23.9
None	3	2	5	.8	9	14	23	5.9	12	16	28	2.8
Don't Know	7	12	19	3.1	5	3	8	2.0	12	15	27	2.7
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q IF IT BECAME NECESSARY TO TAKE ALL THE RADIO STATIONS OFF THE AIR EXCEPT ONE, WHICH ONE OF THESE RADIO STATIONS WOULD YOU WANT TO REMAIN ON?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	93	34	127	20.8	39	26	65	16.7	132	60	192	19.2
WBZ	66	48	114	18.7	22	30	52	13.3	88	78	166	16.6
WNAC	36	28	64	10.5	13	21	34	8.7	49	49	98	9.8
WCOP	22	44	66	10.8	5	6	11	2.8	27	50	77	7.7
WEEI	24	30	54	8.9	2	10	12	3.1	26	40	66	6.6
WORL	8	19	27	4.4	3	3	6	1.5	11	22	33	3.3
None & Don't Know	56	102	158	25.9	114	99	213	54.6	170	201	371	37.1
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q HERE ARE SIX RADIO STATIONS: WHDH, WBZ, WEEI, WNAC, WCOP, WORL. WHICH ONE DO YOU LISTEN TO MOST?

	BOSTON METRO AREA						OUTER AREA						TOTAL AREA					
	M	F	Total	%	M	F	Total	%	M	F	Total	%	M	F	Total	%		
WHDH	82	56	138	22.6	54	38	92	23.6	136	94	230	23.0						
WBZ	52	79	131	21.5	20	42	62	15.9	72	121	193	19.3						
WEEI	48	51	99	16.2	12	15	27	6.9	60	66	126	12.6						
WCOP	50	59	109	17.9	4	5	9	2.3	54	64	118	11.8						
WNAC	26	20	46	7.5	10	10	20	5.1	36	30	66	6.6						
WORL	11	29	40	6.6	1	3	4	1.0	12	32	44	4.4						
None & Don't Know	36	11	47	7.7	94	82	176	45.1	130	93	223	22.3						
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100						

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

	BOSTON METRO AREA						OUTER AREA						TOTAL AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
MALE																		
Like the Music	34	19	7	7	34	10	22	7	1	-	4	1	46	26	8	7	14	11
Good, Frequent News	31	14	15	14	6	-	24	6	6	3	-	-	49	20	21	17	-	107
Latest Popular Records	1	9	-	-	6	4	-	-	-	-	-	-	10	9	-	-	-	19
More Music On Station	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weather, Complete Weather Reports	2	5	3	-	-	-	2	2	3	2	-	-	4	7	6	2	-	19
Variety	-	-	12	7	-	-	4	1	1	1	-	-	6	2	2	2	-	13
Better Programs	3	3	4	-	-	-	5	1	1	2	-	-	9	4	2	2	-	17
Fewer Commercials	-	1	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	2
Like Announcer	-	2	-	-	1	-	2	2	-	-	-	-	4	4	-	-	-	8
Sports	61	5	5	-	-	-	7	1	3	1	-	-	68	6	4	1	-	79
Clearer Reception	3	6	-	8	-	-	7	4	-	2	-	-	10	10	-	2	-	22
Habit	-	-	-	-	-	-	3	2	-	-	-	-	5	2	-	-	-	7
Like A Particular Program, Personality	-	-	3	-	-	-	-	1	3	-	-	-	3	4	3	-	-	10
Misc.	7	4	10	9	5	1	4	2	2	-	-	-	13	6	4	-	-	23
No Particular Reason	2	3	-	-	-	-	2	2	-	2	-	-	6	4	-	2	-	12
Total Responses	144	71	59	45	53	16	80	31	20	12	4	1	164	62	40	14	4	221
Total Respondents	82	52	48	26	50	11	54	20	12	10	4	1	106	40	22	20	4	172



WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

FEMALE	BOSTON METRO AREA						OUTER AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like the Music	31	35	15	6	33	16	18	27	2	3	2	1
Good, Frequent News	14	21	14	11	4	2	8	7	1	1	4	
Latest Popular Records	7	7	1	-	9	3	-	1	-	-	-	1
More Music On Station	4	3	-	-	8	2	-	1	-	-	-	
Weather, Complete Weather Reports	5	5	-	6	2	2	-	-	1	1	-	-
Variety	1	4	8	2	2	2	5	2	3	1	-	-
Better Programs	3	5	6	1	1		-	1	2			
Fewer Commercials	-	1	-	1	7	1	-	-	-	-	-	-
Like Announcer	2	9	6	-	1	3	-	-	-	-	-	-
Sports	8	2	-	-	-		3	-	-	-	-	-
Clearer Reception	2	3	-	-	1		-	4	-	1	-	-
Habit	2	-	-	-	1	-	2	1	4	-	-	-
Like A Particular Program, Personality	1	1	3	-	-	1	3	1	1	1	-	-
Misc.	5	5	18	3	3	2	2	2	1	3	-	1
No Particular Reason	1	7	1	2	2	2	2	2	2	2	-	-
Total Responses	86	108	72	31	74	36	43	49	17	13	6	3
Total Respondents	56	79	51	20	59	29	38	42	15	10	5	3



WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

MALE	TOTAL AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like The Music	56	26	8	7	38	11
Latest Popular Records	1	9	-	-	6	4
More Music On Station	-	-	-	-	-	-
Sports	68	6	8	1	-	-
Good, Frequent News	55	20	21	17	6	-
Weather, Complete Weather Reports	2	7	6	2	-	-
Variety	4	1	13	7	-	-
Better Programs	8	4	5	2	-	-
Like A Particular Program, A Personality	-	1	6	-	-	-
Like Announcer	2	4	-	-	1	-
Fewer Commercials	-	1	-	-	1	1
Clearer Reception	10	10	-	10	-	-
Habit	3	2	-	-	-	-
Misc.	11	6	12	9	5	1
No Particular Reason	4	5	-	2	-	-
Total Responses	224	102	79	57	57	17
Total Respondents	136	72	60	36	54	12
FEMALE						
Like The Music	49	62	17	9	35	17
Latest Popular Records	7	3	1	-	9	4
More Music On Station	4	4	-	-	8	2
Sports	11	2	-	-	-	-
Good, Frequent News	22	28	15	12	8	2
Weather, Complete Weather Reports	5	5	1	7	2	2
Variety	6	6	11	3	2	2
Better Programs	3	6	8	-	1	-
Like A Particular Program, A Personality	4	2	4	1	-	1
Like Announcer	2	9	6	-	1	3
Fewer Commercials	-	1	-	-	1	1
Clearer Reception	2	7	-	1	1	-
Habit	4	1	4	-	1	-
Misc.	7	7	19	6	3	3
No Particular Reason	3	9	3	4	2	2
Total Responses	129	157	89	44	80	39
Total Respondents	94	121	66	30	64	32

Station image

The stature a station occupies in its community is built by its people, its programming and its alertness to the desires and needs of its listeners. A station's image is at best an intangible thing, but its importance cannot be minimized. The WHDH image is one of believability and reflects the result of more than a decade of responsible management.



IF YOU HEARD CONFLICTING ACCOUNTS OF THE SAME NEWS STORY ON DIFFERENT RADIO STATIONS, WHICH OF THESE STATIONS WOULD YOU BELIEVE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	80	154	25.3	49	58	107	27.4	123	138	261	26.1
WBZ	51	89	140	22.9	38	41	79	20.2	89	130	219	21.9
WNAC	42	59	101	16.6	16	27	43	11.0	58	86	144	14.4
WEEI	58	31	89	14.6	12	16	28	7.2	70	47	117	11.7
WCOP	23	40	63	10.3	2	4	6	1.5	25	44	69	6.9
None	12	18	30	4.9	18	12	30	7.7	30	30	60	6.0
WORL	3	21	24	3.9		1	1	.3	3	22	25	2.5
Don't Know	64	37	101	16.6	67	75	142	36.7	131	112	243	24.3
Total Responses	327	375	702		202	234	436		529	609	1138	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Here is the composition of respondents in the WHDH qualitative survey:

DISTRIBUTION BETWEEN METROPOLITAN AREA AND OUTSIDE AREA				
	M	F	Total	%
Boston Met. Area	305	305	610	61.0
Outside Area	195	195	390	39.0
Total Respondents	500	500	1000	100

DISTRIBUTION BY AGE				
	M	F	Total	%
15-19	31	44	75	7.0
20-24	42	45	87	8.7
25-34	97	110	207	20.7
35-49	153	171	324	32.4
50 and over	177	130	307	30.7
Total Respondents	500	500	1000	100

AUTOMOBILE IN FAMILY		
	#	%
Have Car	724	72.4
No Car	276	27.6
Total Respondents	1000	100

RESIDENT STATUS		
	#	%
Home Owner	401	40.1
Renter	599	59.9
Total Respondents	1000	100

FAMILY INCOME		
	#	%
Less than \$2000	83	8.3
\$2000-2999	98	9.8
\$3000-3999	189	18.9
\$4000-4999	256	25.6
\$5000-6999	242	24.2
\$7000-9999	82	8.2
\$10000 and over	50	5.0
Total Respondents	1000	100

We have stated our premise that the 1953-1958 era has seen radio's five years of greatest change. It has also been WHDH's five years of greatest growth.

By *responsible programming* and by alertness to what builds and holds a radio audience, WHDH Boston has maintained its position as the undisputed leader in New England radio.

The results of the Pulse, Inc. survey on the foregoing pages provide the means of showing the *reasons* behind this leadership—the *reasons* why WHDH Boston is first in 489 out of 500 radio quarter hour periods and first or second in 497 out of 500 rated quarter hours.

Times change—audiences change—but WHDH's only change is the further strengthening of its leadership in New England radio.

WHDH

1000 S. BOSTON BOSTON

Represented Nationally by John Blait and Company

WKLO
Louisville, Kentucky



robert e. eastman & CO., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

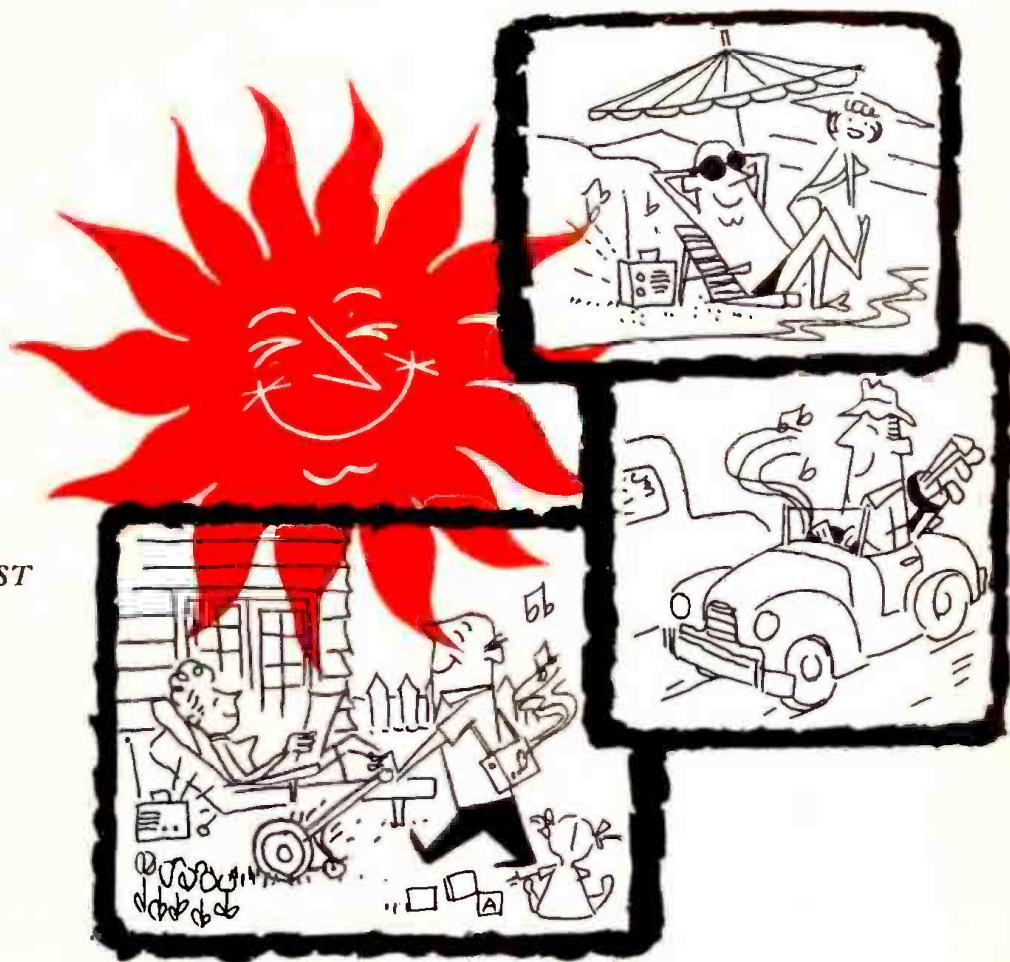


This microphone is a unifying force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

U. S. RADIO • AUGUST

1958



Radio Listening Remains at Work On the Weekend

*Audience maintains high level
on Saturday and Sunday. Weekend
peaks often compare favorably
with Monday-through-Friday peaks*



Radio listening takes no vacation on weekends.

And although the Saturday and Sunday audience is greater during hot weather than during the cooler months, the total number of radios turned on as well as the people listening indicates a high level of radio attentiveness on these days throughout the year.

In fact, it may come as somewhat of a surprise that peak listening in certain markets on the weekends is



higher than peak listening during the coveted "traffic" hours Monday through Friday. In Washington, D. C., for example, the number of homes using radio on Saturday from 9:30 to 10 a.m. is 22 percent compared with about 21 percent from 8 to 8:30 a.m., Monday through Friday. These are Nielsen estimates for May 1958. All listening, including car radio, is measured in terms of homes.

Lack of Attention

Although the weekend audience is substantial and at times compares favorably with weekday listening, it has received step-child treatment, for the most part, from the national advertisers. Part of the reason is a lack of intensified selling effort by radio; another is the obstacle of breaking down prejudices concerning certain time periods of the week.

The weekend audience has been a growing factor for several years, receiving its greatest boost from the expansion of out-of-home listening. Some of its present-day dimensions are:

- A comparatively high level of listening with Saturday greater than Sunday.
- Higher number of persons per home are tuned in than during the week.
- Listening on a Saturday morning reaches 44 percent of radio homes compared with 69.3 percent for the five-day, Monday-through-Friday morning listening, according to Nielsen.
- New forms of programming that stress service themes.
- Pulse analyses show that news and sports features get the greatest audience on any station.

Although the pattern of listening

varies from market to market, many metropolitan areas show the strength of weekend radio when compared with weekday listening. According to Hooper, the highest listening in the week in Atlanta is Saturday from 11 a.m. to 6 p.m. with 17 percent of the radio sets in use. This compares with 15.7 percent for Monday through Friday from 7 a.m. to 12 p.m. This was the January to February 1958 report.

In Boston, the Hooper report for January through March 1958 shows that 17.4 percent of the radio sets are in use Saturday daytime compared with 17.5 percent for the Monday-through-Friday morning hours.

Many national advertisers have shown some reluctance to buy weekend radio. The exceptions to this are spot and network news shows.

It is generally believed that the weekend audience is ideal for products with a wide appeal to the man of the house. Such things as autos and auto products, gas and oil and other items. Moreover, it is estimated that more listeners per home are tuned in on weekends (1.6 persons during the morning weekday hours compared with 2.3 on Sunday mornings, according to RAB). This points up the fact that while the male can be easily reached on the weekends, the other members of the family are listening at the same time.

Uses Made

Among the advertisers who have made considerable use of weekend radio is General Motors Acceptance Corp., New York. Since 1956, the company has devoted its entire radio budget to Saturday and Sunday times. The firm, through its agency, Campbell-Ewald Inc., New York, has been buying spot announcements in 180 markets and stations. These spots are generally tied to some type of

traffic assistance or safety information broadcast. Actually, GMAC experimented with this format about five years ago in one or two eastern markets. The current campaign runs from the weekend before Memorial Day to the second week of September.

A newcomer to the weekend advertiser roster—but an old radio customer—is Esso Standard Oil Co., New York. The company used announcements in 35 markets in 18 states, chiefly middle Atlantic states and stretching to Tennessee and Arkansas. Through its agency, McCann-Erickson Inc., New York, Esso bought primarily news adjacencies but also rotated to music and other programs in order to reach as many different prospects as possible.

Initially Successful

The campaign ran from May 15 to July 4. Although the complete results are not yet tabulated, the agency reports that the drive was initially successful with the possibility that a similar one may be considered this year or next.

Probably the chief reason for the tremendous growth of the Saturday and Sunday audience has been out-of-home listening, notably car listening. A Pulse estimate shows that out-of-home listening can account for as much as 60 to 65 percent of the weekend audience. And an analysis by H-R Representatives Inc. states that auto listening adds as much as 40 to 50 percent to the in-home audience compared to 30 to 40 percent during peak weekday driving times.

In San Diego, for example, the auto radio audience, according to Nielsen, reached a high of 62 percent of the total homes using radio on a Sunday last April. This compares with a high of 47 percent of the audience for Monday through Friday.

Weekly In-Home Audience (Excluding Weekend Out-of-Home Bonus)

By Dayparts	AVERAGE MINUTE		WEEKLY CUMULATIVE TOTAL		
	% Radio Homes	No. (000)	% Radio Homes	No. (000)	
Saturday Morn.	10.8	5,260	44.0	21,428	} <i>One Day's Reach</i>
Saturday Aft.	11.5	5,601	39.4	19,188	
Sunday Morn.	9.5	4,627	37.5	18,263	
Sunday Aft.	11.1	5,406	34.5	16,802	
Mon.-Fri. Morn.	14.2	6,915	69.3	33,749	} <i>Five-Day Build-up</i>
Mon.-Fri. Aft.	10.6	5,162	61.8	30,097	

Source: A. C. Nielsen, March 2 to 8, 1958

But a surprising counter development also is noted in examining audience research figures. During certain times of the day when the total radio audience is extremely high, the car radio factor is minimal. In Los Angeles on a Saturday last March, radio listening reached a high of more than 26 percent of homes with radio. Yet, the auto radio factor accounted for only 13 percent of the total audience at that time. If nothing else, this fact shows that probably more than 80 percent of the

audience was listening at home, demonstrating that the weekend radio audience is not always a car audience.

