

NAP LIBRARY

U.S.

RADIO



AUG 31 1959
MAY

1959

35 CENTS

America's greatest food merchandiser!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of 60 store calls in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of 20 special one-week displays.
3. 20 days of Bargain Bar promotions in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan**, providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● **W-I-T-H Community Club Awards**, now in its 13th successful cycle.

● **PLUS** merchandising letters . . . **PLUS** trade paper advertising of *your* product . . . **PLUS** potent advertising material for your own salesmen's kits . . . **PLUS** personal supervision by head of W-I-T-H Merchandising Dept. Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

W-I-T-H

Tom Tinsley, Pres.

RADIO BALTIMORE

R. C. Embry, Vice Pres.

Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Ohio Stations Representatives in the state of Ohio Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co., Inc. in Chicago, Boston, Detroit, West coast

ALL FRENCHMEN

of Local Radio
winning Nationally

page 21

COFFEE

Russian Flavors
in Budget in Radio

page 24

TEEN PARTNERS

Local and Regional
Depend on Radio

page 30

STAND

and in Employment
for Development

page 44

U.S. RADIO

RADIO
RADIO
ALWAYS IN TUNE WITH YOU
RADIO

MAY IS
RADIO MONTH
and the
sound medium
... sounds off!

RADIO
RADIO
RADIO
RADIO

Radio Wany
try Sales Radio
Thom Radio
in Tune With

page 17

you can use Pulse's totally new dimensions for profitable buying! **CUSTOMER-SLANTED** facts for comparing the 201 TV network shows

Typical example: FAMILY-APPEAL SITUATION COMEDY, FILMED. Co-sponsored by "small" agency of \$7 million in all media and by top agency whose TV billing alone is over \$100 million

U.S. PULSE TV	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
FEB. RATINGS, 22 MAJOR MARKETS	77%	209 VIEWERS per 100 homes	VOLUME CONSUMPTION 82%	SPENDERS! FOOD GROCERIES 40%	ACTIVE! USING AUTO DAILY 68%	HEALTH & BEAUTY CONSCIOUS 49%	YOUNG! HOUSEWIFE VIEWERS 26%
ATLANTA 24.0	smoke cigarettes: higher than average for all programs	75 men 88 women 19 teens 27 children	have teenagers children	above average	above average for drugs toiletries cosmetics	18-34	34%
BALTIMORE 26.3	The network rating alone is no measure of the tremendous total value!						
BIRMINGHAM 25.0	16.4	14.3	15.6	16.9	17.5	18.8	18.9
BOSTON 18.5	IT IS NOT NECESSARY TO HAVE A BIG RATING FOR BIG SUCCESS!						
BUFFALO 22.5							
CHICAGO 16.7							
CINCINNATI 30.2							
CLEVELAND 26.5							
COLUMBUS 24.9							
DAYTON 32.3							
DETROIT 20.2							
LOS ANGELES 17.2							
MILWAUKEE 21.5							
MINNEAPOLIS-ST. PAUL 20.2							
NEW ORLEANS 11.9							
NEW YORK 12.7							
PHILADELPHIA 26.2							
PROVIDENCE 26.0							
ST. LOUIS 22.9							
SAN FRANCISCO 20.2							
SEATTLE 28.9							
WASHINGTON 17.9							

Use **QUALITATIVE NETWORK** facts for **SALES** results! Plainly illustrating that not HOW BIG but HOW SMART is profitable buying! Pulse qualitative data like these for ALL network programs. Subscribers also receive FILMS standing in 22 top markets—126 quarter hour, half hour, and hour SPOT FILM PROGRAMS reported for February, 1959!

100,000 DIFFERENT FAMILIES

RE INTERVIEWED MONTHLY THROUGHOUT THE U.S.

- minimum samples:
- 20,000** different families per daytime TV strip
- 5,000** different families once-a-week TV program

Charted above is a single, highly successful show. Not an impressive network rating, true, but a block-buster for selling help, market by market. Pulse subscribers get this vital information monthly, for all programs. Every important category of products being covered, with adequate repeats to measure progress. Brand tabs are available on order!

Effective with April reports for all markets and network, Pulse interviewing can be conducted daily all month—365 days a year of interviewing in America's markets! This is the qualitative assistance leading advertisers want. You put it to work, not just for time and program buys, but for advertising, selling, promotion, basic marketing.

Complete details on request. Please write or phone Judson 6-3316.



...interviews families in their homes



730 FIFTH AVENUE
NEW YORK 19, N. Y.

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON



**Michigan Week
May 17-23**

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM
RADIO

The World's First Radio Station



affiliates

WWJ-TV

Michigan's First Television Station

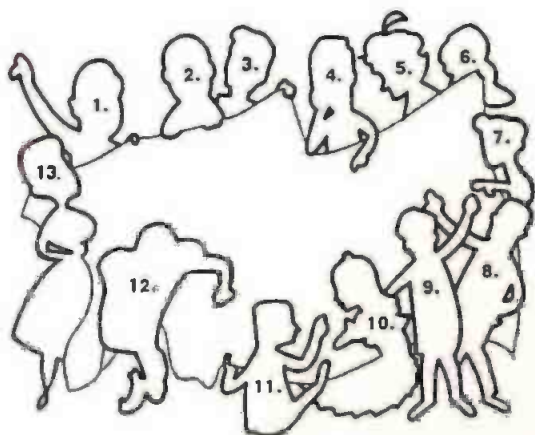
Owned and operated by **The Detroit News**

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

IT'S ALL SEWED UP!



Key to ABC Radio personalities above



ENTERTAINMENT

1. Don McNeill
2. Peter Lind Hayes
3. Mary Healy
5. Fran Allison
7. Frankie Avalon
10. Alene Dalton
13. Eydie Gorme

NEWS

4. John Daly
8. Quincy Howe
9. Paul Harvey
11. Bill Shadel

SPORTS

6. Howard Cosell
12. Notre Dame Football

Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the *expanded* ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage – now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK



Radio's Barometer

Spot: In reporting a 60 percent increase in radio spot sales at Broadcast Time Sales, New York, during March over February, General Manager Carl L. Schuele attributed the added business to both larger buys from old accounts and new buys by accounts not in the field before.

Network: NBC Radio has announced sales totaling \$986,042 in net revenue for the three-week period ending April 15, including new orders from the Greyhound Corp. for a 12-week summer campaign. CBS Radio recently sold out the entire schedule of New York Giants professional football games to General Cigar Co. and P. Ballantine & Sons. ABC Radio has reported signings that include Pepsi-Cola, Perkins Division of General Foods, and 52-week renewals by Midas Inc. and Oral Roberts Evangelistic Association. (See *Report from Networks*, p. 65.)

Local: Storer Broadcasting Co. reports an increase of more than 36 percent in net earnings after taxes for the three months ending March 31. Earnings for the first quarter were \$1,024,183 compared with \$751,204 earned in the corresponding period in 1958. Net earnings per share were 41.4 cents in the 1959 quarter against 30.4 cents in 1958. Two stations—KNX Los Angeles and WRCA New York—also reported increases. Local sales on KNX for the first quarter were 36 percent ahead of the 1958 quarter. WRCA had a 33 percent increase in sales during the first three months of the year compared with the same period in 1958.

Stations: The number of am and fm stations on the air as of mid-April totaled 3,938, an increase of eight (five am and three fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,344	594
Applications pending	469	49
Under construction	123	141

Sets: Total radio set production including car radios for February was 1,124,737. Two-month total was 2,250,122. Total auto radio production for February was 420,052. Two-month total was 852,603. Total radio set sales excluding car radios for February were 474,888. Two-month total was 1,175,378. February transistor unit sales were 5,393,377 with a dollar value of \$14,550,056. Fm production for February was 29,145. (See *Report on FM*, p. 66.)

\$641,000,000 '58 Radio
(NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in
Use (NAB Research)

37,900,000 Car Radios
(RAB est.)

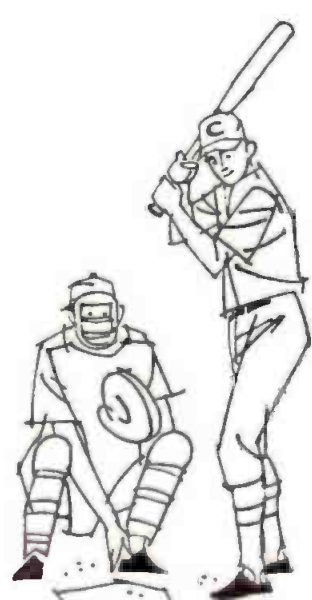
2,250,122 Sets Made
(Jan., Feb., EIA est.)

3,938 Stations on Air



In Summer folks are on
the go.
Go get 'em with Spot Radio
(And if you want the
Jack-type-Pot
Use our exclusive
Baseball Spot)

Portables—auto radios—outside speakers: no doubt about it, spot radio is the great summer merchandiser. For extra impact, WHIO offers the Cincinnati Reds exclusively in this area. Ask George P. Hollingbery about our special Week-End Package Rate.



AM **WHIO** FM
1290 K 99.1 MG.
DAYTON, OHIO
Basic CBS

for buyers and sellers of radio advertising

U.S. RADIO

MAY - 1959

VOL. 3 - No. 5

... IN THIS ISSUE ...

Local Radio Phenomenon	21
As It Works for Retailers, Distributors, So, Too, It Can Work for National Clients	
Radio for Iced Coffee Drive	28
Pan American Coffee Bureau Takes First Major Air Campaign This Summer	
Radio Is a Tv Hero	37
Antenna Maker for Tv Sets Calls Initial Radio Trial in Southeast 'Remarkable'	
52-Week Partners	40
How Local and Regional Brewers Use Radio; What Time Periods and Programs They Prefer	
Disaster or Development?	44
The FCC Stand on the Booming Number Of Radio Stations Going on the Air	
Question and Answers	48
Advertisers and Agencies Comment On Job Done by Radio Advertising Bureau	

... DEPARTMENTS ...

Airwaves	3	Report from Canada	67
BPA Memo	60	Report on Fm	66
Commercial Clinic	55	Report from Networks	65
Editorial	72	Report from RAB	62
Focus on Radio	50	Report from Representatives	63
Hometown U.S.A.	54	Silver Mike	16
Letters to Editor	15	Soundings	7
Names and Faces	70	Station Log	58
Radio Registers	67	Time Buys	8
Radio Research	68	Washington	13
Report from Agencies	64		

Arnold Alpert *Editor and Publisher*
 Catherine Scott Ross *Business Manager*
 Jonah Gitlitz *Managing Editor*
 Rollie Devendorf *Art Editor*
 Carol Murdock *Senior Editor*
 Stan Walker *Assistant Editor*
 Patty Kirsch *Assistant Editor*
 Patricia Moran *Assistant Editor*
 (Washington, D. C.)
 William B. Birdsall *Advertising Manager*
 Jean L. Engel *Production-Sales Service Manager*

West Coast Representative—
 Whaley-Simpson Company
 6608 Selma Avenue
 Los Angeles 28, HOLLYWOOD 3-7157
 700 Montgomery Building
 San Francisco 11, SUTTER 1-4583

Member of Business Publications
Audit of Circulations Inc.



