

U.S.

# RADIO

JANUARY

1959

35 CENTS



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Official U.S. Navy Photo

any time is **listening** time...  
and **radio** goes everywhere!

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. And Radio keeps everyone at home company, too—delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturates markets profitably, economically and quickly.

Radio Division

## EDWARD PETRY & CO., INC.

The Original Station Representative

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



...  
Chairman  
Sales  
Radio Tr

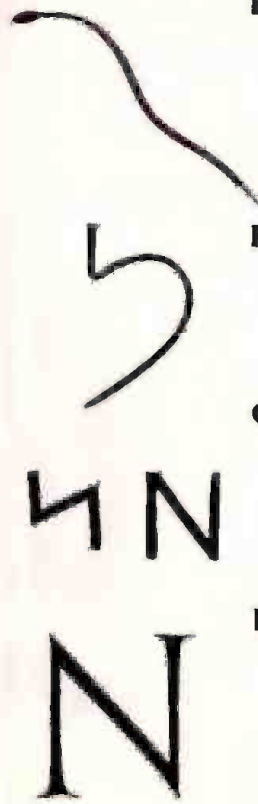
# ALL-CANADA RADIO and TELEVISION LIMITED

 representing Canada's leading Radio & Television Stations  
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



# as basic as the alphabet



## EGYPTIAN

Since its appearance in the Garden of Eden, the serpent has been an important symbol in the writings and legends of mankind. To the Egyptians, this snake-figure signified cobra.

## PHOENICIAN

Great fishermen as well as sailors, the men of Tyre varied the twisting form of the Egyptian word-sign and made it their letter nun (fish).

## GREEK

Changing as it passed from one ancient region to another, the nun found its way across the Mediterranean to Greece. There, it became the Athenians' letter nu.

## ROMAN

From Greek colonies in Italy, Etruscan merchants brought the letter to Rome where stone masons eventually shaped it in the form we know as N.

*Historical data by  
Dr. Donald J. Lloyd,  
Wayne State University*

**New or long-established**, every product deserves the powerful sales-thrust provided by WWJ. Dealers welcome WWJ-advertised brands because they know the station moves merchandise. Listeners prefer WWJ because it gives them the best of modern radio service.

**Now is the time** to line up Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—to be represented in the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers, Buy WWJ — it's the basic thing to do!

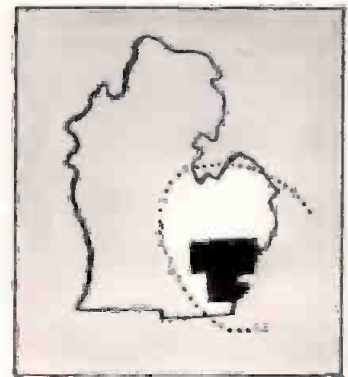
# WWJ RADIO

AM and FM

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**  
NBC Affiliate

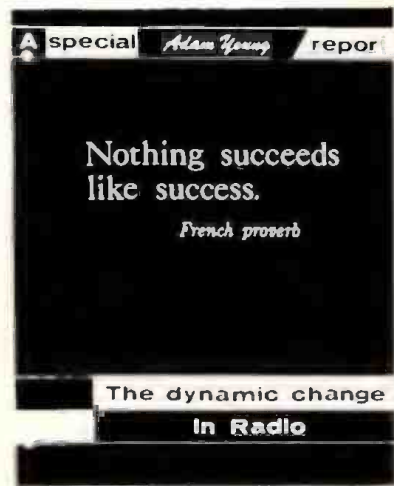
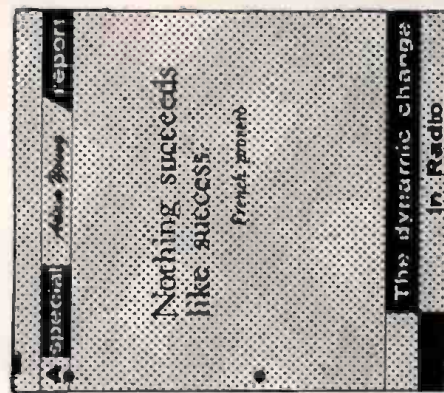
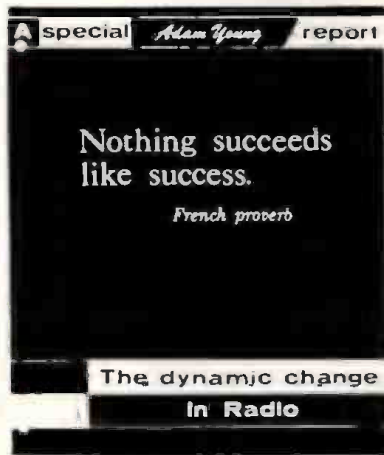
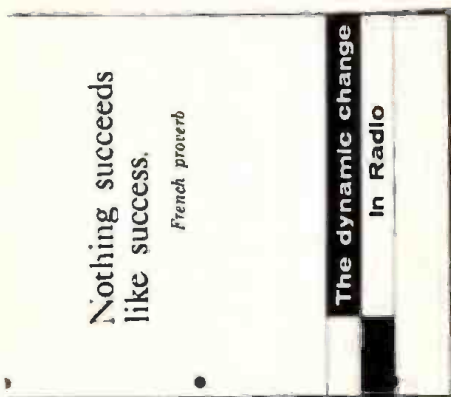
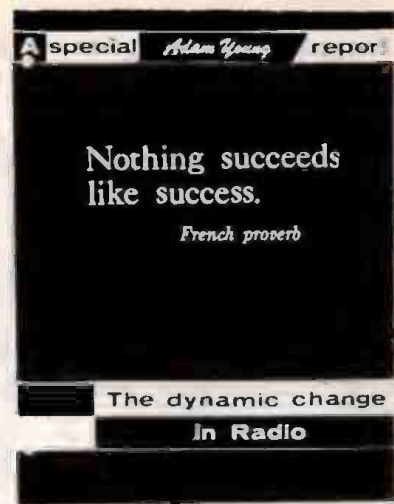
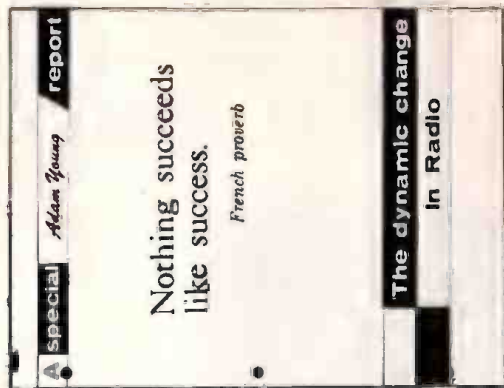
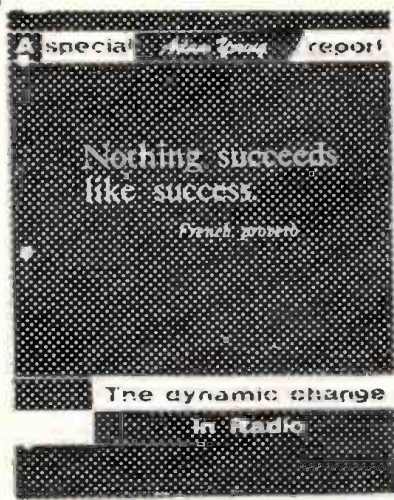
National Representatives: *Peters, Griffin, Woodward, Inc.*



## N

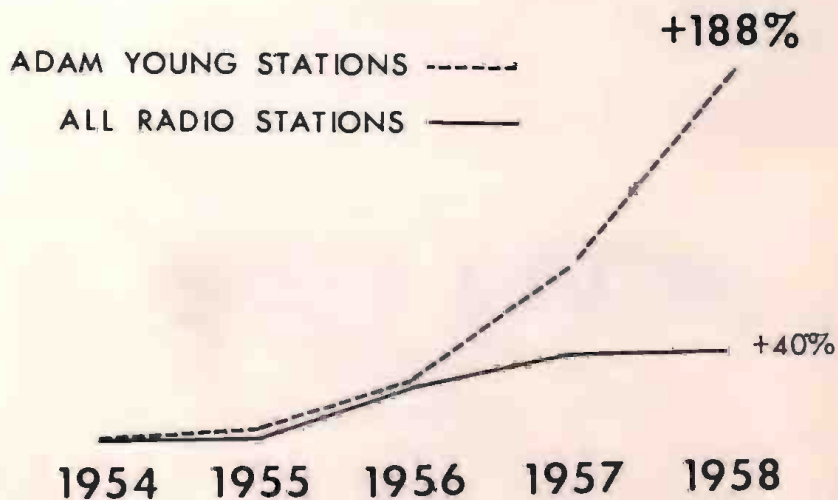
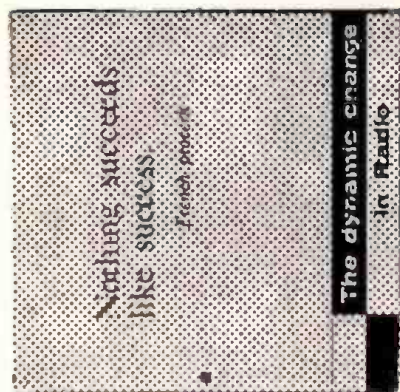
ote how WWJ hits the target

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



## Growth of National Spot Business

[1954=Index]







# Radio's Barometer



**Spot:** Gross time sales for spot radio reported by Station Representatives Association for the first nine months of 1958 are estimated to be four percent above the same period in 1957—\$136,639,000 compared with \$131,397,000. For the third quarter, however, SRA estimates that spot declined from \$44,629,000 in 1957 to \$43,085,000 in the 1958 period. Total 1958 figures will not be known for several weeks (in 1957, spot totalled \$169,511,000 as currently revised by the FCC).

**Network:** CBS Radio, NBC Radio and ABC Radio have reported new billings for varying periods. John Karol, vice president in charge of CBS Radio sales, reports \$4,136,000 in net billings for a 30-day period. NBC Radio business for a three-week period had \$1,723,000 in net billings, according to William K. McDaniel, vice president for sales. And \$1.9 million in new and renewed business for the first two weeks of December have been reported by John White, ABC Radio director of national sales. (See *Report from Networks*, p. 59.)

**Local:** In the period between February 1 and December 15, KXOA Sacramento, Calif., showed a 21 percent increase in business over the same 1957 period, the station reports. Both local and national business, KXOA says, shared in the increase.

**Stations:** An increase of 17 am and fm stations was registered in December over the prior month. The new total is 3,886 (3,315 am and 571 fm). The number of am stations increased by eight and the number of fm outlets by nine.

	Commercial AM	Commercial FM
Stations on the air	3,315	571
Applications pending	456	34
Under construction	108	115

**Sets:** Total set production including car radios for October was 1,305,857 (for 10 months—9,489,544), according to Electronics Industries Association. Total auto radio production for October was 296,067 (for 10 months—2,679,618). Total radio set sales excluding car radios were 743,368 (for 10 months—5,647,044). Fm set production for October was 59,586 (July through October, 235,647). (See *Report on FM*, p. 60.) Transistor sales for October were 5,594,856 with a dollar value of \$13,461,847 (for 10 months—36,072,133 with a dollar value of \$83,692,052).

# On Top with the NEWS

Eight full time editors, all newspaper or radio news veterans, prepare more than 85 news programs each week on **WTIC**. News Director is Tom Eaton, member of the Associated Press Radio and TV News Advisory Committee.

Eaton is in constant touch with a network of **WTIC** regional correspondents and assigns full time reporters to both City Hall and the State Capitol.

For availabilities in the finest radio news programs in the rich, rich southern New England market, contact Henry I. Christal Company.

## WTIC

50,000 watts  
Hartford, Connecticut



# U.S. RADIO

JANUARY - 1959

VOL. 3 - NO. 1

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*the beginning was*

**the radio buy...**

*then came the*

**merchandising!**

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said, "Our Keystone buy was like spot radio, in as much as we picked *exactly the markets* we wanted to pinpoint! And in addition, Keystone's **STRENGTH IN MERCHANDISING** tie-ins and in enlisting local dealer support

served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and **THEN CAME THE PLUS. MERCHANDISING!**

*"Money alone couldn't buy what we got in this campaign, the advertiser said—and as for results, we've seen definite evidence of a sales turn,"* he concluded.

**Keystone's 1046 stations reach a spectacular 86% of the rich rural market!**

Send for our new station list:

**CHICAGO**  
111 W. Washington  
STate 2-8900

**NEW YORK**  
527 Madison Ave.  
ELdorado 5-3720

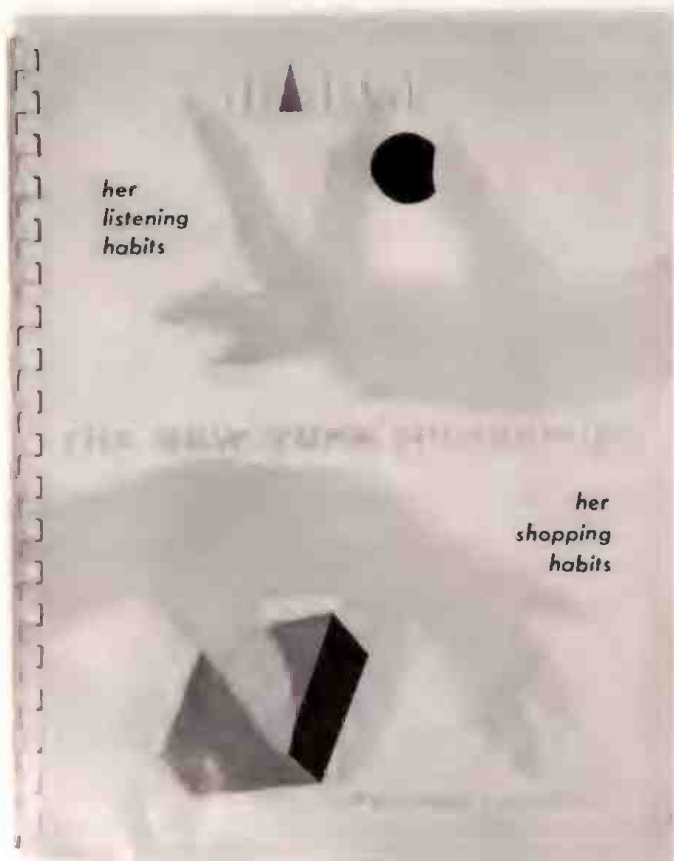
**LOS ANGELES**  
3142 Wilshire Blvd.  
DUnkirk 3-2910

**SAN FRANCISCO**  
57 Post St.  
SUtter 1-7440

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



# WOR RADIO STUDY ADDS A NEW DIMENSION TO COST- PER-1000



*Advertisers have always been aware of the shortcomings of buying radio on a strictly cost-per-1000 basis. Everyone realizes that the lowest cost-per-1000 does not necessarily produce the greatest sales results for the dollars invested. Why? WOR's new study "The New York Housewife" gives the first statistical evidence.*

*The study, nearly a year in the making, analyzes the housewife audience of 8 major New York radio stations. Although the housewife may listen to many stations, she is a loyal listener to some and not to others; she is more personally-interested in some; she is more receptive to some; she is more attentive to some and she relies on one more than another. The way she listens to a station is bound to affect her response to its advertising.*



*There's a big difference in the type of housewife listener each New York station delivers. For example, in comparison with a top-rated music/news independent,*

**WOR RADIO DELIVERS . . .**

<b>30%</b>	<b>MORE LOYAL LISTENERS</b>	<b>PER 1000 HOUSEWIVES REACHED</b>
<b>54%</b>	<b>MORE PERSONALLY – INTERESTED LISTENERS</b>	
<b>41%</b>	<b>MORE RECEPTIVE LISTENERS</b>	
<b>78%</b>	<b>MORE ATTENTIVE LISTENERS</b>	

*WOR's study also sheds new light on the housewife's shopping habits . . .*

- HOW MUCH SHE SPENDS AND WHEN SHE SHOPS
- HER EXPOSURE TO RADIO AND NEWSPAPER ADVERTISING PRIOR TO SHOPPING
- THE LENGTH OF TIME BETWEEN ADVERTISING EXPOSURE AND SHOPPING

*. . . important information that demonstrates why advertisers should make radio their primary choice. Ask your WOR RADIO representative for your copy of "THE NEW YORK HOUSEWIFE" study.*

# **WOR RADIO 710**

## **fm 98.7**

A Division of **RKQ** Teleradio Pictures, Inc.

*Serving more advertisers than any other station in New York*

The  
SALESMAN  
makes a  
difference.....

and so does the  
STATION!



You can bet on it — a reputable, *believable* salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, *effective* salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades — by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the “First 50”.

*As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!*

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa’s GREATEST radio station!

**WHO**

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Affiliate

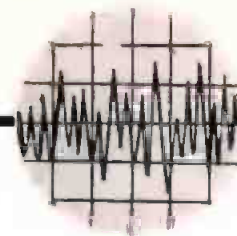
WHO Radio is part of Central Broadcasting Company, which also owns and operates

WHO-TV, Des Moines. WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives





## Strike-bound Straphangers Attuned to Radio

New York's newspaper strike hit the pre-Christmas shopper and advertiser alike—and both turned to radio to fill in the gaps in sales information created by cancelled print schedules. Among the national advertisers, Greyhound Corp. drove ahead with an accelerated radio campaign in the area. Local retailers and the entertainment business also stepped up their air time to accomplish advertising aims.

## Cha-Cha Tempo to Top Commercials, JWT Foresees

Cha-cha is the rhythm for 1959, experts at J. Walter Thompson predict—and musical commercials will soon adopt the beat. Pointing up the extent to which agencies research the buying public, the forecast is based on a survey JWT conducted of the popular music field. The findings: Chachas will top record sales lists by mid-February. JWT will release a commercial in cha-cha tempo shortly after. (See *Hard Sell With Velvet Touch*, p. 40.)

## Dollar Ranking of Spot Users Is Radio Milestone

Top spenders for spot radio that are identified by net dollar amounts in a "first ever" compilation of such figures by Radio Advertising Bureau scores a "beat" on two counts: First on spot radio *dollar* figures, and first in the broadcast field on the basis of *actual spending* by listed clients rather than gross figures calculated at high once-only rates. (See *Report from RAB*, p. 56.)

## NAB's 1959 Convention Program Scheduled

How to provide the best in radio—technically, professionally, profitably—is the National Association of Broadcasters' format for the radio segment of its 1959 convention (March 15 through 18, Conrad Hilton Hotel, Chicago). Among subjects radio conferees will consider are programming, projecting the station image, standards of good practice, audience research, editorializing. J. Frank Jarmar, WDNC Durham, as chairman of the radio board, will open the radio session. Robert W. Sarnoff, NBC board chairman, will receive the convention's keynote award.

## Canada Dry Will Repeat 1958 Spot Radio Use

Canada Dry Corp. is expected to repeat this year its 1958 radio spending—an estimated \$400,000, all in spot. The firm reports it is using times between 3 and 5 p.m. in 120 markets.

## Radio Forces to Emphasize Client Ad Managers in 1959

One of the important developments in 1959 is expected to be a sales effort directed at client ad managers and executives as well as to agency personnel. Other new approaches to sales development efforts also are being planned for the new year. (See *Outlook '59 Parts I and II* beginning p. 25.)

## Group Names Mitch Miller Radio 'Man of Year'

"We must not under-rate the taste and intuitive wisdom of the people," declares Mitch Miller, director of Columbia Records pop activities. In accepting the first "Man of the Year" award from the Better Music Broadcasters, he states, "An attentive and alert listener, which to you and your advertising clients means a successful and loyal listener, depends on a constant rotation of rich musical crops." Carl Schuele, president of Broadcast Times Sales, made the presentation.



## American Tobacco Co.

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: LUCKY STRIKE

This cigarette firm is renewing its spot radio time for 52 weeks in about 30 markets, starting this month. Hope Martinez is supervisor of timebuying.

## American Tobacco Co.

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

Product: PALL MALL CIGARETTES

A national spot campaign across the country is ready to start January 19. The drive will consist of short flights with varying schedules depending on the market. Jack Canning is the timebuyer.

## Bache & Co.

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

*Today's Business*, a five-minute program sponsored by this financial firm, may soon tap listening audiences in additional markets to the five currently hearing the Monday-through-Friday broadcast of stock market news. The program is at present on the air over one station each in New York, Philadelphia, Chicago, Cleveland and Scranton, Pa.; plans for expanding the schedule are in the works. Timebuyer is Larry Butner.

## Best Foods Inc.

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

Product: H. O. QUICK OATS, H. O. INSTANT OATS

Starting January 5, both cereals will take off on a second flight of radio time, with five to six announcements a week for five to six weeks in selected markets—San Francisco, New York, Philadelphia and Boston for the Quick oats; Al-

bany; Troy, Schenectady, N. Y.; New Haven, and Hartford, Conn., for both Quick and Instant. Bob Anderson is timebuyer.

## Borden Food Products Co., Division of The Borden Co.

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

Product: BORDEN'S INSTANT COFFEE

Starting January 12, it will be "coffee time" from 15 to 40 intervals a week on stations in 25 to 30 markets for this Borden product. The announcements are scheduled for 20 weeks with frequency determined by the market area. Bob Widholm and Stu Eckert are radio timebuyers for the account.

## Carillon Importers Ltd.

Agency: *Gore Smith Greenland Inc., New York*

Product: GRAND MARNIER LIQUEUR

Having taken its first quaff of five-minute radio time, the company is waiting to feel the effects before expanding its use of the medium. If preliminary indications of good consumer response to the initial advertising on New York's WBAI hold true, Carillon President Alexander Lesnor says, "It is possible this will be a prelude to our advertising approach in various sections of the country." The liquor import firm chose to use five-minute radio time during December to reach what it terms the "adult and mature audience" of the medium. Commercials included a series of one-minute spots delivered by a woman, plus those given by George Hamilton Combs during his 15-minute newscasts sponsored by Carillon on Wednesday and Friday evenings. Murray Platte is timebuyer.

## Changing Times—The Kiplinger Magazine

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

Three network buys and a spot

schedule in 50 major markets are on the books for this publication, which offers "money-making, money-saving tips." The magazine has renewed its 15-minute news-type program for 13 weeks over ABC, NBC and CBS networks, utilizing weekend times. The spot buys, running for as long as 52 weeks, are on a frequency of from one to four quarter-hour programs per weekend. Larry Butner is timebuyer.

## Commercial Solvents Corp.

Agency: *Fuller & Smith & Ross Inc., New York*

Product: HI-D AMMONIUM SULPHATE FERTILIZER

Farm radio in 30 selected markets ranging from the Chicago area to Louisiana will be used by this firm in a specialized campaign to be launched in mid-February. Announcements will be transcribed minutes. Timebuyer is Bernie Rasmussen.

## Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

A 52-week renewal of its well-known five-minute newscasts has been okayed by the company for stations in the 18 East Coast states comprising the market area. Announcements include an open and close with a minute commercial in between, advertising a variety of Esso products depending on the market and season. The Monday-through-Friday broadcasts are on the air in the morning or late afternoon and early evening peak listening hours, varying with local station schedules. Timebuyer is Dick Brannigan.

## Garrett & Co.

Agency: *MacManus, John & Adams Inc., New York*

Product: VIRGINIA DARE WINES

A 13-week series starts January 15

(Cont'd on p. 12)



# for detroit time buys **CKLW** appoints **EASTMAN**

WHAT A MARKET! Detroit . . . 5th in the nation

WHAT A FACILITY! 50,000 watts on 800kc

# CKLW

WHAT SELLING PERSONALITIES! Toby David, Myrtle Labbitt,  
Mary Morgan, Bud Davies,  
Eddie Chase, Ron Knowles

WHAT RATINGS! Check the September-October PULSE

. . . AND WHAT LOW COST!

Listen to your East/man  
for great bargains.



**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  
San Francisco, Cal.  
YUkon 2-9760

**CK IS THE BEST WAY TO SELL THE SURGING DETROIT MARKET!**



## time buys

(Cont'd from p. 10)

in about four markets on an average of four stations per market. The one-minute commercials will be concentrated "in the latter part of the week" with an average of 15 on each station. Henry Halpern is agency media and research director, Ruth Prigozy is timebuyer for this account.

### Greyhound Corp.

Agency: *Grey Advertising Inc., New York*

Two of the transportation company's seven geographic divisions are taking the radio route in a spot campaign running for the next three months. The central division is on the air in approximately 15 Midwest cities for about 14 weeks, starting the end of December. The southeastern division is using radio in six markets for about 12 weeks. Agency media manager for the account, is Joan Rutman.

### G. Krueger Brewing Co.

Agency: *Grey Advertising Inc., New York*

Product: AMBASSADOR BEER

The company that reportedly puts "more beer in your beer" is reportedly putting "more radio in radio" in New Jersey this year. Approximately the same schedule of stations as in 1958, primarily in the Garden State, will be used for a 44-week schedule that U.S. RADIO estimates will almost double the frequency of Ambassador's previous air time—in some instances increasing to 100 announcements a week. Jack Cummings is agency media buyer on the account.

### National Biscuit Co.

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

Product: PAL DOG DINNER

In adding a new course to its product menu, National Biscuit chose radio as the medium to intro-

duce this dog food in 14 principal market areas. A three-week schedule of minutes (20 to 40 a week) on 40 stations principally in the New England, Middle Atlantic and Far West states was used. Dog Dinner replaces Tiny Bits in the company pet food line. Lucy Kerwin is timebuyer for the account.

### Parsons' Ammonia Co.

Agency: *Hedrick & Johnson Co., New York*

Product: PARSONS' AMMONIA

The housewife with spring cleaning ambitions is the listener this company has in mind in determining its next advertising campaign, due to start in March or April. Parsons recently completed its fall aerial schedule for short flights (six, eight and 10 weeks) of 15 to 35 one-minute announcements a week on one or two stations in each of 30 market areas across the country. Established in 1876 and reputedly the "biggest seller nationally" in the field, Parsons is the original "sudsy" household ammonia. About 90 percent of the company's advertising budget goes to radio, the agency says. Stanton Hedrick is in charge of the account.

### Reynolds Tobacco Co.

Agency: *William Esty Co., New York*

The makers of Camel's, Winston's, Salem's and other tobacco products are reported to be renewing their radio schedules on a 52-week spot basis nationally on "about" the same scale as last year.

### Standard Brands Inc.

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

Product: FLEISCHMANN'S YEAST

Continuing on the air in 1959, the company has renewed for 13 weeks as of January 5, with five announcements a week in about 35 markets. Mario Kircher is timebuyer.

### Sterling Silversmiths Guild of America

Agency: *Fuller & Smith & Ross Inc., New York*

Polishing up the sales future for sterling, the guild starts a radio schedule January 19 that will run for 29 weeks (not necessarily consecutive) in 41 top markets. From 10 to 12 one-minute transcriptions will be used on about 60 stations. Bernie Rasmussen is timebuyer.

### Time Inc.

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

Product: LIFE MAGAZINE

Five weeks of spot radio promotion, hitting about 25 different markets each week, will be launched by this publication on January 19. Approximately 40 announcements of varying lengths are scheduled for each market. Bill Dollard is media buyer.

### Ward Baking Co.

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

Product: TIP-TOP BREAD

This baking firm's advertising plans call for five weeks of radio announcements starting January 5 in about 50 markets. Frequency of the minutes and ID's being used will vary according to locale. Timebuyer is Mario Kircher.

### Welch Grape Juice Co.

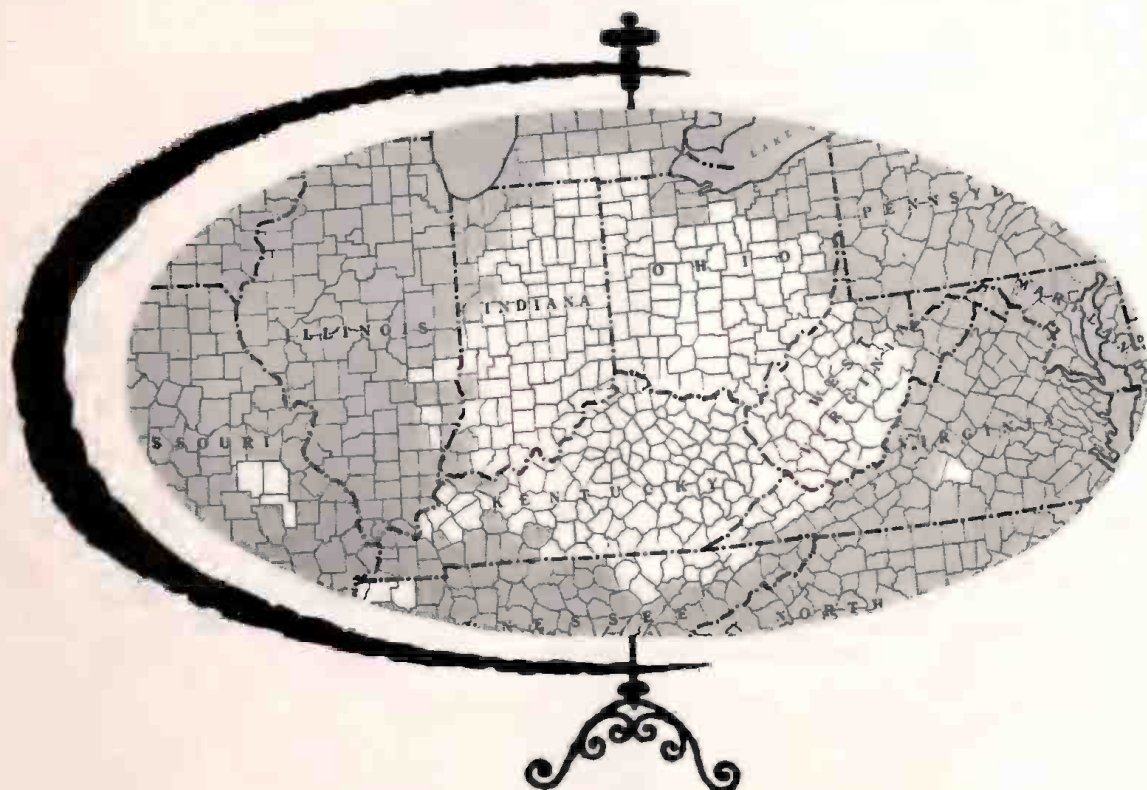
Agency: *Richard K. Manoff Inc., New York*

Product: TOMATO JUICE

Now in the midst of a 26-week radio schedule, the fruit juice firm has participations on the Yankee Home and Food Show over the Yankee Network New England stations, plus up to 12 one-minute announcements a week in the same area and on two stations in Philadelphia. The series started in early November. Robert Kibrick, media director, is in charge of buying.