The strength of the out-of-home audience, however, is that radio is the only medium that can reach people away from home with any consistency. A Pulse representative declares that even when the in-home audience might be pared because of something like a televised baseball game, the level of out-of-home listening remains constant from week to week.

Probably the greatest influence the

away-from-home audience has had on radio has been in programming. With people on the move or planning trips, radio has taken the lead in service features. Such things as traffic information, weather, appeals for highway safety and local, national and international news all play a key part in most radio stations' weekend bill of fare. Sponsors have shown increased willingness to back these programs across the country. In addition, other programming such as

(Cont'd on p. 70)

Constant Listening

Washington, D. C.

Peak Weekend Tune-in 22% (Saturday, 9:30 to 10 a.m.)	Peak Weekday Tune-in 21% (Monday through Friday, 8 to 8:30 a.m.)
---	---

Nielsen, May 1958

Los Angeles

Peak Weekend Tune-in 26.5% (Saturday, 12 to 12:30 p. m.)	Peak Weekday Tune-in 28.7% (Monday through Friday, 7:30 to 8 a.m.)
---	---

Nielsen, March 1958

Atlanta

Peak Weekend Tune-in 17% (Saturday, 10 a.m. to 6 p.m.)	Peak Weekday Tune-in 15.7% (Monday through Friday, 7 a.m. to 12 p.m.)
---	--

Hooper, January to February 1958

Boston

Peak Weekend Tune-in 17.4% (Saturday, 10 a.m. to 6 p.m.)	Peak Weekday Tune-in 17.5% (Monday through Friday, 7 a.m. to 12 p.m.)
---	--

Hooper, January through March 1958



Bottlers Increase Radio Use



Pepsi and Bottlers 'Keep Up to Date' With Radio

*The independent bottler turns up
as the voice behind the scenes
in the company's ad strategy*



In the last eight years the Pepsi-Cola Co. has undergone a series of major operations on its management, its product, its package and its advertising strategy. The patient—whose progress on all fronts has been widely reported—is now fully recovered and claims to be the fastest growing cola company in the country.

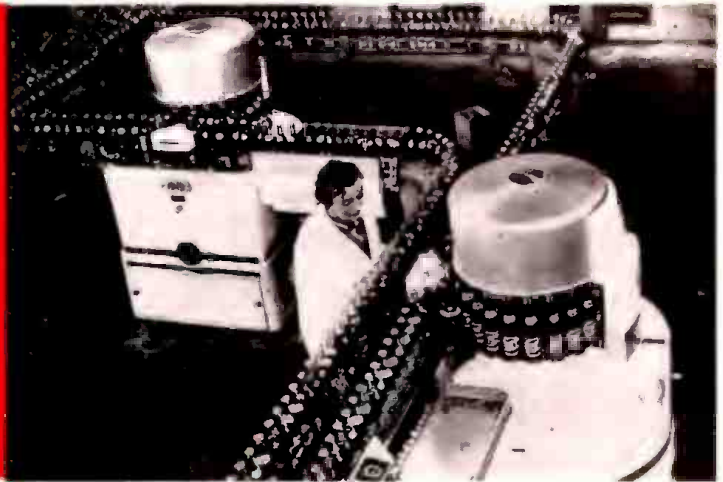
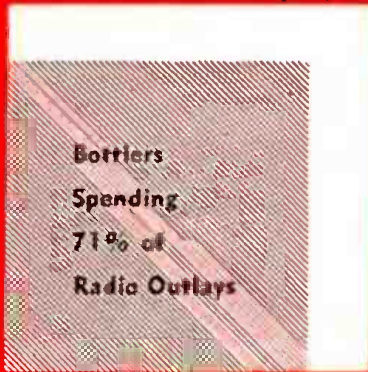
According to J. Charles Derrick, vice president and advertising manager, Pepsi's health has improved by 148 percent, the figure by which sales have climbed since 1950, its low year. The firm's current assets have increased from \$17.5 million in 1950 to \$33.7 million last year.

The cola company has not, how-

Total Pepsi Radio Spending

**\$4.2 Million
Total**

Parent Company \$1.2



ever, had to travel the sometimes rocky road to economic recovery alone. Although often remaining in the shadows, leaving the spotlight to the parent firm, many helping hands have reached out in Pepsi's direction. A majority of them come from Pepsi's 550 bottlers throughout the country and the nearly 1,000 radio stations on which these independent businessmen are spending almost \$3

million this year, according to Richard Burgess, vice president in charge of domestic sales.

Much of this money is over and above the bottlers' share of the co-op funds allotted to advertising and most of it is spent for local spot during daytime hours to reach the housewife. The bottler, Mr. Derrick explains, buys his own radio time and has discretion in all media over

both his own funds and the parent company's co-op outlay.

The parent company is earmarking nearly \$1.2 million this year for radio co-op and, for the second consecutive year, is buying 20 spots per weekend for 13 summer weeks on the Bob & Ray and Fibber McGee & Molly segments of *Monitor*, Mr. Derrick reports.

From the depression days when



J. Charles Derrick (left), Pepsi vice president and advertising manager, discusses 1958 ad strategy with Joseph C. Lieb, vice president and account supervisor for Keryon & Eckhardt. Mr. Derrick holds "hostess" size bottle of Pepsi.



The start of a profitable relationship between radio and a bottler occurred in 1954 when one of the largest local contracts was awarded to WDSU New Orleans. Left to right: Louis Read, WDSU v. p.; Harry England, pres., Gulf Bottlers; Hal Matthews, then WDSU comm. mgr., and James Aldige Jr., Gulf's adv. agent.



Pepsi was snubbed as a cheap imitation of its chief competitor, right down to the palmy present, the parent company, its bottlers and radio have enjoyed a long history of mutual benefit.

Prior to, during and after World War II, Pepsi-Cola made advertising and radio headlines as one of the first products to use saturation spots. So successful was this year-in-year-out radio campaign that many adults today still know the Pepsi "twice as much for a nickel, too" jingle as well as they do their own names. This situation has proved somewhat embarrassing to the present management and its agency, Kenyon & Eckhardt Inc., New York, which is still trying to kill off the old jingle and the old product image in favor of the new "Be sociable, look smart" concept.

In view of radio's and Pepsi's long marriage, it was perhaps only natural that in at least one instance a Pepsi bottler, whose biggest competitor was outselling him 20 to one, should have turned five years ago to saturation radio to lift him out of the doldrums. Today, the odds are down to three to one and this in spite of the fact that the major competitor in that market has not had any drastic sales decreases.

Closing the Gap

According to Harry England, president, Gulf Bottlers Inc., New Orleans, radio has been instrumental in closing the gap. "When we first started in 1953 (shortly after Mr. England took over the Pepsi franchise in the area), we ran nearly 300 spots per week during the peak soft drink months of June, July and August.

"Sales went up that year and in successive years sales have continued to rise as we poured the major share of our advertising budget into radio, sometimes using as many as 11 sta-

tions or as few as four," Mr. England states.

For Pepsi-Cola on a national basis, radio has been one factor, among others, that has helped since 1950 to reduce Coca-Cola's lead from five-and-a-half cases of Coke sold to Pepsi's one—to the company's present claim of a two-to-one competitive position, according to Mr. Derrick.

"There is one national medium that lends itself to the development of the cold bottle market," Mr. Derrick says. "Radio. There are more and more portable radios and car radios being sold in this nation today than ever before. There is more leisure time . . . people are moving out of doors . . . they are going away from their homes. One thing they take with them is the radio."

Radio's Portability

This desire to take advantage of radio's portability during the summer months and to provide a national advertising "umbrella" for its bottlers prompted the parent firm's *Monitor* buy, according to Mr. Derrick. This, in spite of the fact that Pepsi sales, unlike most cola drinks, remain fairly consistent all year around, he says, and were up by only 10 percent in the hot weather months last year.

In this connection, the parent company advises its bottlers to buy morning radio heavily all year around to reach women prior to shopping, but recommends an increase in coverage throughout the day in the summer.

According to Joseph C. Lieb, vice president and account supervisor, Kenyon & Eckhardt, radio is most widely used by Pepsi bottlers in the South Atlantic states, traditionally the highest per capita cola consumers in the country. "Pepsi-Cola's sales growth there," he states, "is still ahead of the rest of the country."

Mr. Lieb also notes a recent trend towards a regional pooling by two or more bottlers of advertising resources in radio as well as in other media to get wider and more even coverage. "We should like to see more of this because we believe it is not only a more efficient method of buying time and integrating all media, but also because it reduces cost per thousand.

Higher Rates

"When local bottlers build a wall around their own territory," Mr. Lieb explains, "they pay higher rates" and, in addition, a bottler will sometimes turn down a buy on the best station around because its coverage overlaps beyond his own territory, he points out.

On the other hand, Mr. Lieb says, impediments to regional pools crop up in the form of price differentials. (There are 18 different prices for Pepsi-Cola in the U. S.) "If one bottler is selling Pepsi at \$1.35 a case and his neighbor is selling at \$1.20, it's not fair to ask the lower-priced man to support advertising for the \$1.35 bottler."

Problems like this are the kind the Pepsi-Cola Co. prides itself on trying to work out with the bottler through its eight regional and four district offices.

Pepsi's regional men help train the bottler and his salesmen in distribution techniques (most of the bottlers are also their own distributors); they assist in setting up books and instituting new product controls; they provide point-of-sale material, truck banners and interior store displays. In addition, the regional offices circulate annually an advertising catalog prepared by the parent company and its agency. This outlines the campaign for the year in all media, lists the ads and spots available and serves as a general guide to the bottler in his planning.

All this aid is given, according to

Mr. Lieb, "because the local bottler must be successful before the parent company can be successful." Alfred N. Steele, board chairman for Pepsi-Cola, describes it this way in his "bottlers' creed": "Our bottler is our customer and our friend. He likes us and we like him. He owns his own business (the parent company simply sells him a franchise and supplies him with concentrate) When we call on our bottler we are guests in his house. . . . This is a two-way street. He cannot exist without us. We do not exist without him."

This highly developed and delicately balanced relationship between the parent company and the bottler is one of the refinements engendered by the new management under Mr. Steele, which came into power in 1950. It is one of the factors that has aided the company in its upward swing.

An even more basic consideration, perhaps, is the formula change instituted by the new management several years ago.

"Pepsi had been made for children, heavy and sticky," Mr. Lieb explains. "Now it is manufactured for adults and is lighter and less sweet." In view of the fact that, according to Mr. Derrick, 64 percent of the cola market consists of persons over 19 years of age, this about-face is another factor accounting for a substantial proportion of the company's sales increases since the turn of the decade.

Shortly after the formula switch, Pepsi redesigned its bottle—in a "swirl" pattern with new baked-in labels—and has gradually been distributing it across the country as the old bottles require replacement.

At about the same time the new bottles were introduced, the company began drastically to revamp its advertising. "We wanted to take Pepsi out of the kitchen and into the living room," Mr. Derrick explains, "and we also wanted to appeal to the modern trend towards lightness slinness and leisure. Instead of ap-



Alfred N. Steele, Pepsi-Cola board chairman.



Richard Burgess, Pepsi v. p., domestic sales.

pealing to children with quantity—which worked all right during the depression—we wanted to sell Pepsi as an amenity, a 'moment of pleasure.'"

In keeping with this approach, the old "more bounce to the ounce" words, which had succeeded the "twice as much for a nickel, too" lyrics, were dropped in 1952, but the music was retained. The new lyrics pointed out that Pepsi was "up to date with modern folks who watch their weight."

Old Image Retained

Unfortunately, according to Mr. Lieb, the only thing accomplished by this change was a continuation of the old product image Pepsi was trying to destroy because people associated the familiar music with the familiar image.

In May of this year, the firm introduced spritely, new music to go with the altered copy theme—which also added the ingredient of sociability to that of light refreshment. In addition, instead of hitting hard at guilt-ridden dieters, K & E presented the same idea with considerably more finesse by urging Pepsi drinkers to "stay young and fair and debonair."

The new musical commercials are available in 10's, 20's, 30's and minutes. And there is also a series of live announcements employing the same

copy ideas—these are without music.

Mr. Derrick has noted in the relatively short time since they were released that there are more requests for the longer time lengths from bottlers than before the commercial switch. This he interprets as not only a compliment for the new words and music, but also as a possible indication of heavier radio buying.

"Radio certainly has changed since our first theme was introduced," Mr. Derrick remarks, "and the new theme and commercials take cognizance of the changes that have come about in the medium.

"Radio today is local, not only in scope but in feeling. The new Pepsi-Cola refreshment song takes advantage of the intimacy and gay mood of today's local radio programming."

Pepsi's emphasis on local radio must come naturally to a company that despite its swelling national proportions is essentially local in character because of its dependence on independent bottlers.

"The secret," Mr. Lieb says, "lies in the fact that Pepsi's bottlers and the parent company are pulling together as never before as a result of the new integration—which carries straight through the operation, from formula to package to advertising.

"As Mr. Steele states, 'Anyone can make a cola, but very few can sell it.'"



THE FM ENIGMA:

Valuable Plus Or Basic Medium?

*While continuing to grow, fm searches
for a way to stimulate the interest
of national advertisers. Appeal to
broader base of prospects is being made*



How do you evolve from a "valuable plus" into a basic advertising medium? This is the enigma facing a particularly dedicated group of individuals—the fm broadcasters.

The fm'ers liken themselves to the pioneers of the early am days. And while virtually all agree with Ben Strouse, president and general manager of WWDC-AM-FM Washington, D. C., that "we could do more business if we put more sales effort behind it," they don't necessarily concur on how to go about it.

Of the two main bodies of opinion, one agrees with Edith Dick, station manager of WWRL and WRFM New York, that "if fm is to go ahead on its own it must have separate programming."

Just as outspoken are those who, with Theodore Jones, president of WCRB-AM-FM Waltham, Mass., believe that "fm's future lies with the am-fm stereo operator." But both camps agree on the fundamental principle of getting away from the usual am programming.

And both feel that the future of the medium lies in broadening the base of advertising prospects. "It is true that 'serious music' programming has strong appeal to an educated, discriminating audience," says A. W. Dannenbaum Jr., vice president for sales of the Westinghouse Broadcasting Co.

"However," he points out, "it is equally true that this type of audience not only buys the product with limited or specialized appeal but also buys the mass product as well."

Charles W. Kline, president of FM Unlimited Inc., Chicago, ex-

plains: "What many rating-conscious agency men fail to realize is that fm listeners are people. They eat, sleep, live in homes or apartments, buy food, clothing, appliances and automobiles just like the mass am audience.

"The only difference," the fm station representative continues, "is that their circumstances such as better income, more education, better housing and more buying power enable them to do all these things a little more selectively."

Current Advertisers

Current lists of fm advertisers contain mostly local clients—"quality" products and services such as travel agencies, book and record clubs, banks and investment firms, more expensive cosmetics, food, wine, clothing and hi-fi outlets, art theaters and automobile dealers.

"The specialized advertiser has been the first to take to fm," Ed Merritt, president of FM Unlimited of New York Inc., points out. "On a city-to-city basis the variety of these accounts is very broad. However, the large advertiser is still generally among the missing."

Fm broadcasters concede that most national advertisers are not yet attracted to the medium in any great number because of the lack of several important requisites:

- Promotion by set manufacturers.
- Audience measurement research.
- A concentrated selling effort on the part of the medium.

A big boost for the medium came recently when the Electronics Indus-

tries Association agreed to release a monthly tabulation of fm factory production, the first of which will appear this month.

EIA's fm count was abandoned some years ago on grounds that interest in fm was at such a low ebb the service was unnecessary. The large upswing in fm station construction during the past year as well as the construction permits outstanding prompted EIA to take a second look at fm.

Getting the national advertiser to take another look is a more difficult problem. His lack of attention to fm is "a repetition of the early days of am radio when this same situation prevailed," Benson Curtis of KRHM Los Angeles states.

"The agencies have hesitated to press the sale of fm to their clients," he says, "largely because of the insufficient fm survey material available in most markets."

Mr. Curtis declares that stations that simulcast have been too busy with their am operations to devote time, effort and money to the development of a medium "which did not offer a comparable immediate earning potential."

He also observes that stations exclusively engaged in fm all too often did not have the money to exploit fully the medium and in most cases went into the functional music services as a means of surviving.

"The result," says Mr. Curtis, "was a rather limited approach to the commercial sale of fm to the advertising agencies. Some of the stations had little or no sales staff and were making calls on the agencies only rarely or once a year."

Station Grants Rise

Years	Grants	Deletions
April 1, 1957 to April 1, 1958	84	23
April 1, 1956 to April 1, 1957	32	30
April 1, 1955 to April 1, 1956	35	35
April 1, 1954 to April 1, 1955	23	45

Source: National Association of Broadcasters.

Two-Year Record

	April 1, 1957	April 1, 1958
Total commercial fm stations authorized	549	612
Total on the air	526	540
Licensed	512	520
Construction permits on the air	14	20

FM

This picture has changed materially in the past 18 months in major metropolitan centers where fm has gained a foothold. In the year ending April 1, 1958, NAB's John Meagher, vice president for radio, reports, "There was more fm station activity . . . than during any of the preceding three years. And happily," he adds, "it was positive activity—with the industry logging a healthy growth record."

Along with increased station activity has come increased programming for home listeners and greater emphasis on promotion of the medium to the agencies and potential sponsors.

"The major selling effort has been on the local level," says WBC's Mr. Dannenbaum. But he predicts that with an increase in the national selling effort "the national advertiser will respond, for the mass product advertiser needs this audience for his product just as he needs the am and tv audience."

"The advertising base in the next few years will broaden," he predicts, "rather than continue in the specialized field because the 'serious' music audience is valuable for nearly every advertiser."

FM Unlimited's Mr. Kline agrees, adding that whether an advertiser is local, regional or national is not of prime importance on fm. What is important, he contends, is that the products or services advertised be of good quality and presented in a way that is appealing to the presumed "better educated" fm audience.

"What sense does it make," he asks, "for competing advertisers, large or small, to try continually to out-scream each other on other broadcast media? Now is the time for agencies and advertisers to get into fm while rates are comparatively low and listener loyalty is high."