U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Chicago, Ill.—161 E. Grand Ave. Whitehall 3-3686. Washington, D. C.—8037 Eastern Road, Silver Spring, Md. JUNiper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, \$3 a year, \$5 for two years in U.S.A. U.S. Possessions and Canada \$4 a year, \$6 for two years. Please advise if you move and give old and new address. Copyright 1959 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.



Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars. Big . . . and getting bigger. A great market . . . a vital market for all products of American industry. How to reach this able-to-spend, anxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations

reach 86% or 4,113,753 farms at the local level!

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

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.



THE VOICE OF HOMETOWN AND URBAN AMERICA



**NOW
WMAQ
HAS
BOTH...**

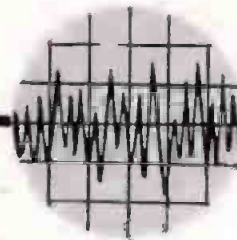
...of the two top radio personalities in Chicago

During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. ■ Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. ■ So the

Q for QUALITY RADIO IN CHICAGO is now bigger than ever! The two biggest radio personalities in the city are now at 670 on Chicago's radio dial. ■ HOWARD MILLER, 9:05 to 11:00 a.m., Monday through Friday. JOHN DOREMUS, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

NBC RADIO IN CHICAGO
SOLD BY NBC SPOT SALES **WMAQ•670**

Sources: Pulse, Nov.-Dec. '58



Radio Solves Banana Crisis With Speed and Impact

BBDO Inc., New York, received an urgent client call Good Friday morning that a boatload of ripe Chiquita bananas was sitting in a harbor with no place to go. To accelerate consumer demand and get the bananas moving to market place, the agency huddled with NBC Radio and CBS Radio that afternoon. On Monday morning, a two-week campaign started on both networks consisting of a total of 60 one-minute announcements. At the end of the promotion, the banana crisis had been solved; credit radio. (Also see *Chiquita Buys Radio in Bunches*, March 1959.)

Summer Radio Push Gains in Momentum

Sales campaign showing advertisers the value of summer radio is picking up steam. The Albert Sindlinger all-media research organization has provided Radio Advertising Bureau Inc. with these facts: A 15 to 20 percent increase in summer listening is predicted; also, the time people spend with radio during an average week in July goes up 96.9 million hours (compared with a week in February), while newspaper, magazine and tv audiences go down.

National Radio Month Takes May Spotlight

The values of radio to listeners and advertisers are resounding across the country this month as part of the second annual National Radio Month. Equipped with kits from National Association of Broadcasters (see *Washington*, p. 13) and RAB (see *Report from RAB*, p. 62), stations are making the most of "Radio . . . Always in Tune With You" theme.

Encouraging Agency Response To Young-Pulse Measurement Plan

More than 100 replies have been received by Pulse from advertising agencies replying to the Adam Young Inc. plan to establish a uniform audience survey area for major markets. (See *The Young Proposal*, April 1959.) The first two trial cities will be Tulsa and Pittsburgh. According to Young, the replies indicate that a compromise area for each city can be worked out.

Local Radio Story Seen Key to National Use

The reasons for the upswing in local radio billings are outlined in *Local Radio Phenomenon* (p. 21). These billings are up 28.2 percent from 1951 to 1958 and radio salesmen are urging national clients to examine the thinking behind greater radio use by retailers and distributors—cost-conscious advertisers who know their local media.

Music-and-News Format Is Being Broadened

Reports from stations indicate that the base of the music-and-news format is being enlarged upon to emphasize news, talk, editorializing, "off-air" activities, audience involvement. Current example is "New Horizons" concept by KYW Cleveland. The six-point program, primarily designed as an off-the-air project, includes these elements: Mental Health, Safety, Science, Government and History, KYW Road Show, and In Praise of Learning.

WPTF

Raleigh-Durham
the Nation's

28th

Radio Market has Greater FILLING STATION SALES than the 6th Metropolitan Market



28th Radio Market - WPTF
\$233,368,000

28th Metropolitan Market
\$51,533,000

6th Metropolitan Market
\$196,008,000



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



time buys

American Airlines Inc.

Agency: *Lennen & Newell Inc.,
New York*

The *Music 'Til Dawn* program sponsored over nine CBS stations on a three-year basis has been renewed for 52 weeks on one station whose contract was due to run out in April. Two other renewals among the nine will be up for consideration this fall and in early 1960, but Young & Rubicam will be making any further commitments, as American's new agency come this June 1. The airlines' program of popular and classical music originated in 1953 on six CBS stations; following a 1956 renewal of the three-year contracts for these six, three more stations were added. The post-midnight show is centered around a musical list supplied by the network, with local talent cueing in the records and announcements. Sherry Heath handles the account for Lennen & Newell; Don Hinton will be timebuyer for Young & Rubicam.

Canada Dry Corp.

Agency: *J. M. Mathes Inc., New York*

Product: BEVERAGES

A national spot buy in approximately a half-dozen major markets may set the pace for local bottlers of the company's products. The parent firm's summer campaign starts the middle of this month and continues through August with frequencies varying from 20 announcements a week in a one-station market to 80 to 100 in a multiple station area. Timebuyer is Edna Cathcart.

Cannon Mills Inc.

Agency: *N. W. Ayer & Sons Inc.,
Philadelphia*

Product: HOUSEHOLD LINEN

Hanging out its white goods on a radio sales line, this firm is reported to have air time schedules in major

markets for this month and through the middle of June. Some flights have already started, others are about to begin; frequencies depend on the market. Indications are that radio is a likely prospect for the company's fall campaign as well.

Charles Motor Corp.

Agency: *Armstrong, Fenton & Vin-
son Inc., San Diego*

Product: CHARLES ELECTRIC
AUTOMOBILE

Reportedly the first American electric car to enter the market in 40 years, the Charles is expected to make its appearance in September accompanied by the introductory sound of radio. Southern California will be the test market, with distribution planned for a spread first to other western areas and then to national scale by mid-1960. Jack Edwards is account executive; assisting him are John Motley and Bob Graham.

Dannon Milk Products Co.

Agency: *Irwin Zlowe Co., New
York*

Product: DANNON YOGURT

Using radio in Philadelphia, Washington, D. C., Baltimore and New York, the firm has launched a test in the latter city over three stations in a special appeal to teenagers. Copy will stress the light touch in "teen" language. If it is successful, Dannon will use the approach in other markets. The company ultimately plans to extend its distribution and advertising to the West Coast.

Ford Motor Co.

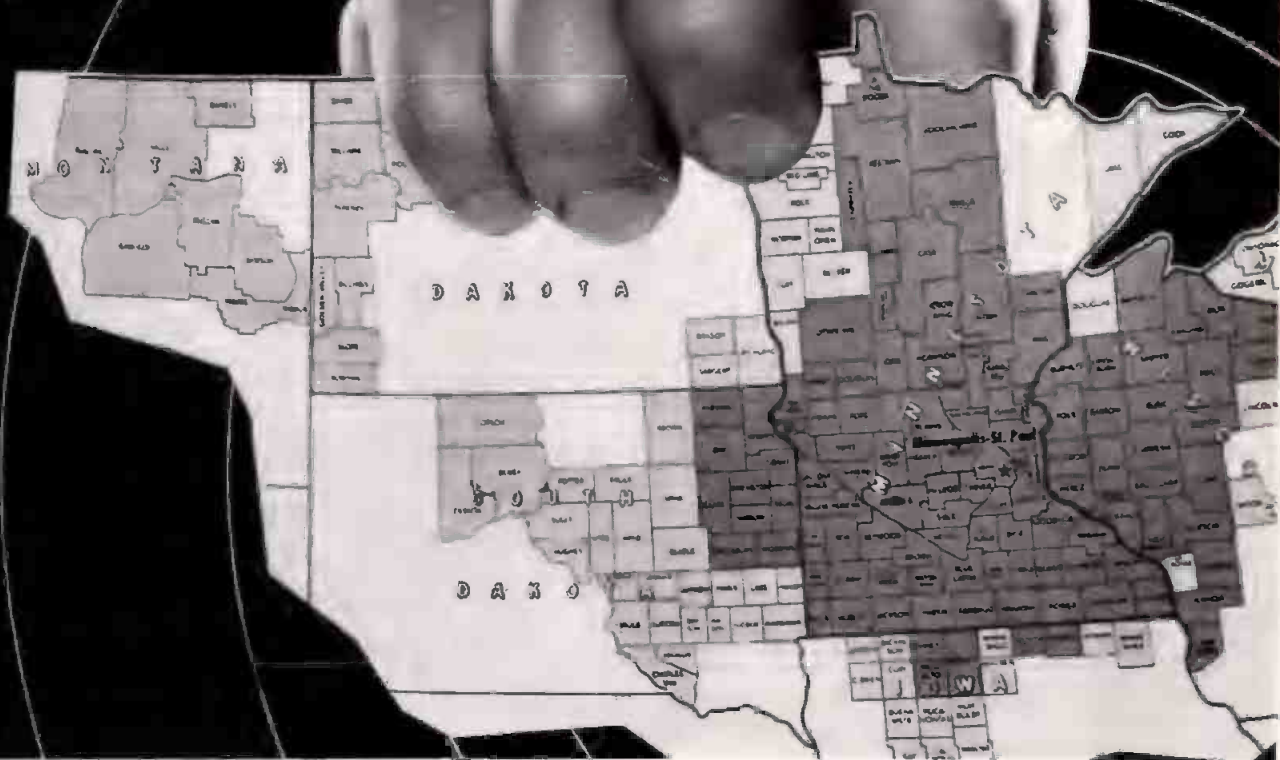
Agency: *Kenyon & Eckhardt Inc.,
New York*

Product: INSTITUTIONAL

(Cont'd on p. 10)

acceptance*

OVER A
VAST
AND RICH
MARKET



WCCO Radio delivers . . .

- * **More listeners** than all other Minneapolis-St. Paul stations combined† 55.8% share of audience!
- * **More acceptance** through the vitality of full-size programming that attracts and holds the audience you want to reach.
- * **More market . . .** 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. Total service area covers 199 counties extending into North Dakota, Montana, and Upper Michigan.