# WLW radio audience among TOP 10 in America



## The full scope of the WLW AUDIENCE

<b>MARKET COVERAGE</b>	<b>No. of Counties</b>	<b>Total Homes in Area</b>	<b>Radio Homes in Area</b>
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

	<b>NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . .</b>			
	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	981,000	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**

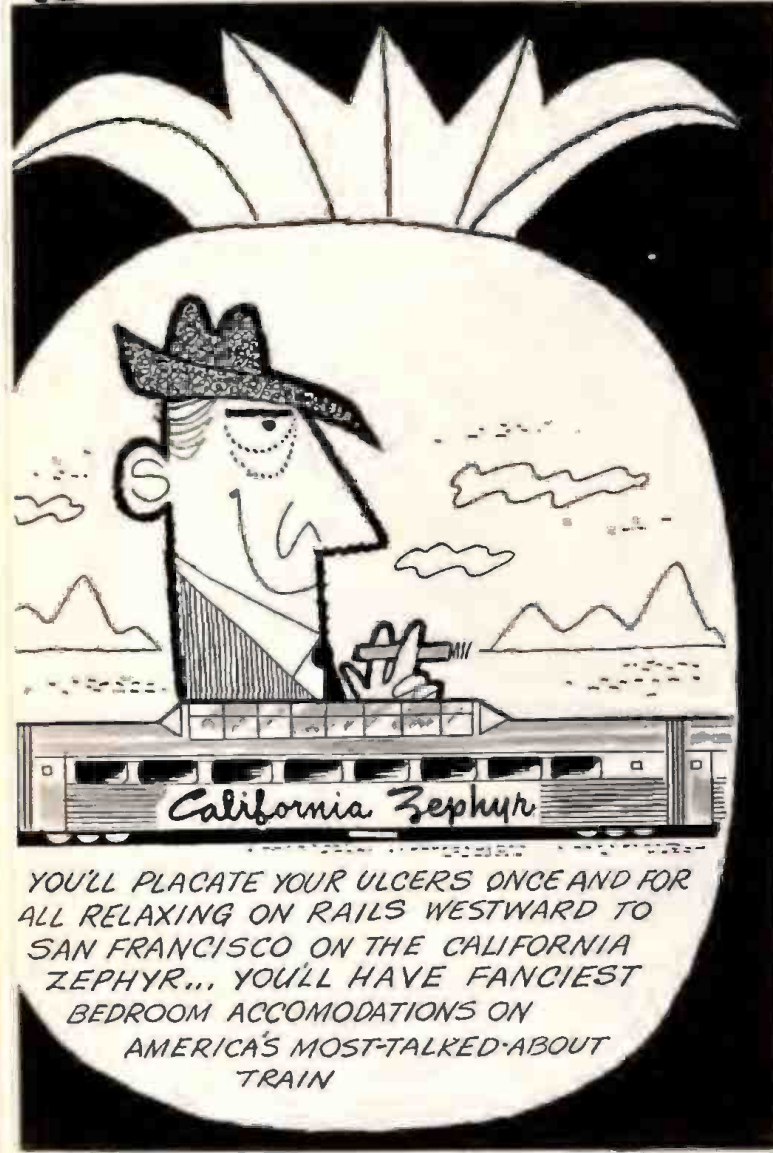


Hollinger  
of Honolulu  
is here to

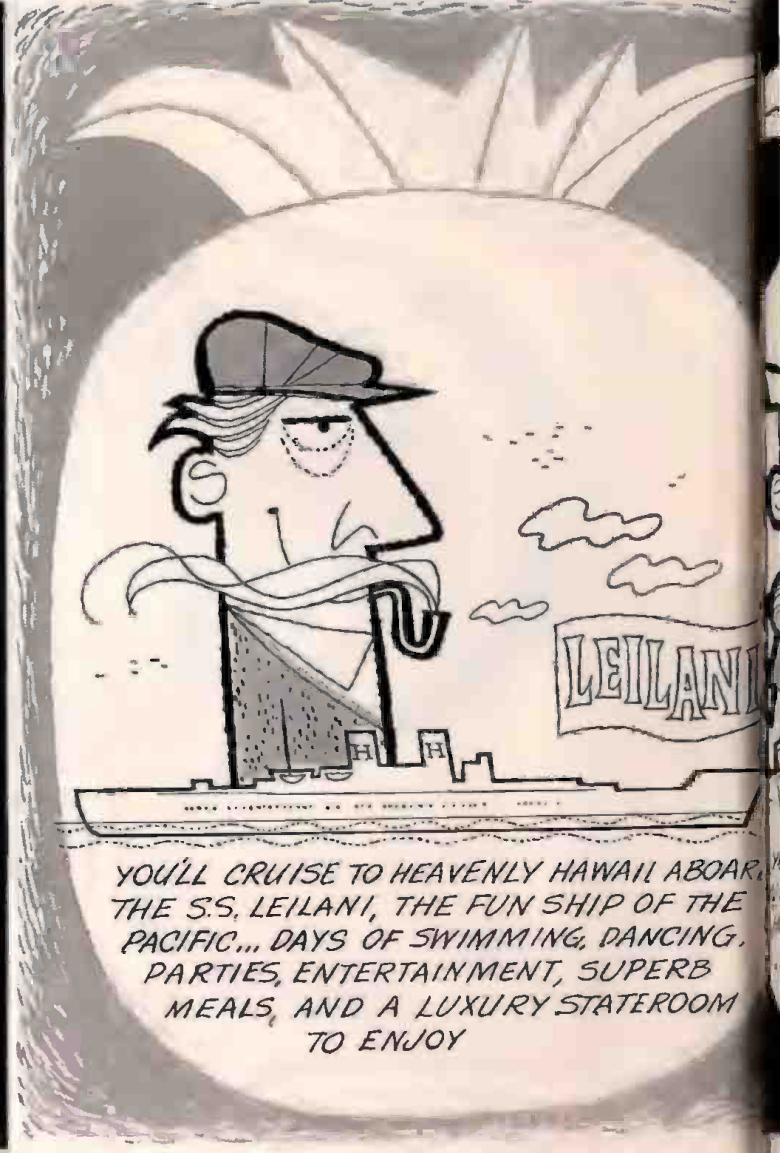
# STATE HOOLAH

that if you're  
in advertising  
for a lively

and Every contestant will receive



YOU'LL PLACATE YOUR ULCERS ONCE AND FOR ALL RELAXING ON RAILS WESTWARD TO SAN FRANCISCO ON THE CALIFORNIA ZEPHYR... YOU'LL HAVE FANCIEST BEDROOM ACCOMODATIONS ON AMERICA'S MOST-TALKED-ABOUT TRAIN



YOU'LL CRUISE TO HEAVENLY HAWAII ABOARD THE S.S. LEILANI, THE FUN SHIP OF THE PACIFIC... DAYS OF SWIMMING, DANCING, PARTIES, ENTERTAINMENT, SUPERB MEALS, AND A LUXURY STATEROOM TO ENJOY

## 2nd Prize is a Trip To Hawaii FOR TWO!!!

This is for the winner whose spouse finds out!!! Seriously, we've a Trip For One, and a Trip For Two. The first Prize Winner can take his choice. United States Overseas Airlines tax available as alternate prize.

Contest is open to everyone in advertising, except employees of Founders Stations, the Hollingbery Co. employees of newspapers, radio and TV stations (and immediate families). Write in True Or False answers and your KPOA Slogan. Mail entries, limited to one per person to Hollinger of Honolulu, KPOA, Hawaii, postmarked not later than Jan. 31, 1959. Winners will be notified by mail and have four months in which to take the trips. All entries become the property of KPOA for possible promotional use, and decision of the KPOA judging staff is final.

So contact Arthur Godfrey Elmer Leterman the bartender at the Luau, the Mula Maid at the Lex or the Hollingbery boys who REALLY know the answers on Hawaii.

Every contestant will receive a Hawaiian gift of Aloha from KPOA.

**KPOA**  
**THE BIG STATION**  
**10,000 WATTS AT 650 KC**  
**FIRST OF THE FOUNDERS FAMILY OF FINE STATIONS**

HONOLULU, HAWAII



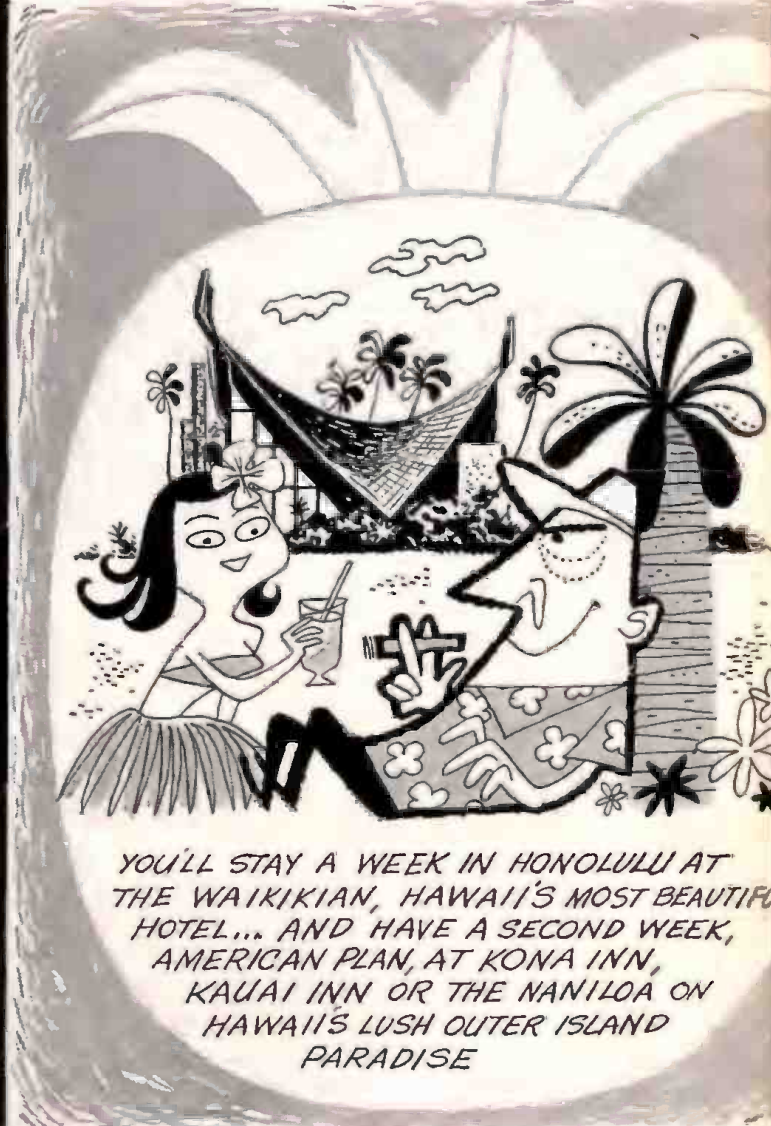
Contest  
specially

# FOR <sup>you and it offers</sup> 3 round-trip vacations to HAWAII

Aloha gift from KPOA



YOU'LL BE MET WITH A LEI... HAVE A DATE WITH A HULA MAIDEN... BE GUEST OF HONOR AT A JAPANESE TEA HOUSE PARTY... RIDE AN OUTRIGGER CANOE AND SAIL A CATAMARAN THRU THE FAMOUS WAIKIKI SURF... DRIVE A '59 PONTIAC



YOU'LL STAY A WEEK IN HONOLULU AT THE WAIKIKIAN, HAWAII'S MOST BEAUTIFUL HOTEL... AND HAVE A SECOND WEEK, AMERICAN PLAN, AT KONA INN, KAUI INN OR THE NANILOA ON HAWAII'S LUSH OUTER ISLAND PARADISE

ENTRY BLANK

Name is \_\_\_\_\_ I handle the \_\_\_\_\_ ad account \_\_\_\_\_  
 My complimentary Hawaiian gift to me at \_\_\_\_\_

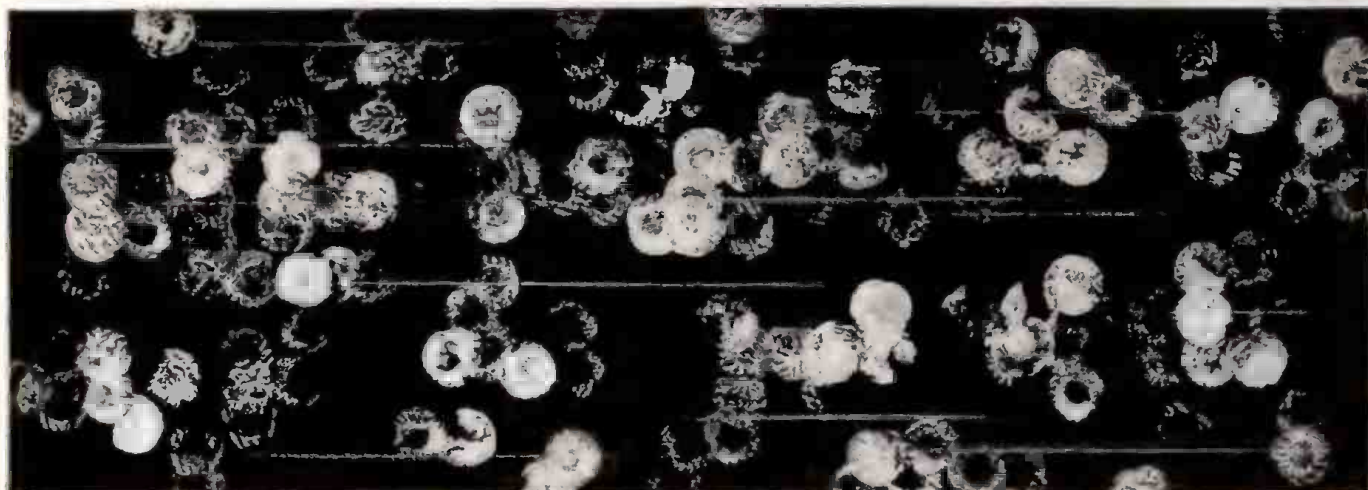
Here are my TRUE OR FALSE answers

enlists the aid of all America in its drive for statehood in '59.	TRUE FALSE ✓	Greeting Hawaii's visitors with a lei was originated by Mamie Staver.	TRUE FALSE
early conqueror of all the Islands was King Kamehameha.	TRUE FALSE	Hawaii's 617,700 population is more than Wyoming and Nevada combined.	TRUE FALSE
's net effective buying power per family is \$6,513 more than that of 41 other states.	TRUE FALSE	KPOA's adult audience excels that of Hawaii's all-station average.	TRUE FALSE
Godfrey is actually the illuminated son of Queen Liliuokalani.	TRUE FALSE	You'll find broiled malahinis at the beach and fried wahines at luaus.	TRUE FALSE
has more PULSE leadership periods than all other stations combined.	TRUE FALSE		

Here is my KPOA Slogan

KPOA stands for \_\_\_\_\_  
 (Examples: "Covers Pacific Ocean Area", "King Pin Of Airways")

# Stimulating Sounds



What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell *it* . . . and sell it!



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC





## **New Look Proposed For Station Renewal Forms . . .**

A two-year *tete-a-tete* among Bureau of the Budget personnel, broadcast representatives and members of the FCC has resulted in a proposal to revamp appreciably a station's application for license renewal.

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## **. . . Changes Suggested For Commercial, Program Data . . .**

Among additions, deletions and changes in the FCC proposals: (1) A "live" program has been re-defined as a broadcast which is live for at least half its air time; (2) spot announcements should be tabulated on a weekly basis for spots aired between 6 a.m.-6 p.m., 6 p.m.-11 p.m., and all other times rather than by the quarter hour which is the current system; (3) a "commercial" program has been re-defined as a 14—rather than 14½—minute broadcast, thus permitting a 60-second commercial without making it mandatory for the show to be classified as commercial.

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## **. . . Three Program Classifications Added . . .**

The FCC also suggests that the over-all program classification be increased from the present four categories (news, entertainment, religion and agriculture) to seven by adding sporting events, public affairs and instructive broadcasts as separate categories.

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## **. . . Newly-Proposed Groups Are Defined . . .**

All programs on local, international and national affairs will be classed as public affairs broadcasts. All shows of a non-religious or non-current events nature such as the fine arts and social sciences will be classified as "instructive." The sports category covers all play-by-play, and before and after the game broadcasts.

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## **. . . Comm. Craven Registers A Dissenting View . . .**

The recommendations made everybody happy save Commissioner T. A. M. Craven, who has long advocated a complete hands-off policy for the FCC in regard to station programming. It is Commissioner Craven's thesis that the very existence of program categories indirectly dictates program standards to the licensee and constitutes a form of censorship.

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## **. . . He Questions Public Service Role . . .**

Commissioner Craven holds that "no licensee is free to program according to his personal opinion as to what constitutes the best public service when he knows full well that his views are destined to be evaluated in the light of pre-conceived and pre-stated opinions of the regulatory agency."

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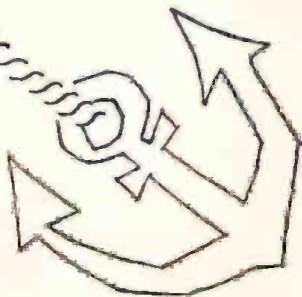
## **Option Time: Controversy Continues to Rule**

The future of option time practices in network operations has become more precarious with the release of an FCC staff report based on the recommendations of Dean Roscoe Bartow's Network Study Staff and the

Another **NEWS** Scoop for  
**K-NUZ . . .**  
**"BIG MIKE V"**



"Big Mike V" . . . the latest addition to K-NUZ's family of ground and air "Big Mike" mobile units, is a sleek 27-foot Trojan cruiser powered by twin 160-hp engines . . . fully equipped with radio gear for on-the-spot coverage of water events and news as it happens on the Gulf Coast.



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

**ANCHORED in the**  
**NO. 1** POSITION  
 in HOUSTON

First in popularity with the ADULT\* Houston audience—K-NUZ delivers the largest purchasing power\* of ADULT spendable income audience in the Houston market!

\*Special Pulse Survey (Apr.-May, 1958)

\*Nielsen (June, 1958)

**STILL THE LOWEST COST**  
**PER THOUSAND BUY**

National Reps.:

**Forjoe & Co.—**

New York • Chicago  
 Los Angeles • San Francisco  
 Philadelphia • Seattle

Southern Reps.:

**CLARKE BROWN CO.**

Dallas • New Orleans • Atlanta

In Houston:

Call Dave Morris  
 JA 3-2587

lengthy hearings which followed the controversial Barrow Report. The FCC received the staff document which, for all practical purposes, is in agreement with Barrow's recommendation that option time—among other things—be eliminated. The Justice Department's stand that option time possibly constitutes an anti-trust violation hovered in the background.

**NAB Steps Up**  
**Hall of Fame Activity . . .**

The \$10,000 budget that has been voted by an NAB advisory committee is the amount to be raised to explore the possibility of establishing a Broadcasters Hall of Fame. Once off the ground, the Hall of Fame will be an all-industry project although NAB is coordinating the investigative phase of the plan. The proposed Hall of Fame would house the history, development, growth and contributions of the industry since the advent of radio broadcasting.

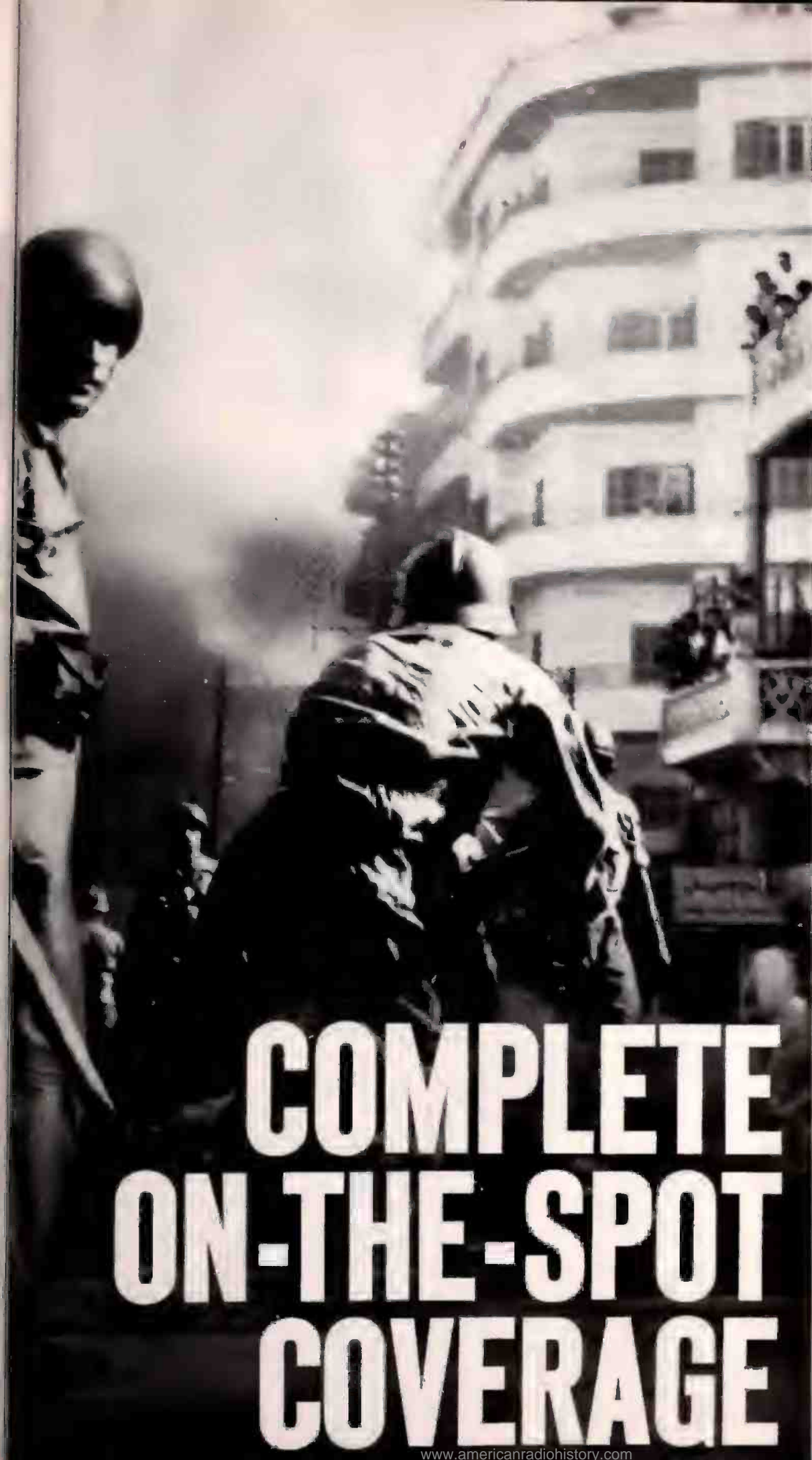
**Sweeney Heads FTC's**  
**Radio-Tv Monitoring Unit**

A stepped up radio monitoring program has been launched by the Federal Trade Commission on the heels of a top level change which has placed Charles A. Sweeney at the helm of the FTC's radio-tv monitoring unit. He replaces T. Harold Scott, who has transferred to the Small Business Division. Mr. Sweeney, associated with the FTC for 23 years, has most recently specialized in drug and food cases as a project attorney.

**350 Monitoring Employees**  
**Face New System**

The FTC also has made it known that 350 FTC professional employees in Washington and eight field offices now monitor broadcasts as part of their jobs. It has been customary, until now, for field personnel to furnish the radio-tv unit with monitoring information on a personal report basis. But, Mr. Sweeney said, to expand and yet simplify the system, a fill-in form has been devised and is now being used by the field monitors for their reports. • • •





# COMPLETE ON-THE-SPOT COVERAGE



## THE NBC RADIO NETWORK

keeps America on top of latest happenings the world over with fast, accurate, dramatic news, flashed by NBC News correspondents stationed in 70 nations.

- Every hour, throughout day and evening, NBC Radio NEWS OF THE HOUR presents a complete news summary featuring on-the-spot reports.

- At all times, NBC's HEADLINE is on the alert, standing by to switch listeners right to the scene of big news, where it happens, whenever it happens.

- NBC News is constantly working on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a *network* can bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*



Follow the leaders — No. 2

# SOLD

to  
**TRIANGLE STATIONS**

WFIL	Philadelphia
WFBG	Altoona
WNHC	New Haven
WNBF	Binghamton

Roger Clipp  
V. P. and Gen. Mgr.

# SOLD

to  
**AIR TRAILS NETWORK**

WING	Dayton
WCOL	Columbus, O.
WIZE	Springfield, O.
WKLO	Louisville

J. P. Williams  
Exec. V. P. and Gen. Mgr.

# SOLD

to  
**McClendon Stations**

KLIF	Dallas
KILT	Houston
KTSA	San Antonio

B. R. McClendon, Pres.

# RADIO PRESS

World Wide News and  
Feature Coverage for  
**AM Stations**

WRITE FOR FREE BROCHURE  
AND AUDITION RECORD

RADIO PRESS  
18 East 50th Street  
New York 22, N. Y.  
PLaza 3-3822

the *Silver Mike*



THIS MONTH:

**H. PRESTON PETERS**

President  
Peters, Griffin, Woodward Inc.

**Supervises Spot Efforts**

**As President of SRA**

H. Preston Peters, who will supervise spot promotion efforts as president of Station Representatives Association for the coming year, has had career-long training in the field of professional selling.

His belief in the future of selling spot for radio stations is that it will continue to grow as it "delivers and deserves larger audiences."

Mr. Peters, who is president of Peters, Griffin, Woodward Inc., succeeds Frank M. Headley, president of H-R Representatives Inc., who has served as SRA president for two one-year terms.

Born in Glencoe, Ill., the sales career of Mr. Peters actually started during college days at Amherst College where he sold clothing to fellow students in his spare time.

Upon graduation from Amherst in 1930, he pursued a professional career in sales serving with the *Chicago Tribune* as a space salesman.

The lure of the growing radio medium caught his eye—as well as his ear—and in August 1932, Mr. Peters joined the newly formed radio representative firm, Free & Steinger Inc., Chicago.

In December 1933, he opened the eastern branch of the firm in New York and was elected a vice president of the firm. In 1936, the corporate name was changed to Free & Peters and remained that way until the relatively recent change to the present name.

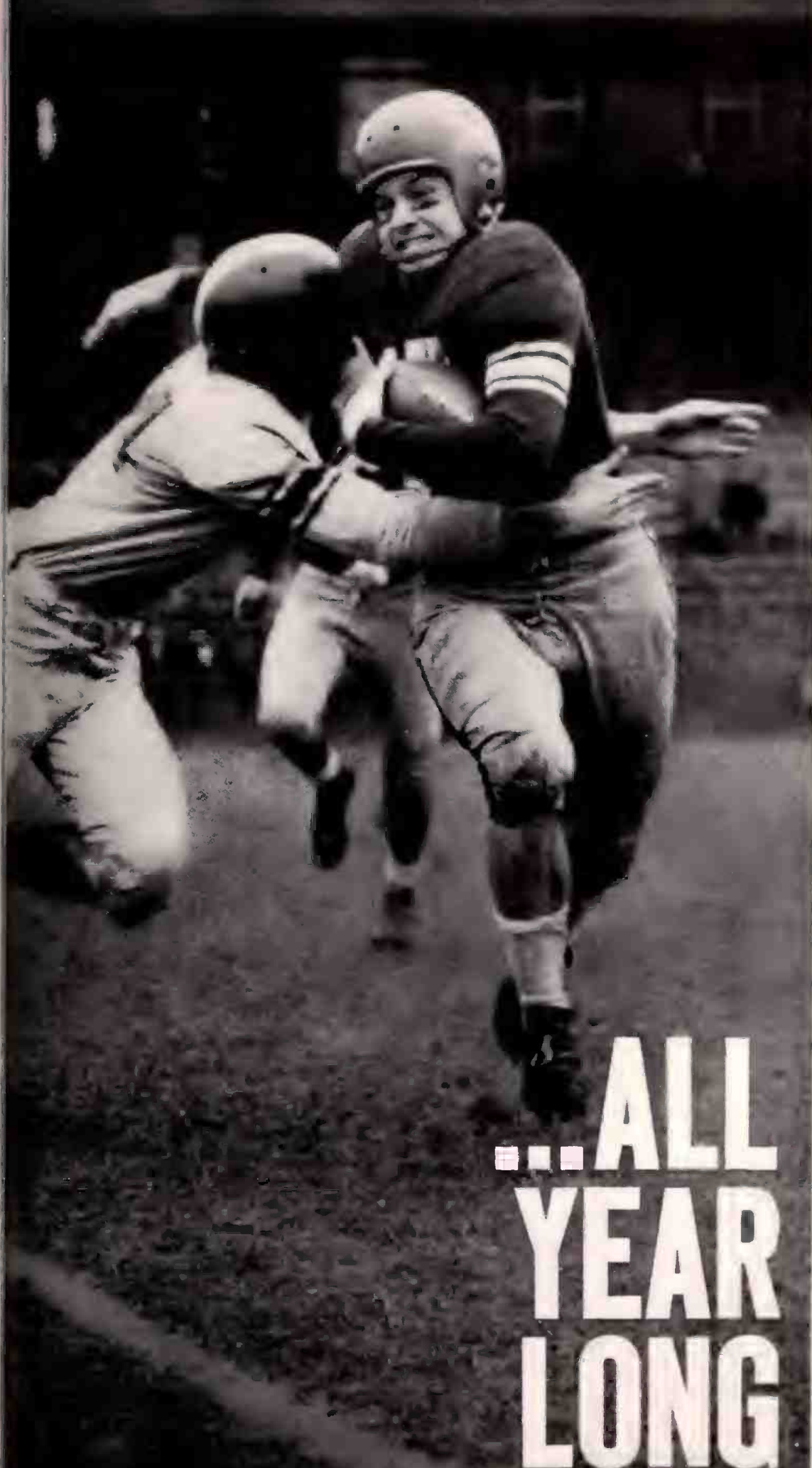
Mr. Peters was elected president in 1938.

For the coming year, Mr. Peters believes that there are several things radio forces can do to enhance their position. The first is "continuing efforts in educating advertisers in the use of spot radio." Next, he stresses the importance of audience and sales promotion.