Most fm operators, he declares, allow a maximum of six commercial minutes per hour, and less in classical programs. An advertiser can, by buying a substantial block of fm time, assure himself of easy access to

the living room without finding his competitors nearby, he points out.

Mr. Jones of WCRB-FM Waltham admits that as of now "national advertisers still seem to prefer am coverage, although many are becoming more aware of the fm audience and are beginning to insist on fm duplication."

On this count, Miss Dick of WRFM New York goes along with Mr. Jones. "Fm very definitely has national as well as local appeal," she states. "Now that we are pitching to national accounts, we are having marked success—such as a recent large purchase by Sinclair."

"A lot more promotion and a tremendous amount of research is needed," she says, "before national advertisers will go into the medium in greater numbers."

Research Starting

Some research is being done. KRHM Los Angeles has released the first report in a continuing study of its market by Facts Consolidated, which leads to the conclusion that the fm audience "warrants important consideration and indicates a broader base for advertising prospects than is generally realized." And The Pulse Inc. has been commissioned by 11 Los Angeles fm stations to do extensive audience research in that area.

Other audience studies have been conducted recently, including a WXHR-FM Cambridge, Mass., survey of Boston area concert music fans; a KEAR-FM San Francisco report on the "striking individuality" of its audience, and a WITH-FM Baltimore rundown of the backgrounds, preferences and buying power of its "regular" listeners.

WCRB-FM Waltham, WRFM New York and KTRH-FM Houston, Tex., have done similar studies of their "regular" listeners. These surveys are made possible by the stations' program guides which sell for from \$1 to \$3 per year. Response to questionnaires is usually extremely

high among the subscribers, who often write that they will cooperate in any survey that helps keep "good music" on the air.

Whether fm will ever be a "mass medium" is a matter of definition among the fm operators these days. Where Mr. Strouse of WWDC-AM-FM Washington thinks that fm "is more of a class medium than a mass medium," WBC's Mr. Dannenbaum calls for "discerning and discriminating" listenership a mass audience "as it involves persons from many walks of life."

Although that audience, he explains, is not as great in number as that which listens to am religiously, it is composed of "individuals" who have insatiable appetites for the kind of music that fm makes available.

Fm programming, fm'ers contend, has the effect of increasing the base of broadcast listening by attracting those who want to hear "fine music" reproduced with the high fidelity that is characteristic of fm reception.

"Fine music" itself has as many definitions among fm people as "mass medium"—including concert music, background orchestral music and jazz. Those fm'ers opposed to confining the medium to background music feel that specialized programming will attract particular audiences with common interests and consequently will attract advertisers trying to reach them.

An example is KNOB Long Beach, Calif., which programs only jazz. "To our listeners," says General Manager Al Stein, "this is 'fine music.' We feature progressive jazz, big bands, dixieland and Frank and Ella type vocalists."

KNOB hopes eventually to own or affiliate with jazz-fm operations in six major markets.

Some fm operators feel that their medium may be the place for am fare that has been dropped for lack of appeal to a wide-enough audience. Features like *Information Please*, Ted Malone, Mary Margaret McBride, *Weekday* and others, Mr. Klein says, "would have a more responsive and broader appeal on fm."

Other examples are such programs as Henry Morgan, John Henry Faulk, Theodore Bikel, lectures on English drama, United Nations Radio and on-the-scene Broadway play revues presented by WBAI-FM New York.

"The greatest appeal in fm today," says Mr. Merritt of FM Unlimited of New York, "is for any advertiser who wants to get straight through, at the most reasonable costs, to an important adult audience with money to spend. This audience now exists almost tailor-made for any advertiser willing to look a little beyond the patterns of yesterday.

"The cost of reaching this group in, say, the dozen most important cities of the country," he adds, "may well be less than a potential advertiser would spend to saturate one market with am, and be paying for the least productive parts of the audience while so buying."

Mr. Curtis of KRHM Los Angeles also feels that specialized programming will help to broaden the advertising base. Each type of program, he states, should be given sufficiently large segments to attract its own audience and should be conducted by a personality who has had background and reputation in each field.

"When Milton Cross conducts his three-hour show of classical music six nights a week," he explains, "we realize that we are not programming for the masses in the usual concept. But we believe that all of our programs cover a wide scope of interests and tastes."

The energetic fm'ers are making headway. The number of fm stations and sponsor lists are growing. A portion of the public is taking a fancy to specialized programming and the special services of fm. But a hard fight is still ahead.

The biggest job, of course, is in sales where a wider group of advertisers must be convinced of the significance of the fm audience.

"With its wide program variety and the experimental bent seen on the part of many operators, fm today is a most exciting proposition," declares Mr. Merritt, "particularly since the people directly reached are those most valuable to the potential advertiser — the people with money to spend." • • •

City-by-City Growth

BOSTON

	April 1957	April 1958
Channels allocated	10	9
Commercial stations	6	9
Vacancies	4	0

WASHINGTON, D. C.

	April 1957	April 1958
Channels allocated	12	12
Commercial stations	10	11
Vacancies	2	1

CHICAGO

	April 1957	April 1958
Channels allocated	18	18
Commercial stations	13	17
Vacancies	5	1

PHILADELPHIA

	April 1957	April 1958
Channels allocated	11	12
Commercial stations	7	10
Vacancies	4*	2**

* No applications.

** Two applications for one, one for the other.

NEW YORK

	April 1957	April 1958
Channels allocated	18	18
Commercial stations	15	15
Vacancies	2*	2**

* One application for each.

** Two applications for one, three for the other.

LOS ANGELES

	April 1957	April 1958
Channels allocated	20	20
Commercial stations	17	18
Vacancies	3*	2**

* Two applications for each.

** Two applications for one, one for the other.

DETROIT


	April 1957	April 1958
Channels allocated	14	14
Commercial stations	9	10
Vacancies	4	3

HOUSTON

	April 1957	April 1958
Channels allocated	8	8
Commercial stations	2	3
Vacancies	6	5

Source: NAB.

Fresh Label and Fresh Approach for Regional Radio User

 "Without radio, we would find it almost impossible to do a marketing job in the Northwest," C. James Kramer, advertising manager of the Heidelberg Brewing Co. of Tacoma, Wash., declares.

Mr. Kramer cites the fact that radio reaches all consumer groups and reaches them with the greatest possible speed. Also, he states, the geography of the Northwest makes radio the only broadcast medium to reach into every area.

"The largest concentrated all-media advertising effort in the history of the Heidelberg brewery" began in early June. Saturation schedules are running on 40 radio stations in 32 cities of Heidelberg's primary marketing area of Washington, Oregon and Idaho. The beer is also distributed in Alaska, northern California and the Hawaiian Islands.

More than 90 percent of the sta-

tions employed are running spot announcements, while the remaining outlets employ weather, news and sports programs. The all-media campaign was originally slated to run through Labor Day, but "should the impetus be great enough," Mr. Kramer says, "it is possible that we might carry on the radio saturation in several selected markets."

A major chunk of Heidelberg's nearly \$150,000 outlay for radio in 1958—one of the highest radio budgets of any brewer in the Northwest, according to Mr. Kramer—went into the summer blitz campaign. The saturation had three original purposes:

- To reach the "occasional summertime beer drinker."
- To "remind" the loyal customer.
- To sell Heidelberg's new label.

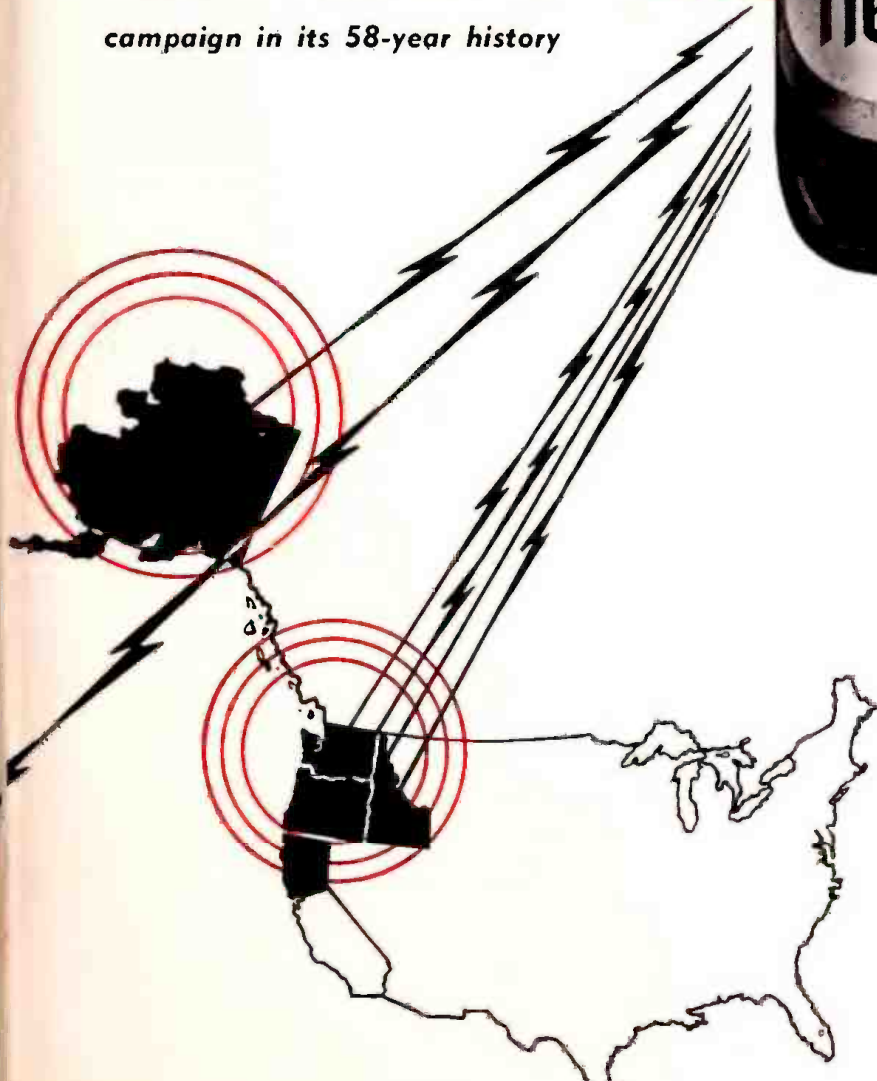
The "occasional drinker," explains Thomas F. Killilea, account executive for Heidelberg in the Seattle

office of Girdl, Bascom & Bonfigli Inc., is a consumer who "comes out of his cave, like the hibernating bear, when the sun is shining. This consumer immediately starts drinking fair-sized quantities of beer that he never touches in the winter.

"It is the winning of this occasional drinker," Mr. Killilea notes, "that can make or break the sales program for the year. We firmly believe," he adds, "that through spot radio, used on a heavy and consistent basis, we can reach this oc-



*Northwest brewer uses spot radio
to reach 'everyone.' Firm in the
midst of the biggest advertising
campaign in its 58-year history*



Distribution Areas:

- Washington
- Oregon
- Idaho
- Northern California
- Alaska
- Hawaiian Islands



C. James Kramer, Heidelberg adv. mgr.

rational drinker at a time when he is thinking about having a beer or when he is setting out to buy it.

"This can be done at an economical cost and naturally has the added advantage of reminding our loyal customers of Heidelberg."

Mr. Killilea says that Heidelberg goes after the beer drinker via radio because the medium "has become an integral part of our daily life. Though admittedly tv can claim immense listening audiences, radio is still an even greater force in our daily living.

Primary Source

"Everyone uses radio as a primary source of daily information and relaxation," he states. "This is proved by the fact that today more radio sets are sold than at any other time in history in the U. S."

Heidelberg's Mr. Kramer agrees with the agency's views on the sound medium, saying that "radio is one medium of advertising that reaches all classes of consumers in all economic brackets and all age brackets."

Facing the problem of getting the message of Heidelberg's new label to the public in a hurry, the client and GB&B evolved an all-media campaign around a "slow brewed" theme that had become familiar to the public.

The new label, suggested by Heidelberg President Norman Davis, has the distinction of an identifying shape which he called "the round triangle." This makes it possible, says Mr. Kramer, "to tie in our theme and our new label in one package.

"Radio's part of the campaign is to tell customers to look for the round triangle that makes the outside of Heidelberg's bottles and cans as bright and fresh as the beer inside.

"To get this message across in a hurry," Mr. Kramer reports, "we bought saturation spot schedules in all of our major markets and within

two weeks' time we found the consumers were already aware and attracted to our new label."

The Heidelberg commercials steer clear of "the area of wild claims," according to Mr. Kramer. Instead, they are "entertaining, friendly and capable of reminding customers to buy the product.

"On radio," he explains, "we obviously cannot display the product and it is difficult to describe beer and do it justice. For these reasons, we try for copy that will make friends and leave people with a good feeling toward Heidelberg."

As part of its new label campaign, GB&B has come up with straight one-minute announcements stressing "a bright modern face, with the same good taste" and "look for the round triangle."

But by far the most popular commercials are the one-minute comedy "situation" spots in which an announcer might interview a Swiss "birdman" about to make a parachute jump, a French missile-man about to be launched into space or a "human torch" about to be shot from a cannon.

Each situation takes place at a site familiar to residents of the Northwest, each features a comical accident resulting in a crash from great heights and in each case the hero is drinking his Heidelberg on the way down—proving that Heidelberg "tastes good going down any time, any place."

Feel the Impact

"We have been on the air with our new saturation spots and a new jingle since June 2," says Mr. Killilea, "and we are starting to feel the impact of the campaign now. People are talking about our spots, asking questions about them and quoting the punch lines."

The commercials are one-minute



Thomas F. Killilea, GB&B account exec.

in length, says Richard Tyler, administrative head of GB&B's media department in San Francisco, "because we feel we need that much time to get our selling story across."

"GB&B's method of selecting stations and setting up schedules varies to a great extent on the product and sales objective desired," says Mr. Tyler.

"For example, we would have different conclusions for launching a new product than we had in setting up Heidelberg's schedules to introduce the new label, push for summertime business and complement other media.

"We know that if radio is used properly, the results will be extremely productive with a high degree of impact and saturation obtained at lower cost."

Campaign Reviewed

In reviewing the campaign, GB&B's Mr. Killilea points to the line, "look for the round triangle," as the phrase that "rounded out a well-constructed campaign and allowed radio to give us a visual description of the design.

"It tied our radio along with our visual media—outdoor, tv and newspaper. And it has reached the stage that here in the Northwest if anyone happens to mention the round triangle, people associate it invariably with Heidelberg beer."

Heidelberg and its agency are no newcomers to radio. Radio billings of GB&B increased approximately 100 percent in 1957 over 1956 and another increase is expected when all the figures are in for 1958, according to Rod MacDonald, vice president and director of the media department at the agency's San Francisco headquarters.

"In general, we have used a considerable amount of radio for almost every account in the shop. We have used network programs in the

past," Mr. MacDonald says, "for two of our large national accounts and we have used spot radio for both national and regional accounts.

"We have had measurable success with radio, as we have used only this medium in certain markets and have been able to observe a definite sales response."

The Tacoma brewery, which opened its doors in 1900 and now turns out 20,000 cases or a half-million bottles a day, is also a long-time user of the sound medium.

Today's plant has all of the modern conveniences, a radical change from the original brewery. The Columbia Brewing Co., as it was then called, began operations with a seven-man staff. The first building was a small frame affair on the site of the present brewery. At that time, the brewery was big enough for a few wooden bins, tubs, kettles and tanks.

"Over a long period of years we have been a constant radio user," Mr. Kramer states. "For many years, we had a singing duet called the 'Heidelberg Harmonaires' whose programs were broadcast in practically

every radio market in the states of Washington, Oregon and Idaho."

As for the present campaign, he says, "we have successfully adopted a policy of pyramiding our spots on Wednesday, Thursday and Friday in order to catch the weekend trade. We feel, however, that the most effective thing we have done is to use the bulk of our radio on a continuous basis."

Mr. Kramer reveals that radio advertising contributes a valuable and unexpected plus to Heidelberg's sales efforts. He reports that radio in the firm's advertising format "is a great psychological factor on our sales force and distributing organization. They feel that the broadcast medium is very important and they look upon people who work in radio as being responsible for much of their success."

"In the future plans of Heidelberg," Mr. Killilea declares, "one thing will be certain—that radio will always be a major phase of any Heidelberg advertising campaign. Heidelberg will continue to use radio on a saturation basis in every major market possible." • • •



Rod MacDonald, GB&B vice pres.



Richard Tyler, media admin. head.



Robert T. Bartley

I am not interested so much in percentages or precise classifications as I am in whether a licensee has rendered a "service" to his community during his "stewardship" of the past license term. By this I mean has he attempted reasonably to meet the needs of his audience in terms of his role as a leader in the community in entertainment, information, education and commerce.



T. A. M. Craven

The commission has no business in programming. It's censorship. Complaints of bad business practices will prompt my interest but I can't conceive how the FCC can determine program balance for a community it's never seen.



John S. Cross

We must consider all applications on an individual basis. I look particularly at proposals vs. performance. What is "paramount" is, of course, the public interest.

FCC Walks Programming



John C. Doerfer, chairman

All renewal applications are different so they must be considered on that basis. There is no one section of the application that outweighs the other in importance. It's the overall performance picture that influences my decision.



Frederick Ford

My decisions are based on the "public interest, convenience and necessity." In making a determination on a renewal, any one of numerous factors may be predominant in a given case.



Rosel H. Hyde

I am interested in whether an applicant's record shows a conscientious effort to be fair and reasonable. I am also interested in activities indicating the application of imagination and study.




Robert E. Lee

Over-commercialization concerns me. I have no objection to commercial programs but I do object to excessive amounts of commercial continuity in an hour. I've clocked as much as 33 minutes of commercial time in 60 minutes.

Tightrope

Program matters are at best difficult to rule upon. Court rulings, official decisions and legislation are guides

 "It is clear from history and the interpretation of the Federal Communications Act that the choice of programs rests with the broadcasting stations licensed by the FCC. . . . A radio broadcasting station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphones."

That was the ruling of the U. S. Circuit Court of Appeals in the case of *McIntire vs. William Penn Broadcasting Co.* (1945). The decision—

and dozens like it—stand today as guideposts for the FCC in their programming determinations—perhaps the most vexing problems the commission faces.