Call or write for full facts.

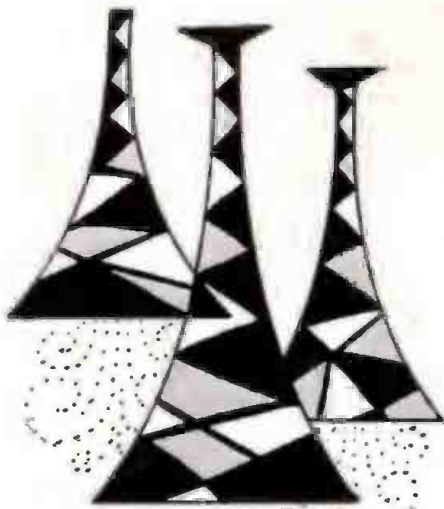
WCCO Radio

MINNEAPOLIS & ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, January-February, 1959. Station Total, 6:00 AM-Midnight, 7-day week.

**Nothing sells like acceptance . . .*



KONO RADIO

takes pleasure
in announcing
the appointment
of

THE KATZ AGENCY

as their
National
Sales
Representative
Effective
May 1, 1959

Serving Greater
San Antonio and
Southwest Texas
Markets

time buys



(Cont'd from p. 8)

Hand in glove with Ford's new American Road Shows' program now taking to the highways will be a "heavy" use of local radio, the agency reports. Four traveling displays of cars, trucks and farm equipment will put in 48 nine-day showings from coast to coast, the company reports. Radio support will be scheduled in connection with the exhibits. Louis Kennedy is timebuyer for the account.

Ford Motor Co.

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

Product: STATION WAGONS

A two-week turn on radio is being used in major markets, with frequencies depending on the market. The schedule started May 4. Allan Sachs is timebuyer.

Granco Products Inc.

Agency: *Robert Whitehill Inc.,
New York*

Products: STEREO RADIOS,
OTHER STEREO
EQUIPMENT

Results from the company's sponsorship of two daytime stereo broadcasts a week for 13 weeks starting April 22, over WQXR-AM-FM may determine whether similar programs will be undertaken by Granco in other markets where stereo facilities are available. The firm, which distributes nationally, is tying in its New York *Midday Symphony* with extensive in-store promotions at peak traffic hours by which radio dealers can demonstrate stereophonic reception. Alan Charles is timebuyer.

JFD Electronics Corp.

Agency: *Delphi Advertising Agency,
New York*

Product: HI-FI TV ANTENNAS

New to radio six months ago, this firm has had "remarkable" success with the sound medium in Memphis, Southern Florida, New Orleans, Charleston-Huntington, W. Va., and Buffalo, N. Y. This month it expands radio use to Houston, Omaha, Sacramento-Stockton and Asheville, N. C. JFD relies on daytime announcements, one minute or 20 seconds in length. (See *Radio Is a Tv Hero*, p. 37.)

Kelvinator Division, American Motors
Agency: *Geyer, Morey, Madden &
Ballard Inc., New York*

Products: WASHERS AND
DRYERS

Air time in selected markets will promote the sale of this laundry equipment. The first one-week campaign will start May 18, the second will start June 8. Both will use 30 or more announcements per market.

Thomas J. Lipton Inc.

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

Product: TEA

A number of southern markets are on the radio list for this beverage maker, which is launching its eight-week schedule this month and next. Frequencies vary. Timebuyer is Lorraine Ruggiero.

Mini Mart Inc.

Agency: *Frank B. Sawdon Inc., New
York*

Product: TOM THUM CONVENIENCE MARKETS

This chain of 12 superette food markets in the St. Petersburg-Tampa, Fla., area is tying its growth to radio. It has just added three radio stations to its line-up, in addition to three new stores. Opened seven days a week, this chain expects to have 25 stores by the end of the year with a corresponding increase in radio.

Stan. Syman, executive vice president, is handling the buying.

Ohio Oil Co.

Agency: *N. W. Ayer & Sons Inc., Philadelphia*

On the road with radio, the company is using mostly driving times and weekends to broadcast its sales message via 115 stations in 73 markets in Indiana, Michigan, Kentucky, Ohio, and Illinois. The "saturation" schedule, which started April 6, is expected to continue through November, with a possible hiatus some time in August or September. Arne Ramberg is timebuyer.

Plymouth Division, Chrysler Corp.

Agency: *N. W. Ayer & Sons Inc., Philadelphia*

Product: CARS

In what may be one of the most extensive spot radio promotions in summertime automotive advertising, Plymouth this month is extending for 17 weeks a buy which initially began in early March. Approximately 50 major markets are covered via heavy frequencies which reportedly achieve the saturation level in some areas. Joe Fierro is timebuyer.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: AEROSOL INSECTICIDE

Aiming to improve the lot of summertime picnickers, the company is going on the air the end of May to advertise insecticides which are sold in aerosol containers. Radio timing is scheduled for a limited number of markets; it will range from five to eight weeks, depending on the market. Joseph Knap handles the buying.

Sun Oil Co.

Agency: *William Esty Co., New York*

Product: SUNOCO

The eastern half of the United States is the target of a radio campaign starting this month and continuing through the summer. A "substantial" schedule of one minute, 20 seconds and chain-break announcements will be used to reach the company's 24-state distribution area. Jim Scanlon is timebuyer.

Tetley Tea Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

A spot of radio is on the spring-time menu for Tetley, which is scheduling time in more than 50 markets east of the Mississippi. The campaign starts May 11 in some areas, will open May 25 in others. Arthur Topol is timebuyer.

Trans World Airlines Inc.

Agency: *Foot, Cone & Belding, New York*

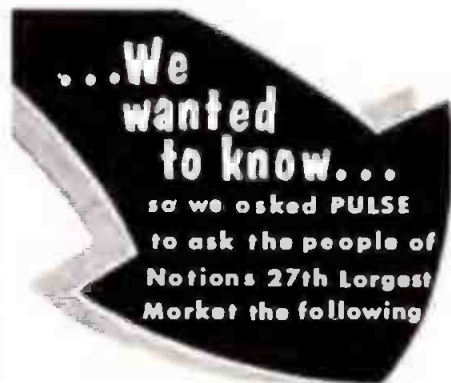
Altering its air time as well as copy to suit the new jet flight it is introducing, TWA is increasing—in some cases more than quintupling—radio schedules in Los Angeles, Chicago, New York and Washington, D. C. The last named city joins the company's "jet level" on May 11 with a joint expansion of radio time and change of copy. Nate Rind is timebuyer.

Ar. Winarick Inc.

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

Product: JERIS HAIR TONIC

Setting the tone via airwaves, this product will conduct a 26-week campaign in 11 markets (primarily in the South and Southwest). The schedule started May 4, includes approximately 10 announcements per week for one station in each market. Beryl Seidenberg is timebuyer.



THE RESULTS:

**November 1958
Qualitative
Survey of the
22 County
Tidewater, Va.
Area**

Question 1:

When you first turn on the radio, is there any particular station you try first?

Answer:



Question 2:

Which radio station, if any, do you prefer for music?

Answer:



Question 3:

Which radio station, if any, do you prefer for news?

Answer:



Question 4:

If you heard conflicting accounts of the same story on different radio stations which station would you believe?

Answer:



**...ranks 1st during
155 out of 180 rated
half hours...**

Represented Nationally by
JOHN BLAIR & COMPANY



Q:

Which of the following words describes each of these radio stations: Friendly? Unfriendly?

A:

The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had *no* reaction at all to WWDC. Q.E.D.—we're known and liked. Q.E.D.—this friendliness will rub off on your product!

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Friendly	77.8	63.1	33.2	50.5	30.0	36.3	49.8	59.9
Unfriendly	2.4	2.4	2.2	1.0	.8	3.4	1.2	1.0
Don't Know	19.8	34.5	64.6	48.5	69.2	60.3	49.0	39.1

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Radio Jingle Highlights NAB Radio Month Material

Radio's engagingly recognizable staple—the jingle—has been pressed into service to highlight the observance of the second annual National Radio Month which is now in high gear.

Jingles are a completely new addition to the promotional efforts of the National Association of Broadcasters on behalf of the radio medium. As far as can be determined at this point in National Radio Month, they are being aired enthusiastically by the 1,900 NAB-member stations which received them. That is as it should be. The jingles are intended as a polished illustration of how really effective the singing commercial can be. In supplementing its other promotion aids for National Radio Month with the jingle series, NAB has put one of radio's most successful sales tools to work for radio.

Meagher Explains Reason Behind Jingle Creation

The idea of incorporating musical spots into the Radio Month observance has been considered for some time, says John F. Meagher, NAB vice president for radio, but until this year budget limitations prohibited the production of such a series. The initial task of setting to music radio's value as a personal service medium was handled by Faillace Productions, New York, producer of over 500 nationally aired commercials.

The 33 r.p.m. record sent only to NAB members contains two series—"You're Always in Tune" and "You Can Take it With You." Both titles stem from the month's over-all theme, "Radio . . . Always in Tune With You."

The 'Personal' Touch Gives Stations Variety

To afford individual stations as much flexibility as possible, the one-minute vocal versions also include instrumental background which can be used by the station for a "personalized" spot or for a boost for National Radio Month. In addition, the record contains 30-second vocals and one-minute instrumentals. A vocal sextet and a 12-piece band were used in recording the disc, which was cleared for broadcast for 13 weeks effective May 1.

To continue the emphasis on spot promotion of National Radio Month, NAB included some 30 spot announcements of varied lengths in an extensive promotion kit that was sent to all radio stations in the nation. According to the results of a survey made last year at the conclusion of the first National Radio Month, spot copy proved to be the most valuable inclusion in the kit.

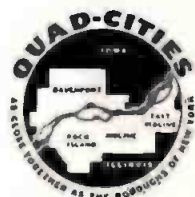
Other Promotion Items That Are Being Used

Eleven separate items were used in the 1958 kit. NAB queried 400 stations on the use they had made of the material, and 98 percent of them found the spots to be the most useable feature. Additional inclusions that stations which were surveyed singled out as particularly useful were a broadcast release (83 percent used it, 17 percent did not), program and promotion ideas (76 percent used them, 24 percent did not) a radio fact sheet stressing the growth and development of radio (70 percent used it, 30 percent did not) and a sample proclamation to be signed by a city's mayor or other local official (59 percent used it, 41 percent did not). All of these items turn up again in the 1959 kit, along with a sample newspaper release, a newspaper mat and a speech text for a broadcaster to use locally.