Mr. Peters lives in Greenwich, Conn., with his wife and daughter. He also has two sons in the U.S. Army who are presently serving in Germany.

With a career in radio that spans more than 26 years, Mr. Peters recalls some of the earlier days. The reason, he states, for adoption of the now-famous "Colonel," which identifies the firm, was to make "young men look older." Now, Mr. Peters wistfully remarks, "we'd like to make old men look younger." • • •





... **ALL  
YEAR  
LONG**



## THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America here's week-in, week-out on-the-spot reporting that only a network could provide.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network*



FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"Over the Coffee-Cups"

with Art Hogan

7:35 AM-8:00 AM

Monday thru Saturday

"In the Know—with Ron and Jo"

9:05 AM-10:00 AM

Monday thru Friday

"Top of the Morning"

11:30 AM-12 Noon

Limited participations.

Unique programming with feature interest is the hallmark of

KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

## WTOR RUN AGAIN

In a letter to Phil Peterson, New England Sales Manager, for Community Club Services, Inc., Mr. Ed Waller, President and General Manager of Radio Station WTOR, Torrington, Conn. stated that we "Just concluded Community Club Awards Campaign here in Torrington. It was a tremendous success! We will run our second Community Club Awards Campaign at the same time next year. By the way, we had over 15 million bonus coupons turned in and over 1 million in cash receipts.



Ed Waller

As you know, WTOR was the first station in Connecticut to run a Community Club Awards Campaign. Don't be afraid to have the other boys in the area call me. I will be glad to help them all I can."

## COMMUNITY CLUB AWARDS



PENTHOUSE SUITE

527 Madison Ave.

New York 22, N. Y.

Phone: PLaza 3-2842.

**NAB**

ASSOCIATE MEMBER

## Help Needed

One of our clients, a leading radio station, is in need of a perpetual library of sound effects and universal jingles kept fresh by monthly additions of new material. We understand such services are available on a monthly fee basis. If any of your readers can handle this, we invite them to contact us at once.

Richard H. Nelson

President

Nelson Advertising Co.  
Des Moines

## Brioschi

The excellent Brioschi story in U.S. RADIO (December 1958) . . . was well written, completely accurate and in general a very fine reporting job.

Franklyn W. Dyson

Account Executive  
Ellington & Co.  
New York

## Rayco

Your Rayco story (December 1958) was a superb reporting job . . . and I'm sure your readership found it interesting and informative.

Arthur W. Poretz

Mogul, Lewin, Williams  
& Soyler Inc.  
New York

## Sound

On behalf of the sales force of Adam Young Inc., Chicago, I would like to compliment you on the type of information you have brought to your readers' attention and specifically your article *Sound—Part I* (November 1958). We are all looking forward to your second successful year and sincerely hope that there will be more articles akin to what you have had in the past.

Richard J. Kelliher

Midwestern Sales Manager  
Adam Young Inc.  
Chicago

## Radio Trial

Your November 1958 edition has an article that interests the sales department of WJAG very much. The story, *Putting Radio to the Test*, relates the trial radio advertising campaign of Woodward & Lothrop Department Store in Washington, D. C. Please send us six reprints of this story.

Larry Russell

Sales Representative  
WJAG Norfolk, Neb.

## Reading Hassle

We find your magazine extremely informative and interesting. As a matter of fact, there's always a pretty sharp hassle as to who reads the magazine next. Will you please send two tear sheets of the article, *Alaska: Land of Opportunity for Radio and Sponsors* (September, 1958).

George Burkhardt

News Editor  
KDB Santa Barbara, Calif.

## In Need

We are interested in obtaining a copy of your September issue for our files.

Elizabeth L. Smith

Campbell-Ewold Co.  
Detroit

## Sales Suggestion

We at KGLO Mason City, Ia., have just completed a sale of which we are quite proud. Perhaps your readers will find the following interesting.

In planning our programming effective January 5, 1959 (CBS network changes), we discovered we would be in a position to carry 53 of the sustaining CBS newscasts per week which could be for sale on a local basis. With these 53 CBS newscasts, we added seven local newscasts per week (the only local sustaining news on our station) for a package of 60 newscasts per week—which we have just sold to 48 Mason City retailers as a group.

An initial meeting with five retailers was held Wednesday, December 17. Audition tapes of various CBS newscasts plus market material regarding KGLO in particular and the Mason City trade area in general was presented to this original group. After enthusiastic acceptance, we started contacting other merchants and at 12:15 p.m., Saturday, December 20, the entire program was sold.

Department stores, automobile dealers, jewelry stores, rent-alls, beauty salons, typewriter shops, prescription shops, and many other type retailers have combined to "Sell Mason City" via KGLO Radio.

Lloyd D. Loers

Sales Manager  
KGLO Mason City, Ia.





## THE NBC RADIO NETWORK

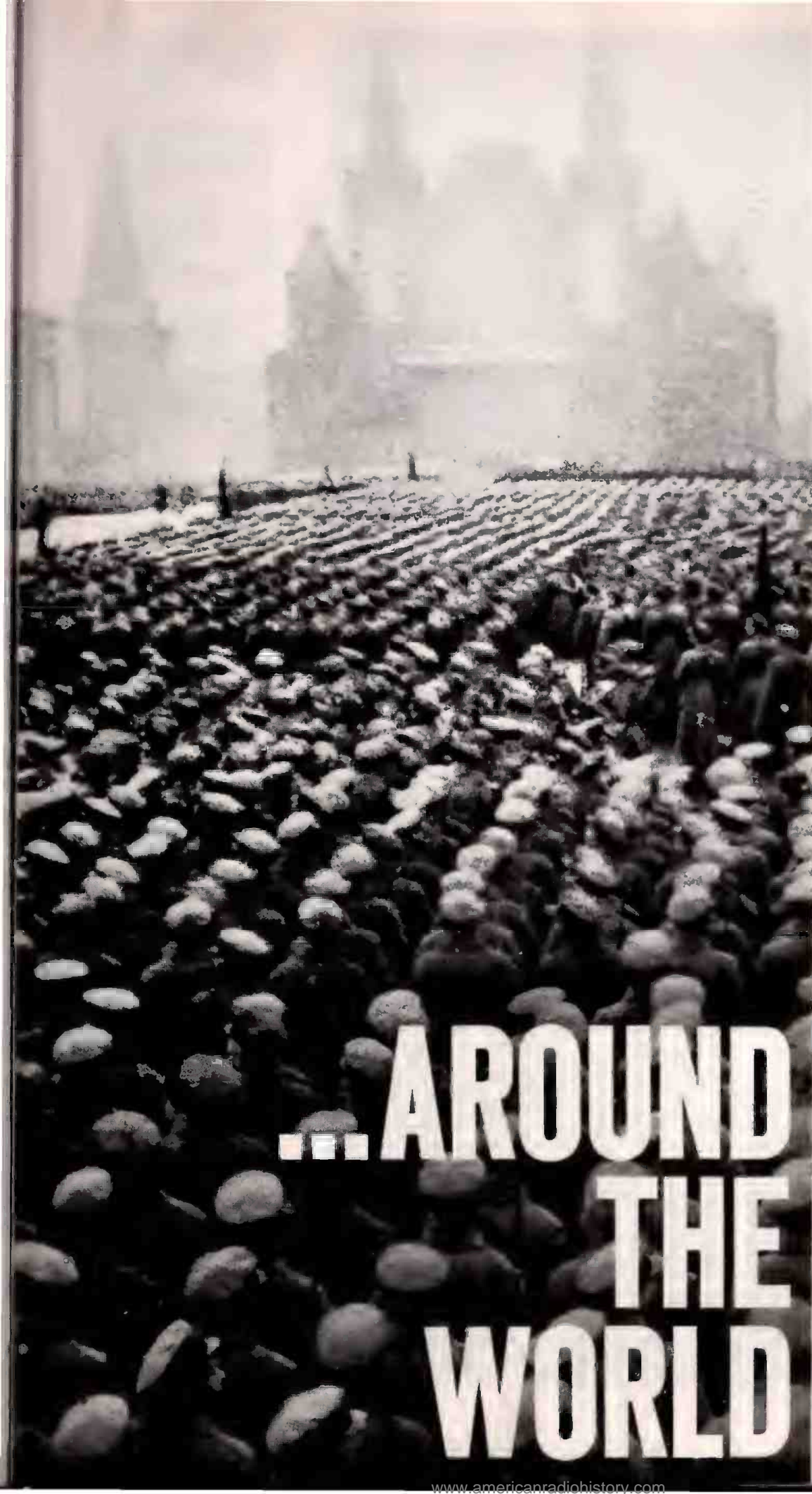
this month launched *IMAGE RUSSIA*. For four consecutive weeks, four nights a week, a hour-and-a-half each night, *IMAGE RUSSIA* is exploring every aspect of Soviet life. Listen to hear the actual voices of Russian leaders, of people who have traveled in the USSR. They visit the theatres, laboratories, labor camps. They hear from American Communists and from former Communists who fled Russia for the West. After complete, objective, *factual* analysis, they will be able to draw informed conclusions of their own.

Through special broadcasts like *IMAGE RUSSIA*, and regularly scheduled programs like *NIGHTLINE*, *MONITOR*, *MEET THE PRESIDENT* and the *NATIONAL FARM AND HOME HOUR*, NBC Radio keeps America informed. In 1954 alone, NBC audiences heard

*Secretary of Agriculture Benson on farm problems. Nehru on the 8th anniversary of the Indian Republic. Senator John Kennedy on education. Vice President Nixon on his South American trip. Ghana's Prime Minister Nkrumah on the future of Africa's newest country.*

Only a radio network could offer public affairs coverage of such immediacy and magnitude.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*



# ... AROUND THE WORLD

Whether direct airing of the daily morning and evening traffic flow... on-the-spot reporting of a hot news story... or delivering a WGBS personality to a music hop...

**ABOVE ALL**... the sound that counts is Radio Miami, WGBS — THE GREAT BIG SOUND listeners know they can depend on for the first word in news, the last word in music and the authoritative voice in service.



*"Famous on the local scene"*

WGBS is a "touch of home" for the tremendous number of CBS radio fans among the more than six million visitors who come to Florida every year (74% by automobile).

**ABOVE ALL**, WGBS is at home with one and a half million radio listeners who live within its exclusive 50,000-watt Hi-Fidelity signal area. 12 months of the year.



Storer Radio

WGBS  
Miami

WAGA  
Atlanta

WWVA  
Wheeling

WIBO  
Philadelphia

WSPD  
Toledo

WJW  
Cleveland

WJBK  
Detroit

# WGBS

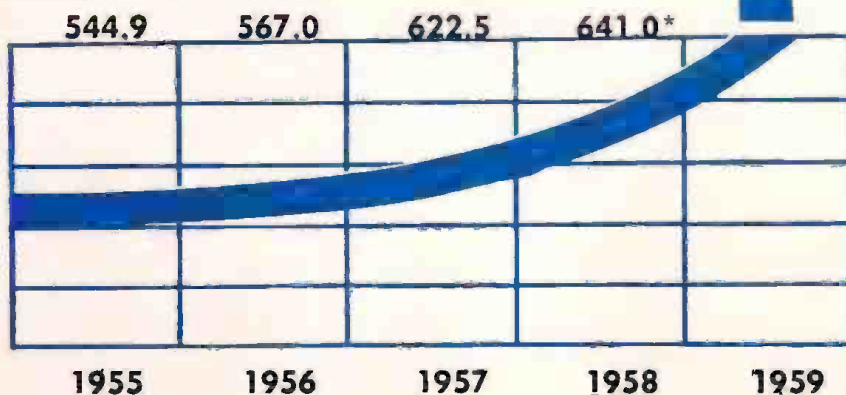
RADIO MIAMI IN FLORIDA

*Represented by the Katz Agency*



## TOTAL RADIO BILLING

MILLIONS OF DOLLARS



\*NAB estimate

## OUTLOOK '59:

# Will It Be Better Than '58?

### PART I

#### Business Outlook

(agencies, advertisers, media)

### PART II

#### Industry Outlook

(RAB, SRA, spot and network)

### PART 1



The year-end statement by the National Association of Broadcasters shows that gross radio volume in 1958 reached \$641 million compared with \$622.5 million in 1957. This three percent gain invites Association and others, the new year may very well be a big one.

What 1959 has in store is not easy to foresee. Based on intensified sales efforts being planned by Radio Advertising Bureau, Station Representatives Association and others, the new year may very well be a big one.

It is expected that advertiser use of radio, based on such facts as increased listening throughout the day

(see hourly breakdown in accompanying chart), will be weighted upward in the months to come.

There are many other facets of radio life that are expected to influence the flow of ad dollars to the sound medium:

- Radio receivers have increased to 145 million sets, a jump of five million over 1957.
- An estimated 37.8 million are in automobiles.
- More than 49 million U. S. homes—better than 97 percent of 50.5 million—have at least one radio set, with 63 percent having two or more sets.

The year 1959 will be characterized by one of the biggest all-out industry sales efforts in the history of radio. Advertisers and agencies across the country will hear the radio story from the medium's personal representatives.

New and up-dated research data, case studies on the varied uses of the medium, and data on listening patterns, where radio sets are located in the home and the essentially adult complexion of the radio audience will be carried to the meeting room—and not the doorstep—of advertising decision-makers.

Plans for this year's effort have been formulated during the closing

weeks of 1958. The reasons can be found in the fact that although total radio billings increased in 1958, it did not satisfy the goals originally set up a year ago by radio's sales forces.

Total gross radio billings in 1958—like the moon-shot Explorer—fell short of the mark but at the same time did make significant advances. In fact, radio and television are the only two national media to show increases in 1958.

In the case of radio, gross billings increased three percent instead of nine percent as predicted a year ago by many industry observers.

From a media point of view, radio fared well. According to the November 7 issue of *Printers' Ink*, newspapers (national business) were running nine percent behind 1957 and magazines were off six percent. Television (network and spot) was up seven percent and radio (network and spot) was running two percent ahead of 1957. This radio estimate, of course, does not include local business which accounts for more than spot and network combined. And from all indications, local billings have had another good year as radio more and more takes on the local characteristics of the newspaper medium. It is no secret, in fact, that radio sales executives have set their

sights on advertising funds traditionally directed at newspapers.

The problems that radio as well as all media faced in 1958 were chiefly two-fold:

- There was a general slowdown in business activity.
- Total advertising volume dropped for the first time since 1942. The 1958 estimate is \$10.1 billion, a two percent decline from the all-time 1957 high of \$10.3 billion.

There were also special problems that belonged to radio only that affected the medium's total volume for the year:

- Network radio underwent a radical alteration—easily the most complete face-lifting since radio began.
- Many advertisers capitalized on the dual rate structure of stations and sought to buy spot time locally at lower rates than nationally at "spot" rates.

One of the most significant developments of 1958 that has direct bearing on what will happen in 1959 was the re-evaluation—and in many cases a re-discovery of radio by advertisers. Many new firms entered radio for the first time last year; others invested an increasing share of their budgets to the sound medium. In addition, there was a great variety of radio usage as advertisers capitalized on the medium's flexibility.

### HOMES USING RADIO AVERAGE PER MINUTE — BY HOURS OF DAY (Increase in 13 of 18 Hours)

New York Time		Oct., 1958 (000)	Oct., 1957 (000)	
Mon-Fri	Morning	6-7	2,412	2,563
		7-8	6,202	5,609
		8-9	8,467	7,156
		9-10	7,679	6,286
		10-11	6,941	6,189
		11-12	6,252	5,609
		12-1	6,399	6,286
Sun-Sat	Afternoon	1-2	6,399	6,237
		2-3	5,464	5,077
		3-4	4,923	4,593
		4-5	4,529	4,110
		5-6	4,676	4,593
		6-7	4,923	4,980
		7-8	4,184	4,158
Sun-Sat	Evening	8-9	3,397	3,530
		9-10	3,003	3,530
		10-11	2,707	3,385
		11-12	2,215	2,901

Source: A. C. Nielsen Company

### Invested Heavily

An example of an advertiser that re-evaluated its use of radio upward is Chevrolet which invested heavily in spot radio—to the tune of between \$2 million and \$3 million—after an intensive sales effort by the radio industry. As for new advertisers, John Blair & Co. issued a list of 55 accounts who were "new" to radio for the first quarter of 1958 alone. (see *Radio's Future Sales Opportunities*, May 1958).

Among the varied and interesting uses of radio that popped up last year were the four-network purchase by Pepsi-Cola Co. involving a reported expenditure of \$500,000 for 13 weeks (this is in addition to heavy spot use) as well as the pre-Christmas drive by Royal Type-



writers (the first time this firm turned to spot radio in an important effort).

By way of advertiser use, RAB for the first time has just issued a list by dollar expenditure of the top 15 spot radio advertisers in 1958—as well as 31 others (see chart p. 56). General Motors Corp. with \$5,400,000 and Ford Motor Co. with \$5 million occupy first and second place, respectively.

In addition, the bureau has this past year—also for the first time—issued regular reports on the top spot and network advertisers.

Competitive information of this sort is expected to do more to stimulate advertiser radio outlays than many other standard research projects.

The way that many agencies have re-evaluated their use of radio is illustrated by Guild, Bascom & Bonfigli Inc., San Francisco. According to Gil Burton, vice president and general manager, "When we were asked by U. S. RADIO at the close of 1957 to report on the extent of use of radio by GB&B's clients, we found that a trend toward increased radio time in comparison with tv time had started late in 1955. This trend has continued: In 1957, we bought one dollar of radio time to every four dollars in tv; for the first 10 months of 1958, the ratio was one dollar to every three.

"Spot radio," continues Mr. Burton, "gets most of the money we spend in radio by far. With our heavy emphasis on humor in advertising, we've found that radio spots can give our creative writers greater opportunity for full rein of their imagination than any other medium.

"According to reports we've received, the results of this have been evident in radio commercials we've done this year for national advertisers like Ralston and Nucoa, and regional accounts such as Mary Ellen Jams, Mother's Cookies and Heidelberg Beer," he states

"Spot radio has proved itself of great value," Mr. Burton concludes, "wherever we have used it."

In a survey of spot advertisers, the following is a sampling of the way radio will be used by them in 1959: Canada Dry Corp., investing about \$400,000 in spot radio in 1958, will

## RADIO BOX SCORE

	1958 (December)	1957 (December)	Change
No. of commercial am stations on air	3,315	3,180	+ 135
No. of commercial fm stations on air	571	537	+ 34
Total radios in use	145 million	140 million	+ 5 mill.
Car radios	37.8 million	35 million	+ 2.8 mill.

be using spot solely in 1959. About 120 markets will be used, the company states, preferring 3 to 5 p.m. times. Bristol-Myers Co., devoting about 12 percent of its budget to radio, is altering its network-spot ratio from 65 percent network and 35 percent spot in 1958 to 55 percent network and 45 percent spot in 1959.

Robert Hall Clothes is investing 20 percent of its budget to radio in the coming year on spot. About 100 markets will be used, the firm states, with the preferred times between 7 a.m. and 7 p.m. Eskimo Pie Corp. reports it is increasing its radio use 10 percent in 1959, already devoting about 50 percent of its budget to the medium. About 181 markets will be used with frequency varying from 20 to 25 times per week. This firm has been a heavy radio user since 1928 ("Radio has had a marked effect on the purchase of Eskimo Pie, especially on the food shopping days.")

Chap Stick Co., devoting 60 percent of its budget to radio, will use network and spot in 1959. The network portion will involve Morgan Beatty news on NBC Radio while the spot drive will involve 42 markets with announcements preferred in the "before 8 a.m." time periods.

And two regional accounts report increasing radio use for 1959. Colonial Stores (super markets) will be using radio in 125 primarily southeastern markets. Ehlers Coffee is devoting 50 percent of its budget to local news in northeastern cities,

## Part II

What 1959 has in store for the radio industry is in general not easy to forecast.

What makes looking ahead so difficult is that 1958 contained a shoe box full of ironic surprises. Network radio, through a host of re-organizations and alterations, showed stability in gross volume. Spot radio, which has in large measure led the radio medium back to the forefront, just about maintained the same volume it scored in 1957 (some observers believe a slight increase while others expect the final total will show a slight decrease).

### Major Objective

One of the major objectives of radio sales forces in the coming year will be to tell the medium's story to top level decision-makers—both on the agency and advertiser sides of the fence.

As outlined by Jack Hardesty, vice president and general manager of RAB, the bureau has many new sales approaches being readied. One is called the "120 Plan." Mr. Hardesty explains that during the first six months of 1959, a special campaign will be aimed at 120 important national advertisers (in most cases those with multi-million dollar ad budgets) "who are not giving radio



a fair share of their budgets." What marks this effort as "special" is that RAB, where faced with a tv-oriented agency, for example, will take the radio story to the top management at the company.

Another RAB effort that will be expanded in 1959 is one that was tried for the first time last summer. It was called "Second Look Insurance" and was aimed at convincing auto makers to use radio in their second wave of promotion after the new cars had been introduced. The initial presentation involved a three-day canvassing of Detroit firms by an RAB team. It resulted in one company asking RAB to prepare a multi-million dollar radio campaign for its consideration. And based on a request from Ford, Mr. Hardesty explains, a special pocket piece (7,000 copies) has been prepared for every Ford dealer showing how radio can be used. The bureau paid for the research, art and printing of the manual. Among the research included in the pocket piece is a survey of how Ford dealers listen to radio and how many sets each owns, Mr. Hardesty states.

The top 15 gasoline and oil marketers are also going to hear new sales presentations by RAB in the first 60 days of 1959. Moreover, RAB in January is expected to select the department store that will take part in the bureau's "\$64,000 Challenge" designed to show how this type of store can successfully use radio during a full year (see *Putting Radio to the Test*, November 1958).

In the area of sound presentations, RAB has two plans being prepared.

The first idea is to develop at RAB's expense a label in sound for such stores as Sears, Penny's and Wards. The second is a tape presentation that will feature talks by executives of various companies on how they use radio. It will be played to other firms in the same industry—one businessman talking to another with virtually the same sales problems. The first one to be experimented with is the beer industry. The talks will feature executives of Schlitz, Budweiser, Carling's Black Label and Miller.

The field of spot radio is also expected to come up with an intensified sales effort to develop new and increasing business. The final outcome of spot in 1958 is not yet known. Through the first nine months of the year, gross time sales are estimated by Station Representatives Association to be \$136,639,000, an increase of four percent over the same 1957 period. Most of the increase was built up in the first six months of the year, with the second half showing a decline. Of what is definitely known, the third quarter spot radio total was \$43,085,000 compared with \$44,629,000 in 1957. Reports on the fourth quarter are conflicting in view of the fact that final statistics are not yet tabulated.

Some reports from representatives predict another fall off in the final months, while other representatives state that business is holding up. In 1957, total spot radio reached \$169,511,000, the FCC estimates.

There are new selling efforts that are under consideration by SRA to combat the problem areas that it feels spot faced in 1958!

- Concentration of spot buys in top markets.
- Double rate structure employed by many stations for local and national accounts.

Another area that spot forces are trying to improve lies in finding a way to make spot easier to buy. One solution, some feel, is centralized billing—letting the representative do the billing to the agency instead of having many stations send in separate bills.

One of the chief plans of SRA for 1959, explains Lawrence Webb, managing director, is developing a new sales presentation with fresh research aimed at getting more dollars into spot. This presentation will be delivered not only to agencies but, as in the case of RAB, to advertisers as well, Mr. Webb states.

The outlook for spot and what it must do to reach its goal is underlined by Frank M. Headley, outgoing president of SRA and president of H-R Representatives Inc.:

"Spot radio in 1959 will have a great year, but only if we fight to make it so," says Mr. Headley. "I think the following points must be adhered to by all of us, if we are to keep radio happy, healthy and prosperous:

"Aggressive selling: Newspapers by and large are still living on tradition and past reputation. Let's go out and get our fair share.

"Rate cutting: Organized rate cutting never did any station long range good. What a station gains in immediate billing it loses two times over in prestige and future business,

"Local rates: Local rates were originally designed for retailers who cannot take advantage of a station's total coverage. Stations that succumb to national advertisers who employ various stratagems to gain an undeserved local rate are seriously undercutting radio.

"Negative selling: This is my most serious indictment of today's radio. All too many stations knock the other operation instead of selling radio's numerous advantages as the greatest sales medium.

"Spot radio can have a great year in 1959." Mr. Headley states, "but it's up to us."

The outlook for network radio in 1959, judging by statements of top network executives, should be bright.

Arthur Hill Hayes, president of

### Spot Radio Revenue

		% Increase Over Previous Year
1954	\$120,168,000	
1955	\$120,400,000	1.9
1956	\$149,921,000	24.5
1957	\$169,511,000	13.0

Source: FCC estimates. The commission's 1958 figures will not be known for another year.



CBS Radio, terms the coming year an "important landmark in network radio's return to financial stability." He further indicates that the network's new Program Consolidation Plan "may well put the network in the black in 1959. The implementation of this plan," he states, "is the first real move to align networking with today's economics."

Mr. Hayes believes, "The future of network radio lies in the direction which we have taken, a new relationship between affiliates and their network. In addition, it will result in increased values to advertisers. The coming year," he concludes, "should bear out this thesis."

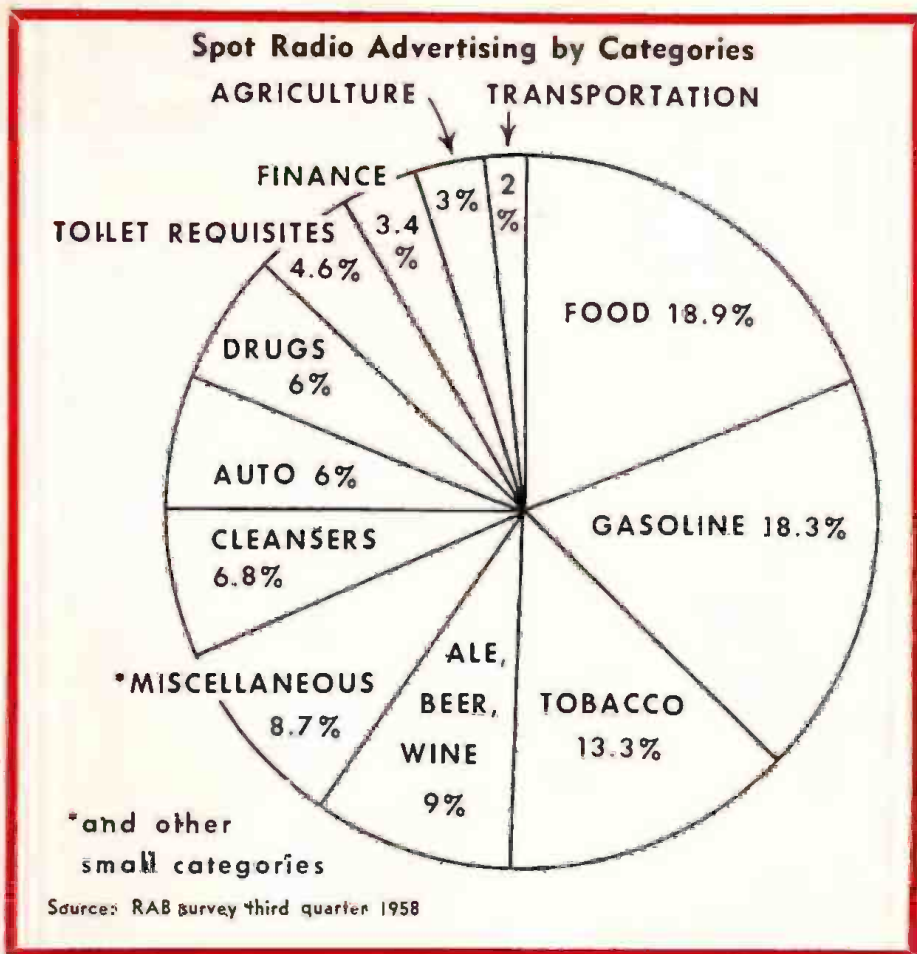
(CBS Radio has 199 affiliates; it programs about 50 hours a week plus special public affairs programs "frequently to regularly;" option time is 30 hours a week and the network operates at 100 percent of clearance; compensation to affiliates is in terms of the hours of programming in the basic plan.)

Matthew J. Culligan, executive vice president in charge of NBC Radio, declares, "By the end of 1958 NBC Radio had 48 percent of all sponsored hours on the three major networks. Net billings were up 17 percent over 1957 figures. Overall clearances continued to climb enabling NBC Radio to raise its clearance guarantee to advertisers from 75 percent to 85 percent. The network's compensation to affiliated stations increased on an average of 52 percent over 1957.

"The outlook for 1959 is even brighter," Mr. Culligan says. "The top 15 advertisers returned to NBC Radio in 1958 and dozens of companies used the network for the first time. We expect these advertisers to be with us again in 1959."

As a final note, Mr. Culligan discusses a recent affiliation agreement that has caused much comment in the industry: "The affiliation with the Storz Broadcasting Co.'s KOMA Oklahoma City is symbolic of a complete upheaval in the network-affiliate relationship area."

(NBC Radio has 201 affiliates; it programs 70 hours a week; option time is 37½ hours a week and the clearance guarantee to advertisers is 85 percent; contracts with affiliates were revised April 1, 1958, and now apply to the participation method of



sales which accounts for 90 percent of NBC Radio's business—a commercial minute is the basic unit of compensation to affiliates).

Edward J. De Gray, vice president in charge of ABC Radio, declares, "Network radio in 1959 will continue the upward swing which began about a year ago. While a number of changes have taken place in the industry during the past year, the medium in the coming months will begin to assume a degree of stability.

"Encouraging news from advertisers," Mr. De Gray states, "leads me to believe that ABC Radio business will follow the general trend."

Mr. De Gray also states that he believes the network's affiliate lineup will grow in 1959 and that its staple news programming will achieve even greater importance in the year ahead.

(ABC Radio has 286 affiliates; it programs 42 hours a week; option time is 63 hours a week; clearance varies with some shows such as *Breakfast Club* hitting 94 percent, while the average for commercial shows is 75 percent; compensation to affiliates is on the basis of com-

mercial programming carried.)

Blair A. Walliser, executive vice president of Mutual Broadcasting System, declares, "The fate of network radio for the next 25 years will be decided in 1959. The modern network is the hard-working partner of the local station. The modern radio network fulfills its function best by a policy of what we at Mutual choose to call Dynamic Compatibility.

"We feel this is the happy marriage of community programming best provided by the local station with world-wide news, sports, special events and public service which only a network can efficiently maintain.