Programming is the life blood of broadcasting. It can also be aptly described as the commission's perennial tightrope. To walk the rope invites an attentive—but divided—audience. There are those who maintain that programming is none of government's business and that censorship will be the ultimate conse-

quence if the FCC gets too interested in these matters. There is, on the other hand, a prevalent theory—reiterated just recently in Senate Commerce Committee hearings on the desirability of placing networks under the direct jurisdiction of the FCC—that the public interest would be better served if broadcasting were subject to further regulation.

In short, the industry's most dedicated critics are forever insisting that the FCC do something about programming. When the FCC does do

something, the wail of protest generally does not subside until it echoes through the courts.

Just how far can the FCC go in its programming appraisals? The answer lies in the Communications Act of 1934. But laws are flexible things. They can be amended. They can be discarded. They can be interpreted by seven different FCC commissioners in seven different ways.

More often than not, the license of a station under question is renewed with a dissenting opinion by one or more commissioners, instead of being revoked.

Although commissioners may disagree on specific cases, they are generally in agreement that the FCC is obligated to consider a station's *overall* program structure. The FCC can make program recommendations but it cannot dictate program policy.

The commission can, for example, advise that a certain percentage of air time a week be devoted to public service programming but it cannot direct that the local hospital be given the time for its fund raising campaign.

Functioning as it must under the Communications Act, the FCC is charged with the responsibility of safeguarding the public interest without censoring the media which it regulates, a two-pronged assignment which even the experts, at times, find hard to reconcile.

When an applicant files for a broadcast license he becomes the subject of a thorough and cautious investigation. The FCC under law may only grant a broadcast license on the basis of service to the public. To assure that a licensee continues to operate according to the law, his license must be renewed by the FCC every three years.

Paramount in the FCC approval of his renewal application is the licensee's account of his past programming and his future programming plans. He must furnish the commission with detailed information—past and proposed—on the percentage of time his station devotes to entertainment, religious broadcasts, agricul-

tural, educational, news and discussion programs. There is a lengthy section in the renewal application on the station's commercial practices. Fully half of the questions asked of the licensee in the eight-page renewal application concern programming with the balance divided between engineering data and general information.

Basis for Decision

A study of the licensee's renewal application is the basis upon which the FCC says it relies in deciding whether or not the broadcaster is operating in the public interest. In the final analysis, it is program balance that counts, the FCC states. A broadcaster who completely omits any one kind of public service programming from his schedule stands on shaky ground at license renewal time, according to the FCC.

There are no figures available at the FCC on the precise number of licenses which have been revoked in the past. Because of the procedure followed by the commission when a serious question arises as to the desirability of renewing a license, a revocation is extremely rare.

The Communications Act gives the errant broadcaster ample opportunity to mend his ways.

A unique instance of the renewal procedure at the FCC occurred last March when nine of the 14 operating radio stations in Atlanta, Ga., were called on the carpet for what the FCC termed imbalance in their programming schedules. When the offending stations filed their renewal applications, logs indicated an almost exclusive music-news format in all nine cases with practically no broadcasts of any other type, according to the commission.

Letters questioning their operation were sent by the FCC advising that additional information was necessary before their licenses could be renewed. The majority have complied with the FCC's request and at this writing all answers may be in. But until such time as the FCC de-

cides whether or not their answers constitute a sure cure for their program ills, the stations are operating on a "deferred license" basis, the FCC states.

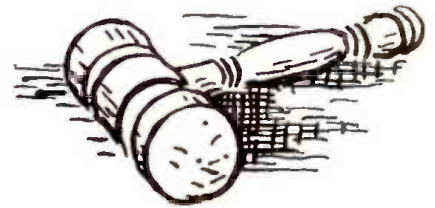
The commission feels that from a standpoint of economics, quite aside from public service, it makes sense for a broadcaster to adhere to the broad program recommendations of the FCC. And he usually does. Without a license, he is out of business. The commission is only too happy to leave the headaches of programming specifics to the broadcaster's good judgment.

Because of the generality of its programming standards, the FCC's role in this area is limited at best. On the whole, the present commission favors keeping it that way. Reflecting the FCC's sentiment on an extension of its authority, Chairman John Doerfer only recently told the Senate Commerce Committee that in his view the Bricker bill, which would bring networks under FCC regulation, failed to spell out "specific evils" it was intended to correct or "the standards to be used in making regulations." He questioned whether additional rules were either necessary or desirable.

A totally candid observation on the question of excessive governmental authority—again reflecting the disposition of the FCC—was made some time ago by the FCC chief counsel, Warren E. Baker, in a speech before the National Religious Broadcasters Inc.

"I hope the day will never come when the commission . . . is given a supply of blue pencils and turned loose on the broadcasting industry. This is the road to a police state. . . . I am firmly convinced that the way to get good broadcast programming . . . is not by having seven commissioners issue pronouncements and orders from Washington. The best way is the way we have now: Thousands of stations with a multitude of individual licensees making the programming decisions. In this way the broadcaster is much more likely to respond to local needs and local

FCC Guideposts



civic groups. And in this way the diverse programming ideas of these many different owners can be tried out," Mr. Baker said.

Besides the commission and the licensed broadcaster, there is a third factor at work to further complicate the already complicated question of how far the FCC can go in setting program standards. The third party might be a spokesman for a civic organization who complains to the FCC that the local station is not as generous with time as he feels it should be. Then there is the man who says he wants to buy air time and can't seem to get it. There is also the sponsor whose contract isn't renewed by the station because, in the judgment of the station manager, the time can be put to other use.

Whatever the complaints from the public, they have a common destination: the Federal Communications Commission. And unless the complaint proves to have a distinct and substantiated relationship to the public interest, the answer is consistently the same: Petition denied.

Again the FCC stresses that it is up to the station to decide what constitutes good programming—and that it is the commission's job to review that decision but not to exercise any censorship over a station's program content.

The FCC operates on the practical assumption that there are not enough hours in the broadcast day to keep everybody happy.

To those on the other side of the microphone, Mr. Baker advises, "Remember the licensee cannot grant your every request. He has problems and responsibilities of his own: The responsibility of providing his listeners with a balanced program service—news, discussion of public issues, music and other forms of entertainment, certain market reports and other useful agricultural information to the farmers of his community, and programs of an educational nature as well as religious programs. . . . The broadcaster must try to be fair to all of them." • • •

"If, upon examination of any application . . . the Commission shall find that public interest, convenience and necessity would be served by the granting thereof, it shall grant such application." Section 309, Communications Act of 1934.

"Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication." Section 326, Communications Act of 1934.

"The (Communications) Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of programs, of business management or of policy." FCC vs. Sanders, 1940.

"For a radio station to refuse to sell time in which an individual may broadcast his views may be censorship, but we know of no law which prohibits such a course." McIntire vs. William Penn Broadcasting Co., 1945.

"The Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress, that radio be maintained as a medium of free speech for the public as a whole, rather than as an outlet for the purely personal or private interests of the licensee." Report of the Commission on Editorializing by Broadcast Licensees, adopted June 1, 1949.

PROS AND CONS:

NBC Spot Sales Survey

When Selling Adults % Timebuyers Choosing	AGENCIES WITH BROADCAST BILLINGS		
	Total	Over \$5 Mill.	Under \$5 Mill.
"Top 40 Tunes" stations	5%	4%	5%
"Standard Music & News" stations	40	42	39
"Varied Programming" stations	49	42	53

Source: NBC Spot Sales survey.



A cross-section of timebuyers have indicated in an NBC Spot Sales survey that they expect varied programming stations to do the best job in selling products to adults.

In a study of 258 timebuyers in 203 different agencies and branches, NBC reports that almost half the respondents voted this type of station number one in commercial effectiveness for adults. It says an overwhelming majority of the timebuyers emphasized local programming in general as a determining factor in station selection.

In its second questionnaire mailed to members of its Timebuyer Opinion Panel, NBC Spot Sales states that 91 percent of the panelists believe "the type of programming surrounding a radio commercial has a definite bearing on that commercial's sales effectiveness." Almost nine out of 10 (86 percent) said that even when purchasing saturation schedules they consider program formats as well as ratings, the study shows.

In attempting to determine the relationship between program type and the sales effectiveness of radio commercials, NBC divided radio stations into three categories: Top 40 tune stations—which specialize in playing only the most popular hits

of the day; standard music and news stations—which feature standard as well as current pop songs; varied programming stations—which broadcast dramatic serials, interviews and comedy shows in addition to music, public service and news shows.

"While it was recognized that there are many different types of radio stations in operation today," the survey states, "it was felt that the great majority of stations bought by national advertisers fell into one of the other of these three categories."

The panelists were then asked to assume that they were buying these station types for products purchased by adults and to choose the type best suited to sell their product. NBC Spot says nearly half the respondents (49 percent) replied in favor of the varied programming stations, while 40 percent voted for standard music and news. The top 40 stations, according to NBC Spot Sales, received only five percent of the mentions.

The company declares that of the panelists who returned questionnaires, 37 percent are employed by agencies whose radio-tv billings are in excess of \$5 million, and that the remaining 63 percent work for agencies with broadcast billings of less than that amount. In this connection, NBC reports that among the

larger agencies varied programming and standard music and news stations ran a tie, while in the smaller shops varied programming stations received 53 percent of the votes to standard music and news' 39 percent.

Many of the panelists, NBC says, chose the varied programming formats because they felt that listener attentiveness was higher than with other types. Sixty-nine percent of the respondents voted this way, while 29 percent cast their ballots for standard music and news stations. Four percent felt that attentiveness was higher for top 40 formats, NBC says.

Breaking down programming types still further, NBC asked the panelists what kind of show would sell an adult product with maximum effectiveness. Nearly two thirds (65 percent) picked the category of news, weather and traffic information. Standard popular music was mentioned by 41 percent and sports programs by 26 percent. "Rock 'n roll or top 40 programming" drew four percent of the timebuyers and were mentioned by the under-\$5 million agencies exclusively, the study states.

NBC Spot Sales comments that "the foregoing discussion really brings to focus the dilemma facing today's buyer of radio time. On one hand, he is exposed to the impressive ratings garnered by certain highly successful stations. On the other hand, he has to consider the apparently greater sales effectiveness of certain other stations which, however, are unable to compete on a purely numerical basis."

On another tack, NBC Spot Sales asked panelists how indicative of the acceptance of a station's programming in a given market is the volume of local advertising on a station. Forty-two percent of the timebuyers replied that local advertising volume is indeed indicative of acceptance and 41 percent said it is not necessarily indicative. • • •

Continues to Stir Comments



Robert E. Eastman.



Adam Young.

Mr. Eastman refers to his own "extensive survey of sales effectiveness in radio which was a documented collection of proof-of-sales effectiveness on various products.


"In dealing with all types of stations and markets, the evidence was plain that good local programming with consistency and imagination produced sales. . . . Sales is the issue—let's not becloud it with slanted surveys or vacuous semantics."

A sin of omission in connection with NBC Spot Sales' emphasis on the relationship between commercial effectiveness and program content was noted by Mr. Young: "They omitted one very important consideration . . . production. This is probably because production is generally misunderstood by many broadcasters and advertising people alike. The modern operators were the first ones to make a careful study of the need for giving special emphasis to commercial content. It is perfectly clear . . . that the method used for highlighting commercials by modern stations gives them by far the greatest attention."

Above-Average Taste

Even ignoring this omission, however, Mr. Young states that, in his opinion, the survey was biased because "it tacitly appealed to the above-average taste of advertising agency personnel.

"We are, after all, supposedly the ultra-sophisticates in the business of persuading others; we compliment ourselves on our perceptive and acute sensibilities. It is the responsibility, however, of the timebuyer to make the best buy for the advertiser on known facts about the audience reached. When a buyer permits his own personal preferences in programming to interfere, he is doing his client a great disservice and all conscientious buyers realize this." • • •

 The NBC Spot Sales Time-buyer survey (see opposite page) has produced much comment and, in some quarters, has provoked a hail of criticism. At press time, the diatribes boiled down to this:

Many stations assert that although they are independent, their formats can also be described as "varied." In addition, they claim, many of those who play top 40 tunes also have other programming mainstays.

Among the more outspoken critics of the NBC study are Robert E. Eastman and Adam Young, who head up their own representative firms.

They claim that the questions were weighted by NBC Spot Sales to elicit a "self-serving and biased conclusion," favorable to the network's own programming concept—the "varied programming" format named number one by the survey in sales effectiveness for adults.

The survey, they say, virtually ignored the fact that stations featuring popular music are among the most successful on the air today.

Both gentlemen protest the "oversimplification" involved in dividing radio stations arbitrarily into three

categories, holding that this tended to force the respondents into false choices.

"This seems the most obvious bias and fallacy of the entire study," according to Mr. Young. "Modern radio as we champion and sell it cannot be characterized by a one-word or one-phrase description. Modern radio is a combination of many different elements . . . and is based on the concept of programming under the absolute control of astute management. This means that the public is not allowed to dominate the station's programming through top 40 lists, nor are air personalities permitted to impose their taste on the public."

Mr. Eastman comments that the "surrounding programming to a commercial has a bearing only in relation to how that commercial sold goods. The intransigent warfare stirred up through bad research and well-stated, but unfounded, opinions is detrimental to the industry. If I were a newspaper representative, I would be chortling and rubbing my hands together over the recent NBC utterance . . . an ill-advised and negative offensive."



Representatives: Mentors to Station And Advertiser

Lawrence Webb, managing director,
Station Representatives Association

A great deal of space has been devoted in recent years to the dynamic and central role played by the national station representative in the economic resurgence of radio. Less space and less attention has been given to an equally vital factor in this resurgence—the expanding activities and services on behalf of both the station and the advertiser rendered by the representatives. The result is they have become a vital and indispensable force in the broadcasting business.

Behind the salesman walking into the timebuyer's office today is an array of services and functions performed by the representative which were undreamed of 20 or even 10 years ago. To agency buyers and their clients this has meant expansion in the facts available on which to base a buying decision and greater efficiency in the mechanics of buying. To the station it has meant enlarged billing vistas and a steadily expanding flow of counsel from representatives on subjects ranging from programming to pricing.

Since campaigns break fast in the ad world, a critical function of the present-day representative is providing agencies with current up-to-the-minute availabilities. There are sudden saturation bursts, switches in copy, secret market tests and swift

introductions of new products. Limitations of space permit the listing of only some of the basic things representatives do for ad agencies:

1. They furnish complete market information and analyses on a station, including highly specialized data as, for example, traffic counts on certain runners within certain hours, the percentage of women who work within the given market.
2. They suggest station line-ups for products.
3. They advise on strong points of a product for emphasis in commercials.
4. They supply data such as coverage figures for timebuyers.
5. They do duplication studies between specific buys.
6. As part of their service, they often assist agencies in making decisions in regard to markets where they themselves are not involved.

On behalf of their stations, there are many types of promotional material prepared by representatives. One group might be called general station information, providing such material as background data about the markets served and indices of stations' share of audience. Since information about programs and talent is of such paramount importance to advertisers, a great deal of the material prepared by representatives is concerned with programs

available for sponsorship. Other promotion pieces concern reports of sales success by programs or personalities, descriptions of special merchandising services available, compilations of farm data, specialized maps to show mail response and newspaper log coverage.

The "extra-curricular" activities which have become a regular part of the service representatives provide include:

Programming advice—Representatives are regularly consulted by their stations in the matter of types of programs or talent that might be popular and saleable.

Rate consultation—More often than not stations consult their representatives as to the advisability of rate changes.

Miscellaneous—Interviewing prospective employees, providing guidance and advice in preparing for the airdate of a new station.

One highly successful station representative put the present-day philosophy that guides his personnel this way: "Spot advertising is not a commodity that is turned out on an assembly line. It's a highly specialized service. Each advertiser must have an individual treatment to meet his market, his budget and his merchandising objective."

The vigor of the medium today is such that the representative has not yet reached his full potential, but is, along with radio, a dynamic, still-growing force. • • •

Mr. Webb has been managing director of SRA since April 1955. Prior to that, he was vice president and national sales manager for WLOK-AM-TV (now WIMA-AM-TV) Lima, O.

WAAAB

WORCESTER, MASSACHUSETTS



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760



A Quick Glance At People, Places

And Events Around Radio-Land



GRAND 'OLE OPRY talent contest winner, Margie Bowes of WDVA Danville, Va., teams up with country music star, Ernest Tubb, Miss Bowes won the annual competition, sponsored by the Pet Milk Co., over performers from five other Keystone Broadcasting affiliates. Among her prizes were a contract with Hickory records and a six-week engagement on WSM Nashville.



"TWICE AS GOOD," WCUE Akron O., takes on glamor from two University of Akron co-eds, who are pictured here with WCUE's Paul Howard. Girls wore chemise blouses promoting station's frequency on their tour of downtown Akron and suburban shopping centers throughout the area.



WCKY KICKS OFF new programming concept and decorates Cincinnati in the process as lovely "legmen" cover downtown area to promote station's "pleasure programming." Girls delivered coupons, worth \$5 each, in the form of daisies.



GUIDED TOUR CEMENTS station and sponsor relations among WTTM Trenton, N. J., WBCB Lower Bucks County, Pa., and Kerns beverages. Bill Pearson, v. p. & adv. mgr. for Kerns, explains bottling process to Jack Gartland, WTTM news dir., and Jane Sarin of Eldridge Inc., Kerns' agency, who is busy taking notes.



WISCONSIN TORNADO VICTIMS benefit by WCCO's plea to listeners for food and clothing. Minneapolis station had collected 50 tons of relief supplies six hours after first announcement. Allen Gray, of WCCO's *Starlite Salute*, interviews Civil Defense workers who assisted in the operation.