Standing at right is Ted Arnold, WHBF Stations' Sales Manager, a member of the school board, shown in session.

Community leadership by staff people enhances WHBF value — for advertisers



The esteem that WHBF enjoys in its home town community—the Quad-Cities—is deeply rooted. Since 1925 this station has had the advantage of constructive management by community-minded people. In accordance with this philosophy, WHBF has attracted a staff of like quality.

Probably no other organization in the Quad-City area contributes more man hours, on and off the job, to helping and cooperating with every worthwhile project.

The result of such community leadership and participation has accumulated over the years into a tremendous amount of acceptance for WHBF.

This excellent stature, although it cannot be worked into a rate card, is a tangible plus that WHBF advertisers share with us in the Quad-Cities.



STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF 5,000 WATTS

Covering Western Illinois and Eastern Iowa for 34 years

LETTERS TO

Acceptance

If the number of telephone calls I have received are any indication of U. S. RADIO's wide distribution and acceptance, the *Commercial Clinic* feature is being very well received (see April 1959).

Joe Gans
President
Joe Gans & Co.
New York

To Timebuyers

I sincerely hope that many timebuyers and their clients will read (*Commercial Clinic*, April 1959) because it is a concise statement of the convictions we have been explaining to our clients and sponsors for well over a year. As a good music station, this article is most helpful to us.

Robert K. Lynch
Station Manager
WKTX Atlantic Beach, Fla.

Fm Aid

We wish to express our deep appreciation for the fine story on WBBM-FM in your April issue (see *Report on FM*).

Such recognition by a magazine of the stature of U. S. RADIO is a most valuable aid to any station.

Walter L. Dennis
Assistant Manager
WBBM-FM Chicago

Political Thought

In recent years, it has become evident that (Section 315 of the FCC rules providing equal time for all candidates) has not furthered the full coverage and dissemination of the news, but has served rather as a restrictive influence. The individual radio stations . . . have hesitated to give coverage to a political campaign unless they could provide equal time to all candidates.

Perhaps it would be advisable to have this matter studied by one of the foundations interested in the free dissemination of news, or by groups of citizens composed of representatives of the radio and television industry and the various political parties. This study might consider the possibility of granting equal time to the percentage of votes polled by the political party at the last election for the particular office, while at the same time allowing the station, in its judgment, to provide

THE EDITOR

a higher percentage of time where it feels that an independent or minor party candidate is making a great impact upon the electorate.

Unless something is done in the immediate future to provide a more realistic interpretation of the FCC regulations, we will be faced with a virtual blackout of political campaigns on public service programs.

Morton B. Lawrence
President
Political Campaign Assoc.
New York

Observing

Enjoy watching the fine progress you're making. Keep up the good work.

Dr. E. L. Deckinger
Vice President in Charge of
Media Strategy
Grey Advertising Agency
New York

Sound Story

... A hearty cheer for the excellent job (*Commercial Clinic*, March 1959) on sound effects.

The whole March issue was outstanding ...

Virginia L. Grimes
Director of Public Relations
Geyer, Morey, Madden &
Ballard, Inc.
New York

After-Thought

Will you kindly have three reprints of the article *High Spots of Conventions Past* (March 1959) sent me?

I noticed some of these at the NAB Chicago convention, but forgot to pick them up.

Edwin K. Wheeler
General Manager
WWJ Detroit

Fine Style

(*Radio Research*, on Negro radio listening habits, March 1959) was a very excellent article, and incidentally is the finest article I have ever seen from any publication.

Norwood J. Patterson
Executive Director
KSAN San Francisco

Houston's TOP* Radio Station K-NUZ

* PULSE, Jan.-Feb., 1959
NIELSEN, Dec., 1958

Proudly Announces
the Appointment of
THE KATZ AGENCY, INC.

as Representatives
Effective May 1, 1959

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

IN HOUSTON, CALL
DAVE MORRIS, Jackson 3-2581

91.9%

OF COLUMBIA HOUSEWIVES

KNOW WIS BEST*

Recent qualitative survey made by the University of South Carolina's Marketing Division showed this remarkable superiority.

Get the whole survey showing results in 14 categories from your PGW Colonel.

*91.9% of the housewives interviewed named WIS FIRST when asked to give call letters of Columbia Stations they could recall.

WIS
COLUMBIA, S.C.
NBC • 560 KC • 5000 WATTS

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

the *Silver Mike*



THIS MONTH:

WILLIAM HOFFMANN JR.

Director of Radio
BBDO Inc., New York

***His Job Is Promoting
Radio to His Agency***

"There is a real need in radio today to raise the programming and selling standards of the industry," declares William Hoffmann Jr., director of radio for Batten, Barton, Durstine & Osborn Inc., New York.

"Anyone who takes a look at the way sales of radio sets have been leaping forward, and another look at radio's captive out-of-home audience, has to come away with the conviction that the sound medium is a potentially great selling tool," Mr. Hoffmann states. "It is up to radio to develop this story for listeners and agency people alike."

Mr. Hoffmann is in a special position to comment on the present assets and liabilities of radio. In his position with BBDO, he is, in effect, a radio specialist in the employ of an agency that is one of radio's biggest customers. It is his job to encourage greater use of the listener's medium to agency and client executives.

Mr. Hoffmann believes that in many cases radio suffers from an overly aggressive approach to selling. "You can't tell a fellow that uses *Life* magazine or buys tv spectaculars that he is less than wise. You can show him how radio can keep up the advertising pressure between spectaculars, or how radio can do the over-all job more economically and

effectively, backing up the presentation with business-like research."

An example of the kind of selling job Mr. Hoffmann thinks radio can do today is promoting such things as summer radio. "Research shows," he says, "that in the good old summertime, radio is *the prime medium*. More people spend more hours listening to the radio at this time of year than, say, watching television.

"We should also promote the idea that radio reaches people while they are using the products—automobiles, tires, gas, soft drinks, cigarettes, food, naming a few."

Mr. Hoffmann was born in New York City in 1914 and is a 1938 graduate of Princeton University. For the next 10 years he was with NBC in programming and sales capacities. At one point, he was an announcer with NBC International shortwave broadcasts. His tenure at NBC was interrupted from 1942 to 1946 because of war-time service with Armed Forces Radio. From 1948 to 1949, Mr. Hoffmann was with McGraw-Hill as news editor of *Electrical Merchandising*. He joined BBDO in 1950 in tv account service work before assuming his present post.

Mr. Hoffmann is married and lives in Larchmont, N. Y. He has two children—a boy, five, and a girl, one and a half. • • •



the monthly magazine devoted 100% to radio advertising

U.S. RADIO

R A  I O

R A  I O

ALWAYS IN TUNE WITH YOU

R A  I O

**"MAY IS
RADIO MONTH"**

**and the
sound medium**

... sounds off!

**MAY • 1959
(SUPPLEMENT)**

R A  I O

R A  I O

R A  I O

R A  I O

LISTENING POWER PLUS

More people listen to WTOP Radio than any other station in the 20 counties which make up the Greater Washington Area. Backing up this Pulse report is an independent survey revealing an astounding plus for these WTOP listeners . . . more than 76% in income groups over \$6,000 per year!

wtop radio

WASHINGTON, D. C.


*An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales*

sponsored by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, Washington, D.C.

WJXT, Channel 4, Jacksonville, Florida

WTOP-TV, Channel 9, Washington, D.C.



ABOVE ALL...

WGY PUSHES

YOUR PRODUCT
BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, N. Y.

982-10

50,000 Watts • NBC Affiliate • 810 Kilocycles

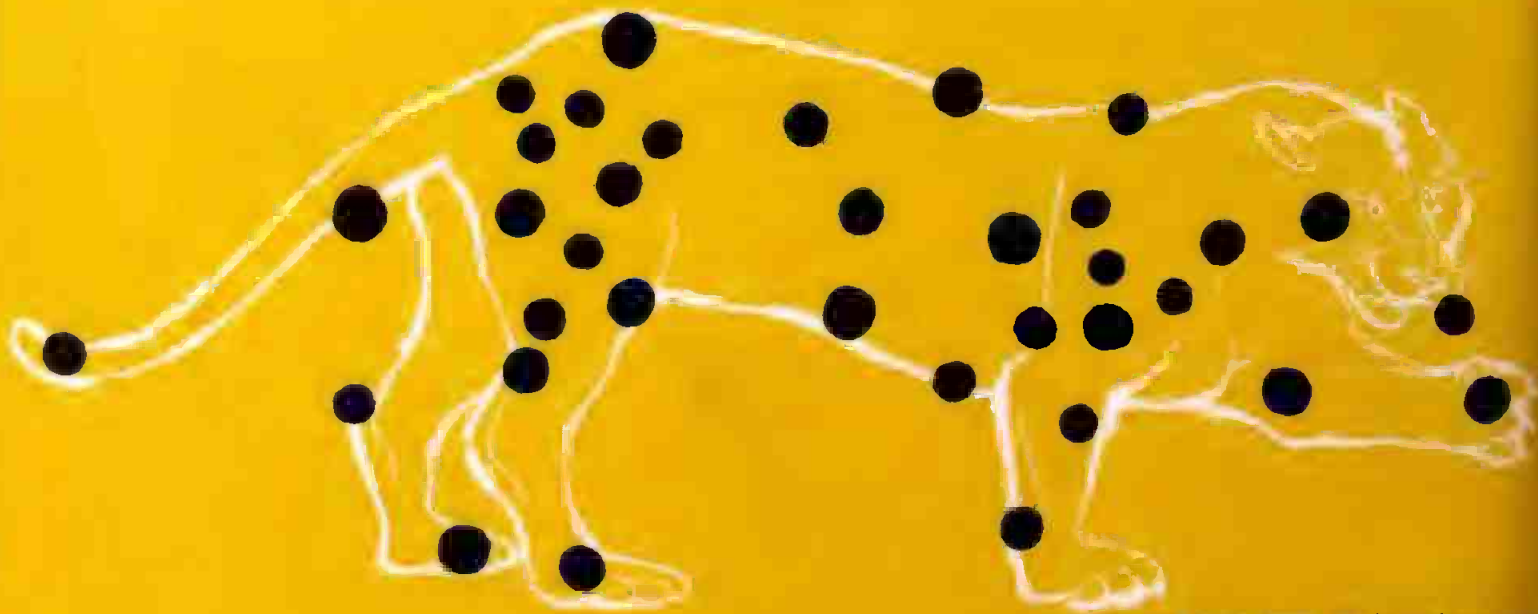
A. GENERAL ELECTRIC STATION

The leopard owes a great deal of his success to the use of spot, which increases his flexibility, among other things.