"When Mutual initiated this policy on June 2, 1957, it had 350 affiliated stations. At the end of 1958, Mutual had 453 stations—an expansion of 103 affiliates in 18 months.

"More and more stations," Mr. Walliser concludes, "are requesting affiliation."

Over-all, the outlook for radio in 1959, as can be seen, is not only based on advertiser acceptance of a growing medium, but just as solidly on the enthusiastic launching of new sales development efforts. • • •




# Review of 1958 Spot Advertisers

The following list was compiled by U. S. RADIO with the help of two major representatives with offices in major cities across the country. Because of the vastness of spot use, this compilation makes no pretense at being 100 percent inclusive.

## Food, Flour and Cereals, Coffee and Tea

Abbott's Dairies Inc.	Richard A. Foley	Carnation Milk products	EWR&R
Allsweet	Leo Burnett	Chalmer's Gelatine Corp.	Weill
American Bakeries Corp.		Chun King Sales Inc.	J. Walter Thompson
Taystee Bread		Chock Full O'Nuts Coffee	Grey
American Dairy Assn.	Young & Rubicam	Columbia Baking Co.	Burke Dowling Adams
American Home Foods	Campbell-Mithun	Columbia River Packing Assn.	
Burnett's Vanilla		Crab meat, tuna fish	Richard K. Manoff
Chef Boy-Ar-Dee products	Geyer	Comet Rice Mills	Grant
American Molasses Co.	Young & Rubicam	Comstock Foods pie filling	Gordon Best
Grandma's Molasses		Contadina Tomato Paste and whole tomatoes	Cunningham & Walsh
American Sugar Refining Co.	Hilton & Riggio	Continental Baking Co.	Ted Bates
Appalachian Apple Service	Ted Bates	Corn Products Refining Co.	Donahue & Coe
Appleberry Sauce	Gamble	Cross Baking Co.	W. E. Long
Armour & Co.	The Rockmore Co.	Cudahy Packing Corp.	Bozell & Jacobs
Cheese, poultry, meats and sausages		D'Arrigo Bros.	
Arnold Bakers Inc.	N. W. Ayer & Son	Andy Boy Vegetables	Robert F. O'Brien
Austex Foods Inc.	Chas. W. Hoyt	Dannon Yugurt	Zlowe
Bachman Bakeries Corp.	Fitzgerald	R. B. Davis Div. of Penick & Ford	
Bauer Ham	Aikin-Kynett	Swel Frosting	Samuel Croot
B & M Foods	R. M. Stocking	Cocomalt	BBDO
Beech-Nut Life Savers Inc.	John C. Dowd	Dean Milk Co.	Clinton E. Frank
Best Foods Inc.	Young & Rubicam	Deming's Salmon	Honig-Cooper
Best Foods Mayonnaise		M. DeRosa Inc.	
Fanning's Pickles	Dancer-Fitzgerald Sample	Pope Brand Plum Tomatoes and Tomato Paste	Durand
Hellmann's Mayonnaise	Dancer-Fitzgerald-Sample	Dorann Farms Frozen Foods	
Nucoa Margarine	Dancer-Fitzgerald-Sample	Delmonico Potatoes	Fred Gardner
Rit Tints & Dyes	Guild, Bascom & Bonfigli	Bella Pizzarettes	Fred Gardner
Shinola Shoe Polish	Earle Ludgin	Dubuque Ham, Bacon and Smoked Canned Meats	Perrin-Paus
Blue Plate Foods Inc.	Earle Ludgin	Duffy-Mott Co.	
Borden Co. Inc.	Fitzgerald	Mott's Apple Products	SSC&B
Borden's Evaporated Milk		Clapp's Baby Food	SSC&B
Lady Borden Ice Cream	Young & Rubicam	Dulany Frozen and Canned Foods	EWR&R
Borden's Instant Coffee	Young & Rubicam	Durkee's Coconut	Meldrum & Fewsmith
Starlac	Doherty, Clifford, Steers & Shenfield	Ehlers Coffee, Tea and Spices	Dowd, Redfield & Johnstone
Boscul Coffee	Young & Rubicam	Eskay Quality Meat Products	VanSant, Dugdale
Bowey's Dari-Rich	Tracy-Locke	Eskimo Pie Corp.	Cunningham & Walsh
Boyd Coffee	Sorensen	Mrs. Filbert's Mayonnaise and Margarine	SSC&B
	Showalter Lynch	Fant Milling Co.	Crook
		Fisher Flouring Mills Inc.	Pacific National
		Florida Citrus Exchange	Joseph Jacobs
		Fluff-O-Matic Rice	Rogers & Smith
		Folger's Coffee	Cunningham & Walsh
		Food Fair Stores Italian Dressing	Al Paul Lefton
		Foremost Dairies Inc.	
		Dolly Madison Ice Cream	BBDO
		4 Fisherman Frozen Fishsticks	DCS&S
		Frenchette Salad Dressing	Cohen & Aleshire
		Frito Co.	EWR&R
		Fromme's Finest Coffee	Platt & O'Donnell
		Fruit Industries Inc.	
		Tropicana Orange Juice	John L. Douglas
		General Baking Co.	
		Bond Bread	BBDO
		General Foods Corp.	
		Instant Maxwell House Coffee	Benton & Bowles
		Jell-O	Young & Rubicam
		Swans Down Cake Flour and Mix	Young & Rubicam
		Kool-Aid	Foote, Cone & Belding
		Birds Eye Frozen Foods	Young & Rubicam
		Log Cabin Syrup	Young & Rubicam
		Certo and Sure Jell	Young & Rubicam
		Instant Sanka	Young & Rubicam
		Instant Postum	Young & Rubicam
		Yuban Coffee	Benton & Bowles
		Calumer Baking Powder	Young & Rubicam
		General Mills Inc.	
		Betty Crocker Cake Mix	BBDO
		Cheerios	Dancer-Fitzgerald-Sample
		Gold Medal Flour	Dancer-Fitzgerald-Sample
		Hi-Pro	Dancer-Fitzgerald-Sample
		Gerber Baby Foods	D'Arcy
		Gill's Coffee	Lindsey
Breast-O'Chicken Tuna Inc.	Guild, Bascom & Bonfigli		
Breyer's Ice Cream	Lewis & Gilman		
Brock-Hall Dairy Co.	Charles W. Hoyt		
Brownell & Field Co.			
Autocrat Coffee	Kastor, Farrell, Chesley & Clifford		
Buitoni	Albert Frank-Guenther Law		
Butter-Nut Coffee	Buchanan-Thomas		
B.W.B. Foods			
Grandma Brown's Home Baked Beans	Flack		
Calavo Avocados	Foote, Cone & Belding		
California Packing Corp.			
Del Monte Canned Fruits and vegetables	McCann-Erickson		
Del Monte Orange-Apricot Drink	McCann-Erickson		
Campbell Soup Co.			
Franco-American Spaghetti	Leo Burnett		
Pork & Beans	Needham, Louis & Broby		
Soups	BBDO		
Frozen Soups	Leo Burnett		
Carey Salt Co.	Dancer-Fitzgerald-Sample		



"RAB will intensify its sales efforts in 1959 with the '120 Plan' and new presentations for car makers, gas-and-oil marketers and other categories," says Jack Hardesty, vice president and general manager of RAB.



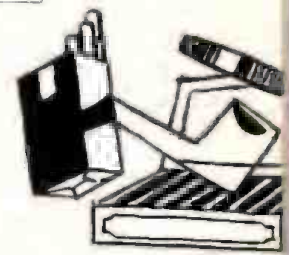
Girard's Canned Meats *Direct*  
 Girard's Salad Dressings *Heintz*  
 Golden Grain Macaroni *McCann-Erickson*  
 Golden Mixes *R. Jack Scott*  
 A. Goodman & Sons *Doyle Dane Bernbach*  
 Good Humor Corp. *MacManus, John & Adams*  
 Gordon Baking Co. *N. W. Ayer & Son*  
 Silver Cup Bread *L. H. Hartman*  
 Grand Union Co. *Brooke, Smith, French & Dorance*  
 Granny Goose Foods *Arthur Meyerhoff*  
 I. J. Grass Noodle Soup *Groot*  
 Gravymaster Co. Seasoning *Paris & Peart*  
 Great Atlantic & Pacific Tea Co. *Leo Burnett*  
 Green Giant Co. Foods *Rose-Martin*  
 S. Gumpert Co. Foods *Chas. F. Hutchinson*  
 Habitant Soup Co. *Robert Hammond*  
 Halco Citrus Products  
 Hanover Canned Vegetables and Juices *Arndt, Preston, Chapin, Lamb & Keen*

Hawaiian Pineapple Co. *Foote, Cone & Belding*  
 Dole products *Richard K. Manoff*  
 Hawaiian Tuna Packers *Maxon*  
 H. J. Heinz Co. *George H. Hartman*  
 Heckman Biscuit Co. *Mautner*  
 Henri's Salad Dressings *Bryan Houston*  
 Heublein Inc. *Bryan Houston*  
 Anderson Foods *N. W. Ayer & Son*  
 Sizzl-Spray *Duffy, McClure & Wilder*  
 Hills Bros. Coffee *Henri, Hurst & McDonald*  
 Diamond Crystal Salt Co. *Clements*  
 Holloway House Frozen Foods *Arthur Meyerhoff*  
 Horn & Hardart Restaurants and Retail Stores *Tracy-Locke*  
 Illinois Meat Co. *H. W. Kastor & Sons*  
 Broadcast Brand Hash *BBDO*  
 Imperial Sugar Co. *Dan B. Miner (Cal.)*  
 International Milling Co. *Potts-Woodbury*  
 Robin Hood Flour *Heintz*  
 International Salt Co. *Pritchard, Daniels & Dreher*  
 Interstate Bakeries Corp. *SSC&B*  
 IXL Food Products, Plan *Lewis & Gilman*  
 Jack's Tasty Snack Corp. *Leo Burnett*  
 Junket Brand Foods *D'Evelyn-Guggenheim*  
 Keebler Biscuit Co. *Cunningham & Walsh*  
 Kellogg Co. Cereals *Campbell-Ewald; Campbell-Mithun*  
 Kikkoman Soy and Barbecue Sauces *D'Arcy*  
 Kitchens of Sara Lee cakes *Campbell-Mithun*  
 Kroger Co. meat products *Compton*  
 Lance Crackers  
 Land O'Lakes Creameries Inc.  
 Langendorf United Bread products  
 V. LaRosa & Sons Inc. *SSC&B*  
 LaRosa macaroni, spaghetti and pizza products *California A.A.*  
 Lawry's Seasonings, Sauces, Dressings *Liller, Neal, Battle & Lindsey*  
 Lay's Potatoe Chips *Croft*  
 Lea & Perrins Sauces  
 Lever Bros. Foods Division *Foote, Cone & Belding*  
 Imperial Margarine *Kenyon & Eckhardt*  
 Spry *Ogilvy, Benson & Mather*  
 Good Luck Margarine *Young & Rubicam*  
 Lipton Soups and Tea  
 Libby, McNeill & Libby *BBDO*  
 Frozen Foods  
 Little Crow Milling Co. *Rogers & Smith*  
 Coco-Wheats  
 Loma Linda Food Co. *Elwood J. Robinson*  
 Gravy Quick  
 Joe Lowe Corp. *Paris & Peart*  
 Popsicle *Roman*  
 Luzianne Coffee *Campbell-Mithun*  
 Malt-O-Meal Cereals *George H. Gartmen*  
 Manchester Biscuit Co. *H. W. Buddemeier*  
 Mangels, Herold Co.  
 King Syrup  
 Martinson's Coffee Inc. *Anderson & Cairns*  
 Aborn Coffee and Instant *Al Paul Leston*  
 Jomar Instant Coffee *Al Paul Leston*  
 Jomar Espresso Instant *Al Paul Leston*  
 Martinson's Coffee and Tea *Ellington & Co.*  
 Mason Candies *Earle Ludgin*  
 Manor House Coffee *Henri, Hurst & McDonald*  
 Mavar Shrimp and Oyster Co. *Benton & Bowles*  
 Maxwell House Coffee *Lennen & Newell*  
 McCormick & Co. Teas and Spices  
 Miami Margarine Co. *Ralph H. Jones*  
 NuMaid *Ralph H. Jones*  
 Durkee's Margarine *Ralph H. Jones*  
 Durkee's Salad Products *Ralph H. Jones*

Louis Milani Foods *Arthur Meyerhoff*  
 Milnot Milk Compounds *McCann-Erickson*  
 Milady Food Products Inc. *Gore Smith Greenland*  
 Minnesota Consolidated Canneries  
 Butter Kernel Foods *Alfred Colle*  
 Min-Sun Trading Co. *Arthur R. Mogge*  
 Minute Maid Frozen Orange Juice *Ted Bates*  
 Morrell Meats *Campbell-Mithun*  
 Morton Foods *Crook*  
 Morton Frozen Foods *Ted Bates*  
 Morton Salt Co. *Needham, Louis & Brorby*  
 Mother's Cake & Cookie Co. *Guild, Bascom & Bonfigli*  
 Mueller's Macaroni Products *Calkins & Holden*  
 C. H. Musselman Co. *Arndt, Preston, Chapin, Lamb & Keen*  
 Canned Goods  
 Apple Sauce  
 Naas Foods  
 Vegamato Vegetable Juice *Western A.A.; Edwin Meier & Sons (New York)*

Nalley's Inc. *Pacific National*  
 Lumberjack's Syrup  
 National Bakers Services Inc. *Direct*  
 Hollywood Bread

"Spot radio will have a great year in 1959, but only if we fight to make it so," says Frank Headley, outgoing president of SRA and president of H-R Representatives.



National Biscuit Co. *McCann-Erickson*  
 Millbrook Bread *McCann-Erickson*  
 Hometown Bread *McCann-Erickson*  
 Snacks *McCann-Erickson*  
 Ritz Crackers *McCann-Erickson*  
 Nabisco Crackers *McCann-Erickson*  
 Graham Crackers *Ted Bates*  
 Dromedary mixes, fruits and peels *McCann-Erickson*  
 Premium Crackers *Kenyon & Eckhardt*  
 Shredded Wheat  
 National Cranberry Assn. *BBDO*  
 Cranberry Sauce and Juice  
 National Dairy Products Corp. *N. W. Ayer & Son*  
 Cloverleaf Dry Milk *N. W. Ayer & Son*  
 Breakstone Cottage Cheese *N. W. Ayer & Son*  
 Sealtest Ice Cream *N. W. Ayer & Son*  
 Sealtest Milk *J. Walter Thompson*  
 Kraft Foods *Needham, Louis & Brorby*  
 Kraft products *Robert Kottwitz*  
 National Food Products  
 National Sugar Refining Co. *Young & Rubicam*  
 Jack Frost Sugar *Rutledge & Lilienfeld*  
 National Tea Co. *Dancer-Fitzgerald-Sample*  
 The Nestle Co. *Bryan Houston*  
 DeCaf *Dancer-Fitzgerald-Sample*  
 Nescafe  
 Nestea  
 Neuhooff Packing Co. *Doyle A.A.*  
 Old Hickory Products *Arthur Meyerhoff*  
 New England Fish Co. *Otto & Abbs*  
 New Era Potato Chips *Creative Ad. Agcy.*  
 Norwegian Frozen Fish Ltd. *Bozell & Jacobs*  
 Ocoma Foods Co. *Fitzmorris*  
 Omar Inc. bakery products *Pacific National*  
 Oregon-Washington-California Pear Bureau *Buchanan-Thomas*  
 Oreo Food Products Co. *DCS&S*  
 John G. Paton Co. *BBDO*  
 Golden Blossom Honey *BBDO*  
 Benick & Ford Ltd. *BBDO*  
 My-T-Fine Puddings *BBDO*  
 Vermont Maid Syrup *Ogilvy, Benson & Mather*  
 Brer Rabbit Molasses *George I. Clarke*  
 Pepperidge Farm Inc. products *BBDO*  
 Pet Dairy Products Co. *W. D. Doner*  
 Pfeiffer's Food Products Inc. *Ralph D. Gardner*  
 Phillips Packing Co. *Garfield*  
 Prague Ham  
 Pratt-Low Canned Fruits  
 SPOT radio advertisers [Cont'd on p. 55]





**Matthew J. Culligan**  
Executive Vice President

"Net billings were up 17 percent over 1957 figures. . . . By this time next year . . . more heretofore independent operators will affiliate."

### 1958 Advertisers

Academy of Motion Picture Arts and Sciences, \*Allis-Chalmers Mfg. Co., American Dairy Assn., American Home Products Corp., \*American Motors Corp., American Oil Co., †American Optical Co., †A.S.R. Products Corp., †American Tobacco Co., †American Tyrex Co., Amity Leather Products Co., \*The Anahist Co., †Andrew Arkin Inc., Armour & Co., †B.T. Babbitt Inc., †\*Behlen Mfg. Co., \*Bell Telephone Co., \*Billy Graham Evangelistic Assn., †The Bookmailer, Bristol-Myers Co., \*Brown & Williamson Tobacco Corp., †Burlington Industries Inc., California Packing Corp., †California Pet Food Co., †Campbell Soup Co., †Carling Brewing Co., Carter Products Inc., †The Chap Stick Co., Chrysler Corp.—Dodge Div., Chrysler Corp.—for all makes, †Clinton Engine Corp., Commercial Solvents Corp., Curtis Circulation Co., †Dow Chemical Co., †Dowst Mfg. Co., †Dunlop Tire & Rubber Corp., †Edison Chemical Co., †Edison Electric Institute, †Elgin National Watch Co., \*Evangelical Foundation Inc., Evinrude Motors, †\*Ex-Lax Inc., †Florists' Telegraph Delivery Assn., Food Specialties Inc., Ford Motor Co., \*Foster-Milburn Co., General Electric Co., General Foods Corp., General Mills Inc., †GMC Truck & Coach Div., General Motors Corp.-Buick, General Motors Corp.-Oldsmobile, \*Gillette Safety Razor Co., †Great Atlantic & Pacific Tea Co., Grove Laboratories Inc., Gulf Oil Corp., †Heller-Sperry Inc., †\*Hess & Clark Inc., Hygrade Food Products Corp., †Andrew Jergens Co., †Journal of Lifetime Living, †A. & M. Karagheusian Inc., Kiplinger Washington Agency Inc., Lehn & Fink Products Corp., Lever Brothers Co., †\*Lewis-Howe Co., Libby, McNeill & Libby, Liggett & Myers To-



**Arthur Hull Hayes**  
President

"The coming year is an important landmark in network radio's return to financial stability. . . . New PCP may well put the network in the black in 1959."

### 1958 Advertisers

\*Allstate Insurance Co., Aero Mayflower Transit Co., American Bird Products, American Home Foods Co. Div. of American Home Products Corp., American Motors Corp., American Oil Co., American Tobacco Co., \*American Tyrex Corp., American, Harris, Neville Co., Angostura-Wupperman Corp., \*Atmour & Co., Audivox Inc., Auto Supply Co., Barbasol Co., Beech-Nut Life Savers Inc., Best Foods Inc., \*Bristol-Myers Co., Calgin Co., California Prune & Apricot Growers Assn., \*Carnation Co., Carter Products Inc., Chrysler Corp.—(Chrysler, Dodge, Plymouth), Chung King Sales Inc., \*Clairol Inc., Colgate-Palmolive Co., Columbia LP Record Club, Committee on Political Education, Comstock Foods Inc., Congoleum Nairn Inc., Cowles Magazines Inc., Curtis Circulation Co., Democratic Committee of New York, Dowst Manufacturing Co., Duffy Mott Co., \*Dumas Milner Corp., E. I. du Pont de Nemours & Co., Democratic State Comm. of New York, Ex-Lax Inc., Dr. Peter Fahrney & Sons Co., Faultless Starch Co., Fifth Avenue Caloit Laboratories Inc., Food Specialties

## NBC Radio Advertisers:

1958	1957	1949
133	125	68

bacco Co. Inc., †P. Lorillard Co., Lutheran Laymen's League, Mack Trucks Inc., †Magnuson Properties, †Mail Pouch Tobacco Co., †\*B. Manischewitz Co., †Massey-Harris-Ferguson Inc., †Mennen Co., †\*Midas Inc., †John E. Mitchell Co., †Mogen David Wine Corp., †\*Morton Salt Co., †C. H. Musselman Co., \*Mutual of Omaha, †Nestle Co., North American Van Lines Inc., †North American Accident Insurance Co., Northwest Orient Airlines, †Nylonet Corp., Olin Mathieson Chemical Corp., †Pabst Brewing Co., Parker Brothers Inc., †Pepsi-Cola Co., †Pharma-Craft Co., Philip Morris Inc., †\*Plough Inc., †Procter & Gamble Co., †Purolator Products Inc., Q-Tips Sales Corp., †Quaker Oats Co., Radio Corp. of America, \*Ralston Purina Co., †Readers Digest Assn. Inc., Rexall Drug Co., \*R. J. Reynolds Tobacco Co., †Ruberoid Co., †Savings & Loan Foundation, Scholl Mfg. Co., †Scott Paper Co., †Simmons Co., Skelly Oil Co., †A. O. Smith Corp., Sterling Drug Inc., †Sterling Silversmiths Guild of America, †Studebaker-Packard Corp., Standard Brands Inc., \*Sun Oil Co., Swift & Co., †Texas Co., †Time Inc.-Time Magazine, Time Inc.-Life Magazine, Twentieth-Century Fox Film Corp., †Universal C.I.T. Credit Corp., †United Insurance Co. of America, United Republican Dinners Committee, United States Steel Corp., Universal International, Vick Chemical Co., Vitamin Corp. of America, \*Voice of Prophecy Inc., †Voice of Temperance Inc., \*Waverly Fabrics, Whitehouse Co., †Wildroot Co. Inc., †William Wrigley Jr. Co.

NBC used \* to denote 52-week advertisers and † for advertisers who were new to the network in 1958 (or absent for at least 1957 or before).

## CBS Radio Advertisers:

1958	1957	1949
128	118	63

Inc., \*Ford Motor Co., Foster-Milburn Co., Garrett & Co., General Cigar Co., General Electric Co. Lamp Div., General Electric Co. Small Appliances, \*General Foods Corp., General Mills Inc., \*General Motors Corp.-Chevrolet Div., \*General Motors-Delco Batteries, General Motors-Oldsmobile, General Motors-Cadillac, General Motors-GM Trucks, Gillette Co., Great Atlantic & Pacific Tea Co., Glacorene Inc., Gulf Guaranty Land & Title Co., \*Grove Laboratories Inc., \*Hartz Mountain Products Corp., Harvard College Pgm., Hearst Publications, Hertz Systems Inc., Home Insurance Co., Hudson Vitamin Products Inc., Insurance Co. of North America, International Ladies Garment Workers AFL-CIO, Jaguar Cars Inc., Johnson & Johnson, \*Kendall Co. Bauer & Black Div., \*Kiplinger Washington Agency Inc., \*Kitchens of Sara Lee, Knouse Food Inc., Lehn & Fink Products Corp., \*Lever Bros. Co., Lewis-Howe Co., Longines-Wittnauer Watch Co., Libby, McNeill & Libby, Liggett & Myers Tobacco Co., P. Lorillard Co., Mac Fadden Publications Inc.,



Mc Call-Frontenac Oil Co., C. H. Masland & Sons Inc., Mennen Co., Mc Cullock Chain Saws, \*Mentholum Co., Miles Laboratories Inc., Mogen David Wine Corp., C. H. Musselman Co., National Education Assn., National Selected Food Products Inc., Nationwide Insurance Co., The Nestle Co., Niagara Therapy Mfg. Corp., The O'Brien Corp., Pepsi-Cola Co., Charles Pfizer & Co., \*Pharma-Craft Co., Philip Morris Inc., \*Plough Inc., Ralston Purina Co., Readers Digest Assn. Inc., Renfro Valley Country Store, Republican National Committee, R. J. Reynolds

Tobacco Co., Savings & Loan Foundation Assn., Scientific Products Co., Scott Paper Co., \*Sealy Inc., Seeman Brothers Inc., Shulton Inc., Singer Sewing Machine Co., Simmons Co., The Spring Air Co., A. E. Staley Mfg. Co., \*Standards Brands Inc., Stanley Home Products Inc., Sterling Drug Inc., Sterling Silversmiths Guild of America, Studebaker-Packard Corp., Tetley Tea Co., The Texas Co., Time Inc., U. S. Steel Corp., \*Weco Products Co., White House Co., \*Wm. Wrigley Jr. Co.

CBS Radio used \* to denote 52-week advertisers.



**Edward J. De Gray**  
Vice President in Charge

"Network radio in 1959 will continue the upward swing which began about a year ago. . . . Network's affiliate line-up will grow."

**1958 Advertisers**

American Bird Food Mfg. Corp., American Cyanamid Co.-Farm & Home Food Div. Food Industry Dept., American Federation of Labor & CIO, Armour & Co., Assemblies of God, Bankers Life & Casualty Co., Beatrice Foods Co., Beltone Hearing Aid Co., Bristol-Myers Co.-Bufferin, Buitoni Foods Corp., Cadence Records Inc., Campana Sales Co., Carling Brewing Co., Christian Reformed Church, Chrysler Corp.-Chrysler, Chrysler Corp.-Dodge, Chrysler Corp.-Plymouth, Clairol Inc., Duffy-Mott Co., Dumas Milner Corp., Ex-Lax Inc., Fred Fear Easter Egg Color Co., Florida Realty Bureau, Food Specialties Inc., General Foods Corp.-Calumet, General Foods Corp.-Post Cereals, General Foods Corp.-Perkins div., General Mills Inc., General Motors Corp.-Cadillac, General Motors-Chevrolet, General Motors-GMC Truck Div., General Motors-Pontiac, Glamorene Inc., Gospel Broadcasting Assn., Billy Graham Evangelistic Assn., Grove Laboratories Inc., Gulf Guaranty Land & Title Co., Harrison Home Products, Highland Church of Christ, Hudson Vitamin Products Inc., Kip-

linger Washington Agency Inc., Kitchen Art Foods, Knox Gelatine, Kretchmer Corp., KVP Co., Lever Bros. Co.-Breeze, Lever Bros. Co.-Dove, Lewyt Corp., Liggett & Myers Tobacco Co., Little Craft, Magla Products Mentholatum Co., Midas Muffler Co., Miller Brewing Co., C. H. Musselman Co., National Brands div. Sterling Drug Inc., Niagara Therapy Mfg. Co., Nylonet Corp., Olson Rug Co., Pepsi-Cola Co., Chas. Pfizer & Co., Philco Corp., Pioneer Industries Inc., Plough Inc., Puritron Corp., Radio Bible Class, R. J. Reynolds Tobacco Co., Oral Roberts Evangelistic Assn. Inc., Rust Craft Publishing Co., Sandura Co., Savings & Loan Foundation Inc., Scholl Mfg. Co., Sleep Eze Co., Standard Brands Inc., Standard Oil Co., Sterling Drug Inc., Toni Co. div. of Gillette Co., Twentieth Century-Fox, U. S. Pharmacal Co., U. S. Pool Corp., U. S. Steel Corp., Van Nuys Savings & Loan Assn., Voice of Prophecy Inc., Western Airlines Inc., J. A. Wright Co., William Wrigley Jr. Co., World Traveler's Club, World Vision Inc., Dr. Thomas Wyatt.

**ABC Radio Advertisers:**

1958	1957	1949
89	98	68



**Blair A. Walliser**  
Executive Vice President

"The fate of network radio for the next 25 years will be decided in 1959. . . . The modern network is the partner of the local station."

**1958 Advertisers**

America's Future, Armour & Co., American Telephone & Telegraph, Baltimore Tabernacle, Beltone Hearing Aid, Benrus Watch Co., Bon Ami, Bristol-Myers Co., Christian Reformed Church, Christmas Club, Colgate-Palmolive Co., Consumer Drug Co., Chrysler Corp., Dawn Bible Students Assn., d-Con Co., div. of Sterling Drug Co., Diversified Cosmetics, Dumas Milner Corp., Equitable Life Insurance Co., Ex-Lax Inc., Fawcett Publications, First Church of Christ, Scientist, General Electric Co., General Foods Inc., General Motors Corp., General Motors Corp.-Pontiac, Billy Graham Evangelistic Assn., Guerlain Inc., Heinz Foods, Hudson Vitamin Corp., Kraft Foods Co., Lanolin Plus Co., Lehigh Acres, Lever Bros., Liggett & Myers Co., Lipton Tea, P. Lorillard Co.,


**Mutual Advertisers:**

1958	1957	1949
67	83	54

Lutheran Laymen's League, MacFadden Publications, National L. P. Gas Council, Nestle Co., Niagara Therapy Co., North American Accident Insurance Co., Nylonet Corp., Peter Paul, Pepsi-Cola Co., Pharmaceuticals Inc., Philco Corp., Quaker State Oil Refining Co., Radio Bible Class, Readers Digest, R. J. Reynolds Tobacco Co., Savings & Loan Foundation, Scranton Lace Corp., Seeman Brothers, Sleeppeze Co., Spring Air Mattress Corp., Sterling Drug Co., Street & Smith Publications, Studebaker-Packard Corp., Symphony Electronics Corp., Trifari, Crussman & Fishel Inc., Twentieth Century-Fox, Voice of Greece Inc., Voice of Prophecy, Whitehouse Co., Wings of Healing, Word of Life.

# What Stations Want To Know About Time Buying

**Five categories of questions  
that ask: 'How are buys made?'**

 What's on the mind of radio station management today? For the advertiser or agency who wants to be really attuned to the media he buys, the answers are important. If you know what questions the station man has, you're in

## 53 KEY QUESTIONS

### Programming

1. How much actual research into a station's program image is done before making a buy?
2. What is your feeling with regard to the trend toward specialization of radio station programming?
3. Do you feel station personalities are doing an effective selling job? How could they improve?
4. I do the adult audience bit in musical programming. Are timebuyers hypocrites when they salute me for playing music they personally prefer and then buy the r&r station?
5. Why won't more agencies allow us leeway in producing local commercials, that is, those of us with major facilities in big markets.
6. What are we as stations not doing that will make some of our so-called marginal periods more attractive to advertisers?
7. New York radio stations are way behind the times in my opinion so buyers don't hear the fresh new ideas we're thinking up in the Southwest. Don't you think that agencies ought to have a "new radio ideas" meeting once a month to familiarize themselves with what's going on elsewhere?