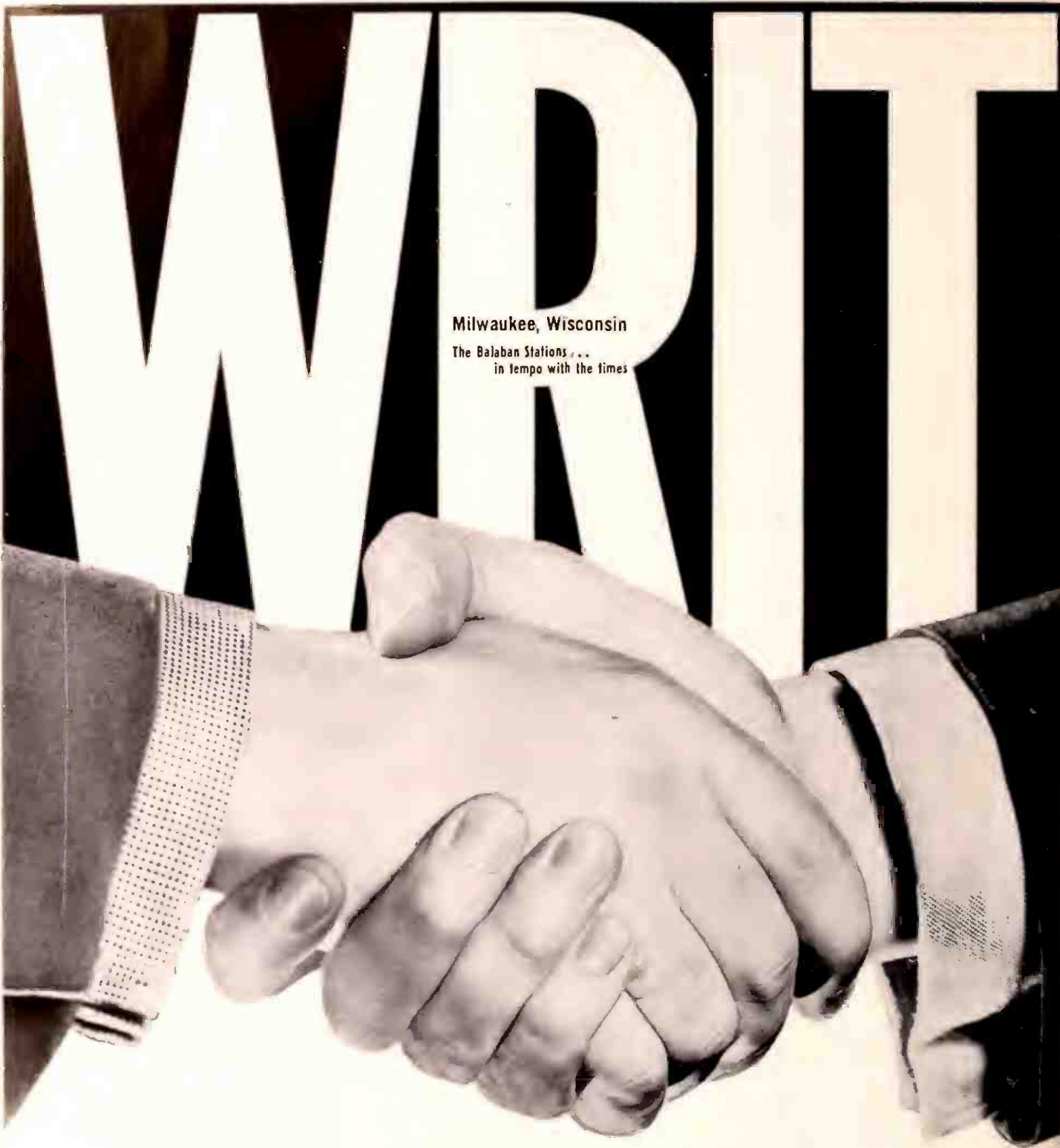
DOUBLE CELEBRATION MARKS 23rd anniversary of station representative firm and birthday of its founder. The George P. Hollingbery Co. started out with 17 radio stations and now serves 48 through offices in seven cities. The executives are (left to right): Harry Wise Jr., tv pres.; F. Edward Spencer, bd. vice chmn.; George P. Hollingbery, bd. chmn.; Fred Hague, radio pres., and John Peterson, tv v. p. Festivities were in N. Y.



YOUNG VOCALIST DEBUTS on father's local news and weather show over KMA Shenandoah, Ia. Edward May Jr. regularly intones "happy birthday" to listeners following in his father's performing footsteps. Dad doubles as president of the May Broadcasting Co. which also operates two stations in neighboring Nebraska—KFAB and KMTV Omaha.

WCOV MONTGOMERY, ALA., joins in "Easy Living" promotion staged by the Normandale shopping city, described as one of the largest centers in the South. Station broadcast remotes from the center daily, selling time exclusively to Normandale merchants.





Milwaukee, Wisconsin

The Balaban Stations . . .
in tempo with the times



robert e. eastman & CO., inc.

national representatives of radio stations

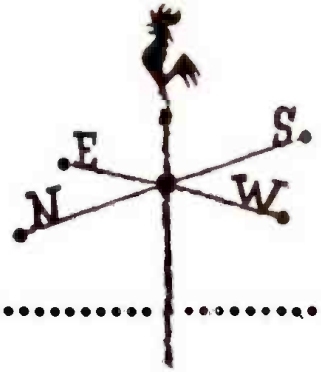
NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers




Four-Year Growth:

Plan Links Sponsor To Club Women

*Community Club Awards' promotion
compensates the family shopper
for buying promoted brands*



This scene may look like a political convention, but it is really the kick-off meeting of a CCA plan in Salt Lake City, U. Ladies are being initiated into rules and regulations governing the promotion.

 This year the thousands of promotions and merchandising campaigns staged by radio stations will range all the way from letter writing to skywriting. Although the sky may be the only limit to the means devised for these promotions, the twin goals at which they all aim are strictly earthbound: To increase sponsor advertising and to enlarge and hold the listening audience.

After four years, there is one promotion that claims it consistently accomplishes both these ends. Started locally in Virginia, it is now copyrighted under the name of Community Club Awards and is currently being used by more than 135 sta-

tions in 45 states, according to the organization.

CCA, a property of Community Club Services Inc., New York, sets out to capture the buying power of millions of club women throughout the country by appealing to their desire to raise funds for these clubs. The promotion consists of contests among the clubs in a given area to see which group of women can purchase the most merchandise advertised by the sponsors participating in the plan over the local radio station. At the end of specified time periods, cash awards are made to the winning clubs.

"As a promotion, it offers guaranteed sales to the sponsors who buy it

and a guaranteed listening audience to the station that uses it," CCA states. Since stations usually go after new advertisers when planning a CCA campaign, they generally are able to attract considerable additional business at premium rates, CCA reports.

The mechanics of the operation work like this: A Community Club salesman signs up a station (only one per market) to a franchise for one year. The station must use CCA for at least one 13-week cycle during that time. CCA's fee is based on a percentage of the station's net income from the participating sponsors.

Once signed, the station then goes out and sells advertisers on a CCA

participation at between 20 and 30 percent more than the usual one-spot premium rate. Stations determine the minimum buy for an advertiser for the 13-week cycle and also decide how many sponsors they want for the promotion. CCA reports that 20 is the average number sought in most areas.

Club Director

After the sponsors are signed, the station appoints (at a salary) a Community Club director to act as liaison between the station and the club women. She is usually a leading club member in the community. Meetings are arranged to acquaint the various clubs with the CCA plan.

CCA then supplies to the ladies a buyers' guide which lists the products of the advertisers and the rules of the contest. The station pays for these booklets and also purchases from CCA posters, window cards and other promotional material. Because of the volume printed, CCA states it is able to supply these aids more cheaply than a local printer.

When buying sponsor brands, the women must obtain proofs of purchase in the form of cash register receipts, bottle caps or box tops. Each proof of purchase is assigned a dollar value by the sponsor and these are tallied up for each club every week. Alternate weekly cash awards are given the club with the greatest

dollar volume per capita and the club with the greatest dollar volume, so that large and small organizations have an equal opportunity to win.

At the end of the 13-week cycle, a banquet is held and the club that has turned in the largest dollar volume of proofs of purchase for the entire period wins the grand award. Depending on the market size, the total amounts given during the cycle range from \$1,500 to \$10,000. The sums are decided upon by the station which finances the awards out of the fees charged the sponsors.

No Club Loses

None of the clubs actually loses in the promotion, however, because the station buys back the proofs of purchase from all non-winning clubs at the end of the cycle for \$1 per \$1,000. The clubs, according to CCA, are satisfied because they raise money in proportion to their efforts.

CCA states the sponsors are pleased because they are able to obtain an accurate picture of how their products have been selling for that 13-week period. In addition, they are able to move products off their shelves and get them into homes that ordinarily might not use them.

The radio station, CCA declares, is able to increase advertising sponsorship and revenue not only for the CCA cycle, but also in many cases permanently because advertisers may

continue to buy time. The station also attracts listeners by spot announcing CCA news and awarding bonus credits to clubs whose members hear their names announced over the air.

CCA, while not contracted to do so, tries to help stations sign national advertisers for the project. Although the firm claims to have been instrumental along these lines in many cases, it does so only in cooperation with the station's representative, who always receives the usual commission, CCA declares.

A corollary advantage sometimes accruing to sponsors who buy CCA time involves the awarding of bonus credits to club members who supply useful information, such as lists of expectant mothers for diaper services, names of families about to move for transfer firms and lists of prospects for insurance agents.

In many communities there have been several consecutive CCA cycles. In Baltimore, Md., for example, 50,000 club women have supported 10 cycles in a row and are now in the eleventh cycle, according to CCA. WITH is the participating station there.

National Sponsors

Among the national sponsors backing CCA in several markets are: Hit Parade cigarettes; Coca-Cola and Pepsi-Cola; RCA Whirlpool, Westinghouse and General Electric; A&P, Acme and Safeway supermarkets; Gulf, Cities Service and Esso gasolines, and Libby food products.

The Community Club Awards promotion was developed by Joe Matthews, president and general manager, who was formerly general manager of WLOW Norfolk, Va. Vice presidents John Gilmore and William Carpenter have also been instrumental in CCA's growth. Starting as a radio promotion—which remains its major activity—the firm has branched out into other media and now has offices in six cities. In addition to New York, they are located in Chicago; Norfolk; Denver, Colo.; Houston, Tex., and San Francisco. • • •

Waving checks, top four Community Club winners surround R. C. Embry, vice president of the Maryland Broadcasting Co. Campaign was carried by WITH Baltimore, one of CCA's most frequent participants.



U. S. RADIO IS READ!

LETTERS TO THE EDITOR

Mistaken Identity

Thank you for including an interesting collection of photos and colorful recollection of airwaves' golden days in your May 1958 feature, *Radio's First 38 Years*. However, I must take issue with your reporter on the caption that accompanies the photo of an early Bing Crosby show in KHJ Los Angeles.

He identifies the three young ladies as "Bing Crosby's frequent guests, the Andrews Sisters."

Take a closer look. It's the famed Boswell Sisters act smiling out of the past. These were the gals that gave Patti, Maxine and LaVerne and other subsequent acts the sister trio ideal!

Gregg Hunter
Stiller, Rowe & Hunt Advertising
Beverly Hills, Calif.

... It is a very interesting article and brings to mind a number of events that many of us have forgotten.

I think perhaps your proof reader also forgot to read the page which shows a paragraph about 1933. It is a picture of Bing Crosby and the article says with the Andrews Sisters. I think you will find these are the Boswell Sisters. If I am not mistaken, that is Connie in the middle.

Regardless, it is a nice piece of work and you are to be congratulated.

John M. Wroth
Executive Vice President
Hoodley-Reed Co.
Chicago

Gracious Lady

... Your apology is accepted but certainly not necessary on account of errors were not invented strictly for U. S. Radio's use. We'd all better keep some within reach.

Connie Boswell
New York

From Across the Border

In *Radio's First 38 Years* there appeared a picture which has great significance for me. It shows an early mike of a station to which I have listened over the years and it deals with a scene I have become very interested in, (AVGN Chicago covering the Scopes trial.)

P. J. Hunter
McCannell, Eastman & Co. Advertising
Calgary, Alberta, Canada

Ed. Note: Reprints of the article are available.

'Must Read'

You're doing a fine job in covering the significant news in U. S. RADIO. Because the major advertising effort

of our client, Sinclair Refining is in spot radio, your excellent magazine is tops on my "must read" list. Keep up the good work!

William L. Wernicke
Vice President, Radio in
Henry, Hamm & Warwick Inc.
New York

Kudos

I have been delighted with the editorial content. We are all interested in what people are doing and especially in success stories. I, for one, would like to see more of individual cases in print.

Bruce Barrington
General Manager
WFSW St. Louis, Mo.

Banking

I have just finished reading a most interesting and informative article, *Banking on Radio*. We have quite a few local banking accounts on our station, and I would like them to have a copy of this article.

Lee Morris
Commercial Manager
WSS Atlanta, Ga.

Bache—Rebuttal

I feel it necessary to reply to the correspondent from WRRZ Oil City, Pa. (see *Letters to the Editor*, June 1958). As a result of your story (*Bache Pre-selects Audience*, March 1958) we did buy in several additional markets where such a program fits the overall sales promotion program of our firm. To mention just one we are beginning a daily operation in Tulsa, Okla.

To set the record straight Bache & Co. has never and will never look for any services or goods "free of charge." What we, however, do when a legitimate news medium approaches us for financial information to render to readers or listeners as a public service, is to willingly comply and never request and certainly never insist that such credit be given to us. We have found that over the years almost all news media as a matter of sound journalistic practice identify the sources of information as a matter of authentication.

This firm has maintained a year-round, 24-hour news operation serving all media and one standard principle of ours has been never to request or expect credit for it, but when we receive it we are certainly deeply grateful.

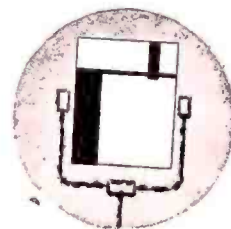
Henry Gellerman
Dir. of Adv. & Public Relations
Bache & Co.
New York

U. S. RADIO

• Everyone's talking about U. S. RADIO—the only magazine devoted 100% to buyers and sellers of radio advertising. Only U. S. RADIO puts radio first.

• U. S. RADIO is exciting in this age of the new sound medium ...

• U. S. RADIO reaches over 10,000 important decision-makers each month



the monthly magazine devoted 100% to radio advertising.

U.S. RADIO

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

U. S. RADIO • August 1958

commercial clinic



'Lightness' of Astaire

Inspires Pepsi Commercial

Created by Henry Sylvern

"When I wrote the new Pepsi-Cola refreshment song, I was thinking about Fred Astaire," says Henry Sylvern, musical director, Signature Music Inc., New York production firm.

Mr. Sylvern, associated for nearly three years with Kenyon & Eckhardt Inc., New York, on the cola account, submitted the winning entry in the beverage firm's search for a musical commercial to illustrate Pepsi's new product image (see *Pepsi and Bottlers "Keep Up to Date" With Radio*, p. 30). The song, released in May, is currently being aired in markets throughout the country.

The refreshment song, inspired in part by Mr. Astaire, reads as follows:

Be sociable, look smart
Keep up to date with
Pepsi
Drink light, refreshing
Pepsi
Stay young and fair and
debonair
Be sociable, have a
Pepsi.

"Having worked on the account before, I knew the elements that the song should contain," Mr. Sylvern explains, "the two main themes being sociability and Pepsi's compatibility with slim, smart, modern people. As I was working on the lyrics I kept thinking of Fred Astaire, the personification of lightness and grace. He gave me the word debonair."

Mr. Sylvern, in describing the birth of the Pepsi song, remarks that he nearly always writes the lyrics before the music because "the sales message should be of paramount importance. The music should illustrate

and highlight the lyrics, never overwhelm them. Music should be a quotation around the sales message."

In writing the Pepsi music, Mr. Sylvern tried to maintain the same airy quality captured in the lyrics. "I wanted the music to sound bubbly and at the same time elegant," he says, "and in working for this effect I tried a kind of experiment in radio sound."

The composer recorded the commercial for radio with a new vocal group handpicked for this song. He auditioned singers until he found six, four men and two women, who could give a vocal impression of a soft shoe dance—another contribution, perhaps, from Mr. Astaire.

"I used a light voice on top," Mr. Sylvern explains, "with the rest acting as shadows underneath."

"In radio, there is more oral identification than in television—you must paint a picture in sound—which is why the Pepsi commercial for radio was recorded with a differ-

ent vocal group from the tv films, where you could see the dancers and sound became less prominent."

Mr. Sylvern does not believe that the practice of using tv soundtracks for radio commercials makes the most efficient use of the senior air medium. "Radio is separate and distinct and its commercials should be custom-written for the medium," he says.

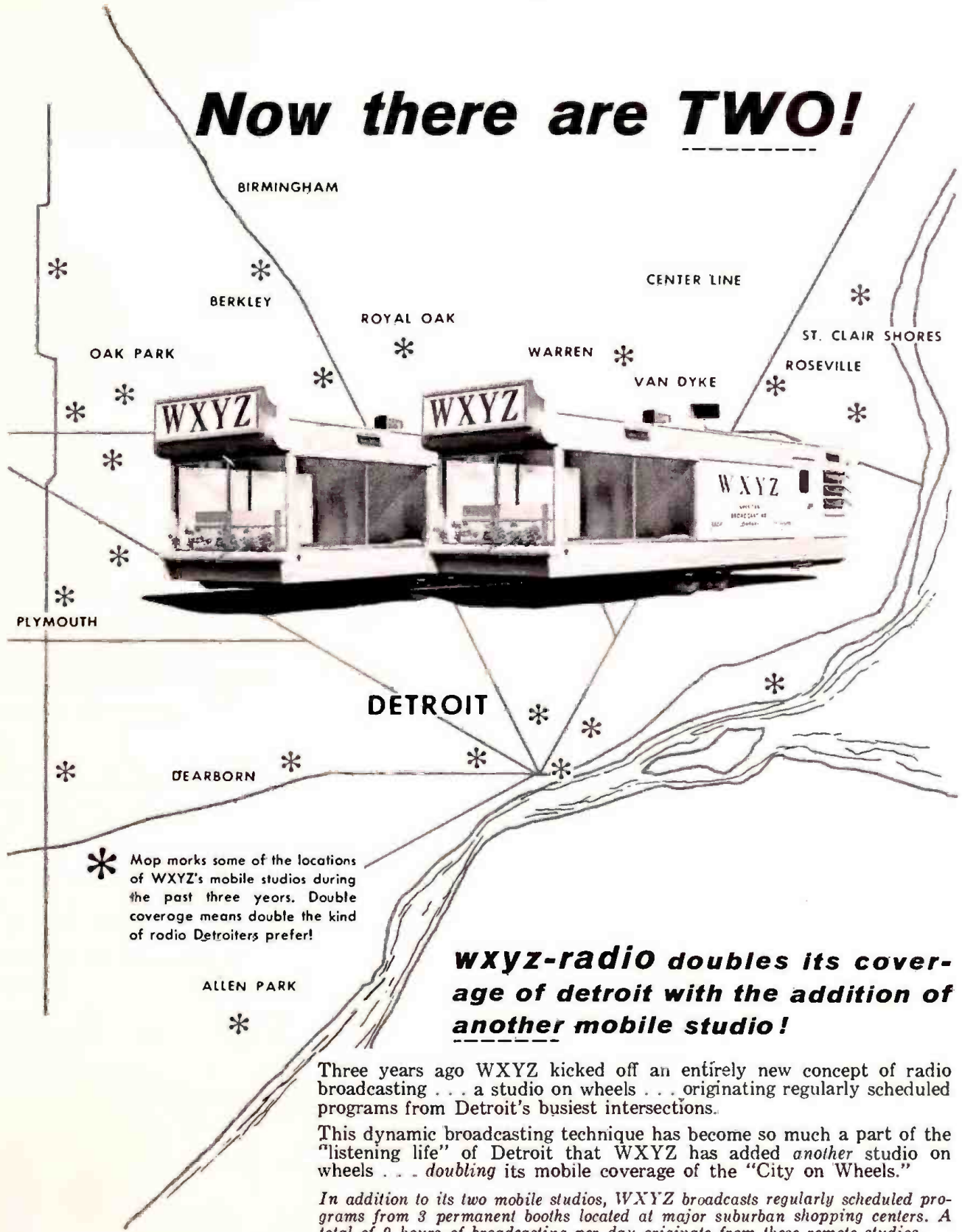
The major thing to remember when writing a commercial, in Mr. Sylvern's opinion, is to integrate it with the product image.