An ever-increasing number of advertisers, too, use national spot as the basis of their successful campaigns on the marketplace. No other medium can be so readily adapted to special marketing problems, such as to pinpoint concentration in "must" markets; reach specific population segments; or introduce new products on a market-by-market basis.

When it comes to selling spot, the unique Working Partnership concept of the H-R companies is unrivaled. This is a system in which such a close rapport is established between H-R and its stations that the H-R salesmen become, in effect, the sales right arm of the stations we represent.

FIRST SUCCESSFUL USER



"We always send a man to do a man's job"

H-R Television, Inc.
Representatives

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines

1959



LOCAL RADIO ADVERTISING



Local Radio Phenomenon

- As it works for retailers, distributors
- So, too, it can work for national clients

The growth of radio on the local scene—with both consumer and advertiser—is a phenomenon that is assuming vast proportions.

Actual dollar expenditures for local radio advertising have increased 28.2 percent from 1951 through 1958 (\$288.5 million in 1951 to \$370 million in 1958).

The link between local advertising and acceptance and national usage is elusive to measure. But it is a

fact that national radio salesmen look upon this hometown strength as a basic sales tool.

An illustration—like a picture—is worth a thousand words. The Martin Oil Co. of Chicago, which operates gasoline stations in six midwestern states, is in competition with many national and semi-national brands. It has not been without radio for six years and currently places 60 percent of its budget in the medium 52 weeks of the year. During

peak seasons it spends as much as \$3,000 a week on radio through its agency, Wright, Campbell & Suitt Inc., Chicago.

What has this meant in sales? Martin declares that in Chicago it now has the highest per station average sales in the market, despite competition from "big" advertisers. Martin has about 100 outlets in Illinois, Indiana, Iowa, Michigan, Wisconsin and Missouri; 40 of the stations are in the Chicago area.

WHO LISTENS?

(In-Home Audience Composition)

	Average no. of listeners per home	men	women	teens	children
Mon.-Fri.					
7 A.M.	2.1	27%	47%	13%	13%
10 A.M.	1.5	21	67	3	9
5 P.M.	1.9	21	49	14	16
9 P.M.	1.9	31	44	15	10

Source: A. C. Nielsen Co. (November-December 1958)

It is also characteristic of the coffee industry to have local or regional brands outsell national products. And many of the former are loyal local radio customers. Butter Nut Coffee, whose agency is Paxton & Gallagher Inc., Omaha, relies on radio heavily and claims leadership in Omaha with 62.3 percent of the market. The Butter Nut commercial has been heard and admired by many national advertisers.

With coverage more vast than any other vehicle of advertising, 96 percent of American homes own at least one radio set.

To what extent are these sets turned on? Estimates and methods of calculating vary. Pulse reports to U. S. RADIO that the average family listens four and a half hours per day (including out-of-home); Nielsen calculates that the average radio home listens about two hours per day (excluding out-of-home).

When hours of listening are multiplied by the number of radio homes, 49.5 million, and the number of radio sets in working order, 142.6 million, it can be seen that the base of radio's house is not only broad, it is strong.

It is often said that a hero is popular everywhere but at home. If this is true, it is the antithesis of radio today. For the sound medium is clearly gaining ground faster on the local, hometown scene than any other medium, while its national progress has not kept pace.

The reasons for the upshoot in lo-

cal radio use are many. The most important, and most obvious, is that radio must sell to justify increased outlays. In addition, radio stations have loyal community following. Through programming and activities, they cater to local tastes and interests. Local retailers and distributors are the first to become aware of this local impact and learn to rely on it.

The expansion of news, editorial and "off-air" activities by stations have also enhanced their local position and prestige.

Radio is a medium in transition. Its programming is *primarily* locally-oriented and its dollar support is being provided in the majority by cost-conscious local merchants who justify advertising expenditures by immediate returns per schedule. Significantly, radio's biggest customers locally are selling the goods and services of national clients.

A recent survey by RAB of its member stations shows that at least nine of the top 13 categories of local business on stations are selling the products and services of national brands. Ranked in order (there are some ties), here are the top categories of local business at average station and the percentages they represent (those with national significance are italicized):

New and used cars, 9.7 percent; *supermarkets*, 7 percent; *department stores*, 6 percent; *appliance stores*, 6 percent; furniture stores, 4.8 per-

cent; banks, 4.7 percent; *soft drinks*, 3.4 percent; savings and loan associations, 3.2 percent; religious, 3.2 percent; *gasoline stations*, 2.9 percent; *men's wear stores*, 2.5 percent; *dairy*, 2.4 percent; *drug stores*, 2.3 percent.

With this local complexion, radio is becoming more like newspapers than it is like any other medium. Radio's hometown nature actually had its beginnings in 1952. The year before, in 1951, was the last time that network and spot combined totaled more than local. Using *Printers' Ink* dollar estimates, local in 1951 was 47.6 percent of the total, while national spot and network combined came to 52.4 percent. In 1952, the tables turned. Local was 51.5 percent of the whole, with spot-network amounting to 48.5 percent.

This proportion has increased steadily so that in 1958, local came to 60.1 percent of the total compared with 39.9 percent for network and spot.

Dominant Factor

Similarly, local business for newspapers has been the dominant factor and has always exceeded national sales.

Radio's local viewpoint is recognized by the industry. Ward Quaal, general manager of WGN Chicago, stated in March that by 1970 radio programming would be departmentalized like newspapers—almost a newspaper of the air.

National salesmen — representatives and networks—have also looked upon this local phenomenon as a sales tool to entice national clients into radio, rather than as a deterrent.

Certainly, the chief categories of business from which radio draws its local revenue indicates a strong argument in favor of national use.

The idea that radio is increasing in influence on the local scene—both with the consumer and advertiser alike—has been receiving national acceptance.

Boosting Spot

Representatives, active in boosting the cause of spot radio to national agencies and advertisers, already have created sales tools with this in mind. John Blair & Co., for example, has promoted the concept of "Local Programming," even though it represents many affiliates. Adam Young Inc. has accentuated "Modern

Radio" which is entirely local in character.

Typical of the very positive industry-wide sales efforts representatives are employing is a plan just under way by H-R Representatives Inc. Coinciding with National Radio Month, H-R has further designated May as Operation Groundswell Month. It recognizes the link between local and national business and the need to sell *all* radio. Under the direction of James Alspaugh, vice president for radio, H-R stations are being urged to "make calls upon representatives of important national advertisers in a station's city: They could be brokers, distributors or regional sales managers.

"On these specific calls, *sell them on the power of radio, not the relative competitive advantages of your station.* Prevail upon them to write letters to their central offices, in New York or otherwise. These letters should express the fact that radio . . . is being short-shrifted in favor of less cost-efficient and effective media."

The reason behind Operation Groundswell, Mr. Alspaugh explains, is simply this: "One of the failings of radio is that, unlike newspapers which have always talked up print advertising, radio has rarely sold and promoted itself as a medium."

For its part of the campaign, H-R salesmen will make special client calls selling the virtues of *radio*. It also is engaging in an extensive promotion and advertising drive, under the supervision of Don Softness, director of promotion,

The stations are specifically asked to do these things:

- Explain the meaning and mission of Operation Groundswell to the staff. Talk up radio. Let each man contribute ideas, techniques and prospects.
- From ideas discussed in such radio brainstorming, have each man prepare a presentation on radio sales points, aimed specifically at each prospect.
- From a master list of contacts, assign a staff man to call on each firm twice—the original call and the follow-through.
- Each local representative should be sold on the idea of writing to the home office and recommending radio. As ammunition, he may draw on the presentation.
- Check to see if the letter was sent.
- Salute each client contact on the air; schedule an open house to give clients an opportunity to view the operation and meet the staff.

Initial Trial

If Operation Groundswell proves successful in its initial trial, Mr. Alspaugh declares, H-R will propose it as an industry-wide movement.

The local character of radio today also has figured in the shaping of networks. NBC Radio's full-scale merchandising plan, Salesvertising, encourages local station participation. This not only includes the distribution of network-prepared merchandising material, but also provides local outlets with the opportunity to sell a local dealer an-

nouncements around a national advertiser's buy on the network.

CBS Radio's new Program Consolidation Plan turns over network newscasts for local sale by stations. And ABC Radio and Mutual also have concentrated on news coverage as a means of strengthening the affiliate's local position.

Radio is a medium of vast potentials and even vaster demands. Its growing acceptance as a medium of communications has resulted in a booming of stations and set sales:

- The number of radio stations has skyrocketed from 1,995 (1,621 am, 374 fm) in 1947 to 3,889 (3,318 am, 571 fm) in 1958 (end-of-year estimates).
- The number of radio sets in use has increased from 81 million (excluding car radios) in 1950 to 96 million in 1958.
- Car radios have jumped from 18 million in 1950 to 47 million in 1958.
- Radio set production (including home, clock, portable and auto radios) totaled 11.7 million in 1958 compared with 4.9 million for total tv output.

Although the desirability of the increasing number of radio stations is a disputed matter, the fact remains that more stations going on the air indicates economic justification for private capital. (For further discussion on this, see *Disaster or Development*, p. 44).

The house that radio built has a strong foundation. But there are serious problems in setting the house in order. These matters revolve around basics — programming and

How Many Radio Sets Are in Use?

End of Year	(Add 000,000)	
	Radio (except auto)	Auto Radio
1950	81	18
1951	84	21
1952	87	23
1953	88	25
1954	89	27
1955	91	29
1956	93	32
1957	95	35
1958	96	47

How Many Radio Stations Are Operating?

End of Year	AM	FM	Total
1947	1,621	374	1,995
1948	1,912	750	2,662
1949	2,085	733	2,818
1950	2,232	676	2,908
1951	2,330	637	2,967
1952	2,391	616	3,007
1953	2,521	560	3,081
1954	2,669	552	3,221
1955	2,824	540	3,364
1956	3,008	530	3,538
1957	3,180	537	3,717
1958	3,318	571	3,889

Source: Electronics Industries Association

sales performances by stations.

In the area of programming, national agencies are anxious for more information on programming structures (see *Report from Agencies*, p. 64). It is also true that the basic format of music and news is currently being enlarged upon all across the country. The elements of news, "talk" and audience participation are bringing about a more clearly defined radio picture that is still to be brought home to the agency conference room.

In the area of sales, a basic problem has been the lack of a unified and professional selling effort for the medium. This is especially true on the local front. Radio stations are doing a poor job of training their own salesmen. In a survey by RAB, the following question was asked of members: "What is the last position

of the *best salesman*?"