### Ratings

1. Do most agencies pay much attention to station cumulative audiences in their buying? Our station reaches 72 percent of all the families in our market each week, Pulse says, which is better than any other medium.
2. Are media buyers relying less on audience index surveys where other market data is available?
3. Lots of agency timebuyers say in print that ratings aren't the reason they buy one station over the other. I find that ratings are 90 percent of the reason we don't get business. What's the real story?
4. I'm in a market of 50,000. How often should I have an audience survey made to assure buyers that they are getting frequent enough information about audience?
5. We received nearly 100,000 pieces of mail in one month. Our ratings in the market are still second though. How much weight would you give this huge audience response when you evaluate the stations in our market of less than 400,000?
6. We serve a big suburban market and are dominant in it.

The market is big enough to rank in the top 40 by itself. Other stations from still larger cities get in there. Is there any hope for us getting national business, which now seems to go mostly to the stations in other cities?

### Media and Market Planning

1. One of the things we can't understand about spot buying is that the advertiser may buy 400 markets for newspaper but only 50 for radio. What's the thinking that goes on in the agency that makes for this situation?
2. The average person spends about a half hour or more reading the daily newspaper. Within this half hour they are often exposed to several ads of competing products—many instances five or six or more. If time is such an important factor in "protection," why isn't more said about newspaper multi-advertising impressions all within a brief half hour?
3. Do you have some rule of thumb for comparing the relative merits of newspapers and radio in a market? For instance, do you have a list of markets where because newspaper coverage is low you must buy radio?
4. When radio produces results with a saturation spot campaign—why don't more clients continue with a smaller schedule of spots on a regular or permanent basis?
5. In big markets like ours we feel that the account executive ought to participate in discussions with us as well as the media buyers. When a deal costs \$25,000, shouldn't the account man get into the act more?
6. How complete are buyer's instructions on marketing factors on product—who buys? peak shopping periods?
7. What is the length of most market lists that your agency buys? I'm in a market that ranks about 75th and most national spot buys don't seem to filter down to our level.
8. Is the trend toward buying a spread of stations in big markets—three or four that add up to 25 to 35 percent share of the audience—or in the direction of one big station?
9. It is our contention that many "smaller market" stations actually serve an audience larger than many metropolitan stations where the pie is cut so thin. How to get this across for national business?
10. Both in network and spot we seem to have low cost per thousands, lower than any other media. So on a figures basis



a mutually advantageous position to talk his language.

The questions below reflect the gripes, the frustrations, the doubts and the wonderment of station management at the year's end as it seeks to improve its working relationship with agencies. They were asked by station men of agency media buyers at the Radio Advertising Bureau Inc. Media Buyers' Roundtable, held late in 1958 at the Waldorf-Astoria in New York (see December 1958 issue).

Never revealed previously, the questions reflect both perennial problems and up-to-the-minute developments. The questions were posed to media buyers and executives at the RAB roundtable in an effort to provide station men with an opportunity they rarely get: Name-

ly, to talk at leisure to buyers about general issues rather than their own station's facilities.

The questions station management asked agency media buyers fell chiefly into five broad categories.

Ratings, programming, media and market planning, timebuyer problems, promotion and merchandising, and general questions on station-agency matters.

### Conclusions

According to RAB officials who made the questions available to U.S. RADIO, these were some of the conclusions growing out of discussions the questions evoked:

- Buyers feel direct mail from radio stations is of extremely limited value. They welcome up-to-date

market information, particularly in easy-to-file form.

- Buyers want recent ratings from stations but will buy on the basis of older figures where they have to, depending upon circumstances.
- In general, station executives should try to "learn the ropes" in dealing with agencies. Much frustration could be eliminated if those station people who are not experienced in national-level contact made an effort to brief themselves on how agencies operate. Checking the representative, reading trade papers—and attempting to understand the man on the buying side—were all stressed as important at a number of tables where the subject came up for discussion. • • •

radio should get the nod in media planning. Why, in your opinion, doesn't it more often?

11. Daytime television seems to be getting more business this year from agencies than last, although the figures in our market clearly show that we reach more families and more adults than it does at a fraction of the cost. Who's on first?

12. What is your opinion on single rate card (one for national and local accounts) and what are media buyers doing to promote this if favorable?

13. If we try to standardize our discounts with other stations, what would you recommend—the traditional 13, 26, 52 or in multiples of 100 or what?

14. The average morning "drive time" listener is out of the buying audience for many products anywhere from 3 to 9 hours. How come agencies insist on this time period rather than picking availabilities which will (a) hit the customer most apt to buy (b) hit them at a time nearest to buying opportunity?

15. How are dollars allocated to markets? Who decides?

16. Network radio seems to deliver audience in the eight figures for a few thousand dollars a week. What do you think is holding network back from greater acceptance?

17. When a company purchases national network campaigns, is there real consideration on special co-op so the local man may add to frequency on local network station?

18. Do you have any accounts buying nighttime radio? What's your own personal opinion of the value of nighttime radio?

19. Do you anticipate more summer buys this year? If not, when do you think the breakthrough will come?

20. Is the entire budget usually committed or are some dollars held back to stress specific markets at a later date?

21. Does having a local broker recommend a station do it any good? Our experience has been that sometimes this seems to make the agency mad and we lose the business.

22. I know all station managers say "my market is different" but what can be done to sell the client or the agency boss on sending media people out for a first-hand look and listen at stations in various markets.

### Timebuyer Problems

1. What are the biggest headaches stations give you?

2. What are five main factors a media buyer looks for in selecting a station?

3. What kind of information other than ratings do you want from stations?

4. What is the simplest, most direct method of approaching media buyers on an individual account?

5. How many changes are made in the average buy—after stations have been picked?

6. Can't something be done to simplify the paper work on both sides of the desk when a national spot order is placed?

7. How do you, yourself, judge frequency? What's an adequate number of spots for saturation by market size?

8. Does a representative salesman run the risk of being "hurt" on other buys and other stations if he goes over the buyer's head on a specific buy?

9. If I put together a "big pitch" for an agency, what should the maximum length be?

10. How far in advance of a "season" do you start your picking of markets and getting availabilities?

11. I'm one of six stations in a market of 250,000. Is it worthwhile for me to try to set up an easel presentation with most agency timebuying departments when I come to New York so I reach all buyers at once?

12. What can stations and representatives do to improve their service to the time-buyers?

### Merchandising and Promotion

1. How important is merchandising in selecting a radio station?

2. Have you ever bought a station because of its merchandising policies rather than its audience or ratings?

3. How much attention do you pay in buying to rating-week stimuli that ours and other stations use like treasure hunts, jackpots, audience-buying devices like that?

4. Do you feel it's wise for stations with representatives to conduct direct mail campaigns aimed at timebuyers?

5. What are the main mailing pieces a media buyer keeps in a station file?

6. How does a smaller market radio station make itself known to buyers of national and regional advertising time without prohibitive expense?



**SALES**

**13 WEEK**

**SPOT  
RADIO**

**CAMPAIGN**

**IN 63 MARKETS**

# **Homelite's Operation Radio Forges Strong Sales Link**



Here's proof it's more than an old saw that "radio sells."

One of the country's leading saws manufacturers—the Homelite division of Textron Inc.—ventured into radio for the first time last fall on a nation-wide basis to help introduce a new chain saw. The 13-week national campaign coupled with an all-out promotion effort by stations resulted in 22 out of 25 district offices going over their quota in selling the new model Zip. The average sales percentage is running 114 percent of the quota.

In addition, many of the parent company's dealers were sufficiently impressed with the results to continue with radio on their own for an additional 13 weeks which is still in progress. This media effectiveness is expected to bring radio into prime consideration for a similar campaign by the company this year.

To reach the new Zip's potential customers, Homelite decided to buy farm stations across the country, concentrating on farm director programs. Spending approximately \$75,000 on a 13-week campaign be-

ginning in September, states Phillip J. Halperin, assistant advertising manager, Homelite purchased 65 stations in 63 chiefly farm areas throughout the country.

This relatively brief but intensified radio drive accounted for approximately 17 percent of Homelite's \$150,000 total annual advertising budget.

The spots were one minute in length as a general rule and were aired five or six days per week, the number of spots varying from market to market. They consisted of a singing commercial with room for





Outlining plans for part of the radio campaign on eight PGW-represented stations are (left to right): J. H. Maxwell, advertising-sales promotion manager of Homelite; W. E. Johnson, assistant advertising manager; Sam Henry, radio account executive of Peters, Griffin, Woodward Inc., and P. J. Halperin, also assistant advertising manager. Principally early morning times were used.

live announcer copy, usually suggesting the listener contact the local dealer through the yellow pages.

"This 'operation radio' and the resulting tie-ins definitely helped to stimulate sales and particularly aided us in getting saws into dealers' stores," declares Mr. Halperin, whose company headquarters in Port Chester, N. Y.

The use of radio—the mass medium—to sell as expensive and specialized a product as a chain saw represented an advertising experiment for the manufacturing firm, which claims to have ranked first in saw sales in 1957.

"Previously we had relied largely on local newspapers, farm journals and national magazines to sell our products," Mr. Halperin states.

"We had, however, been thinking about radio for quite some time, so that when we drew up plans to bring our new Zip model into the market last August we decided that the moment had come to include the sound medium in our budget," he explains.

Mr. Halperin states that Homelite and its agency, Sutherland-Abbott, Boston, believed that radio could

help sell Zips to the special types of persons in the market for one-man chain saws.

"The Zip," he explains, "is made principally for farmers, fishermen, campers, hunters and ranch owners—as opposed to the heavier models, also made by Homelite, that professional lumbermen employ.

"The saw is the lightest of its type (weighing approximately 18 pounds) and is more than powerful enough to do the jobs required by these men," Mr. Halperin declares. "While we believe it is the best saw of its kind on the market, it is not the cheapest, priced at \$169.95. So we had a real selling job to do."

#### Early Morning

Wherever possible, Homelite bought early morning (five to six a.m.) shows to catch the farmer before he started his day's work. Farm director programs were preferred because of the prestige these men enjoy among the agriculturists in their areas. Homelite also hoped to pick up listeners among sportsmen who are often out driving in the early morning.

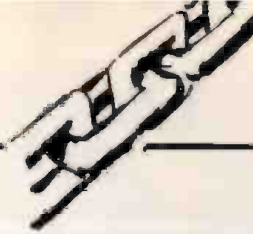
"We selected one station per mar-

ket on the basis of both power and the following of the particular farm director," says John Spafford, associate account executive at Sutherland-Abbott.

"The campaign consisted of two weeks on the air and one week off, with 250 Homelite dealers supporting the schedule with spots of their own. The dealers often bought adjacencies to our own spots to give the national commercial local identification. In addition, while we were off the air they frequently bought time both on the station selected by Homelite and on other stations in the area," he says.

In addition to its 2,600 dealers, Homelite has 70 branch offices across the country, many of which similarly aided the parent company's radio usage. (The branch and district offices sell Homelite products to both the consumer and the franchised dealers who usually carry many types of farm equipment in addition to saws.)

Many of the dealers, Mr. Halperin reports, because of the results of the campaign, continued to use radio on their own for the following 13-week period, now in progress.



Charles E. Brown, account executive.



John S. Spafford, account executive.

Dealers and branches are free to initiate whatever advertising they wish in behalf of Homelite, and are allowed by the parent company up to one percent of their sales in cooperative advertising money. There were several indications, according to Mr. Halperin, of the success of the radio campaign. For example, as soon as it got into full

swing, dealers started to re-order Zips at an unusually rapid rate. Also, in a contest among salesmen in district offices to see who could sell the most Zips, 22 out of 25 districts went over their quota with some districts not reporting as yet. Between 85 and 90 percent of these sales were made to dealers, states Mr. Halperin, and the average sales per-

centage is now at 114 percent of the quota.

According to Sutherland-Abbott's Mr. Spafford, one of the biggest factors in the campaign's success was the merchandising and promotional support given by the stations to Homelite.

"The stations went all out for us, with at least half of them sponsoring contests for us in addition to our spots," he says. "The farm directors were also very cooperative, appearing for us at fairs and discussing Zips with many individual farmers in their areas."

The contests varied as to type, but the prizes were always free Zips given by Homelite.

One of the most popular versions was the "Why I'd like to own a Homelite Zip saw" contest, with entry blanks available at the local dealer. A typical spot—this one run by WDBJ Roanoke, Va.—went like this:

Men—if you could use a chain Zip saw that does a day's work in minutes, you'll be interested in the WDBJ radio Homelite Saw contest, the prize a chain Zip saw worth \$169.95. Just look in the yellow pages of your phone

## Homelite's Radio Campaign

Portland, Me.	WCSH	Petoskey	WMBN	Sacramento, Calif.	KFBK
Lewiston, Me.	WLAM	Cadillac	WAAT	Fresno, Calif.	KFRE
Bangor, Me.	WLBZ	Alpena	WATZ	Wheeling, W. Va.	WWVA
Burlington, Vt.	WCAX	Gaylord	WATC	Charleston, W. Va.	WCHS
Boston	WBZ-WBZA	Louisville, Ky.	WKLO	Buffalo, N. Y.	WBEN
Hartford, Conn.	WTIC	Cincinnati	WLW	Raleigh, N. C.	WPTF
Binghamton, N. Y.	WNBF	Chicago	WLS	Charlotte, N. C.	WBT
Schenectady, N. Y.	WGY	Madison, Wisc.	WKOW	Knoxville, Tenn.	WNOX
Syracuse, N. Y.	WSYR	Peoria, Ill.	WMBD	Memphis, Tenn.	WMC
Harrisburg, Pa.	WHP	Green Bay, Wisc.	WBAY	Nashville, Tenn.	WSM
Philadelphia	WCAU	Minneapolis	WCCO	Little Rock, Ark.	KARK
Richmond, Va.	WRVA	Duluth, Minn.	WEBC	New Orleans	WWL
Roanoke, Va.	WDBJ	Kansas City, Mo.	KMBC-KFRM	Shreveport, La.	KWKH
Savannah, Ga.	WSAY	Tulsa, Okla.	KYOO	St. Louis	KSTL
Jacksonville, Fla.	WMBR	Ft. Worth	WBAP	Jefferson City, Mo.	KLIK
Orlando, Fla.	WDBO	Houston	KPRC	Hannibal, Mo.	KHMO
Live Oak, Fla.	WNER	Seattle	KING	Decatur, Ill.	WDZ
Detroit	WJR	Spokane, Wash.	KNEW	Omaha	KFAB
Escanaba, Mich.	WDBC	Portland, Ore.	KEX	Des Moines	WHO
Paul Bunyon Network (Michigan)		La Grande, Ore.	KLBM	Montgomery, Ala.	WBAM
Traverse City	WTCM	Klamath Falls, Ore.	KFJI	Atlanta	WSB
		Bend, Ore.	KBND		



book for the nearest Homelite dealer, get your entry blank and fill it out. You could be the winner.

After the contest, which was judged by the station, had been decided, the winner was often interviewed in a testimonial for Homelite by the farm director.

Other types of contests included farm safety competitions and wood cutting matches. In several instances, the contests generated such local interest that stations took over their town auditoriums for the presentation of the saw and broadcast remotes covering the event.

The huge job of coordinating station, dealer and branch efforts with those of the parent company in both contests and the spot campaign was undertaken by the agency, which especially encouraged the dealers and farm directors to exert themselves on behalf of Homelite.

Charles Brown, account executive, headed these activities with the assistance, among others, of Mr. Spafford and Miss Joanne Barbour, assistant radio-tv director.

### Local Touch

Included in its efforts, the agency provided dealers with several types of locally oriented commercial copy to be used in conjunction with the parent firm's singing commercial, which follows:

You should see the saw  
The Homelite Zip saw—  
it's the handiest,  
dandiest, most economical,  
most dependable  
saw you've ever seen.

If you're a rancher,  
farmer, camper or  
hunter, you will surely  
agree

The Homelite Zip saw is  
the handiest, The  
Homelite Zip saw is the  
dandiest chain saw you  
ever did see.

Dealers used the jingle in two versions. The first was 36 seconds long, introduced by announcer copy also on the disc. The other 24 seconds comprising the minute spot were filled in by the local announcer or farm director. The second version was 15 seconds long and consisted of the last phrase of the complete com-



An example of the many contests held by radio stations is this one by WSB Atlanta. R. A. McMillan (l), station farm director, and E. W. McClellan (second from l), Homelite district manager, present a new Zip to winner of WSB's contest, A. S. King. At far right is Tom Ross, Homelite dealer of Buford, Ga.

mercial. Dealers chose on the basis of the length of time they wanted for their local announcement. Two dealers in neighboring cities would often buy joint commercials.

In addition, Sutherland-Abbott provided a clearing house of information about the various contests enabling stations and dealers to choose those best suited to their own customers and sections of the country.

"Our use of radio—both in the commercials and the supporting contests—has been most satisfactory," declares Homelite's Mr. Halperin, "and we believe radio's future with us is bright.

"The sound medium's flexibility and the believability of words spoken by a respected personality are two qualities that make it suitable for Homelite. Another factor is that in outlying farming areas where newspapers often fail to reach, almost everyone does have a radio. In this way we feel that in some cases we are able to contact persons who are difficult to reach with other media."

An example of the specific programs and times used by the parent company in its campaign and contests are: *Farm Front*, 6-6:30 a.m., Mon.-Fri., with Harry Hinkley over WHP Harrisburg, Pa.; *Rural Digest*, 5:45-6:30 a.m., Mon.-Fri., with Amos

Kirby over WCAU Philadelphia; *Farm News*, 5:50 a.m., Mon.-Fri., with Dean Adams over WNBC Binghamton, N. Y.; *Chanticleer*, 6:15-7 a.m., Mon., Wed., Fri., with Don Tuttle over WGY Schenectady, N. Y.; *R.F.D. Time*, 5-7 a.m., Mon.-Sat., with Deacon Doubleday over WSYR Syracuse, N. Y.; *Chorettime*, 6-6:45 a.m., Mon., Wed., Fri., and *Everybody's Farm*, 11:30-12 noon, Tues. and Thurs., with Bob Miller over WLW Cincinnati, and the *Red Kirk Show*, 5-6 a.m., Mon.-Fri., over WKLO Louisville, Ky.

Homelite was started 30 years ago, not as a saw firm, but as a manufacturer of generators to light the home—hence the company name. The firm's current president, J. Allan Abbott, who is also an engineer, was instrumental during Homelite's early days in improving the generator's design and increasing company sales. In 1949, Homelite adapted its engine to produce its first chain saw and has been striving ever since to make the world's lightest, speediest and most efficient models for all purposes. The firm continues to produce generators.

Homelite, through this initial radio trial, is more than convinced of the medium's ability to sell a relatively high-priced item to a specialized audience. • • •



## 1959 Commercials:

# Hard Sell With



What's that tune you're humming under your breath?

Could be it's not on the jukebox or in your record collection and nobody sings it at the Met, but it's a "hit" nonetheless—the latest singing commercial to catch your fancy.

Is it selling the product?

That's a question which prompts provocative comment from creative directors at five major advertising agencies reportedly having a combined total of \$46.7 million in radio billings.

In interviews with key creative people at J. Walter Thompson, McCann-Erickson, Kenyon & Eckhardt, Foote, Cone & Belding and Erwin Wasey, Ruthrauff & Ryan, U. S. RADIO has tuned in on a lively discussion of trends (timewise and stylewise) for commercials in 1959.

The consensus: Music is first on the advertisers' hit parade. Humor, on the upswing for the past several years, will continue to grow in usage—but with a difference. All in all, there will be increasing "hard sell" with a velvet touch.

Timewise, minutes are the main choice as music becomes increasingly a prime ingredient. With radio

growing in demand as an advertising buy, availabilities will of necessity determine length to some extent, but as one agency spokesman says, "The best commercial will always be the one that's long enough to do the job required."

Expanding on the theme of music, agency people estimate "harmony will prevail" in two out of three commercials this year. Emphasis will be on *quality* production, underscoring the selling message with everything from the voice of a top recording star singing in your ear to a 35-piece orchestra thrumming unobtrusively in the background. JWT experts go so far as to predict cha-cha will be *the* rhythm for 1959 commercials—the agency has conducted its own research of the popular music field, and concludes that cha-cha and other Latin American beats will boom to peak sales next month. Commercials, the agency believes, will follow the naracas soon after.

Regarding humor, representatives from the five agencies believe the light-hearted approach typified by such characters as Bert and Harry (for Piel's Brothers beer in the

**Trend continues  
in favor  
of music.  
Humor to  
stay but with  
more sell**



Ford all the way... Those friendly Flying Dutchmen treat you well  
tastes good like a cigarette should...  
dry cracker... Start with the top tobacco, grade A-1...

## Velvet Touch

East) is due for a shift in emphasis—away from subtlety toward a positive identification that gives the laugh a secondary (and purely supporting) role to the merchandise. “Off-beat” humor, according to the interviewees, has lost its impact and must make way for a new approach to selling the product.

Emphasizing the role of music, Joe Stone, vice president and a copy group head on the Ford account, JWT (an agency that last year put an estimated \$12 million into radio billings), declares: “There’s hardly an advertiser with our company who wouldn’t prefer to use a musical commercial in preference to any other kind, except in the case where there’s a complicated story to tell—and even then we’ve used music as a backdrop for straight narration. From 90 to 95 percent of the clients at our New York office use jingles.

“In my opinion, singing commercials of high musical quality, well arranged and well produced, will become more and more prevalent in 1959, with cha-cha as the most popular beat.”

Says Margot Sherman, vice president and chairman of the creative plans board at M-E (with an esti-

mated \$15 million in radio billings in 1958): “We regard music as an important creative element which can be used as deftly and with as much impact as visual art. We’re in the rather unique position of having a number of people on our staff who write both words and music—they think in terms of music in producing well-integrated, purposeful singing commercials.

“The trend is definitely continuing toward music, which has the qualities of *impact*, *memorability*, *mood* and *emotion* so important in a selling message.”

Says Marjorie Greenbaum, vice president and copy group head at FC&B (with a reported \$7 million in radio billings): “A great attempt has been made at humor recently, too—there was a definite swing to it about a year ago, stemming in part from the listeners’ appreciation of the ‘Titus Moody’ series for Pepperidge Farm products.

“The trend is always toward something that’s really good. The danger is in following a copy trend to be fashionable rather than designing a commercial to fit a particular product and problem.”

Says Doug MacNamee, vice presi-

dent and radio-tv creative director at EVR&R (with 1958 radio billings estimated at \$5.5 million): “Music has special advantages—and limitations. Using an established tune, and using it with originality, can stretch a limited budget, carry great emotional and recognition impact for a particular age group or region, and relate the product to an established theme or mood. It can also, if handled tritely, be useless as a selling tool.

“Music is being used increasingly to back the whole commercial—and sound effects are due for more and better application.”

Says Howard Wilson, vice president and copy director, K&E (which last year placed an estimated \$7.2 million in radio advertising): “Singing commercials are becoming so predominant that we’re getting a little tired of them. Music is memorable—up to a point. But with so many commercials being sung now, and more jingles in the offing, the time may be ripe for speaking.

“The style of humor has become cliché, too. The ‘off-beat’, which most creative people like to write, has become ‘on-beat’ because it’s so common. Our problem is to con-





struct each commercial as imaginatively as possible so that it is fresh and different and memorable and selling—whether musical, humorous or narrative.”

Taking up Mr. Wilson’s question of whether the recent numbers of humorous commercials serve a selling purpose or just echo one another, Miss Greenbaum comments that occasionally they come perilously close to making fun of the product and its



Joe Stone  
J. Walter Thompson



Margot Sherman  
McCann-Erickson

salesmen.

“Some writers are forgetting the product image,” adds Tom McDonnell, director of broadcast planning at FC&B. “Their humor may entertain, but does it prompt someone to buy? Most people don’t joke about spending money.”

Using the Titus Moody commercials as an illustration of sound use of humor, he points out that the listener is amused by Moody’s character but at the same time gets the impression he’s an expert on farm products. “As an astute farmer, he’s identified with the milk, butter and flour which go into Pepperidge Farm baked goods,” Miss Greenbaum explains. “And although he obviously underestimates the city dweller’s appreciation of flavor and food values, the people who bake the bread don’t. Moody’s humor in every way points up the quality of the product and producer.”

FC&B doesn’t use “humor per se” in commercials, Miss Greenbaum says. “We take each problem as it comes along. If the solution requires humor, we use it.”

Mr. Stone believes that “talking commercials” will more and more embody humor directly related to selling the product, and cites the use by Ford of Ed Gardner’s familiar phone chats with Duffy. “In a forthcoming commercial, for instance,” he says, “the comedian will describe a styling feature by pointing out that the roof of a Ford shields the passenger from the sun, while a competitive model ‘lets you bake like a peasant under glass.’”

All good creative people know the value of humor, Miss Sherman maintains. “Well done, it’s telling and universal in appeal—like the Will Rogers variety,” she continues. “But that kind of humor takes a very skillful hand to fashion. And in advertising it must also answer the selling objective.

“What is ‘good advertising’? Obviously it’s the kind that helps a client solve some of his problems. The objectives can change tremendously over the years to cope with introducing the product, meeting the competition and tackling all other problems of marketing that affect sales.

“There is no formula for creative thought in meeting the needs of any client.”

Bringing the subject back to music, Mr. MacNamee describes the evolution of an EWR&R singing commercial for KLM. “A survey indicated that Americans have a warm feeling for Holland, associating that country with a friendly atmosphere,” he says. “We wanted to develop the same feeling for KLM, so we related the commercial directly to Holland by opening with barrel organ music recorded in the streets of Amsterdam. The copy refers to ‘friendly music, friendly people.’ Lyrics keyed to the Dutch tune point out that KLM is ‘the Royal Route to everywhere’ and wind up assuring the listener that ‘those friendly Flying Dutchmen treat you well.’”

(Mr. MacNamee, incidentally, wrote both the American-adapted

music and the lyrics for this commercial.)

Gone are the days, Mr. Stone says, when a recording group marched into the sound studio and produced a singing commercial with only a lead sheet as a guide.

“We’ve learned a great deal from the recording people,” he points out. “Singing commercials today are frequently fine recordings, comparable in technique and production to the ones you buy and take home.

“Notice the use of ‘musical figures’ in a good singing commercial—just one of the aural lessons we’ve learned from recording arrangers. For instance, ‘Winston tastes good like a (plink, plink)’—that instrumental plink-plink is as important as words in the whole composition. It gives the listener’s mind time to ‘take a breath.’”

Regarding quality, Mr. Stone mentions Ford’s use of Mitch Miller, Percy Faith and other leading musicians in recording its commercials. For a complicated straight narrative on Ford’s economy features, the agency called in a 35-piece orchestra just to play a special arrangement “under” the speaker’s voice, thereby “lifting an announcement that might have sounded heavy to a bright quality plane,” Mr. Stone says.

Anticipating cha-cha as the rhythm for 1959, Ford will soon release a cha-cha tempo commercial to take advantage of the rhythm’s popularity. “In



Marjorie Greenbaum  
Foote, Cone & Belding



Tom McDonnell  
Foote, Cone & Belding

this business we sometimes have to predict what the record industry itself doesn’t yet know,” Mr. Stone adds. “We were auditioning cha-cha tunes more than a month ago. What tipped us off was the kids’ torrid interest in this beat versus ‘rock.’”

Turning a slightly deaf ear to singing commercials, Mr. Wilson considers them overworked—but expects they’ll be used even more wide-





Doug MacNamee  
EWR&R



Howard Wilson  
Kenyon & Eckhardt

ly in the coming year. "A jingle can be the easy way out for an agency's creative people, who write a brief copy platform and then call in the jingle writers to carry it from there," he contends. "When music is the best possible way to convey a picture in sound, of course it should be used; otherwise, no. Radio shouldn't be categorized as a music medium—it is a great channel for conversation, for skillfully directed sounds of many kinds."

A problem each copywriter must solve, he believes, is how to keep from getting so involved with techniques that he forgets to write.

Taking the idea of creativity a step further, Miss Greenbaum and Mr. McDonnell define the good copywriter as both a "thinker" (with ideas about what to do) and a "showman" (with ideas about how to do it). "Basic thinking must come first," they point out. "You don't sit down for a copy session and say 'Let's use a sound effect' and then try to adapt the problem to suit it."

At FC&B copywriters work "in depth" on accounts, writing for both broadcast and print to provide what the agency considers a more cohesive campaign.

Miss Sherman describes the copywriting process at M-E as combining all-around and specialized skills "depending on the talent of the people involved." Some copywriters produce only broadcast material, others do only print, still others do both—the original idea comes from "any locale," and the pattern is set in advance by the creative plan's board to achieve a unified campaign, she says.

As an instance, she refers to the Chesterfield "Men of America" series. "We planned the theme song for use in both broadcast and print. Radio showcased the music, television dramatized it and print picked up the television frames and ran the words of the music underneath."

Agreeing that the length of commercials is tending more to minutes, the agency people add these comments:

Mr. Wilson: "Time is frequently dictated by availabilities. Naturally the best commercial is the one that's long enough to do the job—and 20's, even 6's, can do a great job, depending on the circumstances."

Mr. Stone: "A musical commercial generally requires the full minute for proper effect. The jingle has grown up into a legitimate 'musical minute' that provides its own setting, which is particularly important for the majority of announcements not built into special programs."

Miss Greenbaum and Mr. McDonnell: "Minutes will continue to be used by practically every advertiser except by someone so well established his product needs only a reminder. An ID serves as an 'outdoor poster' for the ear. The explanation required for most new products can't be given in less than a minute."

Mr. MacNamee: "When it comes to saturating radio, shorter commercials can be very effective but they need to be tied in with longer ones. Most products need the full treatment of a minute; an outstanding exception is Sinclair."

Miss Sherman: "The tremendous resurgence of radio in recent years makes it one of the best buys available. Obviously our agency is not the only one aware of this, and as more and more commercials go on the air the creative person's problem becomes more and more 'How can I get people to listen to my copy?' The answer requires ingenuity and imagination."

Ending the discussion on as provocative a note as it began, Mr. Wilson sums up: "Actually we knew more about how to use radio before the advent of television than we do now. We must go back and rediscover — literally rediscover — this medium, one of the most wonderful in the world. Suppose, for example, television had been invented first and then somebody got a great idea—why not television without pictures? It would be cheaper, and there'd be more concentration on sound."

"Now, what's the best way to use it?"

That's one tune a growing number of creative people are humming under their breath. • • •

## 'Reverse English'

Experimenting with a new approach to copy, Tilds & Cantz advertising agency in Los Angeles has introduced what it calls a "negative-positive" commercial.