A master of most musical trades, Mr. Sylvern plays "any instrument that's loose" in addition to conducting, arranging and composing. His list of commercial credits, for which he has written both words and music, includes the following recent radio campaigns: MGM pictures ("Gigi"); Walt Disney productions; Lincoln-Mercury; Amazo; Welch's wine; Krueger beer; RCA tv tubes, and Nabisco products. • • •

Henry Sylvern (left) gives pointers to vocal group recording the Pepsi-Cola refreshment song.



Now there are TWO!



* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

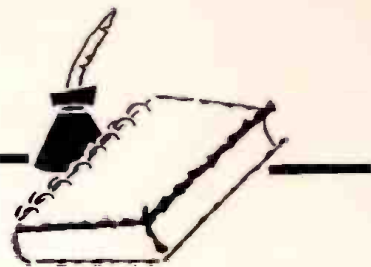
This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . doubling its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio / 1270 Detroit

"DETROIT'S MOST MOBILE STATION"

station log



Radio News Makes News

News is making news in radio as the sound medium pushes ahead to a prime position among information media.

With editorializing, disaster warning and aid, in-depth analysis, on-the-scene reporting and many other broadcast innovations, stations around the nation are demonstrating radio's ability to inform.

One of the most recent stations to join the trend to editorializing is KMOX St. Louis, Mo., which took a stand in support of a local bill to treat county water with fluoride. The program will continue as a series.

WHAV Haverhill, Mass., no newcomer to the practice, recently marked its 1,000th consecutive editorial. The programs are heard Monday through Friday for 10 minutes at 6:30 p.m.

Equal Time

After offering equal time to all candidates for major offices in the California primaries, KXOA Sacramento proposed its own set of candidates in editorials. The station's editorial board, it states, spent four months studying various issues and candidates and came up with a slate that crossed party lines. Response to the equal-time offer, the station reports, was "tremendous."

Radio has also come into its own as a primary news source, with reporters "on the street" digging for facts. A WOOD Grand Rapids, Mich., city hall newsman, for instance, uncovered evidence recently of incorrect filing of campaign contributions by city officials. According to the station, the disclosures set off county and state investigations.

And news of the tragic crash of an Air Force jet tanker that took the lives of 15 persons at Westover Field, Mass., was first broken by radio, WOR New York claims. By coincidence, WOR all-night broadcaster "Long John" Nebel was in contact with the base for an interview with



Attending board of directors meeting of CBS Radio affiliates in New York are (left to right) James Seward, exec. v. p., CBS Radio; John S. Hayes, WTOP Washington, board vice chairman; Frank Stanton, CBS Inc. president; Arthur Hull Hayes, president of CBS Radio, and Charles C. Caley, WMBD Peoria, board chairman.

the commander of the flight. Unable to reach him, Mr. Nebel learned that the aircraft had crashed and was the first to inform the other planes in the flight.

During recent floods, radio again proved its public service value. The work of Indiana broadcasters in arranging to aid victims of the waters, NAB reports, brought accolades from Charles D. Estill, the Red Cross deputy director of disaster services for the eastern U. S.

Praising the efforts of WBAT Marion, WFBM Indianapolis and WOWO Fort Wayne as "one of the most impressive examples of public service I have ever seen," the Red Cross official said that it demonstrates the power of broadcasting "to rally people in time of trouble."

When a "time of trouble" came to the Monroe, La., area, KNOE reports that radio became the primary source of information for almost a month of devastating floods. Using

mobile units (cars, boats and planes), radio supplied the people of southern Arkansas and northern Louisiana with the latest information and serviced the wire services and the networks.

An example of public service over a longer period of time is the Morris Harvey College-WCHS Charleston, W. Va., college credit program. On the theory that radio is a fine educational medium that is available to many more colleges than is tv, WCHS has been offering courses since 1950.

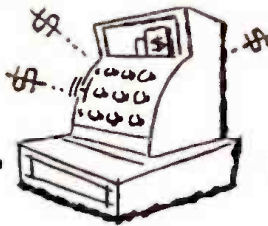
Radio Activity

• Several corporate changes have been effected to bring all the Storz stations (WDGY Minneapolis, Minn.; WHB Kansas City, Mo.; WTIK New Orleans, La., and WQAM Miami, Fla.) into one company under the name of Storz Broadcasting Co. No change in ownership has been involved. • • •



Gathered at the Taft Group's first annual promotion meeting in Cincinnati are (left to right) Roy Miller, Katz Agency, Chicago; John Hart, WBIR-AM-FM Knoxville; Hubbard Hood, WKRC Cincinnati; David G. Taft, exec. v. p. of Radio Cincinnati, Inc.; Oliver Blackwell, Katz Agency, New York; Sam Johnston, WTVN Columbus; Richard Bevington, WBRC Birmingham, and Leon Lowenthal, WKRC-FM.

radio registers



AUTO DEALER

Gardner Ford Sales of Portland, Ore., conducted a one-week campaign to announce its opening. Major part of the promotion was carried by KGW, with limited newspaper ads tied to the radio messages. For a radio cost of \$1,000, four used cars and 14 new ones were sold before the end of the week, KGW states. The dealer reported "many other leads and deals working." More than 3,000 persons visited the showroom during the promotion.

SODA BOTTLER

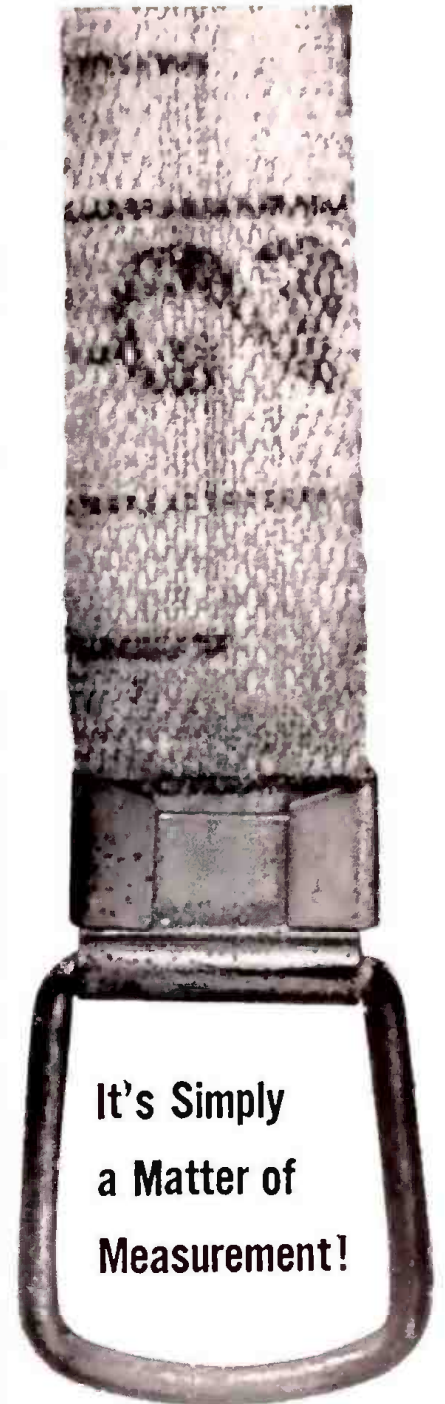
Canada Dry Ginger Ale Inc. of Boston purchased 15 spots per week for five weeks over WXHR-FM to test fm's ability to sell a low cost, highly competitive product. The client agreed to a full future campaign if the station could produce evidence of audience size and response. WXHR ran a contest along with the spots consisting of one question per week, broadcast 15 times, on classical music and offering hi-fi sets, lp records and cases of Canada Dry. WXHR received a total response of 6,276, an average of 1,255 per week, and the client plans to advertise steadily.

CLOTHING STORE

Riseberg's Inc., a ladies' clothing store in North Adams, Mass., was faced with a loss because of an overstock of spring suits and coats. Turning to radio at the last minute, Riseberg's purchased three announcements over WMNR each day for two days. With the six announcements on WMNR, the store reports it sold 12 spring coats and seven spring suits—approximately \$800 dollars in merchandise.

SEWING CENTER

Thurmenne Sewing Center of Lewiston, Me., in an effort to obtain sales leads for Adlermatic Sewing Machines selling at more than \$300 each, turned to WRUM Rumford, Me. Thurmenne purchased a one-week campaign over the station for \$72 which WRUM ran in the form of a contest. At the end of the week, Thurmenne salesmen were following up 692 entries from 53 different communities in the station's primary and secondary areas, WRUM states.



**It's Simply
a Matter of
Measurement!**

If you're measuring size of metropolitan markets, Fort Wayne ranks 108th. If you're measuring spot radio, WOWO, located in Fort Wayne, covers the 37th Radio Market. WOWO is the only medium that covers the 2,285,720 people in this rich 56-county market.

If you're buying top radio markets, you must include...

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957



Exclusive!

**ONLY Station
In The Nation**
THAT GIVES
**TOP VALUE
STAMPS!**

WVET
MODERN DYNAMIC
RADIO
ROCHESTER, N. Y.

Represented Nationally By
THE BOLLING COMPANY, INC.

WRFM
Listened To By
205,000
High Income Homes
in Metropolitan
NEW YORK,
New Jersey and
Connecticut

\$4.50 per commercial
4 commercials per hour

Call or Write for Full
FM Data

WRFM
20,000 watts (ERP)
WOODSIDE 77,
NEW YORK CITY
DEFENDER 5-1600

report from RAB

Saturdays and Sundays

No Longer 'Off' Days

For Radio Advertisers

For many years the sale of weekend radio had presented a problem. All too many advertisers had thought of Sunday as an "off" day for radio while they pulled out all the stops in favor of other forms of advertising.

Radio station managers across the country took action a few years ago and began to re-style weekend radio to serve better both the listener and the advertiser alike. (See *Radio Listening Remains at Work on the Weekend*, p. 27.)

From this reformation came new programming techniques that provide the kind of entertainment and service the public wants today and can't get from any other source. Weekend radio strategically delivers more numerous, concise newscasts. There's no waiting for the presses to roll with the newspapers' Monday editions. Important weather and traffic information is specially prepared for the throngs of motorists listening to their auto radios. All of this service is framed with a variety of music and feature programming reflecting local tastes and interests.

Men and Women

With working men and women, off on weekends, radio has become a constant companion. As a matter of fact, RAB cites an A. C. Nielsen report which shows there are more listeners per home on weekends than Monday through Friday.

Early morning radio on the weekend suffers as workers catch an extra 40 winks. However, weekend radio listeners actually outnumber the weekday audience from 9:00 a.m. to 6:00 p.m. To all the in-home listening we must add listening posts represented by 11 million portables, 36 million auto radios and another 10 million radios in public places.

In some of our metropolitan areas, the Sunday newspapers represent as high as one third of the total weekly retail advertising carried by that paper. Radio, on the other hand, for a long time went begging.

The Radio Advertising Bureau reports that studies reveal that there's no valid reason for this accent on Sunday newspaper advertising. As a matter of fact, these studies show there are powerful arguments against it, RAB states.

First Consideration

It claims one of the first considerations a weekend advertiser must face is the fact that most newspaper Sunday rates are higher than weekday rates—they have increased 10 percent since 1954 while circulation has increased only 1.1 percent. Advertisers have more competition in Sunday editions. But that's not all, RAB says. In the face of these higher costs and greater competition for position and readership, RAB calls attention to the fact that a survey by The Pulse Inc. actually reports fewer newspaper readers on weekends.

RAB declares that not much more time is spent reading Sunday newspapers than is represented in the Monday-through-Friday average.

Weekend radio offers many advantages to advertisers who will benefit from weekend advertising. Rates are no higher than weekday rates; in fact, most stations offer special "packages" which make their weekend rates lower. There is no weekend drop-off in radio listening, and for advertisers who want to reach "the whole family" there are more listeners per home on weekends.

While the formula may differ, weekend radio has made steady gains in attracting listeners and advertisers alike. • • •

KRBOY

Dallas, Texas

The Balaban Stations . . .
In tempo with the times



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

3

you get 3-way use-traffic

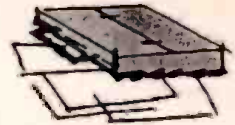
Every month, Standard Rate's Spot Radio and Spot TV books give you 3-way use-traffic for your Service-Ads because—(1) the map of your market, and (2) the statistics on your market are there, right where they belong, with (3) regular listings of rates and data.

This gives you a great opportunity to take advantage of the tripled use-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate &
Data Service, Inc.



report from representatives



Effort Should Be Increased In Selling the Manufacturers, Hollingbery's Hague Urges

Salesmen of the George P. Hollingbery Co. spend about 20 to 25 percent of their working hours at the manufacturer level, according to Fred Hague, president of Hollingbery Radio. "In the last analysis it's the advertiser's money that's being spent and he must determine how and where.

"Representatives resent the label of 'order takers,'" says Mr. Hague. "Our primary reason for being is as national salesmen for our stations, but the emergence of spot as a primary medium has caused us to expand our services in many phases of the business.

"We find that our salesmen not only educate distributors and district managers in radio," he declares, "but frequently convert dollars from other media to spot radio through these calls."

Mr. Hague points to Hollingbery's new "Business Breaking Form" as a singular example of the extra service that a national representative gives to its stations these days.

"and the Business Breaking Forms go out to all the stations in the geographical areas involved. They also go to the nearest of our seven offices in New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco and Seattle."

The form indicates what specific business will break in the station's area, the type of product or service, the tentative starting date and other data.

"We indicate," Mr. Hague explains, "whether the station's market has been chosen or not and urge them to contact the account's district office, distributor, jobber, dealer or anyone else who can be of assistance.

"When I was with our Atlanta office I spent more than half of my time making friends out of distributors and district managers in an effort to educate them in radio. You'd be amazed," he says, "how delighted all of them were with information about the medium."

Station Appointments

All of the Balaban radio stations are now represented by Robert E. Eastman Inc., according to an announcement made by John F. Box Jr., executive vice president and managing director of the Balaban Stations. The stations are WIL St. Louis, WRIT Milwaukee and KBOX Dallas. The new Eastman firm will also represent WKLO Louisville, according to an announcement by John P. Williams, executive vice president of the station and the Air Trails Network.

WHBS Huntsville, Ala., has appointed the Walker-Rewalt Co. as its sales representative. And Simmons Associates takes over as representative for KBAB San Diego, Calif.

KSO Des Moines, Ia., under new ownership and now associated in management with KELO Sioux Falls, S. D., and WLOL Minneapolis-St. Paul, Minn., has named H-R Representatives Inc.

John Blair & Co. is handling national sales for WABC New York in the New York area. • • •

George P. Hollingbery Company

Date _____

From _____ Office _____ Salesman _____

To Station _____

The following business will break in your vicinity very shortly through the _____

Account _____ Product _____

Type of Service _____

Tentative Starting Date _____ For _____ Weeks

Account is planning to enter the following markets in your vicinity _____

Your Market Has _____
Has Not Been Chosen _____

*Note: This does not mean that your station has been chosen. There is still a selling job to be done.

IMPORTANT!!
Please contact Account, District Office, Distributor, Jobber, Dealer, or anyone else who can be of assistance. Your immediate action can help determine the placement of this business. A report of your progress will be helpful.

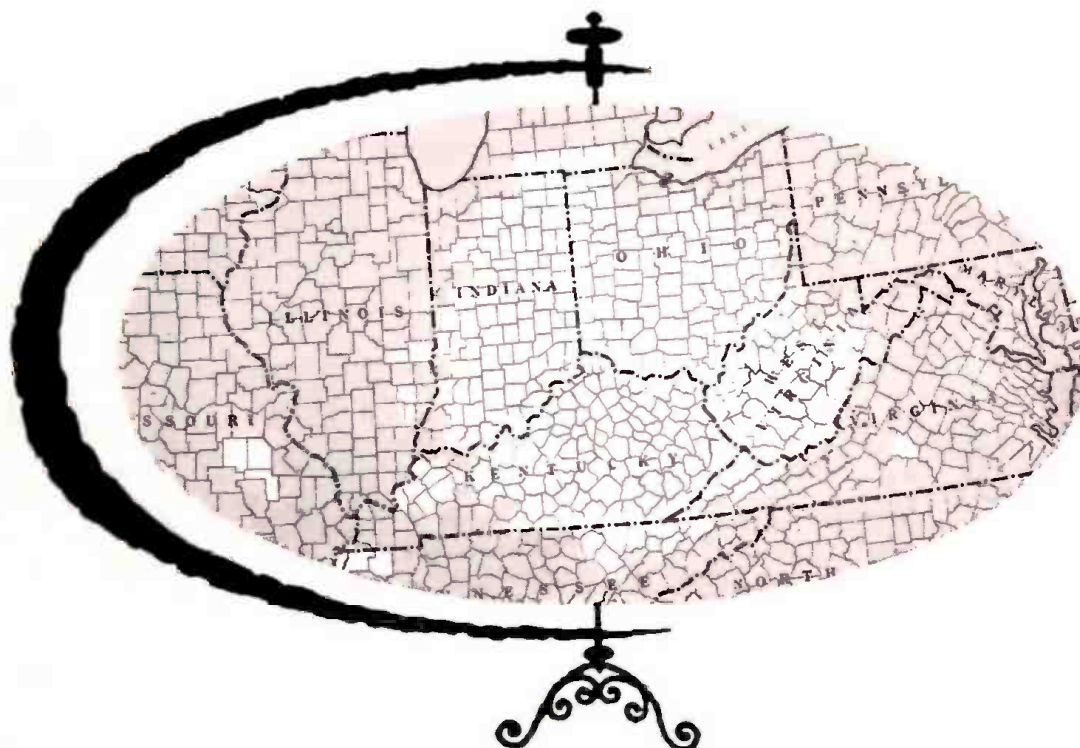
Copy to Atlanta _____
Chicago _____
Detroit _____
Los Angeles _____
New York _____
San Francisco _____
Seattle _____

Hollingbery 'Business Breaking Form.'