Answers showed that 61.3 percent came from "outside" radio, while 38.7 percent came from former radio jobs. It is interesting that the dominant "outside" category from which radio appears to be drawing its best sales force is retail (representing 22.6 percent of "outside"). Newspaper salesmen were next with 8.1 percent and tv salesmen third with 3.2 percent.

In interviews conducted for RAB with local advertisers, the following questions and answers reveal the problem:

Question: "Who makes the most interesting and informative presentations?"

Answer: Newspapers led with three times the votes received; tv was second with two and a

half times the votes radio received; radio was third.

A final point is that more than two thirds of the *leading* local advertisers interviewed see less than two radio presentations a month.

The house that radio has built is strong and continually growing. Advertisers and agencies, locally and nationally, show a mounting interest in finding more effective ways to use radio because of its efficiency.

It is up to the radio industry, locally and nationally, to show advertisers not only how they can use radio, but how they can use more of it. Armed with the information of what radio means locally to the listener and advertiser, radio should be expected to make the upward transition nationally. The goal for 1959, as voiced by RAB, is to increase total radio use 10 percent. ●●●

RADIO PRODUCTION

Add 000

Year	Home	Clock	Portable	Auto	Total
1922	100				100
1923	500				500
1924	1,500				1,500
1925	2,000				2,000
1926	1,750				1,750
1927	2,350				2,350
1928	3,250				3,250
1929	4,428				4,428
1930	3,755			34	3,789
1931	3,484			110	3,594
1932	2,301			145	2,446
1933	3,432			725	4,157
1934	3,699			780	4,479
1935	4,840			1,190	6,030
1936	6,849			1,400	8,249
1937	6,193			1,890	8,083
1938	6,342			800	7,142
1939	8,547		616	1,600	10,763
1940	8,482		1,219	2,130	11,831
1941	9,470		1,572	2,600	13,642
1942*	3,374		573	360	4,307
1943					
1946	13,276		1,069	1,610	15,955
1947	14,083		2,458	3,459	20,000
1948	9,630		2,630	4,240	16,500
1949	5,961		1,843	3,596	11,400
1950	7,053		1,675	4,740	13,468
1951	5,275	777	1,333	4,543	11,928
1952	3,539	1,929	1,720	3,243	10,431
1953	3,886	2,041	1,742	5,183	12,852
1954	2,696	1,875	1,333	4,124	10,028
1955	2,998	2,244	2,027	6,864	14,133
1956	3,037	2,311	3,113	5,057	13,518
1957	3,228	2,516	3,265	5,496	14,505
1958	2,621	2,038	3,373	3,715	11,747

RADIO RETAIL SALES

Add 000

Year	Home	Clock	Portable
1922	100		
1923	250		
1924	1,500		
1925	2,000		
1926	1,750		
1927	2,350		
1928	3,281		
1929	4,435		
1930	3,793		
1931	3,312		
1932	2,477		
1933	3,082		
1934	3,304		
1935	4,375		
1936	6,746		
1937	6,631		
1938	5,823		
1939	8,900		600
1940	8,900		1,100
1941	9,650		1,450
1942*	3,400		700
1943	589		130
1946	12,113		939
1947	14,972		2,388
1948	10,325		2,585
1949	5,127		1,799
1950	7,818		1,593
1951	5,358	727	1,200
1952	4,394	1,666	1,528
1953	3,309	1,714	1,503
1954	2,701	1,897	1,449
1955	2,659	2,035	1,879
1956	3,007	2,223	2,683
1957	3,193	2,439	3,205
1958	2,669	2,205	3,115

* Civilian production terminated April 1942.



INITIATIVE

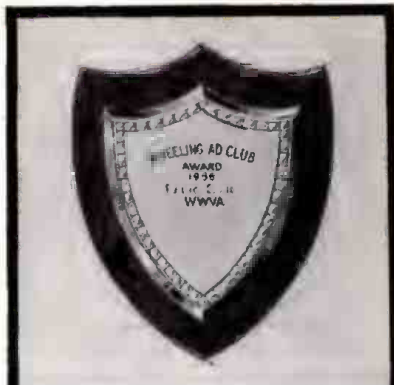
...the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative... give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends... as well as sales.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



"Best Media Promotion"

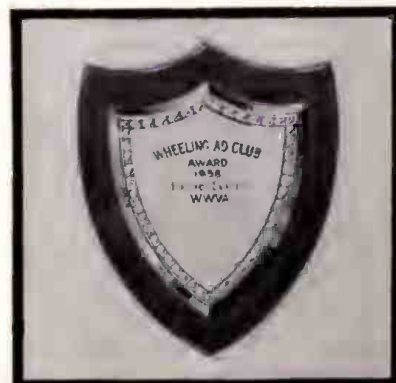


"Best Program Series"

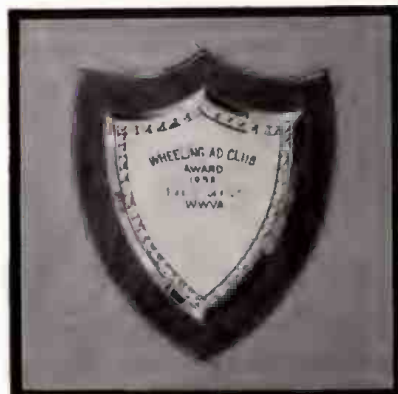


"Best Transportation Advertising"

Speaking of



"Best Single Program"



"Best Live Local Program"

"Best Spot Announcement Series"



"Best Direct Mail"

PAUL MILLER
Managing Director



Awards . . .

When the Wheeling Advertising Club recently presented WWVA Radio with *seven awards* for outstanding programming, advertising, and promotion (a record number) . . . we were frankly pretty proud.

Because this cherished honor reflects tremendous recognition in the community, it indicates one reason why WWVA is first in every time period from 6 A.M. to midnight, 7 days a week, in 46 surrounding counties, and dominates the vital half of the \$6,000,000,000 Pittsburgh Tri-State Market that other media don't effectively cover. It shows, too, that Storer stations consider it important to be *local stations*, as well as being known throughout the nation.

"Famous on the local scene"



Only fulltime CBS Network Station in
PITTSBURGH - WHEELING AREA

represented by
John Blair



Storer Radio

- | | | | | | |
|-------------------------|-------------------------|------------------------|-----------------------------|-----------------------|----------------------|
| WWVA
Wheeling | WJW
Cleveland | WJBK
Detroit | WIBG
Philadelphia | WSPD
Toledo | WGSS
Miami |
|-------------------------|-------------------------|------------------------|-----------------------------|-----------------------|----------------------|

Cracking Iced

Pan American Coffee Bureau takes summertime swim in radio for special hot weather campaign. Special features: Radio gets whole budget, merchandising aid tied in with outdoor eating theme

Tea & Coffee: Partners in Summer Radio

Tea and coffee—two of America's favorite and most competitive beverages—have at least one thing in common now that the mercury is rising: Both are using solely radio for summer promotion.

Their uses illustrate the flexibility of radio use. As explained in *Putting Heat on Iced Tea Sales* (U. S. RADIO, April 1959), the Tea Council of the U. S. A. Inc. is using spot, while the Pan American Coffee Bureau (see adjacent story) is using network.

Through Leo Burnett Co., Chicago, the Tea Council is spending more than \$500,000 in a saturation campaign in 29 major markets using nearly 100 stations.

The coffee buy, through BBDO Inc., New York, will blanket the country using approximately 160 stations of the NBC Radio network.

Both beverages show indications of doing similar homework. Each one has built its buy around afternoon times. The Tea Council concentrating its announcements between 3:30 and 6:30 p.m. The Pan American Coffee Bureau purchasing afternoon shows.

As explained to U. S. RADIO by Robert Smallwood, chairman of the board of the Tea Council, "The job of Tea Council advertising for iced tea is to get more people to prepare and serve it more often. We believe the way the council has used spot radio these past few years has made an important impression on the public and helped to achieve that objective."

The council is an old radio customer. The Pan American Coffee Bureau is practically brand new to the medium.



A two-pronged summer advertising effort by the Pan American Coffee Bureau, with an outlay of \$120,000, is being tossed at radio for the first time on a major basis. The product is iced coffee. The twin objectives: Increased sales and an educational awareness on the proper method of preparation.

To enhance sales, the bureau and its agency, Batten, Barton, Durstine & Osborn Inc., New York, have designed a radio effort that reportedly will reach 50 million people a week. The educational job is expected to be accomplished by a full-scale merchandising effort that will complement the radio buy, plus "editorial support" in the form of an "outdoor eating" promotion.

"Think of iced coffee first!" This is the directive which—as the tag on a 30-second jingle—is scheduled to reach American ears for the first time starting June 1. It's a well-timed command, however, for the Pan American Coffee Bureau, its agency, BBDO, and NBC Radio. The three have been thinking of iced coffee first for many months as together they planned the bureau's largest summer radio splash.

The coffee campaign, which will use radio exclusively for the first time in the bureau's 23-year history,

Coffee Sales

\$120,000
TO SUMMER RADIO

will run for two months over a minimum of 160 NBC stations and affiliates. It will involve approximately 25 spots seven days per week. James Orgill, Pan American's advertising manager, declares that this budget is the largest ever allotted to radio by the bureau, which has substantially employed the medium only twice before.

The Coffee Bureau, an association of Latin American growers, has been promoting the consumption of coffee in this country since the late 1930's, but swung almost all its budget to hot coffee until four years ago.

In turning to radio for its largest iced coffee effort to date, Mr. Orgill is counting on the impact of the medium's frequency and repetition to lift iced coffee consumption out of the doldrums.

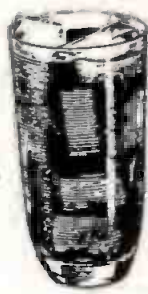
"Although hot coffee is America's national beverage, its iced counterpart has long been out-distanced by iced tea and the bottled soft drinks. In our opinion, the main reason for this split personality on the part of the public—drinking hot coffee but not the iced variety—is the lack of widespread knowledge about how to prepare a good glass of iced coffee."

With the 30-second jingle acting as a sales stimulant for iced coffee, Mr. Orgill expects that the educational message about its preparation

will be successfully transmitted through the "editorial support" which will be provided by NBC.

According to George Graham, NBC Radio vice president in charge of sales planning, the network in-





tends to extend its full merchandising and editorial facilities to the iced coffee campaign. This will be in addition to the estimated 50 million daytime impressions generated by the jingle each week on the following programs: *My True Story*, *Monitor* and two new shows which made their debut on April 27. The latter are a dramatic show, *NBC Radio Theater*, and a musical variety program, *It's Network Time*, airing from 11:05 a. m. until 12 noon and from two p. m. to four p. m., respectively.