"Our purpose," says Marvin S. Cantz, agency partner, "is to 'talk' to the consumer in realistic terms. We may admit that the product is not the eighth wonder of the world, that it is not intended to be all things to all people. But we will immediately counter with proof of what makes the product better under specific conditions."

As an example, he cites T&C's current campaign for a California radio station which plays up the fact that some people (cool characters and teenagers) *don't* listen to that particular station—instead, its audience is stable, adult, mature, with buying power.

"We have rather strong feelings at T&C about the use of humor in radio advertising," Mr. Cantz continues, "and we approach it with extreme caution. We are aware that the humorous vein is quite vogueish at the moment."

"True, most people enjoy a good laugh. But this, in our opinion, can be dangerous in advertising—unless the humorous technique is carefully (very carefully) welded to a sound and compelling reason to buy the product."

With so many demands on the consumers' dollar, the agency believes, there are relatively few instances today where customers won't give serious consideration to the comparative value of the products they buy—and they seldom make their buying decisions on the strength of a joke.

"We might suggest, however, that radio copy make better use of its priceless ingredient—the spoken word," Mr. Cantz says. "This is radio's decisive advantage over printed media."

A voice with "convinceability"—one that is easy and natural—coupled with a negative-positive copy approach generates a great deal of confidence in the product, he concludes.



## TIME OF SHOPPING in Food and Grocery Stores

(figures expressed as the percent of all housewives.)

AVERAGE DAY, Mon-Thu\*

AVERAGE DAY, Fri-Sat\*




\*In view of the survey technique utilized in this study an average day includes the 24-hour period ending at 6 p.m. (e.g., Thursday actually covers Wednesday 6 p.m.—Thursday 6 p.m.). WOR-Pulse metropolitan New York study.

# Radio: The Way to Food

**Sound medium closest to shopper at time of marketing, study shows.**

**Buying is spread throughout week, not just on weekends**

 Advertisers who have gone along with the traditional belief that Thursday night print ads are the best way to reach the majority of grocery shoppers are in for a double surprise.

A dual survey of housewives' shopping and listening habits not only explodes the time-honored theory that most food shopping is done on weekends, but also declares that more than twice as many housewives listen to the radio as read newspapers prior to going shopping.

This evidence further supports the latest Videotown findings which show vastly increased radio listening among housewives.

Commissioned by WOR New York, The Pulse Inc. interviewed 1,086 housewives, a sampling of the 4,367,000 who spend \$102,144,130 in food and grocery stores each week in

the 17-county area comprising metropolitan New York.

The study reveals that 73.7 percent listen to the radio on an average day prior to shopping compared with 35.1 percent who read newspapers before marketing. These figures partially result from the fact that many housewives read the newspaper in the evening after shopping. As a consequence, radio enjoys a tremendous advantage over print when shopping is related to media exposure, the survey states.

It also points out that in using the sound medium to sell the shopper, advertisers would achieve greater impact by spreading their buys throughout the week instead of bunching them up at week's end. Over one half of all housewives shop each and every day, the study says: 54.7 percent market on an average

day Monday through Saturday; 53.9 percent shop Monday through Thursday, and 56.4 percent buy Friday and Saturday.

Radio does an excellent job of reaching these prospects throughout the week, the Pulse analysis affirms, and, most significantly, reaches them shortly before they shop. Nearly half of all the housewives listen to the radio within three hours prior to doing their marketing: 16.6 percent listen within a quarter hour of marketing compared with 4.7 percent who read a newspaper; 24.7 percent tune in one hour prior to shopping while only 9.1 percent scan a paper; 36 percent have been exposed to radio within two hours of buying while less than half that figure—15.4 percent—have been exposed to newspaper ads; 16.7 percent have listened to the radio within three hours of

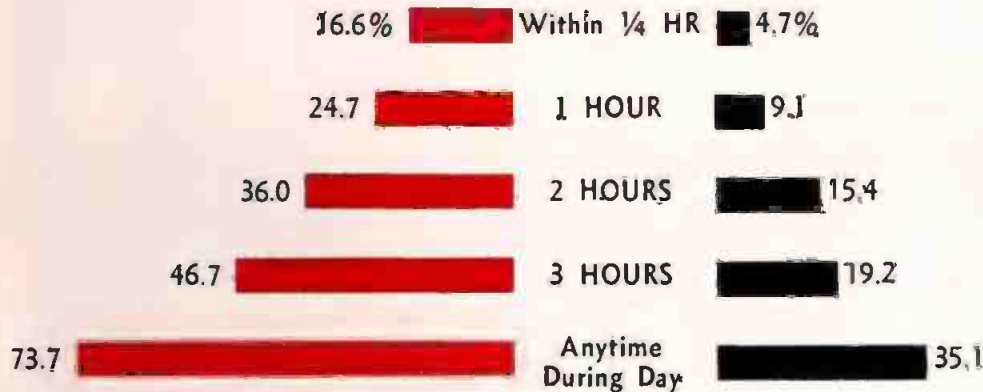


## Exposure to RADIO and NEWSPAPERS PRIOR TO FOOD SHOPPING on the Average Day

(figures expressed as the percent of housewife shoppers)

### RADIO

### NEWSPAPERS



Source: WOR-Pulse metropolitan New York study.

# Shopper's Heart

marketing as compared with a 19.2 percent readership for newspapers, the study shows.

Radio's high listenership among housewives has also received a recent testimonial in the Videotown report of Cunningham & Walsh Inc., New York (see *Report from Agencies*, December 1958). According to Gerald W. Tasker, vice president and director of research for C&W, the "return of housewives to morning radio listening is the biggest news in Videotown this year."

On the five weekday mornings, Mr. Tasker declares, the average housewife listened last year for a total of five hours and 48 minutes, a 109 percent increase over 1957.

All times of the day, however, according to WOR's survey, are good times to sell the food shopper because women spread their grocery buying throughout the day.

On an average day Monday through Thursday, 2.9 percent shop before 10 a.m.; 11.2 percent shop between 10 a.m. and 12 noon; 13.1 percent market between 12 noon and 2 p.m.; 15.5 percent shop between 2 and 4 p.m.; 12.7 percent buy

between 4 and 6 p.m., and 4.4 percent (excluding Thursday) make their purchases after 6 p.m.

On an average day, Friday and Saturday, the Pulse concludes that 2.8 percent shop before 10 a.m.; 9.9 percent market between 10 a.m. and

12 noon; 13.5 percent buy between 12 noon and 2 p.m.; 16.3 percent shop between 2 and 4 p.m.; 11.3 percent market between 4 and 6 p.m., and 9.9 percent (including Thursday) go to grocery and food stores after 6 p.m. • • •

### Videotown on Radio Listening

% Listening	Housewives	
	1958	1957
Morning	44%	30%
Afternoon	18	16
Evening	14	17
All Day	51	43
<b>Avg. Hrs./Days When Listening</b>		
Morning	2.65 hrs.	1.85 hrs.
Afternoon	1.46	1.38
Evening	1.16	1.17
All Day	2.90	2.16
<b>Avg. Hrs./Week (5 Weekdays)</b>		
Morning	5.80 hrs.	2.78 hrs.
Afternoon	1.30	1.12
Evening	.80	1.01
All Day	7.90	4.91

Source: 1958 Videotown Report by Cunningham & Walsh Inc.  
Report covers in-home listening only.



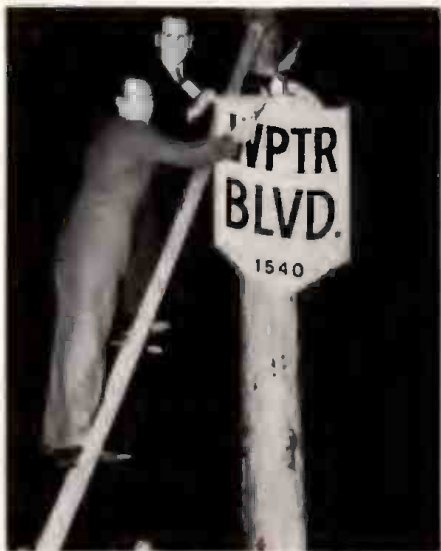
**A Quick Glance At People, Places  
And Events Around Radio-Land**



THE HIDDEN CLUES to the whereabouts of the KAKC Tulsa hidden \$15,000 bank draft are placed in a local bank vault deposit box by Tulsa Chamber of Commerce President Russell Hunt (left) and Mayor James L. Maxwell. Clues were aired daily for area contestants.



SENATOR AND STUDENTS discuss the integration problem as part of the WCAU Philadelphia series, *University Round Table*. Senator Joseph S. Clark (D-Pa.), at far right, answers questions posed by three undergraduates of Haverford College. Also participating are (far left) George Lord, WCAU commentator and host of the program, and Dr. Ira Reid (center), Haverford political science department.

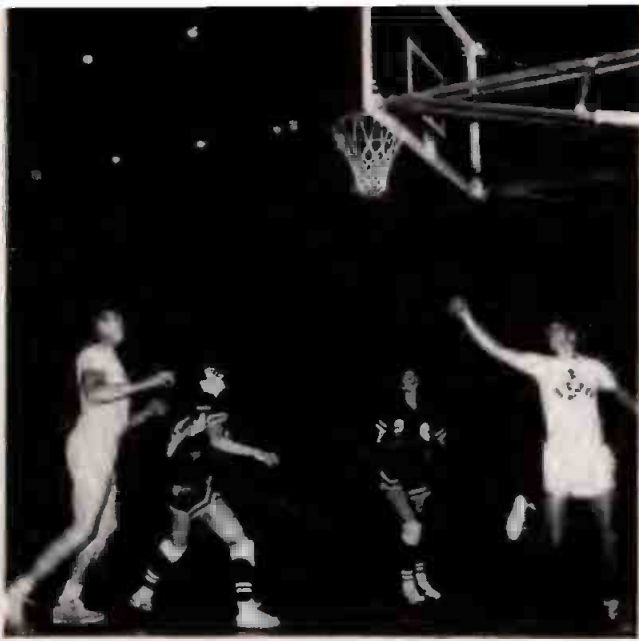


HIGH LEVEL GREETING is given to Duncan Mounsey (top), executive vice president and general manager of WPTR Albany, N.Y., by Mayor Fred Bauer of Colonie, N.Y. They renamed a five-mile stretch of the Albany-Schenectady road when WPTR moved studios and facilities to Colonie, an Albany suburb.

RADIO-ACTIVE ROBOT, a chap named Oom-A-Gog, stalks the streets of Jacksonville, Fla., to promote WMBR as "the liveliest space" since outer space. Earthlings at local high schools are treated to flying (45 rpm) discs wherever the magnetic station personality appears. He also is representing WMBR at the Greater Jacksonville Fair and other events.







**A FEMALE FIVE** called the Texas Cowgirls humbles an over-matched disc jockey team from WILS Lansing, Mich., before 5,100 persons jammed into the Lansing Civic Center on a very snowy night. On the card, too, was an exhibition by the Harlem Globetrotters. Final score: Cowgirls 42 and DJ's 28.



**PET KEYSTONE PROJECT** is planned as executives of Keystone Broadcasting System, client, agency and station map out annual "Pet Milk Grand Ole Opry Talent Contest." Meeting in Chicago are: (foreground, left to right) Edwin R. Peterson, Keystone senior v.p., and Dick Peterson, Keystone acct. exec. Clockwise from Edwin Peterson are: Robert Cooper, WSM Nashville gen. mgr.; Ray Morris, asst. ad. mgr. of Pet Milk; Ralph Hartnagel, dir. of promo. and adv., Gardner Advertising Co.; Sidney J. Wolf, Keystone president; Earl Hotze, Gardner acct. exec., and Dee Kilpatrick, WSM prog. mgr.



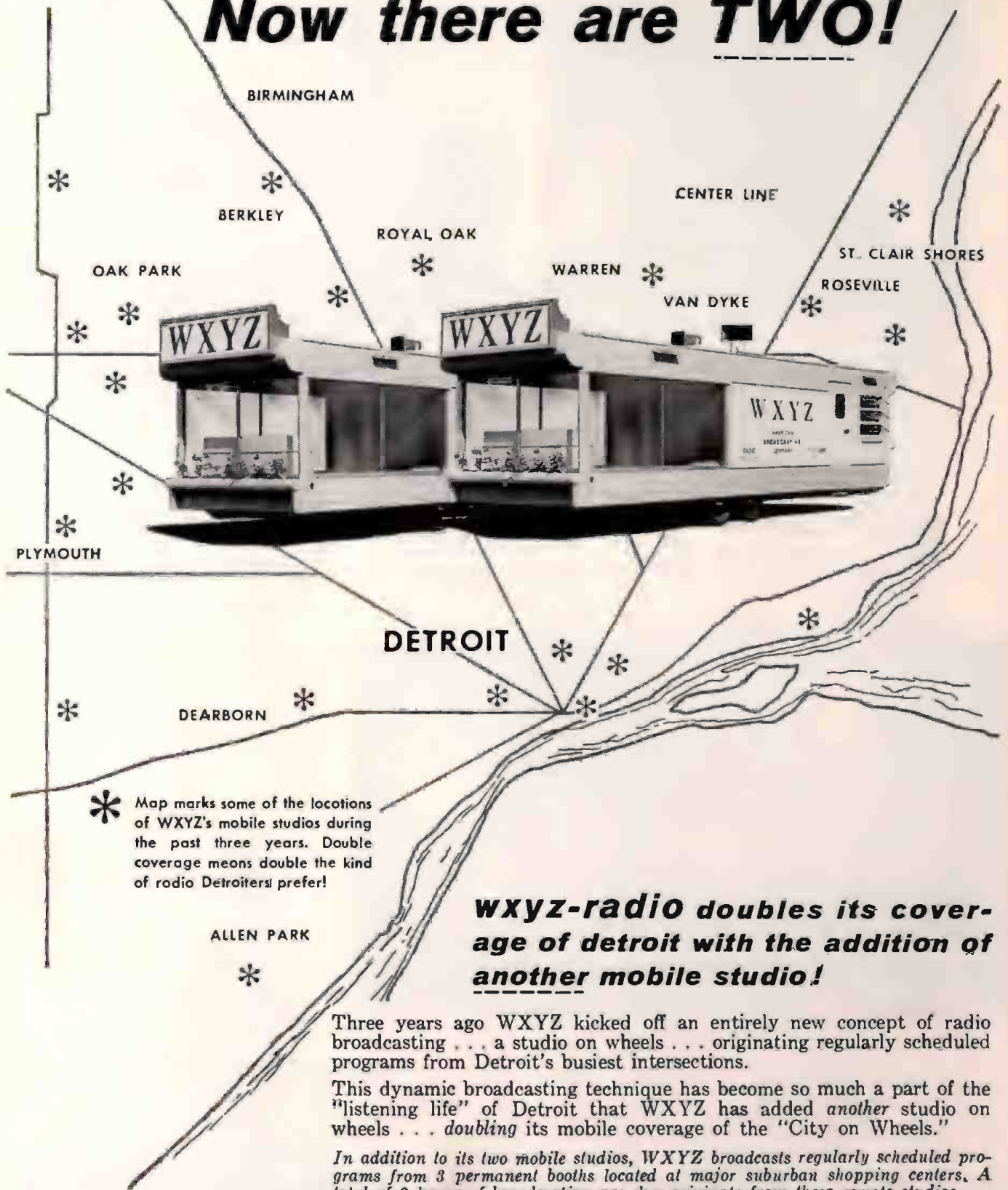
**SECURING SEATTLE SEDAN**, Joe Maguire of Botsford, Constantine & Gardner, Inc., ad agency (third from left) receives keys to door prize (a Karmin Ghia) at the Columbia Empire Radio Stations' luncheon. Affair marked the formation of the group for sales. Members include (from left) John Matlock, KOZE Lewiston, Ida., owner; Jack Goetz, KIT Yakima, Wash., vice pres. and gen. mgr.; Mr. Maguire; Wynn Cannon, commercial mgr., and Dale Woods, gen. mgr., KUEN Wenatchee, Wash.; Wally Reid, KORD Pasco, Wash., gen. mgr.; Hugh Feltis, Seattle, who represents group, and Arch LeRoux, KHIT Walla Walla, Washington, president and general manager.

**SIGN OF SAFETY** is displayed in London, Ont., by CPFL personality Allen Mitchell (second from right) in the form of an "Elmer the Safety Elephant" banner. Helping are (left to right) Cheryl Hart of school safety patrol, Constable Fred Cronkite and Chief Gordon Stronach of London Township police. CPFL was commended for role in school safety program.

**GETTING THE POINT** from WWJ Detroit Assistant General Manager Don DeGroot (left) at the station's new sales presentation in New York are (left to right): Bob Boulware and John Ennis of Bryan Houston Inc., and Robert H. Teter, vice pres. and director of radio at Peters, Griffin, Woodward Inc. The colorslide and tape outlined WWJ's sound and services.



# 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**

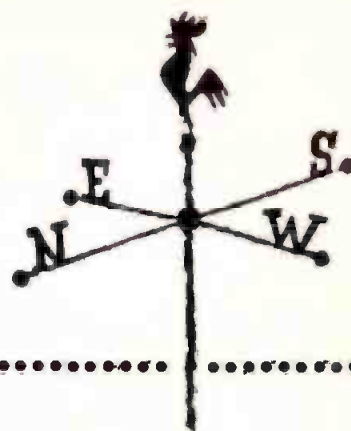
"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.




## hometown USA

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



# Radio Brightens Sales For Two Paint Firms

**Los Angeles and Detroit companies devote major portions of ad budgets to radio. Increased sales result**

 The paint-speckled fellow who's refurbishing his own home "hears" color loud and clear long before he's sampled the turpentine. The evidence is submitted by two paint companies, one in Michigan and one in California, whose record sales figures for the

past year indicate the man with the brush is "buying by ear," too.

Each of the firms—the Victor Paint Co. of Detroit and the National Paint & Varnish Co. of Los Angeles—is spending a large chunk of its advertising dollar in radio time. Each is coupling this expendi-

ture with special promotion and merchandising features. And each has been experiencing a continuing growth in sales during a period that, according to National's president, Melvin Spellens, has been marked by "an industry-wide decline of 20 percent."

In the case of National, 45 percent of its advertising budget of almost \$100,000 is allocated to radio; in the case of Victor, the figure is 60 percent of a budget exceeding \$100,000.

Until last spring, Victor was a one-outlet firm known, principally to professional painters and decorators in the Detroit market area, as a wholesale source. Then in April the company's youthful president, Harold Victor (he's only a few years older than his 29-year-old firm), opened an expansion program that within two months had added to the parent establishment a network of five retail paint and wallpaper centers in and around Detroit.

Since its first new outlet opened April 9, 1958, Victor Paint Co. has saturated Detroit's sound-waves to the tune of 60 percent of its advertising budget, over stations WXYZ and foreign-language WJLB. Spot an-



Radio's "air-brush" technique helped spur 10,000 prospective painters to enter National Paint Co.'s "Name the Color" contest. Melvin Spellens (l), National's president, and Ethel Jacobs (r), advertising manager, hand first load of entries to contest judge Adelle Faulkner, president of Southern California Chapter, American Institute of Decorators.





nouncements all day, every day over WXYZ, plus three remotes each day, including Sundays, have been broadcast by station personalities from any one of the six Victor paint centers. The remotes originate from within the center or from one of WXYZ's mobile units parked outside, and rotate to cover each location in succession.

Time scheduled over WJLB is aimed at the large Polish population surrounding one of Victor's biggest new outlets. Station personality Eugene Konstantynowicz figures prominently in this portion of Victor's advertising.

Within four months after the first opening, when Victor Paint appeared to be approaching the sale of its millionth retail gallon of paint, the company and its agency, Stone & Simons, set about informing Detroiters via spot announcements and remotes on WXYZ that the customer who bought that millionth gallon would win a host of prizes.

Came the day. With a six-line telephone hook-up by which sales were reported "practically as they occurred at all six centers," Victor spotted the winning purchase about to take place at the firm's 7 Mile-Grand River center.

WXYZ's gaily decorated helicopter then flew from the main center to pick up the winners and delivered them to the store where prizes and visiting dignitaries awaited them.

A "radiothon" wound up Victor sales promotion activities for 1958 on Thanksgiving weekend with a continuous remote broadcast from the main store from Friday morning to Sunday afternoon.

"Victor Paint's record of selling paint via airwaves is spectacular evidence of the effectiveness of radio for such a product when used in conjunction with sound promotional techniques," says the Stone & Simons agency. "Persons connected with some of the largest and most active paint chains in the country had forewarned Harold Victor that radio was not the medium for selling paint. But he proved them wrong." The agency adds pointedly that "all through this period of lush sales and mushrooming growth" for Victor, Detroit was "in the doldrums" economically.

Having sold enough paint in five months to cover both sides of a four-foot fence that would encircle the earth, Victor Paint Co. says it has no intention of stopping its "air-brush" techniques now. Carrying on the radio promotion, Harold Victor expects within the next year to have 12 or 13 paint and wallpaper centers in operation.

In Los Angeles, the National Paint & Varnish Co. is experiencing a similar growth in sales and outlets while investing 45 percent of its almost \$100,000 advertising budget in radio, using spot announcements

over five stations covering the widely dispersed Los Angeles County area. Having established a new selling concept for its product—namely, that paint can and should sell year-around in the Southern California market—and having promoted this concept to the extent of a nine percent sales increase and 18 new dealerships in the past two years, the company and its agency, Tilds & Cantz, find they've affected the advertising habits of other area paint companies.

Radio (including stations KMPC, KBIG, KLXA, KLAC and KFVB) is being used both to "apply the first coat" in National's special promotions, and to carry on the year-around job of identifying for customers "the only paint specifically made to take the normal abuse of the average home."

In 1956, when Tilds & Cantz was named by National to handle its account, the agency launched a special fall promotion, the pattern of which has been followed each year since.

In 1957, for example, the campaign opened with a "pre-season" concentration on dealer support followed by a saturation of one-minute spot announcements from September 16 to November 10 over KMPC and KBIG. A "Name the Color" contest with a wide range of prizes for dealers as well as contestants drew a total of 10,000 entries, the agency reports—6,500 via coupons picked up at local paint dealers.

Tilds & Cantz has recently completed its 1958 fall promotion dramatizing National's Eye-Fi Colors in a campaign revolving around "the 10 most fashionable colors in 1959." Results of the sales drive were not yet available as U.S. RADIO went to press, but both National and its agency were hopeful that last-quarter sales figures for 1958 would rise even higher than 1957's nine percent increase over 1956.

"Our agency is convinced that radio, properly balanced with outdoor advertising, has a greater *audio-visual* impact than television—at considerably less cost," Mr. Cantz says.

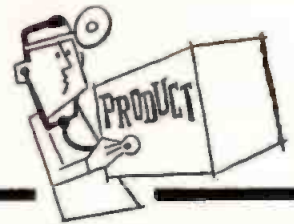
Radio billings at Tilds & Cantz increased in 1958 "by approximately 12 percent over 1957," he points out, and adds, "Our basic philosophy suggests that we will continue to lean strongly towards radio. The medium will figure quite heavily in future plans for National." • • •



High-flying paint promotion by Victor used WXYZ air time and 'copter to dramatize sale of millionth gallon of paint. Paul Winter (l), WXYZ personality, interviews Julian Kuhn family, award-winning purchasers, while Harold Victor (second from l), paint firm president, holds lucky gallon whose sale brought prizes, 'copter flight for Kuhns.



# commercial clinic



## Balance Between Words And Music Is Major Problem in Commercials

"One of the most difficult jobs confronting a producer of commercials today is to maintain proper balance between the words and music. Now that musical commercials are being produced with all the polish of hit recordings, there is some danger of the lyrics becoming lost in the fanfare," according to Robert E. Swanson, president of Robert E. Swanson Productions Inc., New York.

In the competition among agencies and clients to turn out the most distinctive commercial of hundreds making the current radio rounds, the music has been heavily stressed, says Mr. Swanson.

As a result, the lyrics—the sales messages—sometimes do not receive all the attention they deserve, in his opinion.

"There has been a pronounced trend in the last couple of years," he says, "toward more complex arrangements and harmonizations plus larger orchestras and vocal groups.

"Now that the novelty factor of singing commercials has worn off and everyone is using them, it is natural for advertising people to want to compensate by making their commercials as entertaining as possible," Mr. Swanson explains.

Advertising men and their clients are willing to spend large sums of money to create commercials with "hit tune quality," the producer states. "While this is all to the good when it achieves that aim, it is essential not be carried away by the music to the point where it overwhelms the lyrics," he remarks.

"When working on commercials, I always point up the words even when it means toning down a musical arrangement dear to my heart."

No matter how excellent the music and the performance, the lyrics do the basic selling job for the prod-

uct, Mr. Swanson declares. The music should help by providing a pleasant and palatable background.

Mr. Swanson has been successfully operating on this theory for a decade as composer, arranger, lyricist, vocalist and conductor. Among his radio credits he includes Aerowax, Piel's Beer, Kodak, Easy-Off, U. S. Steel, Du Pont, Campbell's Soup and Ajax. He has recently opened his own firm, now three months old.

"What I have tried to do in all my assignments is sell the product with a simplicity devoid of triteness," he explains.

"The fewer words the better, but in any case they must always balance the music. If the words are simple, the melody may be somewhat more complicated. Likewise, if the music is plain, the harmony can be complex. On the other hand, if the words are difficult, the melody must be simplified."

### Working It Out

In working out a commercial, Mr. Swanson says that he usually writes for 20 seconds and then expands with another chorus for a minute length, leaving room generally for live announcer copy as well. For shorter eight- and 10-second spots, he works with the principle, identifiable line.

"The shorter the commercial the harder it is to write," he says, "because you have to pack more punch into less space. The agency will usually give you a list of six or seven points it wants to make and then you have to boil them down and get them across simply and effectively."

One simple and effective commercial—in the opinion of the Radio Advertising Bureau—is Mr. Swanson's effort for Northwest Orient Airlines, which won an award from



Mr. Swanson oversees at recording session.

the radio bureau as one of the best commercials of 1958.

In this message, the producer explains, the airline wanted to sell its whole corporate image as opposed to any particular service such as meals or speed. To achieve this, Mr. Swanson wrote light, airy music and kept the lyrics simple and catchy. "I was trying to give the impression of flight," he says. The commercial follows:

Give wings to your heart,  
Your spirits soar,  
With Northwest Airmanship.  
You fly as you've never  
flown before,  
Fly the best when you fly  
Northwest,  
Northwest Orient Airlines.

One of the interesting points in the lyrics is the use of the word, "airmanship," an example of Mr. Swanson's theory of not using two words when one will do.

This commercial packed enough of a wallop, Mr. Swanson says, for the airline to credit it with substantial sales increases. • • •



# station log

## Radio Public Service Activity

### Boosts Causes, Gains Recognition

National, regional and local public service activity by the radio medium has long been a bulwark of station and network programming schedules.

Recently, The Advertising Council's 1958-1959 annual report commended radio for creating "better circulation for public service campaigns than ever before" and arousing citizen interest and action on many of the nation's most serious problems. The council noted that "every day of the week—radio stations, networks and advertisers have given regular support to public service projects. . . ."

For the first six months of 1958, The Advertising Council observed that regular weekly radio support was contributed to 13 major campaigns and 29 other projects.

On the local scene, public service projects have come in for much attention at this time of the year, according to reports from stations. The United Fund, for example, is one of the many drives that gets active hometown support. In Philadelphia, the United Fund was promoted by a "blitz day," when all local disc jockeys and other station personalities concentrated their talk

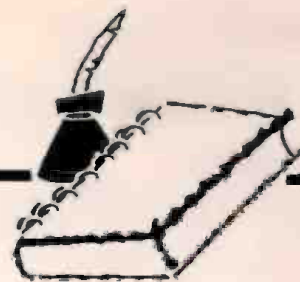
on the various aspects of the United Fund services. Most public service spots were also devoted to the same cause. Employees of the city's 11 radio stations, in addition to on-the-air promotion, lent their talents in personal appearances.

In Sheffield, Ala., WNVA and one of its advertisers have joined in a continuous campaign to promote the hiring of the physically handicapped. When the Muscle Shoals Tv Cable Corp. decided to attach a plea for a worthy cause on the end of its commercials, the client and station chose "Hire the Physically Handicapped"—a state-endorsed organization.

An offer of polio inoculations for one dollar was injected into the morning shows on WWJ Detroit by Dick French and Jim DeLand when city health officials became concerned by a rising number of cases. The inoculations were given at the Eastland shopping center where WWJ has a remote broadcasting unit. With no other publicity except signs at the shopping center entrance, the station says, more than 17,000 persons took advantage of the shots on the first day and 10,819 the second day—in a rainstorm. The dollar covered the cost to the city of the vaccine.

The problem of getting word to school children and their parents about school openings and closings due to snowstorms has always been best solved by radio. One station, WCKY Cincinnati, distributes posters reminding students and teachers that 300 public, private and parochial schools in 15 counties of Ohio, Kentucky and Indiana regularly phone in information on bad-weather days to its School Emergency Radio Service.

When Miami transit drivers went out in a surprise strike recently, area stations were on the air immediately informing the public and offering suggestions as to alternate transpor-



Ed Lockwood, chief engineer of WGBS Miami, is "fitted" by General Manager Bernard E. Neary to demonstrate station's sale of its sunrise and sunset pattern change. The engineering "by-product" was bought by McCall's.

tation. WQAM reports it urged a "Friendship Day" in Miami and assisted in organizing "share a ride" groups. WQAM reports that on-the-street interviews with riders indicated that most of them would not have known of the strike in time to arrange rides to work had it not been for the almost immediate efforts of radio stations.

WHLI Hempstead, N. Y., was credited by the Nassau-Suffolk county Ophthalmological Society for "contributing immeasurably to the success of Glaucoma Detection Day" in Long Island. The station, asked to encourage listeners over the age of 40 to see an eye doctor on a day set aside for free examinations, devoted a heavy spot schedule and several interview shows to the campaign for two weeks. WHLI reports that more than 11,000 persons appeared at 14 area hospitals for the examination and check-ups. . . .



Everyone has a say in the running of WAQE Towson, Md. Policy and programming are decided at regularly scheduled sessions. Here staffers relax for refreshments after meeting with Gen. Mgr. Bob Howard (standing, right).



**BPA memo**



**Fun for Listeners  
And Community Service  
Spark Local Promotions**

Many current promotions have been geared to community public service projects as well as "fun" activity for listeners.