"We have split our 48 stations into geographical areas," says Mr. Hague.

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

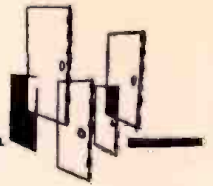
MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION PER WEEK

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

{Source: 1956 Nielsen Coverage Service}

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**



report from agencies

Both Hooper and Pulse Prove

WEBC

Leads ALL DAY in Duluth and Superior

MORNING		Share of Audience
HOOPER	50.9%	
PULSE	47%	
Share of Audience	AFTERNOON	
HOOPER	52.5%	
PULSE	46%	
EVENING		Share of Audience
PULSE	42%	

SHARE OF AUDIENCE

SEE YOUR HOLLINGBERRY MAN
In Minneapolis See Bill Hurley

Media Buyers From Grey Request Simplification Of Published Rate Cards

Seven media buyers from Grey Advertising, New York, have joined forces to pool their opinions on the problems involved in buying radio time today. Among the points they make are the need for simplified rate cards and the importance of "the qualitative factors in radio purchasing."

Four buyers, Andy Zipprich, Kenneth Allen, Marie Scotto and Mal Ochs, make a plea for concise, published broadcast rate data in several areas. In their opinion, there is a clear and present need for a simplified description of the different classifications of program time rates, station break charges and talent premium or transcription costs. They feel that "this data sometimes becomes so involved in a multiplicity of verbiage that a complete translation is required to unearth the actual details."

With regard to special package plans, the Grey buyers would like to see a specific listing of the types of announcements covered by the various packages offered. "Very often buyers are unable to determine from the present listings," they point out, "whether announcements in participating programs and in other selected shows are eligible for the weekly volume discounts."

"Rates on Request"

These buyers also urge stations who now give "rates on request" to publish all available data instead. They maintain that failure to do so "makes the buyer wary and inclined to wonder whether the station offers the same rates to all advertisers."

Another area where there is room for improvement, according to the Grey media buyers, involves the period of protection that a station allows for schedules on the air at the time of rate increase announcements. They would like this "period of grace" clearly stated and also request stations to clarify policies

concerning schedules which have been ordered but are not yet on the air.

Additionally, the timebuyers would like to have available a standardized set of time classification periods so that "A," "B" and "C" would have the same meaning in all markets. They warn, however, that since each card is different, the wording would have to be precise to make this change meaningful. "A development such as this would, however, serve to eliminate much of the detail and clutter from the present rate cards," they explain.

Comprehensible

To summarize their thinking on the rate card problem, the Grey buyers emphasize that "it is vitally important to the agency as well as to the advertiser and the station that rates be readily comprehensible and with all applicable costs clearly stated. Misinterpretation," they continue, "can prove embarrassing to agencies and detrimental to clients' campaigns. In addition, the resulting inaccurate budget allocations might possibly eliminate stations from consideration later."

Media buyers Thomas Flanagan, Dave Keegan and Dan Borg turn from the stations to the timebuyers, themselves, in their discussion of buying considerations. Mr. Flanagan points out that media men who concentrate on the popular early morning and late afternoon time slots may be penalizing themselves and their clients in both exclusivity of audience-type and in impact value for their commercials.

Messrs. Keegan and Borg remind the media buyer that "there are more people who listen to radio today and more radios per family than ever before. He must realize that although radio is able to cover vast areas and encompass in its coverage many people, it has the ability to be selective as well." ● ● ●

It's Elementary!

WREN DELIVERS FOR
26c LESS
PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only \$1.00—26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingbery.



WREN
5000 WATTS • TOPEKA, KANSAS

Exciting
Cleveland Barons
HOCKEY

Radio for
Grown-Ups
...of
ALL AGES

WGAR 


LORAIN


CLEVELAND


PAINESVILLE


AKRON


WOOSTER


CANTON


NEW PHILADELPHIA


STEUBENVILLE

We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups... of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most

colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming... good music... variety shows... sports... accurate news coverage... drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups
... of all ages

WGAR
CLEVELAND OHIO*

The Peoples Broadcasting Corporation
WRFD-Warthington, O. • WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. • WNAX-Yonkton, S. D.
KVTY-Sioux City, Ia.

*Represented by the Henry I. Christal Company

RANKS 11th

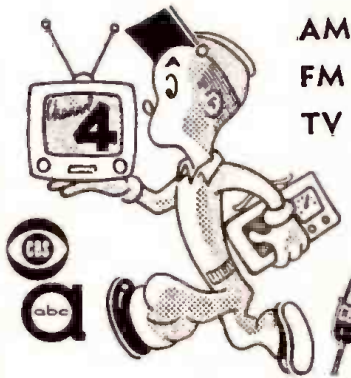
IN THE NATION
in per family income
(\$7,339.00)

Source: 1957 Survey
of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL



AM
FM
TV

TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN **97.3%** OF ALL
QUARTER
HOURS

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES
DELIVERED BY **55%**

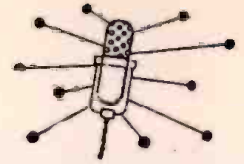
Day or night monthly. Best buy
day or night, weekly or daily, is
WRBL—NCS No. 2.

WRBL

AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.

report from networks



ABC and Mutual Report

Upturn in Billings

And Number of Clients

Increased billings and strong support from affiliates, according to Edward J. DeGray, vice president in charge of the ABC Radio network, shows a "renewed interest in network radio.

"Stations are becoming aware again," he says, of the advisability of "a balanced schedule of programming. In addition, the recent world crises have shown that network news coverage can be most important to affiliates.

"And more important, advertisers are rediscovering the impact, nationwide coverage and low cost of the medium."

Among the newly-signed contracts—which totalled more than \$2.3 million in May and June, Mr. DeGray reports—is a 52-week renewal by the AFL-CIO of the Edward P. Morgan and John W. Vandercook news programs.

New advertisers include Sterling Drug Inc., Niagara Therapy Manufacturing Corp., Angostura-Wupperman Corp., Armour & Co., Hudson Vitamin Products Inc. and 20th Century-Fox Film Corp. Renewals included Campana Sales Co. and Radio Bible Class.

Increase in Clients

An increase of 38 percent in the number of advertising clients over the same period last year is reported by Armand Hammer, Mutual president and chairman.

He reports "a record increase," announcing that 87 different advertisers have used MBS facilities during this period—the first full year under its new programming concept of emphasizing news, music, sports and special events.

Previous all-time high usage of Mutual occurred, Mr. Hammer declares, in the calendar year 1954 when 74 clients advertised on the network. The period from June 1956 to June 1957 shows 63 clients.

Mutual has added four affiliates to its line-up, including two—WAZF Yazoo City, Miss., and KGMR McGamey, Tex.—that are former affiliates rejoining the network. The others are Pennsylvania stations WNCC Barnesboro and WHLM Bloomsburg.

Business at CBS

The CBS Radio network has contracted for more than \$1,250,000 in new business and renewals over a two-week period. John Karol, vice president in charge of network sales, reports. A main factor in the rise of billings is the purchase of "Impact" segments by the Rambler Division of American Motors Corp., Grove Laboratories Inc. and Sterling Drug Inc.

Renewals have been signed by Hearst Publications for *Good Housekeeping*, Kitchens of Sara Lee Inc. and Comstock Foods Inc. New advertisers are General Cigar Co., makers of White Owl, for one-third sponsorship of the New York Giants football games; Dumas Miller Corp. and Niagara Therapy Manufacturing Co.

NBC Billings

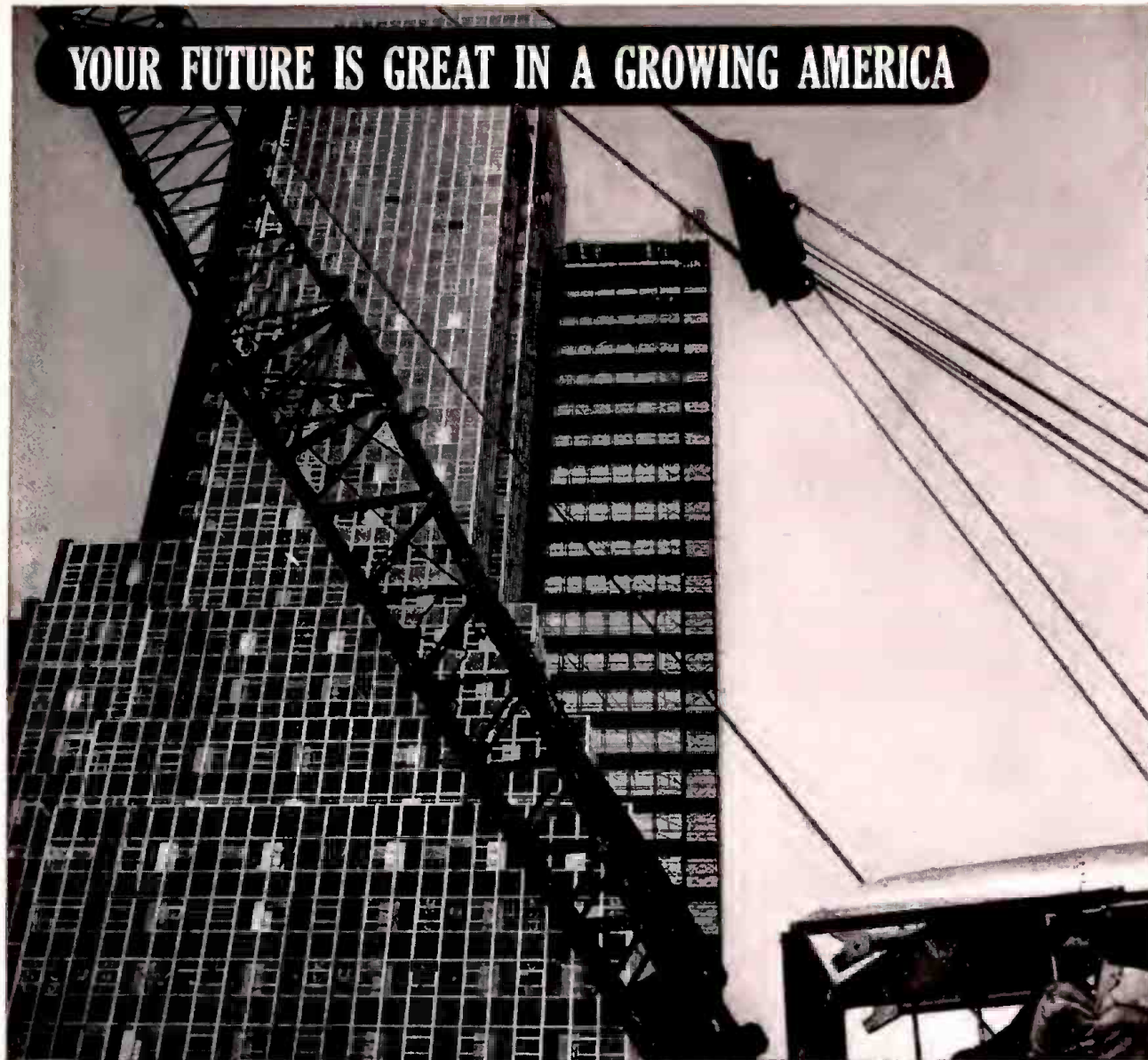
Mutual of Omaha has renewed sponsorship of *On the Line With Bob Condline* for 52 weeks, William K. McDaniel, vice president in charge of radio network sales, announces. The renewal highlights two weeks of business totaling \$500,000 in net revenue which Mr. McDaniel cites as an example of the trend toward long-term contracts on the network.

During that period, the Pabst Brewing Co. extended its present schedule of nighttime and weekend announcements into the fall and new orders were placed by Purolator Products Inc., 20th Century-Fox Film Corp., Standard Brands Inc., Sterling Drug Inc. and Radio Corp. of America.

Keystone Affiliates

The Keystone Broadcasting System has added nine affiliates, bringing the rural network's total to 1,043. According to Blanche Stein, director of station relations, the outlets are: KWSO Wasco, Calif.; WDOL Athens, Ga.; KCID Caldwell, Ida.; WCMR Elkhart, Ind.; KSMN Mason City, Ia.; KANA Anaconda, Mont.; WAGG Franklin, Tenn.; KBLT Big Lake, Tex., and KGAS Carthage, Tex. • • •

YOUR FUTURE IS GREAT IN A GROWING AMERICA



AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.

3. More Income—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. More Production—U. S. production *doubles every* 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings—Individual savings are at highest level ever—*\$340 billion*—a record amount available for spending.

6. More Research—*\$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs—In the next few years we will need more than *\$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.



Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

Your
Great Future
in a
Growing America

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Day-time Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

Contact—INDIE SALES, INC.

or

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

CCA "Blue Chip" Promotion on Storer's WJW

R. P. (Reg) Merridew, Managing Director of STORER BROADCASTING'S WJW in Cleveland, Ohio writes, "CCA grossed over \$75,000 with 17 'Blue Chip' accounts including Ohio's largest department store, The May Company.

In his letter to Cal Perley, Western Sales Manager of Community Club Awards, Mr. Merridew adds, "Our goodly gross of 'new business' is just the reason we are so thoroughly satisfied with CCA. This acceptance by so many new accounts will contribute much to the long-range good of WJW!! CCA number two will be run Fall of '58.



R. P. (Reg) Merridew

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE

527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842



NAB

ASSOCIATE MEMBER.

report from Canada



Move Afoot in Canada

To Establish Networks

That Are Privately Owned

The right to establish private networks in Canada may be re-instituted within a year if present trends continue, according to Harry Sedgwick, president, CFRB-AM-FM Toronto, and past president of the Canadian Association of Broadcasters.

Presently, there are two radio networks in Canada, the Dominion and the Trans-Canada, both of which are government-owned and controlled by the Canadian Broadcasting Corp. Network operations have been a government monopoly since 1936 when the Liberal party came into power under MacKenzie King. Prior to that time, private stations had formed groups to relay programs of national interest across the continent on a per occasion basis.

Headway Made

Private broadcasters have been agitating ever since for the right to form their own networks, but it was not until the re-instatement of a Conservative government in 1956 that much headway in this direction was made, according to Mr. Sedgwick.

At the May meeting of the CAB in Montreal, the members passed a resolution authorizing the association "to take whatever steps may be necessary to seek the establishment of the right to form networks freely." CAB's then president, Vern Dallin, was authorized at the same time to appoint a committee that would "explore the full details of network operation."

Privately-owned networks are most likely to be established through one of two channels, Mr. Sedgwick says. The CBC, which now is exclusively authorized to deal with the line companies on a national basis, could give its permission for such negotiations to private stations. Recent preliminary explorations in this direction have not found the CBC unresponsive, according to Mr. Sedgwick.

The other possibility exists in Parlia-



KARSII

Harry Sedgwick, president of CFRB.

ment setting up a separate regulatory body with powers comparable to those of the American FCC. This board could conceivably grant the requisite permission. At the present time, the CBC exercises regulatory powers over the broadcasting industry, in addition to its network functions.


Among the chief complaints of broadcasters who object to network monopoly by the government is a lack of freedom in many facets of the business. For example, stations which are asked by the CBC to carry network programs must comply.

Private broadcasters, says Mr. Sedgwick, also chafe under the broad regulatory powers of the CBC, "which are more extensive than those of the FCC." Among these powers are the right to determine what products may be advertised on the air, how much advertising may be carried during a specified time and the precise wording of all food and drug copy.

Mr. Sedgwick feels that once broadcasters get the green light on network formations, however, they may be deterred by the expense involved. "Back in the early days of the private owners' campaign," he points out, "costs were not nearly so high as they are today."

Mr. Sedgwick also expresses some doubt that the country can at the present time support three full time networks, or more, since the CBC would presumably retain its two. It is possible, he says, that private networks might be established on a per occasion basis if the cost factor should loom too large. • • •

ALL-CANADA RADIO and TELEVISION LIMITED

 representing 30 Radio and 19 Television Stations in Canada
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

music and variety shows also are prominent features in trying to appeal to as broad an audience as possible.

The alteration that weekend radio has undergone can be illustrated by the networks, whose successes in programming experiments have been adopted by many radio stations around the country.

"When *Monitor* started three years

ago, it was nearly impossible to sell network time on the weekend," says Al Capstaff, executive producer of the NBC Radio program.

Currently, the network states, 20 leading national advertisers—ranging from soaps to automobiles, sterling silver to insurance—are using the weekend format. *Monitor* is described by NBC as the network's biggest money-maker. Its chief contribution to programming, as described by Mr. Capstaff, is that it departed from tra-

ditional 15-minute or half-hour programming and commercial segments.

In 1957, *Monitor* accounted for more than \$5 million in gross billings.

George A. Graham Jr., director of sales planning for NBC Radio, illustrates the flexibility of *Monitor* from an advertiser's point of view. He cites the short-run, intensified use by Commercial Solvents Corp., makers of Peak Anti-Freeze. The firm has bought 41 announcements a weekend for six weeks in September and October in order to reach the car owner for the cold weather change-over.