To buttress this basic campaign,

both on and off the air. On the air, the beverage will be included in announcements made for network use by NBC personalities promoting it as an integral part of summertime outdoor eating. In the promotion kit mailed to local stations, a record will be included containing messages on how to put more fun into outdoor eating. These spots, to be played at will by the stations, will include plugs for iced coffee.

Off the air, NBC will distribute for the coffee bureau material such as shelf talkers, window streamers, history-of-coffee fact sheets and con-

bureau's heart, will be tied in with NBC's outdoor eating campaign wherever feasible, and will also be given separate treatment on the air.

This will take the form of spots by personalities Skitch, Henderson, Bob and Ray, Fibber McGee and Molly, Frank Blair, Don Russell and the rotating stars on the NBC Radio Theater.

According to Mr. Orgill, there are at least four ways to make tasteful iced coffee and all of these will be aired. In addition, NBC will add a plug for hot coffee through vignettes and interviews about the various ways the beverage is served in foreign countries.

A typical example of the helpful hints to be given about iced coffee preparation is a tip to the housewife to freeze her left-over breakfast coffee into coffee cubes in the ice tray. Then, when she prepares the iced drink for dinner, she will be instructed to cool it with the frozen coffee cubes. In this manner, the melting cubes will strengthen rather than dilute the beverage as ordinary ice does.

Fullest Use

This type of extensive editorial and merchandising campaign to supplement the radio buy is geared to make the fullest use of all of the sound medium's facilities. According to Stanley Bogan, BBDO account supervisor, "We don't want to leave any stone unturned in utilizing radio's powers of frequency and repetition.

"We feel that summertime radio is a particularly effective buy for iced coffee, a summertime product, in view of the medium's out-of-home reach. We are concerned not only with the housewife at home, but also with men and women with portables at the beach and in or near restaurants which sell iced coffee."

The messages these people hear will be uniform—as far as the spot campaign goes—for the entire two months to take full advantage of radio's repetition factor. With music by BBDO's Ben Allen and Joe Hornsby and words by Hal Longman, the brand new jingle reads:

Pour some more iced
coffee

(Continued on p. 32)



One of the Coffee Bureau's promotion pieces for point-of-coffee sale.

the network plans to feature iced coffee prominently in its second annual Outdoor Eating promotion. This effort, which proved successful in its experimental stage last year, is designed, Mr. Graham declares, to make local and national radio of greater service to food advertisers, to help NBC affiliates obtain more local food advertising and to put the network in closer contact with summer food clients.

Within this framework, iced coffee will be promoted in several ways

test suggestions involving the use of coffee. This material, supplied by Pan American, will go to stations which will use it in courting local supermarket and food store business.

"This arrangement will benefit the retail stores as well as the coffee bureau and the station," says Mr. Graham, "because otherwise most of them would have to order similar material themselves."

The subject of preparing a good glass of iced coffee, so dear to the



Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy. Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

"Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice." *Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.*

"... and Officer L. Baldy, is cutting down on accidents—believe me! And it's the best guide for all on the road. Thanks for the swell service."

Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.

"... I'd like to express my appreciation for afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep

up with the good work."

Mr. Floyd N. Gattrell, 406 Morgan Blvd., Valparaiso, Ind.

"... tell Officer Baldy I am most grateful for the fine service rendered by the Chicago Police Department."

Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.

"... the traffic reports are terrific and more cities should adopt this same technique."

Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to sell all Chicagoland.



WGN-RADIO

THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois



(Continued from p. 30)

Pour some more iced
 coffee
 Iced coffee perks you up
 as quick as a wink
 So cooling and refresh-
 ing, the perfect summer
 drink
 Iced coffee really satis-
 fies your thirst
 For refreshment at its
 best think of iced
 coffee first!

"In view of the size of our selling problem," Mr. Orgill states, "we believe a single arrangement and single set of lyrics suits our purpose best. Variety and depth of treatment will be obtained through the diversified editorial approaches."



James Orgill, Adv. Mgr., Coffee Bureau

The entire problem of promoting coffee consumption—both hot and iced—at the present time in this country also reflects the need for considerable variety and depth of treatment because the coffee bureau's headaches are big ones, according to Mr. Orgill.

"Five years ago a coffee shortage was created when a major frost killed millions of trees. Coffee growers began planting new trees to overcome this shortage. These trees are maturing now and are creating a surplus.

"Add to this the fact that during this shortage housewives got into the habit of diluting their coffee; that is, using less coffee per potful. This habit has persisted, and while the coffee is bad by comparison, people have become used to drinking it weaker. As a result, coffee consumption has suffered."

Mr. Orgill explains that by "suffering" he means consumption has not quite kept pace with population growth, trailing it by approximately one percent. On a per cup or per pound basis, consumption is up but is not "where we would like it to be."

In 1950, he says, the average number of cups brewed per pound was 42, and now it is 64. As a result, the bureau's biggest problem is not in



George Graham, Vice President, NBC Radio

converting more people to coffee, but in getting them to make it stronger.

Bearing this in mind, the following statistical increase in cups consumed does not reflect a proportionate increase in pounds sold. In 1950, Mr. Orgill says, 285 million cups were consumed on a typical winter's day. In 1958, this figure had risen to 380 million cups per winter's day.

Another statistical stumbling block for the coffee bureau is that it is difficult to measure iced coffee consumption. "In the summer so

many pounds of coffee are sold, but how do you tell how much of it goes into iced coffee and how much into hot?

"Last summer, for example, coffee sales went up significantly, but we don't know whether it was due to the relatively cold weather last year or whether people suddenly developed a yen for iced coffee." One bright spot in the coffee picture in general and the iced coffee picture in particular, Mr. Orgill says, is the increasing popularity and improved quality of instant coffee. "Instant coffee which for so long was a step-sister to the 'real' thing both in quality and public acceptance is now coming into its own.

"We still have our problems regarding the proper amount used per cup, but it is so easy to make iced coffee with the instant product that we fully expect people who thought it was too much trouble to brew good iced coffee before to make it now with instant."

Instant Iced

Instant iced coffee will, of course, receive its full share of the spotlight during this summer's radio campaign, Mr. Orgill says.

In addition to the sound medium's high flexibility and frequency rating, which permits it to reflect so many different facets of the bureau's advertising strategy, Mr. Orgill is also appreciative of the medium's economy.

The bureau's budget, he says, has been held at the same level of assessment for many years. "We are allotted 10 cents per bag of coffee entering the U. S. and Canada yearly. While there's no denying this to be a goodly sum, it has not allowed for inflation or the increasing activities of our competitors.

"In addition, the importation of African coffee, which is becoming a factor to be reckoned with, tends to reduce the total bags entering North America from our members." (The bureau has members in Brazil; Colombia; Costa Rica; Cuba; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico, and Venezuela.)

As a result, the coffee bureau considers radio the medium most likely to stretch its ad budget furthest. ••



the merry ^{radio} month of May

... with music designed for repeated listening

SESAC RECORDINGS

... the new smartly-albumed SESAC Library now on 12" Long-Playing discs ... with effective program aids.

repertory recordings

... a 45 RPM Extended-Play service distributed by SESAC, *FREE* to the broadcasting industry.

The SESAC COPYRIGHTED REPERTORY

... vast catalogs of musical and dramatico-musical works with twenty-eight years of distinguished usage by the broadcasting industry.

SESAC INC.



THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.



WLW Acclaimed....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station - according to Frank H. McIntosh Laboratory, Binghamton,

N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time - check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!) WITH WORLD'S HIGHEST FIDELITY

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

NCS DAY-PART CIRCULATION PER WEEK

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

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.



RCA THESAURUS TURNS TIME INTO PROFITS FOR YOU

Here are just a few examples of the way RCA THESAURUS COMMERCIAL LIBRARY FEATURES build bigger profits for radio stations throughout the country:

"We billed \$12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors delighted . . . a great campaign." Dale Woods, Manager, KUEN, Wenatchee, Washington

"Sold SUPERMARKET CAMPAIGN, 9,464 spots on firm year contract to Stater Bros. markets . . . terrific sales results for sponsor. Nearly all of 100 new accounts sold in past few months were closed by using Thesaurus jingles." Joe Klaas, Sales Manager, KITO, San Bernardino, California

"Piggly Wiggly stores bought 52-week, 42 spots weekly schedule SUPERMARKET RADIO CAMPAIGN . . . 2,184 spots annually . . . we're charging a premium fee." H. G. Parise, Manager, WMFG, Hibbing, Minnesota

"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center . . . Superior Federal Savings bought 365 spots, DATELINES AND SELL-LINES SALES BOOSTERS." James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." D. Pebbles, Commercial Manager, KDBS, Alexandria, La.

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. \$3,300 new revenue in first two weeks with Thesaurus." Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." Ed Morgan, Manager, WETU, Wetumpka, Alabama

"Thesaurus LUMBER JINGLE increased account \$1,700 a year." Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey

RCA THESAURUS can do as much for you, and more! Wait till you hear about the many other sure-selling COMMERCIAL LIBRARY FEATURES we haven't even mentioned. Unsold time means lost income for you, so don't let another minute slip by. Call your nearest RCA THESAURUS representative now, and get the full low-cost high-profit story!