The promotion of brick throwing "as an exercise, a form of recreation and a release for pent-up emotions," is the project of early morning personality Rege Cordic of KDKA\* Pittsburgh. It resulted in a three-hour variety show attended by a reported 3,800 persons to choose a queen for the sport. This was the "Miss Brick Throw" beauty and talent contest, and was only one facet of the brick-throwing craze. Mr. Cordic has been kidding on the air about brick throws for several years, the station explains, often giving scores of mythical matches. Many area colleges and industrial firms conducted their own "Miss Brick Throw" competitions, with Duquesne, Geneva and West Liberty among the schools that got into the act. "Miss Brick Throw" was chosen from 350 contestants and received prizes from more than 100 contributing industrial and business firms, KDKA claims.

The wishbones of three Trenton, N. J., area Thanksgiving turkeys turned into Christmas dinners as a result of WTTM's annual contest conducted by Gene Graves, morning wake-up personality. He asked all of his listeners to mail him their turkey wishbones, and for the three largest received he delivered a Christmas turkey of the exact weight of the original bird. This was determined by the Mercer County Sealer of Weights and Measures.

Thoughts of space travel prompted WIBG Philadelphia to invite listeners to write and tell why they would like to be the first person launched into outer space. An-

nouncements were made five times a day for a week with a promised reward for the 99 best answers—an M-11 Corporal Missile (toy kit, that is). Among the winners, a "man" who wrote: "Engine trouble forced me to land here and I would like to return home. It's been 683 years since I've been home to see my parents."

And in a more earthly vein, WHB Kansas City, Mo., decided to let everybody try a hand at writing its station promotion spots and, according to the station, is now having trouble fitting them all in. Based on the venerable "knock-knock" craze of the 1930's, WHB has received such gems from listeners as: "Knock-knock. Who's there? Carlotta. Carlotta who? Carlotta bed and listen to WHB!" and "Isadore open so I can hear WHB!"

**High Hints**

A daily contest, WABC\* New York's "Mystery Personality," has pedestrians in Times Square looking skyward in search of clues. Besides regular hints given throughout the broadcast day on the air, WABC is flashing clues on an 8-foot "running letter" electric advertising sign over Broadway and 47th Street. The listener who guesses the most mystery voices will be declared the grand prize winner and will receive a trip to Rio de Janeiro and have his "name in lights on Broadway."

And speaking of personalities, a disc jockey swap was engineered by WISN\* Milwaukee when it traded morning disc jockeys for one day with sister-station WBAL\* Baltimore. To promote the trade, gifts were exchanged between the mayors of the two cities and WISN paraded the Baltimore guest through the downtown area. . . .

\*Denotes stations who are members of BPA [Broadcasters' Promotion Association].



**TODAY-  
he can escape**

**Rheumatic  
Heart Disease**

Tommy had an attack of rheumatic fever, frequent forerunner of rheumatic heart disease. Fortunately for him, his heart was not damaged.

Rheumatic fever, usually preceded by a "strep" infection, often strikes the same victim more than once. With each attack comes a new danger of heart damage.

Tommy's parents no longer live in fear of rheumatic heart disease, however. Through research, medical science has developed new methods of controlling "strep" infection and preventing recurrences of rheumatic fever.

For more facts about prevention, see your physician or ask your Heart Association.

For more research progress against the heart diseases . . .





TO MEET HEAD ON  
A NEED THAT EXISTS  
IN THE RADIO FIELD  
TODAY ...

**\* U.S. RADIO**

for the buyers and sellers of  
radio advertising

An indispensable tool for sharpen-  
ing the advertiser's agency's and  
broadcaster's approach to the  
buying and selling of RADIO AD-  
VERTISING.

ISSUED MONTHLY

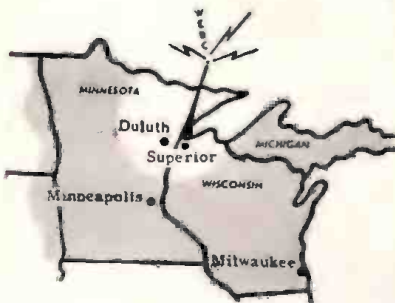
- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET  
NEW YORK 19, NEW YORK

**the NUMBER ONE  
STATION**



IN THE SECOND  
LARGEST MARKET IN  
BOTH MINNESOTA AND  
WISCONSIN

**WEBC**

DULUTH • SUPERIOR

See your Hollingbery man  
In Minneapolis . . .  
See Bill Hurley

**radio  
registers**



**AUTOMOBILE DEALER**

Kar Kredit Sales of Chattanooga, Tenn., had never sold more than 20 cars in one week, and that was considered exceptional, when the manager decided to experiment with radio. Through WMFS the dealer purchased 50 announcements to be spread throughout six days. Twice during the week, Kar Kredit was forced to add to its stock, its manager reports, and by the sixth day 38 cars had been sold. The firm has been a radio advertiser ever since.

**TRAILER DEALER**

Grants Trailer Sales of Bangor, Me., a steady client over WABI, put \$240 into a special saturation campaign over a two-week period to promote its line of mobile homes. Copy stressed easy terms and down payments and Grants offered free delivery and installation. At the end of the 14 days, the station declares, \$45,000 worth of mobile homes had been sold, attributed by the client to the special push plus his steady radio use.

**APPLIANCE SALE**

Outen Brothers Furniture Co. ran three five-minute programs daily for one week over WDMV Pocomoke City, Md., in a special promotion to secure new appliance business. Each program consisted of playing an instrumental selection and asking listeners to phone the store if they could identify the song. Correct identification won a check for \$25, good only toward the purchase of a refrigerator, automatic washer or electric range. In five days, 403 checks were sent out and of these, 76 were redeemed. Final tally on new business amounted to nearly \$18,000, the station says.

**FURNITURE OUTLET**

Ed Mahling Stores of Topeka, Kans., which sell furniture and appliances, bought two hours nightly during the 8 p.m. to midnight period over KJAY. The purpose was to test nighttime radio in the market and its ability to sell mattresses. After the client's first week on the air, KJAY says, he sold more mattresses than in the entire preceding month. Mahling is now a steady customer in the time slot, the station reports, in co-sponsorship with McEntire Brothers Inc., a local manufacturer of mattresses.



Procter & Gamble Co.		Anheuser-Busch Inc.	
Crisco	Compton	Budweiser Beer	D'Arcy
Duncan Hines Cake Mixes	Compton	Busch Bavarian Beer	Gardner
Progresso Brand Foods	Carlo Vinti	Arizona Brewing Co.	EW R&R
Pure Food Co.	J. M. Mathes	P. Ballantine & Sons	William Esty
Quaker Oats Co.		Blatz Brewing Co.	Kenyon & Eckhardt
Aunt Jemima Corn Meal	John W. Shaw	Bohemian Brewing Co.	Direct
Aunt Jemima Flour	J. Walter Thompson	Browne Vintners Co.	
Aunt Jemima Pancake Mix	J. Walter Thompson	Cherry Kijafa Wine	L. C. Gumbinner
Flako Mixes	Clinton E. Frank	Burgermeister Brewing Corp.	BBDO
Ful-O-Pep	Wherry, Baker & Tilden	California Wine Assn.	Walker Saussy
Quaker Oats	Wherry, Baker & Tilden	Canada Dry Corp. Soft Drinks	J. M. Mathes
Instant Oats	Wherry, Baker & Tilden	Carling Brewing Co.	
Ralston Purina Co.	Guild, Bascom & Binfigli	Carling's Red Cap Ale	Benton & Bowles
Real Gold Co.	Hixon & Jorgensen	Stag Beer	Edward H. Weiss
Red Dot Foods Inc.	Arthur Towell	Catling's Black Label	Lang, Fisher & Stashover;
Reddi-Wip Inc.	D'Arcy		Harold Cabot (in Northeast);
Red "L" Frozen Fish Dinners	Paris & Peart		Winius-Brandon (in Southwest);
Richardson & Robbins Foods	Gray & Rogers		Liller, Neal, Battle & Lindsey (in Southeast);
P. J. Ritter Co.	Blaine-Thompson		Aitken-Kynett (in Middle-Atlantic states)
River Brand Rice Mills Co.		Cliquot Club Co.	Harold Cabot
Carolina and River Brand Rice	Donahue & Coa	Coca-Cola Co.	McCann-Erickson
I. Rokeych & Sons	Coordinated Adv.	Cott Beverage Corp.	Dowd, Redfield & Johnstone
Roman Products Corp.	Gore Smith Greenland	Duquesne Brewing Co.	Vic Maitland & Assoc.
Ronzoni Macaroni Co.	Mogul, Lewin, Williams & Saylor	Eastern Wine Corp.	
C. H. Runciman Co.	Henri, Hurst & McDonald	Chateau Martin Wines	Curtis
Safeway Stores Inc.		Falls City Brewing Co.	Horan-Dougherty
Salada Tea & Tea Bags		Falstaff Brewing Co.	Dancer-Fitzgerald-Sample
C. F. Sauer Co.	Van Sant-Dugdale	E. & J. Gallo Winery	Doyle Dane Bernbach
Sau-Sea Foods	Gore Smith Greenland	Garrett & Co.	
Savarin Coffee	Foot, Cone & Belding	Virginia Dare Wines	MacManus, John & Adams
Scudder Food Products	Mottl & Siteman	Genesee Brewing Co.	Marschalk & Pratt
Seabrook Farms Frozen Foods	Hilton & Riggio	Gibson Wine Co.	Stockton-West-Burkhardt
Shedd-Bartush Foods Inc.	Betteridge	Gluek Brewing Co.	Olmsted & Foley
Sioux Honey Assn.	Allen & Reynolds	M. K. Goetz Brewing Co.	
Smart & Final Iris Co.	Atherton-Mogge-Privett	Goetz Beer	Potts-Woodbury
F. H. Snow Canning Co.	Daniel F. Sullivan	Country Club Malt Liquor	John W. Shaw
Southland Coffee Co.		Gunther Brewing Co.	Lennen & Newell
Bailey's Coffee and Tea	Donahue & Coe	Theo. Hamm Brewing Co.	Campbell-Mithun
Stahl-Meyer Co.	Hicks & Greist	Heidelberg Brewing Co.	Guild, Bascom & Binfigli
Standard Brands Inc.		G. Heilman Brewing Co.	Compton
Fleischmann's products	J. Walter Thompson	G. F. Heublein & Bro. Vermouth	Bryan Houston
Chase & Sanborn Coffee	Compton	Charles E. Hires Co.	Maxon
Tenderleaf Tea	J. Walter Thompson	Hoffman Beverage Co.	Grey
Royal Pudding	Ted Bates	International Breweries Inc.	Brooke, Smith, French & Dorrance
Blue Bonnet Margarine	Ted Bates	Italian Swiss Colony Wines	Honig-Cooper
Instant Chase & Sanborn	Compton	Kirsch Beverages Inc.	Paris & Peart
Stokely-Van Camp Frozen Foods	Cunningham & Walsh	G. Krueger Brewing Co.	Grey
Streitman Biscuit Co.	Ralph H. Jones	Liebmann Breweries Inc.	
Sunshine Biscuit Inc.	Cunningham & Walsh	Rheingold Beer and Ale	Foot, Cone & Belding
Swift & Co.		Lone Star Brewing Co.	Glen Adv.
Allsweet Margarine	Leo Burnett	Lucky Lager Berwing Co.	McCann-Erickson
Cheez-Presto	McCann-Erickson	Maier Brewing Co.	
Baby Foods	McCann Erickson	Brew 102 Beer	Anderson-McConnell
Canned, Frozen and Packaged Meats and Poultry		Margo Wine Co.	Adrian Bauer & Alan Tripp
	McCann-Erickson	Miller Brewing Co.	Mathisson & Assoc.
Tasty Baking Co. Cakes	N. W. Ayer & Son	Mission Dry Corp.	Dowd, Redfield, Johnstone
Taylor Pork Roll	Al Paul Lefton	Mogen David Wine Corp.	Edward H. Weiss
Tea Council of the U.S.A.	Leo Burnett	Monarch Wine Co.	
Tetley Tea Co.	Ogilvy, Benson & Mather	Manischewitz Kosher Wine	L. C. Gumbinner
Thomas' Bread & Muffins	MacManus, John & Adams	Narragansett Brewing Co.	Cunningham & Walsh
Tobin Packing Co.	Milton Seager	National Brewing Co.	
TreeSweet Frozen Fruit Juices	BBDO	National Premium Beer	W. B. Doner
Tri-Valley Packing Assn.	Dancer-Fitzgerald-Sample	National Bohemian Beer	W. B. Doner
United Fruit Co.		Nehi Corp.	Compton
Van Camp Sea Foods	EW R&R	Nesbitt Fruit Products Inc.	M. H. Kelso
Venice Maid Italian Foods	Ralph A. Hart	Oertel Brewing Co.	Lynch, Hart & Stockton
Vermont Maple Products Co.	Direct	Olympia Brewing Co.	Botsford, Constantine & Gardner
Vimco Macaroni Product Co.	Ketchum, McLeod & Grove	Pabst Brewing Co.	
Vita Food Products Inc.	Blaine-Thompson	Pabst Blue Ribbon Beer	Norman, Craig & Kummel
Mrs. Wagner's Pies	Blaine-Thompson	Eastside Old Tap Lager Beer	Young & Rubicam
Ward Baking Co.		Pearl Brewing Co.	Pitluk Adv.
Tip-Top Bread and Cakes	J. Walter Thompson	Dr. Pepper Co.	Grant
Washington Cooperative Farmers Assn.	Rune Goranson	Pepsi-Cola Co.	Kenyon & Eckhardt
Washington State Apple Adv. Comm.	Cole & Weber	Piel Bros.	Young & Rubicam
Wass Open Pit Products	Henry Senne	Pittsburgh Brewing Co.	Smith, Taylor & Jenkins
Weston Biscuit Co.	Direct	Regal Pale Brewing Co.	Heintz
Wheatena	Cunningham & Walsh	Richmond-Chase Co.	Cunningham & Walsh
Wilson & Co. Hams	Kenyon & Eckhardt	Roma Wineries Inc.	Foot, Cone & Belding
Wilson Milk Co.	Clinton E. Frank	F. & M. Schaefer Brewing Co.	BBDO
D. E. Winebrenner Juices and Vegetables	William B. Kamp	Adam Scheidt Brewing Co.	
Wishbone Salad Dressing	Allmayer, Fox & Reshkin	Valley Forge Beer	Al Paul Lefton
Wyandotte Olive Sales	Lee Wenger & Assoc.	Prior Beer	Al Paul Lefton
Youngblood's Frozen Poultry	Circle Ad. Agcy.	Ram's Head Ale	Al Paul Lefton
Prince Macaroni Mfg. Co.	Jerome O'Leary		(Con'd on p. 56)



# report from RAB

## Spot Dollar Outlays Recorded for First Time Seen as Radio Stimulus

The release of dollar expenditures by many of radio's top spot customers is a project that answers a vital need in today's media picture.

The compilation ranks the top 15 spot users by dollar outlays (21 firms in all are listed because of ties). In addition, 30 more firms are listed alphabetically without ranking. These 51 companies, RAB estimates, account for more than \$78 million of spot radio's 1958 billings. The RAB figures are net expenditures.

"Of major significance," states Kevin B. Sweeney, RAB president, "is the amount of money being expended in spot radio by the leaders.

"Until now the question of just how much the giants were investing in spot radio was a mystery concealed by the difficulty of measuring a medium which comprised over 3,300 stations."

RAB was able to evolve these dollar estimates based on its quarterly reports on spot and network radio users. With the figures for the first three quarters, RAB projected them for the whole year.

"The figures are still a pioneering

venture," RAB points out. "It is hoped . . . that their scope and depth will expand with each quarter. . . . How often the reports are issued will depend on the extent of industry cooperation in gathering the activity data from which dollar figures are derived." • • •

Rank	Company	RAB-Estimated 1958 Spot Radio Net Expenditures
1.	General Motors Corp.	\$5,400,000
2.	Ford Motor Co.	5,000,000
3.	R. J. Reynolds Tobacco Co.	4,700,000
4.	American Tobacco Co.	4,600,000
5.	Liggett & Myers Tobacco Co.	2,700,000
6.	Texas Co.	2,600,000
7.	Chrysler Corp.	2,300,000
8.	Sinclair Oil Corp.	2,200,000
9.	Thomas Leeming & Co., Inc.	2,000,000
10.	Lever Bros. Co.	1,900,000
10.	Standard Brands Inc.	1,900,000
11.	Anheuser-Busch Inc.	1,800,000
11.	Carling Brewing Co. Inc.	1,800,000
12.	Bristol-Myers Co.	1,700,000
12.	Fels & Co.	1,700,000
12.	Shell Oil Co.	1,700,000
13.	Continental Baking Co. Inc.	1,600,000
13.	Sterling Drug Inc.	1,600,000
14.	B.C. Remedy Co.	1,500,000
14.	Beneficial Finance Co.	1,500,000
15.	Plough Inc.	1,400,000

## Additional Leading Spot Radio Accounts Listed Alphabetically

Alemite Div. of Stewart-Warner Corp.	\$1,100,000
American Airlines Inc.	1,000,000
American Home Products Corp.	925,000
Associated Sepian Products	780,000
P. Ballantine & Sons	650,000
Beech-Nut Life Savers Inc.	715,000
Best Foods Inc.	1,100,000
Campbell Soup Co.	840,000
Cities Service Co.	1,100,000
Colgate-Palmolive Co.	750,000
Falstaff Brewing Corp.	720,000
General Mills Inc.	650,000
Gulf Oil Corp.	1,000,000
Robert Hall Clothes Inc.	725,000
Theo. Hamm Brewing Co.	650,000
Household Finance Corp.	900,000
Liebmann Breweries Inc.	780,000
P. Lorillard Co.	1,200,000
Metropolitan Life Insurance Co.	1,000,000
Miles Laboratories, Inc.	1,100,000
National Carbon Co. (Div. of Union Carbide Corp.)	800,000
Northwest Orient Airlines	1,100,000
The Quaker Oats Co.	1,000,000
Revlon Inc.	750,000
Jos. Schlitz Brewing Co.	900,000
Seaboard Finance Co.	700,000
Standard Oil Co. (New Jersey)	1,200,000
Sun Oil Co.	730,000
Tetley Tea Co.	960,000
Trans World Airlines Inc.	650,000

### SPOT radio advertisers (Cont'd)

Jos. Schlitz Brewing Co.  
C. Schmidt & Sons Inc.  
Schmidt's Beer  
Tiger Head Ale  
Schweppes (U.S.A.) Ltd.  
Sick's Rainier Brewing Co.  
Sterling Brewers Inc.  
Stroh Brewing Co.  
Tuborg Breweries Ltd.  
United Vintners Inc.  
Petri Wines  
Welch Grape Juice Co.  
White Rock Corp.

J. Walter Thompson

At Paul Lefton  
At Paul Lefton  
Ogilvy, Benson & Mather  
Miller, Mackay, Hoek & Hartung  
Compton  
Zimmer, Keller & Calvert  
EWR&R

Young & Rubicam  
Richard K. Manoff  
MacManus, John & Adams

### Sweets

American Chicle Co.  
Barricini  
Brown & Haley  
Charms Co.  
Curtiss Candy Co.  
Delson Candy Co.  
Fanny Farmer Candy Shops Inc.  
New England Confectionery Co.  
Necco Candies  
Candy Cupboard Chocolates  
Peter Paul Candies  
Planters Nut & Chocolate Co.  
Schrafft's Stores  
James O. Welch Co.  
William Wrigley Jr.

Ted Bates  
Mogul, Lewin, Williams & Saylor  
Miller, Mackay, Hoek & Hartung  
Scheck Adv.  
Wentzel, Wainright, Poister & Poore  
H. B. Humphrey, Alley & Richard's  
Rumrill

C. J. LaRoche  
C. J. LaRoche  
Dancer-Fitzgerald-Sample  
Don Kemper (East);  
Harzington, Richards & Morgan (West Coast)  
Direct  
Bennett & Northrop  
Arthur Meyerhoff

### Proprietary Medicines, Drugs, Chemicals and Toilet Requisites

Acousticon Hearing Aids  
Angostura-Wupperman Corp.  
Charles Antell Inc.

Anderson & Cairns  
Foote, Cone & Belding  
Paul Venze

Elizabeth Arden Sales Corp.  
B. C. Remedy Co.  
Belton Hearing Aid Co.  
A. Brioschi & Co.  
Chester A. Baker Labs Inc.  
Barbasol Co.  
Block Drug Co.  
Poli-Grip  
Polident  
Pycopay  
Minipoo  
Nytol  
Green Mint  
Omega Oil  
Rem

M. J. Breitenbach Co.  
Pepto Mangan  
C. A. Briggs Co.  
H-B Cough Drops

Bristol-Myers Co.

Bufferin  
Ban  
Ipana  
Mum  
Trig  
Vitals  
Sal Hepatica  
Theraderm

W. K. Buckley  
Burma Vita Co.  
Calso Water Co.

Carter Products Inc.  
Arrid  
Little Liver Pills

Chap Stick Co.  
Chap Stick  
Chap-Ans

Chattanooga Medicine Co.  
Black-Draught  
Cardui

D. D. Simon  
N. W. Ayer & Son  
Olian & Bronner  
Ellington  
Advertising House  
EWR&R

Grey  
Grey  
SSC&B  
L. C. Gumbinner  
SSC&B  
SSC&B  
L. C. Gumbinner  
L. C. Gumbinner

Herschel Z. Deutsch

Fred Gardner

Young & Rubicam

BBDO

DCS&S

DCS&S

BBDO

DCS&S

Young & Rubicam

DCS&S

Wesley Assoc.

Direct

Young & Rubicam

SSC&B

Ted Bates

L. C. Gumbinner

L. C. Gumbinner

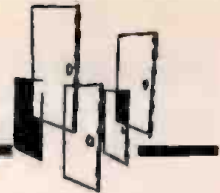
Cohen & Aleshire

Noble-Drury & Assoc.









## In Joining Forces, Geyer, Morey, Madden & Ballard Form Radio-Active Ad Agency

United in ad strategy on January 1, two agencies who became one will speak henceforth with a "double-barrelled" radio voice.

Combining operations, Geyer Advertising Inc. and Morey, Humm & Warwick Inc. are now a single agency with the name of Geyer, Morey, Madden & Ballard Inc. It is estimated total radio billings for GMM&B add up to almost \$5 million, more than \$2 million for MH&W's Sinclair Refining account alone, and about an equal amount for Geyer accounts that include American Motors and American Home Foods.

Announcement of the merger gave this explanation of the new agency name: Sam M. Ballard, president of Geyer, is now president of GMM&B; Sylvester M. Morey, who was president of

MH&W, is chairman of the board; B.B. Geyer, chairman of the board at Geyer, is chairman of the executive committee, and Edward D. Madden, who resigned as president of Keyes, Madden & Jones Inc. to join GMM&B, is vice chairman of the board. Headquarters for the new combination are in the Fuller Building, 595 Madison Avenue, New York.

Total billings for GMM&B amount to approximately \$30 million—of which just over \$20 million is represented by Geyer accounts and a little under \$10 million is represented by MH&W accounts, according to the new agency.

Sinclair, largest single radio account of either Geyer or MH&W with "between \$2 and \$3 million" billed to the listeners' medium, is also the only radio account in the MH&W roster, reports William L. Wernicke, vice president and radio-tv director for MH&W.

Richfield Oil of New York uses radio, but on a cooperative basis handled by the corporation directly with its distributors, dealers and marketers, Mr. Wernicke says.

nicke says. ("By dealers' choice, radio gets 35 percent of all such cooperative funds spent in advertising.")

Of the Geyer accounts, the American Motors automotive division (Ramblers and Metropolitans) and Kelvinator and Leonard appliances divisions are the biggest users of radio, says Ray J. Mauer, vice president and director of radio-tv and assistant creative director at Geyer.

Other radio-tuned accounts among Geyer's billings are American Home Foods, Boyle-Midway, Doyle Packing Co. of New Jersey (Strongheart Dog Food), International Swimming Pool Corp. (maker of Esther Williams pools) and Olivetti Corp. of America.

"The resurgence of radio in recent years has brought about a whole new attitude toward copy," Mr. Mauer says regarding the medium's impact.

"Thank heavens for the change apparent today. Radio is a powerful selling tool—you can do things with sound alone that you can't accomplish in any other fashion." ● ● ●

### SPOT radio advertisers (Cont'd)

Harold F. Ritchie Inc.  
Eno  
Scott's Emulsion  
Ronson Corp.  
Electric Shavers  
R. Schiffman Co.  
Asthmador  
Shulton Inc.  
Old Spice  
Shuptrine Co.  
Tetterine  
Sleep-Eze Co.  
Stanback Co.  
Stephan's Distributing Corp.  
Sterling Drug Inc.  
Bayer Aspirin  
Bayer Nasal Spray  
Campho Phenique  
Double Danderine  
D-Con  
Dr. Lyon's Tooth Powder  
Energine  
Fletcher's Castoria  
Haley's M.O.  
Midol  
Molle  
Pepsomar  
Phillips Milk of Magnesia  
Sunderella International Salons  
Swedish Shampoo Laboratories  
Vick Chemical Co.  
Vitasafe Corp.  
Walgreen Co.  
Whitehall Laboratories  
Anacin  
Preparation H  
Dristan  
White King Soap Co.  
Yager Drug Co.

*Kenyon & Eckhardt  
J. Walter Thompson*

*Grey*

*Philip J. Meany*

*Wesley Assoc.*

*Harvey-Massengale  
Mottl & Siteman  
Piedmont  
J. J. Coppo*

*Dancer-Fitzgerald-Sample*

*Dancer-Fitzgerald-Sample*

*Thompson-Koch*

*Thompson-Koch*

*Dancer-Fitzgerald-Sample*

*Dancer-Fitzgerald-Sample*

*Dancer-Fitzgerald-Sample*

*Brown & Butcher*

*Dancer-Fitzgerald-Sample*

*Thompson-Koch*

*Dancer-Fitzgerald-Sample*

*Dancer-Fitzgerald-Sample*

*Dancer-Fitzgerald-Sample*

*Management Assoc. of Conn.*

*Firestone*

*Morse International*

*Maxwell Sackheim*

*R. Jack Scott*

*Ted Bates*

*Ted Bates*

*Bryan Houston*

*EW&R*

*Welch, Collins & Mitabelle*

*Brown & Butcher*

The Bon Ami Co.  
Bu-Tay Products Ltd.  
Butcher Polish Co.  
Cadie Chemical Products Inc.  
Carbona Products Co.  
Colgate-Palmolive Co.

*Fab  
Suber Suds  
Vel*

*Economics Laboratory Inc.*

*Fels & Co.*

*Glamur Products Inc.*

*Hood Chemical Co.*

*S. C. Johnson & Son*

*Glade*

*Kiwi Polish Co.*

*Lan-O-Sheen Inc.*

*Leeds Chemical Products Inc.*

*Lever Brothers Co.*

*Breeze  
Silver Dust Blue  
Rinso Blue*

*Praise*

*Hum Liquid*

*Pennsalt Chemicals Corp.*

*Procter & Gamble Co.*

*Cheer  
Spic & Span  
Dreft*

*Clorox*

*Oxydol*

*Ivory Soap*

*Blue Dot Duz*

*Tide*

*Drene*

*Roman Cleaner Co.*

*Rust-Oleum Corp.*

*Solarine Co.*

*S.O.S. Division of General Foods Corp.*

*Tidy House Products Co.*

*West Chemical Products Inc.*

*Weiss & Geller  
Dan B. Minor  
N. W. Ayer & Son  
Direct  
Rockmore*

*Ted Bates  
Cunningham & Walsh  
Norman, Craig & Kummel  
J. M. Mathes  
Aitkin-Kynett  
Grey*

*Pritchard, Daniels & Dreher*

*Benton & Bowles  
Cohen & Aleshire  
B. B. Brewer  
Livingston & Assoc.*

*SSC&B  
SSC&B  
J. Walter Thompson  
Kenyon & Eckhardt  
SSC&B  
Aitkin-Kynett*

*Young & Rubicam  
Young & Rubicam  
Dancer-Fitzgerald-Sample  
Honig-Cooper  
Dancer-Fitzgerald-Sample*

*Compton  
Benton & Bowles  
Compton  
Benton & Bowles  
Compton*

*Gleason Ad. Agcy.  
O'Grady-Anderson-Gray  
C. D. Ferguson  
Foote, Cone & Belding  
Earl Ludgin  
Paris & Peart*

### Cleaners

B. T. Babbitt Inc.  
Bab-O



# report from networks



## Karol Terms PCP 'Realistic,' Networks Cite Year-End Pick- Up in Business, Affiliates

CBS Radio's new "Program Consolidation Plan" represents "a realistic alignment with today's economic facts," declares John Karol, vice president in charge of CBS Radio network sales, and offers built-in values to the national advertiser.

"We have announced \$4,130,000 worth of new business under the new plan," he tells U. S. RADIO, "from Stewart-Warner, Bristol-Myers, Lewis Howe and others. Advertisers and agency people have enthused meaningfully over the plan after careful study. All of which spells economic stability for our network and for our affiliates. It is my studied opinion that the other networks will eventually be formed to follow suit."

Mr. Karol declares that the plan has been "beneficial in many ways." He cites particularly the recent addition of KRMG Tulsa, 50 kw outlet, as affiliate.

"Everything that has occurred since the announcements of PCP leads to the inescapable conclusion," states Mr. Karol, "that the plan will enable CBS Radio to operate at a profit."

### NBC Orders

NBC has announced \$1,723,000 in net revenue, including 52-week orders from Waverly Fabrics, the Allis Chalmers Manufacturing Co. and the Lewis-Howe Co. Other orders were from the William Wrigley Jr. Co., the Savings & Loan Foundation, the Whitehouse Co., Marlboro Cigarettes, Ray-Bestos-Manhattan Inc., Time Magazine, The Academy of Motion Picture Arts & Sciences and Magla Productions. This business was signed in a three week period.

### ABC Business

John H. White, ABC director of national sales, has announced the signing of Colgate-Palmolive Co., R. J. Reynolds Tobacco Co., Glenbrook Division of Sterling Drug Inc., and A. E. Staley Manufacturing Co. to 52-week contracts.