Weekend Business

CBS Radio has signed more than \$1.8 million in weekend business beginning in the fall and running for 13 weeks. More than \$750,000 of this is for "Impact" segments, the network's flexible sponsor plan that allows an advertiser to buy five-minute parts of programs, ranging from *Gwismoke* to *Jack Benny*.

A substantial chunk of CBS Radio's weekend business is in automobiles. Chevrolet has been using five-minute news programs. In addition, part of the approximate \$3.8 million Ford buy on the network is on the weekend. The weekend portion features five-minute entertainment segments with Rosemary Clooney and Bing Crosby.

The further appeal of weekend radio to many advertisers is in rates. In a great number of cases, weekend rates are either lower than weekday rates or are incorporated as part of a package plan with a weekday buy. In some cases, stations have special saturation rates just for the weekend.

As the facts show, the Saturday and Sunday audience is a necessary part of the radio week and, in addition, has some special properties all its own. • • •



Ladies' Choice

For 21 years, Fern Sharp has commented on a pot pourri of features that continually captivates mid-Ohio women. Present Pulse of 10.1 places her "Round Robin Review" in the top 10. Her loyal audience, growing with the population, naturally accepts her approval of participating products.

WBNS RADIO

CBS in COLUMBUS, OHIO

ask John Blair



Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations **COMBINED!**

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

radio ratings



the monthly magazine devoted 100% to radio advertising
U.S. RADIO

**THIS IS
RADIO**

REPRINTED FROM MAY 1958 U.S. RADIO

**Radio's First
38 Years**

PICTURE HISTORY OF RADIO.

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.

Hooper Experiment Results In Compilation Of Figures on 130 Cities

A C. E. Hooper Inc. experiment of last fall—a single book containing the station share of audience figures for more than 130 cities—is now being distributed by the research firm. The book is being furnished on a complimentary basis to advertiser and agency subscribers to the complete Hooper ratings service.

The reports come in a three-ring binder so that new ones for each city may be substituted for previous indices. Each index shows the percentage of homes using radio during various parts of the day and the share of the total radio audience accruing to each station.

Saturation Buys

Hooper claims that the report is "invaluable when timebuyers are making saturation purchases and the relative popularity figures are all that are immediately necessary."

Other uses of the book, the ratings firm says, include getting a practical estimate of the average rating that might be secured in an intensive radio campaign such as often accompanies introduction of a new product.

"For instance," a Hooper spokesman explains, "if the average sets in use in a given market is 18 percent and one station has 40 percent of the audience, the buyer can assure the media director or account man that it is possible to buy approximately a 7.0 rating on the station under consideration."

Audience Distributed

"The book also very quickly shows," he states, "the difficulty of buying high average ratings in a market where the audience is widely distributed over a number of stations."

Since the sample size is accumulated over many hours of interviewing, according to Hooper, the sample sizes are very large. However, the sample on which the reports are based are from non-toll-call areas of each city, with telephone numbers selected at random. The total audience, then, is never measured because the homes of the toll-call area are not included.

"It is necessary," Hooper asserts, "for their radio measurement technique to get the information from the respondent at the moment he is listening."

Hooper interviewers announce themselves, and then ask, "were you listening to the radio when the telephone rang just now?" If the answer is "yes" the respondent is asked what program, the dial number and what station the dial number represents. He is also asked similar questions about anyone else in the home listening at the time of the call and about the preceding 15 minutes.

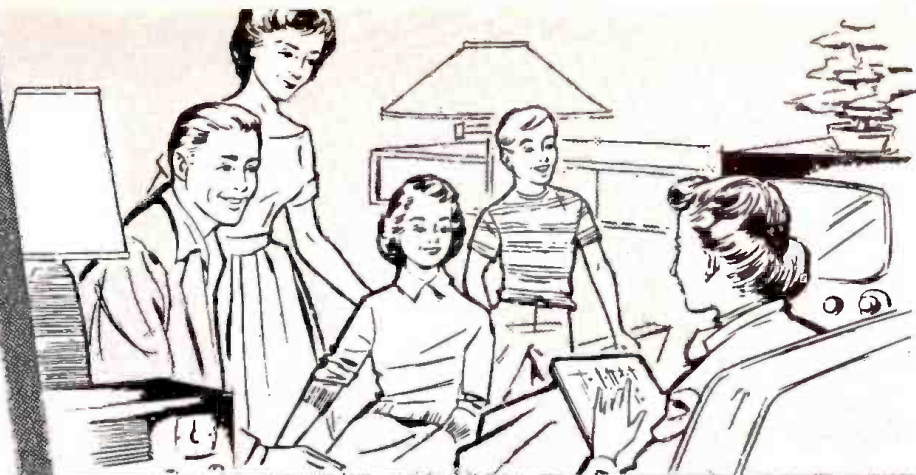
Pulse Expands Data

A move to intensify the qualitative aspects of audience measurement has been launched by The Pulse Inc. It will expand the audience composition analyses of network radio—as well as tv—programs.

Pulse will provide such product classification data as number of smokers compared to non-smokers. A base sample of 75,000 homes will be used with the product category changing each month.

The survey work on the new information was started last month. The results are expected to be published either this month or next. • • •

NOW
each month...in...
NETWORK
PULSE
TV/RADIO
reports



DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories—intensive, concentrated each month. Meaning—you can see *which* programs have most interest for your own product category!!

Tremendous aid here in holding to your present or buying a *new* approach.

For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, *maybe* you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data *IN ADDITION TO THE PRESENT COMPLETE REPORT* . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts.

Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,000 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse Network reports—network, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only \$200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUDson 6-3316

The NATION'S FAMILIES tell you
(accurately classified in individual programs)
how much they spend, purchases, etc.



FOODS

how much they spent during past week—upper, middle, lower



CIGARETTES

families who smoke and don't—one member, 2 and more

AUDIENCE COMP

Men, women, teens 12-17, and children 11 and under

AUDIENCE REVERIFICATION

check against new shows and summer tally of same



DRUGS, TOILETRIES, COSMETICS

Spending for past week

REFRIGERATORS, STOVES

television, air-conditioners, washing-machines, dryers, freezers—THREE-MONTHS' look-ahead who will/will-not buy.

CHILDREN

families with and without—those under and over 12

FEMALES

age of women heads of families—under 35 and brackets over. Priceless data



AUTOMOBILES

ownership and usage frequency

OCCUPATIONS

head of house: (1) professional, executive, managerial, technical; (2) clerical and sales; (3) manual

SOAPS, DETERGENTS, CLEANSERS



for past week—money spent

HOME OCCUPANCY

home owners vs. renters

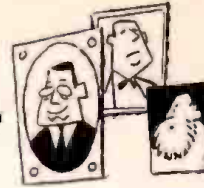


ONE CATEGORY EACH MONTH

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON
730 FIFTH AVENUE NEW YORK 19, NEW YORK

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

MARVIN D. McQUEEN, vice president and supervisor of accounts in St. Louis, and WILLIAM C. EDWARDS, vice president and manager of the Chicago office, elected directors of the D'Arcy Advertising Co.

JULIA B. BROWN, WALTER BARBER and HENRY CLOCHESSEY, associate media directors, and JOSEPH R. GROSS, account executive, named vice presidents of Compton Advertising Inc., New York.

MAROLD ROSS appointed radio-tv director of time and talent purchasing and BARRY ZIFF appointed director of merchandising and market research by Berghoff Associates

Inc., Los Angeles. Both were senior account executives.

JOHN M. MAUPIN, former general sales manager of WINS New York, has joined BBDO, New York, as an account executive.

ROBERT L. WHITEHEAD, formerly vice president in charge of the San Francisco office of Roy S. Durstine Inc., has joined Guild, Bascom & Busfigli Inc., San Francisco, as account executive.

A. J. BOUTCHARD, formerly account executive with McCann-Erickson Inc., has joined Paris & Peart Inc., New York, in the same capacity.

STATIONS

JOSEPH KIRBY, former manager of WKRS Waukegan, Ill., named vice president and general manager of KFBI Wichita, Kan.

WILLIAM A. SELLEY, former manager of WLOU Louisville, Ky., promoted to vice president of Rounsaville Radio and appointed general manager of WYLD New Orleans, La.

ROBERT KLEIN, general manager of WDAS Philadelphia, named executive vice president.

ROBERT REGAN, vice president in charge of programming at KGB San Diego, Calif., promoted to station manager.

DALE MOUDY, formerly assistant to the president of ABC, appointed general manager of WING Dayton, Ohio.

H. E. GURNEY, former western manager of the western division of the World Broadcasting System, named general manager of KOFY San Mateo, Calif.

HAROLD J. PANNEPACKER, formerly with WRCA-TV, appointed station manager of WRCA Philadelphia.

GENE SPRY promoted from assistant station manager to station manager of KPHO Phoenix, Ariz.

ARCH L. MADSEN, former general manager of Sponsor Publications Inc., appointed assistant to the general manager of WLS Chicago.

ROBERT LARSEN, former broadcast personality on WEMP Milwaukee, Wis., has joined WRFI as assistant to the general manager. He will continue his morning show.

J. KENT HACKLEMAN promoted from sales manager to station manager of WJLS Beckley, W. Va.

ED SHADBURNE, former assistant manager of WTWP Tampa, Fla., appointed station manager of WLOU Louisville, Ky.

HERB RESNICK, sales manager of WINE Buffalo, N. Y., appointed assistant managing director.

JOSEPH T. CONWAY promoted to national sales manager for WIBG Philadelphia.

ARMAND BELLI, former account executive with KDKA Pittsburgh, Pa., named national sales manager of WKPA New Kensington, Pa.

ROBERT BALDRICA, assistant sales manager at WXYZ Detroit, promoted to director of radio sales.

THOMAS J. SWAFFORD, former account executive with CBS Radio Spot Sales, named sales manager for WCBS New York. Also at WCBS, GEORGE J. SCANLON, formerly sales service manager, promoted to account executive and LYMAN CLARDY named to his former post.

JERRY MALONEY, formerly with WSJV-TV Elkhart, Ind., named sales manager of WTRG.

WILLIAM WELLER, account executive in the KNX Los Angeles CBS Radio Pacific Network sales department, appointed to the newly-created duties of marketing representative. Also, CRAIG ROGERS named an account executive.

DANNY MARTIN named sales promotion and merchandising director by WYDF Birmingham, Ala.

LEONARD MYERS appointed an account executive for WHDH Boston.

WILLIAM HARKNESS has joined WSAI Cincinnati, O., as an account executive.

EUGENE E. KOEN, formerly with WCAE Pittsburgh, Pa., named account executive at KDKA-FM.

ROY M. SCHWARTZ, promotion manager for WVUE-TV Philadelphia, named to similar post at WIBG.

REPRESENTATIVES

DOUG YATES, former timebuyer with BBDO, New York, named account executive at CBS Radio Spot Sales, New York. VINCENT J. RISO, an account executive with RAB, has joined the radio sales staff of NBC Spot Sales, New York.

NETWORKS

BLAIR A. WALLISER, former eastern manager for the John W. Shaw Advertising Agency, Chicago, has joined MBS as administrative vice president.

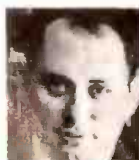
MISS CLAYTON SHIELDS, assistant business manager of ABC Radio, promoted to business manager.

MARVIN W. BAIMAN appointed manager for research studies, JACK B. LANDIS appointed manager for research development and WILLIAM S. RUBENS appointed manager for audience measurement by NBC.

G. E. HURST and JACK BRYNER named account executives in the sales department of CBS Radio.



Baldrica



Klein



Moudy



Ziff



Shields



Madsen

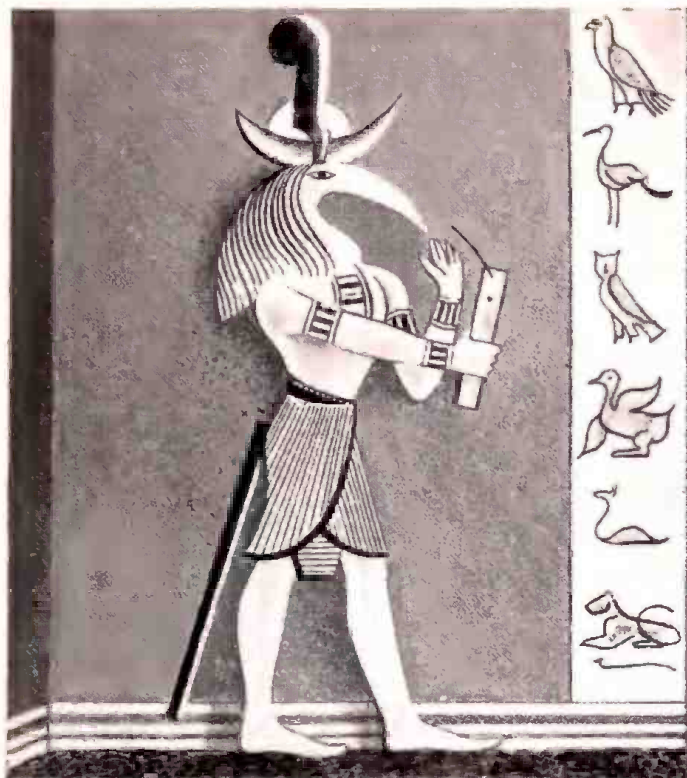


Ross



Pannepacker

as basic as the alphabet



EGYPTIAN

The ancient people of the Nile believed that a bird-god named Thoth invented writing, including a sacred sign which meant support. This, scholars think, was the beginning of our letter F.



PHOENICIAN

When traveling merchants from Asia Minor did business in Egypt, they saw the sign, liked it, and made it part of their alphabet. Slightly changed in form, it was called wau.



GREEK

According to legend, the Greek hero, Cadmus, carried a sixteen-letter alphabet including wau from Phoenicia to his homeland. Later, the variants shown here disappeared from Greek writing.



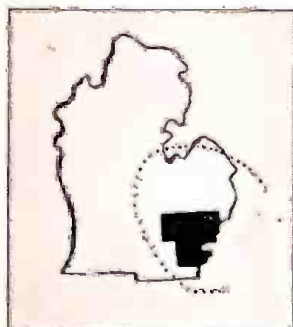
ROMAN

While the Greeks were still using the antique F, the Etruscans borrowed the letter and passed it along to the Romans who shoped it in the form we know today.



Historical data by

Dr. Donald J. Lloyd, Wayne State University



Fits your main target perfectly—without waste.

Seventy percent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

First on your Michigan station list should be WWJ—where thirty-eight years of leadership experience coupled with modern radio concepts deliver exceptional results in the great Detroit-Southeastern Michigan market.

Start your fall radio campaign here—with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers—with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the basic thing to do!

AM and FM
WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



... it takes sales effort

ECONOMIC TALK

The past few weeks economic talk has taken on a lighter tone. News from Washington indicates an upturn in business this fall.

Recognized industry authorities have been charting the gains expected for radio for the current year (see *U. S. RADIO*, July 1958)—although the measure of individual success more often than not depends upon the amount of effort and planning involved.

Regardless of the economic climate, however, the job for radio—as well as for any other business—is a continuing intensification of sales efforts. If an advertiser alters expenditures, that is the time for radio to present its strongest sales arguments and not retrench itself.

The value of radio as a long-run, economical medium stands apart from other media. The vitality of radio's selling effort will aid in determining how rosy its hue will continue.

WEEKEND PHENOMENA

The experience of presenting something of value is always exhilarating. In the lead story, *Radio Listening Remains at Work on the Weekend*, p. 27, an examination of the weekend audience and its strength is made.

The facts are more than just impressive. They

show that although weekend radio has not attracted the same enthusiasm of national advertisers as have other times of the week, the audience on Saturday and Sunday compares very favorably with weekday levels. And in some markets, the peak weekend audience surpasses the peak Monday-through-Friday tune-in.

One city illustrated in the story is Atlanta, where a Hooper study credits the Saturday 10 a.m.-to-6 p.m. period with 17 percent of the radio sets tuned in compared with 15.7 for the Monday-through-Friday high, which occurs from 7 a.m. to 12 p.m.

We believe that the strongest story is the one where the facts speak for themselves.

OFFENSE REQUIRED

Certainly, weekend radio needs no defense. On the contrary, it requires an offense to make the facts known.

The increasing awareness of the strength of Saturday and Sunday listening has prompted a major research firm to plan a study to show that more unduplicated homes can be reached in a Monday, Wednesday and Saturday spot schedule than a Monday, Wednesday and Friday campaign.

The weekend audience has much to recommend it.

the largest weekly
audiences in network radio
are delivered to
advertisers on the
NBC RADIO NETWORK

(and it's been happening month after month after month!)

Rank Order	Advertiser	Network	Unduplicated Homes Reached
1.	Bristol-Myers Company	NBC	8,266,000
2.	Midas Muffler	NBC	7,433,000
3.	Brown & Williamson	NBC	7,382,000
4.	Ford Motor Co.	Net. #2	7,369,000
5.	California Packing	NBC	7,113,000
6.	Florists' Telegraph Del.	Net. #4	6,510,000
7.	Procter & Gamble	NBC	6,126,000
8.	Ex-Lax, Inc.	NBC	5,780,000
9.	Chevrolet	Net. #2	5,408,000
10.	Plough, Inc.	NBC	5,319,000
11.	Lever Brothers, Inc.	NBC	4,575,000
12.	Campbell Soup Company	NBC	4,563,000
13.	Swift & Company	NBC	4,357,000
14.	B. T. Babbitt, Inc.	NBC	4,242,000
15.	American Motors Corp.	NBC	3,896,000

**NBC RADIO has
7 out of top 10
12 out of top 15**

Source: A. C. NIELSEN CO.—4 weeks ending May 10, 1958

morning...noon...and night...

all I **buy** is WINS

Radio WINS audience has grown phenomenally since 1954—a trend unmatched by any other New York City radio station. Also, WINS' rate of growth is steadily rising. The three charts below show the compelling comparisons of the New York 17-County Area Pulse share-of-audience ratings for June, 1954 through 1958. WINS has increased its afternoon and nighttime audiences so that it is now an undisputed No. 1 in both time periods. WINS ability to deliver results is further attested to by its growing number of key national advertisers. In the last four years Radio WINS has become, from any standpoint...



"NEW YORK'S LEADING STATION" • RADIO CIRCLE • NEW YORK • JUDSON 2-7000

Repr. by the Katz Agency

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