Other business in what he calls "a \$2 million pre-Christmas selling spree," includes orders from the Grove Laboratories Inc., Plough Inc. and the William Wrigley Jr. Co. to sponsor network newscasts. He also reports the signing of the Van Nuys Savings & Loan Association for *Breakfast Club* segments, Kiplinger Washington Agency Inc. for *Changing Times* and two renewals: Assemblies of God for *Revival Time* and Clairol Inc. for *Breakfast Club*. A. E. Staley Manufacturing Co. will continue to sponsor the *Peter Lind Hayes-Mary Healy Show* moving to ABC this month. The firm has also signed for segments of *Breakfast Club*. Both contracts are for 52 weeks.

### Affiliation News

WBBW Youngstown, O., has signed as an affiliate of Mutual Broadcasting System. KIMA Yakima, Wash.; WBNZ Saranac Lake, N.Y., and WSAW Allentown, Pa., have joined NBC. WSAW, formerly a 20-year NBC affiliate, returns to that network after a two-year absence. • • •

## Transportation; Automobiles, Airlines, etc.

Air France  
Air Transport Assn. of America  
American Airlines Inc.  
Avis Rent-a-Car System  
Braniff International Airways  
Capital Airlines  
Chesapeake & Ohio Railway Co.  
Chrysler Corp.  
Chrysler  
DeSoto  
Dodge Cars  
Imperial  
Dodge Trucks  
Plymouth  
Continental Air Lines Inc.  
Continental Trailways Bus. System  
Delta Air Lines  
Eastern Airlines Inc.  
Ford Motor Co.  
Ford Dealers  
Ford Tractor  
Ford Car  
Lincoln-Mercury  
Edsel  
Galaxie  
GMAC  
General Motors Corp.  
Chevrolet Car  
Oldsmobile  
Chevrolet Truck  
Pontiac  
Cadillac  
Buick  
Great Northern Railway Co.  
Greyhound Corp.  
Hillman Car  
K.L.M. Royal Dutch Airlines  
Kansas City Southern Lines  
Lark  
Matson Navigation Co.

BBDO  
Ketchum, McLeod & Grove  
Lennen & Newell  
McCann-Erickson  
Potts-Woodbury  
Kenyon & Eckhardt  
R. Conahay  
Young & Rubicam  
BBDO  
Grant  
Young & Rubicam  
Ross Roy  
N. W. Ayer & Son  
J. Walter Thompson  
Sanders Ad. Agcy.  
Burke Dowling Adams  
F. D. Richards  
J. Walter Thompson  
J. Walter Thompson  
J. Walter Thompson  
Kenyon & Eckhardt (account since moved)  
Foote, Cone & Belding (account since moved)  
J. Walter Thompson  
Campbell-Ewald  
D. P. Brother  
Campbell-Ewald  
MacManus, John & Adams  
MacManus, John & Adams  
McCann-Erickson  
J. W. Forney  
Grey  
EWR&R  
EWR&R  
Potts-Woodbury  
Burke Dowling Adams  
Fuller & Smith & Ross

Missouri Pacific Railroad Co.  
National Airlines  
National Van Lines  
Northeast Airlines Inc.  
North American Van Lines  
Northeast Airlines Inc.  
Northern Pacific Railway Inc.  
Northwest Orient Airlines  
Pan American-Grace Airways Inc.  
Pan American World Airways  
Rambler Car  
Renault Car  
Sabena Belgian World Airlines  
Scandinavian Airlines System  
Simca Car  
Southwest Airways Co.  
Trans American Airlines  
Transocean Air Lines  
Trans-Texas Airways  
Trans World Airlines Inc.  
Union Pacific Railroad  
United Air Lines Inc.  
Volkswagen of America Inc.  
Volvo Distributing Corp.  
West Coast Airlines  
Western Air Lines Inc.  
Willys Motors Co.

D'Arcy  
Southern  
Wade Ad. Agcy.  
J. Walter Thompson  
Applegate  
J. Walter Thompson  
BBDO  
Campbell-Mithun  
J. Walter Thompson  
J. Walter Thompson  
Geyer  
Needham, Louis & Brorby  
Marschalk & Pratt  
Burke Dowling Adams  
Fairfax  
Abbott Kinball  
Cole, Fischer & Rogow  
Castelman & Hopper  
Tracy-Locke  
Foote, Cone & Belding  
Caples  
N. W. Ayer & Son  
J. M. Mathes  
Advertising Agencies Inc.  
Miller, MacKay, Hoeck & Hartung  
BBDO  
Norman, Craig & Kummel

## Tobacco Products

American Tobacco Co.  
Lucky Strike  
Pall Mall  
Hit Parade  
Tareyton  
Rio Tan Cigars  
Bayuk Cigars Inc.  
Phillies  
Brown & Williamson Tobacco Corp.  
Consolidated Cigar Sales Co.  
Dutch Masters

BBDO  
SSC&B  
BBDO  
L. C. Gumbinner  
L. C. Gumbinner  
Feigenbaum & Werman  
Ted Bates  
EWR&R  
(Cont'd on p. 60)





## Fm Scores Growth Year

### In Number of Stations, Sets;

### 1959 Looms Even Brighter

With 571 commercial fm stations on the air compared to 537 a year ago, fm continues to show evidence of growth and acceptance.

This heightened interest in fm has prompted the flow of additional facts and news on various facets of the medium. The National Association of Broadcasters has made known that it will soon release a new monthly publication called *FM-phasis*. It will be sent to fm members of the NAB. The purpose of the new publication, as stated by NAB, is to "keep fm broadcasters informed of latest developments and provide data useful in promoting the medium."

And since autumn, Electronics Indus-

tries Association has been providing monthly figures on fm set production (see below).

In line with this, Ben Strouse of WWDC Washington, chairman of the NAB Fm Radio Committee, declares that fm set sales will top 500,000 for 1958. He says that in addition to the more than 14 million fm receivers in use throughout the country, an increasing number of automobiles are equipped with fm radios. He cites the Chicago-Milwaukee area as having more than 5,000 cars with fm radios.

Paralleling the numerical growth of fm has been the tendency toward separate programming of stations from am stations.

When WVCG-AM Coral Gables, Fla., suspends broadcasting daily at sunset, for example, its new fm outlet continues until midnight. The station management reports that WVCG-FM was completely sold out for its first day of broadcasting in November, and that prior to going on the air contracts were secured

for 60 percent of the total fm-only broadcast time available. During daylight hours, the stations simulcast.

Recent entry into the fm field in Chicago is WFMQ, which is on the air daily from 4 p.m. to midnight. Among the station features are nightly editorials and *Sound for the Sightless*—a public service program beamed to the blind and featuring dramas and readings.

KHMS El Paso, Tex., describing itself as the first commercial fm outlet there, has begun operation. The station will feature "good music" programming from 4 p.m. to midnight on weekdays, 12 noon to midnight on weekends and holidays.

### Fm Factory Production

Fm factory production for October totaled 59,586 sets, according to Electronics Industries Association, up 18,178 over August. Total set production for 1958 so far is 235, 647. • • •

### SPOT radio advertisers (Cont'd)

G.H.P. Cigar Co.  
La Palina  
Garcia y Vega Inc.  
General Cigar Co.  
Geo. W. Helme Co.  
Larus & Brother Co.  
Holiday Tobacco  
Liggett & Myers Tobacco Co.  
P. Lorillard Co.  
Mail Pouch Tobacco Co.  
Kentucky Club  
Philip Morris Inc.  
Parliament  
Philip Morris  
Marlboro  
R. J. Reynolds Tobacco Co.

Compton  
Woodward, Van Lear  
Young & Rubicam  
Cunningham & Walsh

Cargill & Wilson  
McCann-Erickson  
Lennen & Newell

Charles W. Hoyt

Benton & Bowles  
N. W. Ayer & Son  
Leo Burnett  
William Esty

Hancock Oil Co.  
Humble Oil & Refining Co.  
International Parts Corp.  
Kerr-McGee Oil Industries Inc.  
Deep Rock Petroleum Products  
Magnolia Petroleum Co.  
National Carbon Co.  
Prestone  
Ohio Oil Co.  
Phillips Petroleum Co.  
Pure Oil Co.  
Purolator Products Inc.  
Rayco Manufacturing Co.  
Shell Oil Co.  
Sinclair Refining Co.  
Skelly Oil Co.  
Socony-Mobil Oil Co.  
L. Sonneborn Sons Inc.

Amalie Oil  
South Penn Oil Co.  
Pennzoil  
Standard Oil Co. of California  
Calso Gas  
Standard Oil Co. (Indiana)  
Standard Oil Co. (Ohio)  
Stewart-Warner Corp.  
Alemite Division  
The Texas Co.  
Tidewater Oil Co.  
U. S. Rubber Co.  
Wearever Sparkplugs

Heintz  
McCann-Erickson  
Arthur J. Rosenbloom

Runkle, Low  
Ratcliffe Ad. Agcy.

William Esty  
N. W. Ayer & Son  
Lambert & Feasley  
Leo Burnett  
J. Walter Thompson  
Mogul, Lewin, Williams & Saylor  
J. Walter Thompson  
Morey, Humm & Warwick  
B. B. Brewer  
Compton

C. A. Kroening

Fuller & Smith & Ross

BBDO  
D'Arcy  
McCann-Erickson

MacFarland. Aveyard  
Cunningham & Walsh  
Foote, Cone & Belding  
Fletcher D. Richards  
Tv Advertising Assoc.

### Miscellaneous

AFL-CIO  
Herbert M. Adler Shoes  
Albers Milling Co.  
Allen Products Corp.  
Allied Chemical & Dye Corp.  
Allstate Insurance Co.  
A. C. Allyn & Co.  
Admiral Corp.  
Aluminum Co. of America  
American Can Co.  
American Cyanamid Co.

Furman, Feiner & Co.  
Frederick-Clinton  
EWR&R  
Direct  
A. S. Noble  
Leo Burnett  
J. R. Pershall  
Henri, Hurst & McDonald  
Fuller & Smith & Ross  
Compton  
Cunningham & Walsh

### Gas, Oil and Auto Accessories

American Oil Co.  
American Viscose Corp.  
Rayon Cord for Tires  
Anderson Co.  
Windshield Wipers  
Atlantic Refining Co.  
Bardahl Manufacturing Co.  
Champion Spark Plug Co.  
Champlin Oil & Refining Co.  
Cities Service Co.  
Clark Oil & Refining Corp.  
Commercial Solvents Corp.  
Continental Oil Co.  
Crown Central Petroleum Corp.  
Demert & Dougherty Inc.  
D-X Sunray Oil Co.  
Esso Standard Oil Co.  
Firestone Tire & Rubber Co.  
General Petroleum Co.  
Mobilgas  
General Tire & Rubber Co.  
B. F. Goodrich Co.  
Goodyear Tire & Rubber Co.  
Gulf Oil Corp.

BBDQ  
Arndt, Preston, Chapin, Lamb & Keen

Reincke, Meyer & Finn  
N. W. Ayer & Son  
Miller, Mackay, Hoek & Hartung  
J. Walter Thompson  
Tracy-Locke

Ellington & Co.  
Mathison & Assoc.  
Fuller & Smith & Ross  
Benton & Bowles  
Al Paul Leston  
Arthur Meyerhoff  
Potts-Woodbury  
McCann-Erickson  
Sweeney & James

Stromberger, LaVene, McKenzie  
D'Arcy  
BBDO  
Young & Rubicam  
Young & Rubicam





## New Canadian Board To Pursue Establishment Of Private Networks

The new Canadian Board of Broadcast Governors, which took over regulation of Canadian broadcasting almost two months ago, has continued with the old Canadian Broadcasting Corp. regulations until its 15-man board of governors organizes and sets about writing new ones.

High up on the list of problems that the BBG will face in 1959 is agitation by independent broadcasters for privately-owned networks. (See *Report from Canada*, August 1958.) Members of the Canadian Association of Broadcasters passed a resolution at their last meeting authorizing the association "to

take whatever steps . . . necessary to seek the establishment of the right to form networks freely." Under the new Broadcasting Act, competitive independent networks have won that right. Now BBG must work out the details.

The CBC, which had regulated all broadcasting in Canada, is now under the jurisdiction of the BBG. CBC continues to operate its government-owned stations and networks.

The BBG is set up to act in a judicial capacity. There are no professional broadcasters on the board. Of the three permanent members, one is a university president, one an English-language news-

paper editor and the third a writer and former French-language editor.

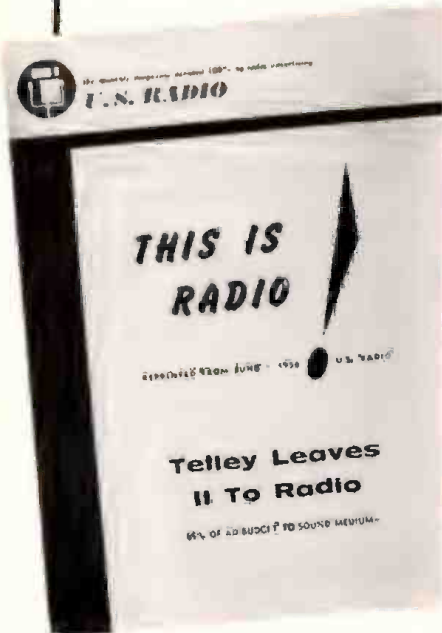
### BBM Clinics

The Bureau of Broadcast Measurement has announced continuance of its "industry clinics for ratings and surveys" into 1959, with seven meetings scheduled for January in five cities.

Clinics are scheduled for Toronto, January 8 and 9; Halifax, January 12; Moncton, January 13; Montreal, January 14 and 15, and Ottawa, January 16. (See *Report from Canada*, December 1958.) • • •

American Machine & Foundry Co. Automatic Pinpointers	Cunningham & Walsh	DeVoe & Reynolds Co.	J. Walter Thompson
American Motors Corp.	Geyer	Diamond Match Co.	Doremus & Co.
American Steel Wire Div. of U. S. Steel	BBDO	Doeskin Products Inc.	Weiss & Geller
American Viscose Corp.	Arndt, Preston, Chapin, Lamb & Keen	Dow Chemical Co.	MacManus, John & Adams
Anchor Serum Co.	LaGrange & Garrison	Judson Dunaway Corp.	J. M. Mathes
Ames, Harris, Neville Co.	Cappel Pera & Reid	E. I. DuPont De Nemours Co.	BBDO
Armour Fertilizer Works	Liller, Neal, Battle & Lindsey	Elgin National Watch Co.	J. Walter Thompson
Austex Foods Inc.	Fitzgerald Ad. Agcy.	Emerson Radio & Phonograph Corp.	Gore Smith Greenland
Auto-Owners Insurance Co.	Lamas	Eveready Batteries	William Esty
Avco Manufacturing Corp.	Benton & Bowles	Eversharp Inc.	Cunningham & Walsh
Bache & Co.	Albert Frank-Guenther Law	Excell Laboratories	Grant
Ball Brothers Co.	Applegate Ad. Agcy.	Florists Telegraph Delivery Assn.	Grant
Bank of America	Johnson & Lewis	Forst Packing Co.	Kaplan
Barton Manufacturing Co.	Gardner	General Electric Co.	
Bausch & Lomb Optical Co.	BBDO	Refrigerators	Young & Rubicam
Beneficial Finance Co.	Albert Frank-Guenther Law	Telechron Alarm Clocks	N. W. Ayer & Son
Benrus Watch Co.	Lennen & Newell	General Insurance Co. of America	Cole & Weber
Bird & Son	H. B. Humphrey, Alley & Richards	Gooch Feed Mill Co.	G. E. Broyles
Blue Cross-Blue Shield	J. Walter Thompson	Robert Hall Clothes Inc.	Frank B. Sawdon
Bond Stores Inc.	Keyes, Madden & Jones; Compton (California)	Hamilton Watch Co.	N. W. Ayer & Son
Botg Warner Corp.		Harper & Brothers	Denhard & Stewart
Automobile parts	Rogers & Smith	Hercules Powder Co.	Fuller & Smith & Ross
Boyle-Midway Inc.		Hess & Clark Inc.	Klau-Van Pietersom Dunlap
Black Flag Insecticide	J. Walter Thompson	Hill Packing Co.	Davis Ad. Agcy.
B.V.D. Co.	Al Paul Lefton	Hilton Hotels Corp.	Needham & Grohman
California Spray-Chemical Corp.	McCann-Erickson	Howard Stores Corp.	Silberstein-Goldsmith
Calo Dog Food Co.	Direct	Hotpoint Co.	Maxon Inc.
Caloric Appliance Corp.	EWR&R	Hudson Pulp & Paper Co.	Norman, Craig & Kummel
Cameo Curtains Inc.	Friend-Reiss	Insurance Co. of North America	N. W. Ayer & Son
Cannon Mills Inc.	N. W. Ayer & Son	International Correspondence Schools	Albert Frank-Guenther Law
Cargill Inc.	B. B. Brewer	International Harvester Co.	Aubrey, Finlay, Marley & Hodgson
Cat's Paw Rubber Co.	S. A. Levyne	International Latex Corp.	Reach, McClinton
Charmin Paper Products Division	Campbell-Mithun	International Minerals & Chemical Corp.	Needham, Louis & Brorby
Chase Manhattan Bank	Albert Frank-Guenther Law	Kendall Milk Filters	H. B. Humphrey, Alley & Richards
Cherry-Burrell Corp.	Buchen	Kiplinger	Albert Frank-Guenther Law
Chicopee Mills Inc.	Lennen & Newell	Magle Silicone Ironing Board Cover	Edward Leib
Church & Dwight Co.	J. Walter Thompson	Maidenform Bra	Norman, Craig & Kummel
Columbia-Southern Chemical Corp.	Ketchum, McLeod & Grove	Thom McAn Shoes	Boyle, Dane, Bernbach
Comar Industries Inc.	Kushins, Anderson & Takaro	Merrill Lynch, Pierce, Fenner & Smith	Albert Frank-Guenther Law
H. D. Conkey & Co.	K. B. Butler	Parson's Ammonia	Hedrick & Johnson
Continental Wax Co.	Product Services	Pittsburgh Sun-Proof Paint	Maxon
Cook & Dunn Paint Corp.	H. Swanson Assoc.	Prentice Hall	Albert Frank-Guenther Law
Cook Paint & Varnish Co.	Potts-Woodbury	Readers' Digest	Schwab & Beatty
Corn Products Refining Co.	C. L. Miller	Remington Mallsaw	BBDO
Cowles Magazines Inc.	McCann-Erickson	Ripley Clothes	Boble
Crawford Clothes Inc.	Al Paul Lefton	Scott Mitchell Drills	Alvin Epstein
Crown Zellerbach Corp.	Cunningham & Walsh	S&H Green Stamps	Young & Rubicam
Crows Hybrid Corn Co.	Critchfield	Simmons Co.	Young & Rubicam
Curtis Publishing Co.	BBDO	Standard & Poor	Maxwell Sackheim
Dale Dance Studios	William Warren, Jackson & Delaney	Time Inc.	E. B. Wilson
Davison Chemical Co.	St. George & Keyes	Waverly Fabrics	Maxwell Sackheim
Davol Rubber Co.	D'Arcy	Wedgewood	St. George & Keyes
Dempster Brothers Inc.	Lavidge & Davis	White Tower Stands	J. C. Morrow
		Zippy Liquid Starch	Seberhagen Inc.





## NOW . . .

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### KONO Research Study

#### Points Up Emphasis On Qualitative Data

"Advertisers and agencies more and more are demanding to know not only how many—but who," says Avery Gibson, director of research for H-R Representatives Inc. "Stations and their representatives must supply more than mere numbers." (See *Radio Research*, November 1958.)

It is for this reason that KONO San Antonio, an H-R represented station, commissioned Pulse to take a special qualitative survey evaluating the market's radio audience in terms of rental level—a measure of income and discretionary buying power. Also, the research firm was asked to determine the "adult-impact" of each station in the upper and middle income level.

"This information is available to anybody who buys the various services," Miss Gibson notes. "The significance of the KONO report is that it places the assembled qualitative information before the timebuyer in an easily readable form."

Miss Gibson sees a trend in the direction of qualitative audience analysis on the part of H-R clients as well as others. "It is apparent today a number alone is not indicative of what a client wants," she declares. "With more regular listening now, compared to the quarter-hour tuning of 10 years ago, advertisers want the character of a particular station's audience defined for them. They are more interested in the penetration of a station in an average week than, say, in the specific rating of the 7:29 a.m. spot on Monday."

Another indication that advertisers are more interested in the over-all character of stations and audiences, according to Miss Gibson, is the trend toward "selling the sound along with the numbers." She explains that more selling is being done with tape to let timebuyers hear "just how exciting" is the sound of many stations (see *Selling the Sound*, December 1958).

"Unfortunately, with most buying done in New York," she says, "buyers tend to try and relate out-of-town stations to the sounds of New York stations, a practice that is not too valid. By taking them a 30-minute tape we give agencies a showcase for their commet-



Avery Gibson, H-R Representatives.

cial—along with the ratings, cost per thousand, success stories and the rest.

"It is only this combination of tapes and qualitative research that can give a timebuyer a true indication of the character of a station and its audience," she declares.

Qualitative research should be done on any aspect of a station's audience that the market requires, Miss Gibson asserts. Stations and representatives will then be meeting the "increasing time-buyer demands for information beyond the numbers."

#### Science vs Art

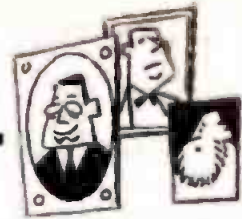
Eliminate emotion and stick to the facts when buying and selling air media, advises Adam Young, president of Adam Young Inc. He urges the industry to make broadcast buying "more of a science than an art" by divorcing it from emotional factors and fully utilizing ratings and other available audience research.

Airing his views at a recent Time Buying & Selling Seminar of the Radio-Television Executives Society, he says, "The answers given by our research services are more reliable than the personal opinions of station operators, media salesmen and media buyers." He indicates, however, that because the problems of measuring are so complex, the established measuring services may not be the final word for a timebuyer.

"In my opinion," asserts Mr. Young, "the most studious buyer is the one who studies trends and is able to determine through the projection of figures just what will happen in the next rating book. A smart buyer can make great buys before the rates catch up with the audience." • • •



# names and faces



## Noting the Changes Among

### AGENCIES

W. DONALD MIX, copy group head in New York, and CHARLES RUSSELL, director of radio-tv in San Francisco, named vice presidents of BBDO Inc.

ROBERT PASCH, a vice president of Kenyon & Eckhardt Inc., New York, named associate copy director. Newly elected vice presidents of K&E: RICHARD McSHANE KELLY, senior account executive; REGINALD F. PIERCE JR. and JEROME H. GORDON, account executives; CHAUNCY F. KORTEN and EDWARD B. HENDERSON, art supervisors, and DEANE COORDS, copy supervisor. K&E also named ROBERT M. ELLIS an account executive in Detroit.

EDWARD W. KARTHAUS, account executive at Erwin Wasey, Ruthrauff & Ryan Inc., New York, elected a vice president.

EDWARD J. GARVEY appointed a vice president of J. M. Mathes Inc., New York. He is an account supervisor. Also, ROBERT S. COLLINS and JAMES O. RANKIN promoted to assistant creative directors and MARY ENTREKIN, formerly with Daniel & Charles Inc., New York, appointed an account executive.

CHRISTY WALSH, formerly with Ted Bates & Co., has

joined Ogilvy, Benson & Mather Inc. as manager of its new Hollywood office.

ROBERT S. WRIGHT JR., formerly an art director with J. M. Mathes Inc., New York, appointed creative director of Hogan, Rose & Co., Knoxville, Tenn.

W. K. COCHRANE SR., formerly with Duffy, McClure & Wilder Inc., named an account supervisor at Wellman-Buschman Co., Cleveland.

RALPH L. YOUNG, previously with Beckman Industries Inc., appointed an account executive at Compton Advertising Inc., Los Angeles.

GEORGE A. PRESTON, formerly with Riedl & Freede Inc., Clifton, N. J., has joined Albert Frank-Guenther Law Inc., New York, as an account executive.

ARNOLD POLK, former advertising manager of Sax-On Drug Stores, named director of merchandising at Beckman-Koblitz Inc., Chicago.

BETTY BASTION and BURTON KAPLAN named to the public relations department of Hicks & Greist Inc., New York.

JACK WISE, formerly radio-tv farm director at KCMO Kansas City, Mo., has joined the farm radio department of Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

### STATIONS

CHARLES F. GRISHAM elected president and general manager of the Alabama Broadcasting System which operates WAPI-AM-FM-TV Birmingham.

HOMER H. ODOM, former commercial manager of WAKY Louisville, appointed general manager of WEZE Boston.

ROBERT J. DUFFY promoted from sales manager to station manager of KOLR Sterling, Colo.

JAMES A. JORDAN, former sales manager of WJJD Chicago, named to a similar position at WOKY Milwaukee.

ROBERT S. De TCHON, former sales manager of WHK and WJMO Cleveland, appointed sales manager of WYDE Birmingham.

BILL ALFRED, former sales manager at KAKC Tulsa, named to similar post at KIOA Des Moines.

LINCOLN L. HILBERT promoted from merchandise field man to merchandising manager of WLW radio-tv Cincinnati.

DAVID RING, formerly with General Electric as a merchandising representative, has joined the merchandising department of KNOX St. Louis.

DONALD R. EVERS promoted from account executive to general sales manager at KFMB San Diego.

BARRETT H. GEOGHEGAN promoted from account executive to sales manager of WABC New York. Also THOMAS A. MAGER, formerly with A&P food stores, named merchandising manager of WABC.

ED SLOAN, former sales manager of WAMS Wilmington, Del., promoted to midwest sales director of Rollins Broad-

casting Inc. He is succeeded by DICK LEE of the WAMS sales staff.

WILLIAM M. SCRUGGS JR., formerly vice president and manager of the Atlanta office of Bomar Lowrance and Associates, station representatives, appointed promotion manager of WSOC-AM-TV Charlotte, N. C.

### REPRESENTATIVES

GORDON F. HAYES, general manager of CBS Radio Spot Sales, appointed vice president in charge.

RICHARD H. CLOSE, director of represented stations for NBC Spot Sales, promoted to director of NBC Spot Sales.

BERNARD I. OCHS, formerly with WLVA (TV) Atlanta, has joined Rambeau, Vance, Hopple Inc. to head its new Atlanta sales office.

DON CHAPMAN, formerly a media group supervisor at Lennen & Newell Inc., New York, and EDWARD W. A.

SMITH, formerly an account executive with Henry I. Christal Co., New York, named to the radio sales staff of Adam Young Inc.

### NETWORKS

JAMES G. RIDDELL, a member of the board of American Broadcasting-Paramount Theatres Inc. and vice president of ABC, named chief executive officer in charge of the ABC Western Division with headquarters in Hollywood. He succeeds EARL HUDSON, who will continue as a vice president of ABC and as AB-PT's representative on the board of Disneyland Inc.



Jordan



Geoghegan



Grisham



Close



Hayes



Hilbert



Cochrane



De Tchon



## ... evaluating the year ahead

### OPTIMISTIC SIGNS

Evaluating the business outlook for a year ahead is never an easy task. In the case of radio, there are many optimistic and encouraging signs for 1959.

According to the National Association of Broadcasters, radio in 1958 for the third consecutive year scored an increase in gross revenue—from \$622.5 million in 1957 to \$641 million last year (see *Outlook '59: Will It Be Better Than 1958?*, p. 25). This widening use of the listener's medium portends well for 1959.

Another positive guidepost is that radio forces are ready to unleash one of the most ambitious sales building programs in the history of the medium. With 1959 the year of the hard sell, Radio Advertising Bureau and Station Representatives Association are working on new sales approaches.

### THE COMPANY LEVEL

Although RAB promotes total radio while SRA is the spot promotion organization, there seems to be one thing in common in their 1959 efforts.

Both have come to the same conclusion that, in general, it is just as necessary to reach the advertising manager—or higher—at the company level as it is to talk to agency executives. In this way, the whole buying group is reached.

This same approach appears worthy of adoption on all levels of the sound medium—national, regional and local.

In addition to these positive notes for a year of hard sell, there are also warning signals that

must be heeded. One of the most important is the civil war within radio that keeps the medium's sales forces concentrated on a fixed percentage of radio ad outlays. With relative harmony and cooperation, radio could work together to expand the total expenditures headed its way.

Competition is the lifeblood of any business—but let it be against *other media* as opposed to competition *within* radio today.

### ALL-INDUSTRY SELLING

One resolution we put up for adoption in the coming year is that radio salesmen everywhere allot a fixed percentage of every sales call to the selling of the radio medium alone.

We realize that this all-industry approach more often than not is considered academic when confronted with the realities of day-to-day selling. We still believe, however, that radio can be furthered best by promoting the interests of the whole medium.

The advances that radio made in 1958 are significant and should be used to further the medium in 1959.

Radio listening has risen substantially throughout the day with the exception of only three hours (see chart, p. 26). For example, in the 9 to 10 a.m. period, 7,679,000 homes were using radio on the average minute in October 1958 compared with 6,286,000 in October 1957. In addition, the number of radio sets are up to 145 million.

The year 1959 offers a great opportunity. With the new sales development efforts planned, the coming months should be big ones.



50,000 watts  
1130 kc



# Facts of Broadcasting — DETROIT

In the Home

of the Automobile . . .

Where advertising people

. . . . know their Market, and

. . . . know their media

. . . . along with their Motor Cars . . . .

A top national agency's

own 1958 private survey

disclosed

W-CAR carrying more

Automobile Advertising

—regional, national and dealers—

than any other

Detroit Area station



**Detroit Sells Cars — and Buys W-CAR!**

**W-CAR—DETROIT . . . 50,000 watts on 1130 K C**

Your '59 Budget will **GO** Farther on **W-CAR**  
Lowest cost per thousand in Detroit Area

**SOLID**

**NO. 1** Morning Afternoon Evening

**KOIL**

**OMAHA**

HOOPER	TRENDEX	PULSE
Oct.-Nov. '58 3.00 - 1 PM	8 AM - 4 PM	Sept. '58
<b>36.2</b> share	<b>40.8</b> share	

Check the **RATING** of your choice

**KOIL** is Your "MUST BUY" station in **OMAHA**

**SOLID**

**NO. 1 ALL DAY**

**KMYR**

**DENVER**

HOOPER	PULSE
July - Aug. '58	17 County Area July 10
<b>NO. 1 ALL DAY</b>	More quarters than any other Denver station.

**COVERAGE** where it counts

**KMYR**

A VITAL FORCE in selling

Today's **DENVER**

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.**