 **RECORDED**
PROGRAM SERVICES

155 EAST 24th STREET, NEW YORK 10, N. Y., MURRAY HILL 9-7200
445 N. LAKE SHORE DRIVE, CHICAGO 11, ILL., WHITEHALL 4-3530
1121 RHODES-HAVERY BLDG., ATLANTA, GA., JACKSON 4-7703
7901 EMPIRE FREEWAY, DALLAS 35, TEXAS, FLEETWOOD 2-3911
2016 N. SYCAMORE AVE., HOLLYWOOD 38, CAL., OLDFIELD 4-1660
800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why... AND
WINN HAS FIVE-STAR REASONS:

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

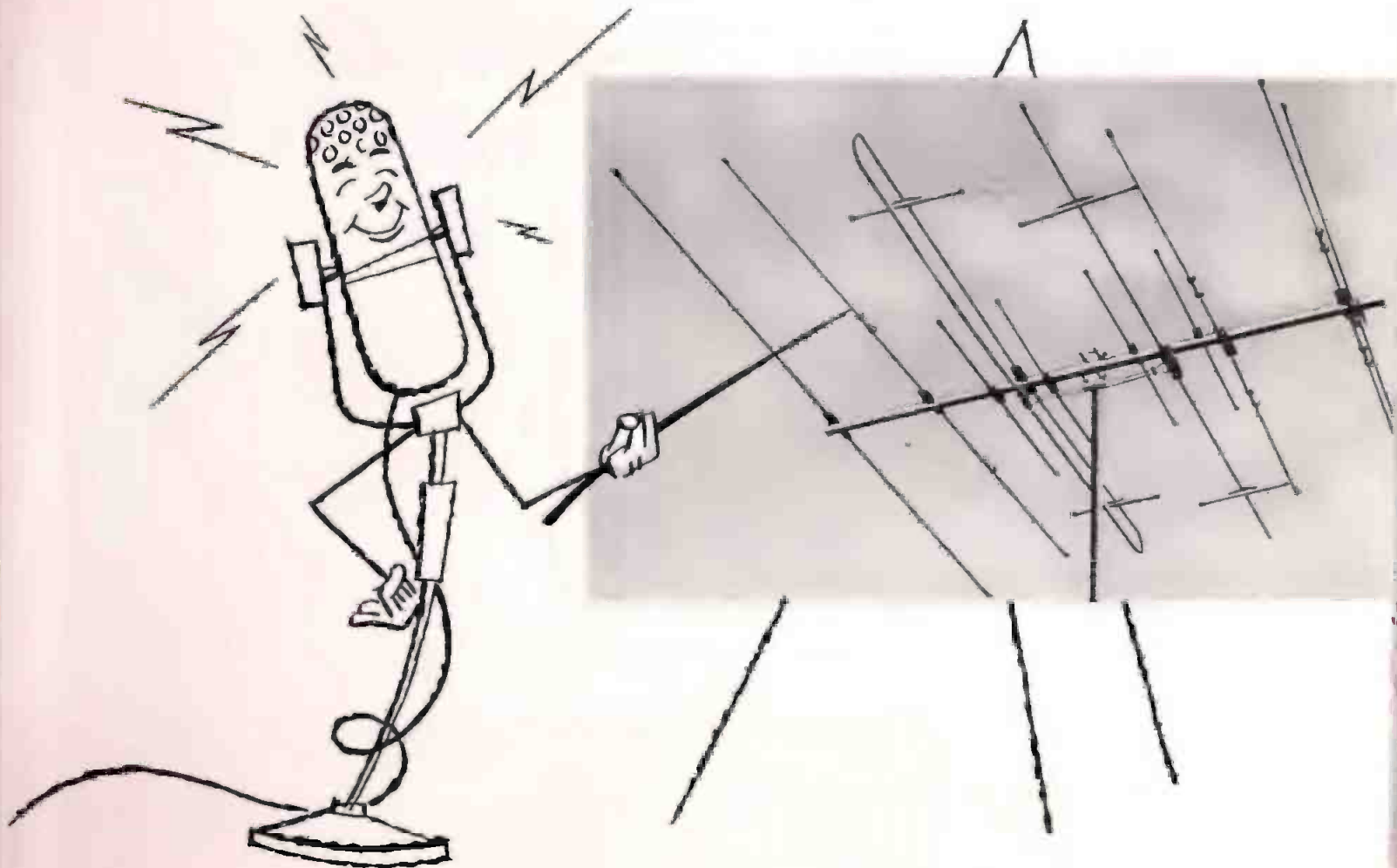
*We don't Rock 'em ... We don't
Roll 'em ... We Sell 'em!*

GLEN A. HARMON, *General Manager*

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Backed by
EVERY MODEL



Radio Is a **Tv Hero**

Tv set antenna maker, new to radio advertising until six months ago, has 'remarkable' results with sound medium. Stated reason: Catches man or woman of family at favorable time for shopping

Guess who's the "hero" in a television equipment sales campaign currently being staged in a score of markets throughout the country?

Radio.

The elder brother in broadcasting is proving to be video's most effective champion for reaching families in specific areas who are plagued with ghost-ridden television screens, according to the JFD Electronics Corp., which claims to be one of the na-

tion's largest manufacturers of television antennas.

The 30-year-old company, of Brooklyn, N. Y., tried its first sample of radio six months ago in Memphis, Tenn., says Edward Finkel, vice president in charge of sales.

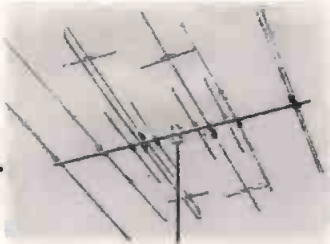
Initially, JFD reportedly allotted only \$20,000 of its total advertising budget to the listener's medium, but indications are that the figure will continue to climb at a fast clip.

Sales in some areas have now mul-

tiplied from three to six times following the introduction of advertising via the senior broadcast medium, he notes.

"We have had remarkable results with radio for our new Hi-Fi antenna," Mr. Finkel declares. "In Memphis, the first market, sales at first were averaging 2,000 for a three-month period. Then we went on the air—and sold 6,000 antennas in the next three months."

In another area, the executive



points out, his firm went into the market with 250 Hi-Fi's plus a planned radio campaign; within two months dealers had reordered more than 1,500 of the new antennas.

This month JFD is expanding its markets and radio campaigns to include Asheville, N. C.; Houston, Tex.; Omaha, Neb., and the Sacramento-Stockton area of California. Until now, its air time, using a pattern of 2 to 12 musical announcements a day, has been concentrated in such markets as Memphis; New Orleans; Charleston-Huntington, W. Va.; Southern Florida, and Buffalo, N. Y. Delphi Advertising Inc., Brooklyn, N. Y., is the agency handling the JFD account.

"Our advertising problem," explains James Sarayiotis, agency executive, "is a double-headed one: How to reach the television viewer whose set is playing host to 'ghosts,' 'snow' and other annoying interference, and then to convince him that a new antenna could clear up the

picture.

"Radio is proving to be the answer we need."

Reason for its effectiveness in reaching the audience of a "rival" medium can be explained in large part, he believes, by the fact that the radio periods JFD buys generally catch the viewer in the most favorable conditions for selling him this kind of equipment.

"The man of the family may hear our announcement while he's eating breakfast or driving to or from work, and make a note to get a new antenna that very day," Mr. Sarayiotis points out. "The housewife may hear it while she's making up the family shopping list. Thus, we tell the prospective buyer about our product when he's in a 'position' to buy—not settled down before his television screen to see a favorite program, and witness instead to a flurry of interference that disrupts his pleasure."

The Hi-Fi, Mr. Finkel says, is a

new kind of antenna which is custom-engineered for specific regions of the country regarded as "fringe reception" areas—that is, subject to such problems as difficult terrain, or an overlap of stations on the same channel within a radius of several hundred miles. Its signal-gathering strength is "peaked" for the two, three or four channels that operate locally (generally this is the maximum number in use in communities other than such major cities as New York).

"Conventional antennas," he adds, "are designed for the best average reception on all channels from 2 to 13, and therefore do not offer the best service for the channels actually used in a given locality."

Potential Sales

Initial print and tv introduction of the new antenna by JFD (a company which had never considered radio advertising until six months ago) met with moderate success, Mr. Finkel reports, but "we knew there were a lot more potential sales than we were making." At the suggestion of William Grumbles, general manager of WHBQ-AM-TV Memphis, the firm decided to give radio a try. WHBQ's radio affiliate was the first station used.

"Results were so satisfying that we are now basing a major portion of our consumer advertising in this medium in each of our market areas," the sales vice president goes on to explain. JFD, which makes television and guided missile components as well as tv antennas, heretofore has relied primarily on newspaper and trade publication advertising, using a total budget estimated by U. S. RADIO to be in the neighborhood of \$200,000.

Consumer business and the advertising budget are both expected to climb considerably in the near future, the company says, noting that in the past six months 50 television stations have asked for technical help in solving home-reception problems in their areas. "Our engineering department has had to establish a priority list in designing and building prototype Hi-Fi antennas for each one," Mr. Finkel says.

The company credits Mr. Grumbles of WHBQ with having sparked

In the Mood to Buy

Six months ago JFD Electronics Corp. of Brooklyn, N. Y., swung into radio advertising for the first time in its 30-year history. The switch was in accordance with well-reasoned plans for reaching the television viewer.

The plans, designed to sell JFD's new Hi-Fi tv antennas, were based on these facts:

- The televisioner with antenna problems should be more accessible to a radio announcement because his tv reception is poor.
- The time to catch a potential buyer is before he's settled down to watch his home screen, e.g., the man of the family, while he's driving to or from work; the woman of the household, while she's doing her "to the tune of the radio" chores including making up a shopping list.
- The flexibility and economy of radio are particularly suitable for an advertiser concentrating in specific regions and operating on a limited budget.

Using a radio formula, JFD has increased its Hi-Fi tv antenna sales from three to six times in such markets as Memphis, Tenn., and Southern Florida, the company reports.



Promotion material for Hi-Fi tv antenna is examined by (l to r): Mort Leslie, JFD assistant sales manager, and Ed Finkel, sales vice president.

two innovations by the company: The experimentation that produced the new antenna, and JFD's entry into radio advertising.

"He first brought to our attention the fact that various television stations were receiving complaints from viewers, who blamed poor reception on the station," Mr. Finkel recalls. "Station engineers, however, knew that their signals were giving optimum coverage. When Mr. Grumbles alerted us to this situation, we undertook to find out what *was* causing the interference.

"We found that not only did local conditions affect reception, but so did viewers' lack of understanding that antennas and sets require periodic checks much the same as do automobiles to keep functioning efficiently. There are some 25 million outdoor antennas in the United States today, and they are replaced at a snail's pace although tests show that they lose 50 percent of their effectiveness in about two years.

"Our Hi-Fi antenna was our answer to the first cause of poor recep-

tion; an educational advertising campaign to acquaint people with the need to replace antennas periodically was our answer to the second."

"And to broadcast the 'answers,'" Mr. Finkel points out, "Mr. Grumbles steered the company into radio as the suitable medium to carry its message."

Making up a prototype is part of JFD's procedure for developing "custom-cut" antennas for a given region, he explains. The working model is field tested by a local television engineer before production is started for that area.

This fact is emphasized in JFD's commercials, which the company considers "semi-public service in nature."

A sample 55-second announcement opens with a burst of "ghoulish" laughter followed by this jingle:

Is there a ghost on your television screen?
Well, your old antenna might be the villain.
Chase away the ghosts

With a Hi-Fi tv antenna. The spoken portion continues in these words:

If the villain in the picture on your television set is a ghost, don't worry--because help is here. Replace your old antenna with a new high fidelity antenna, Hi-Fi for short, which gets rid of ghosts and all other interference. You see, the JFD Hi-Fi tv antenna was designed in cooperation with local station engineers especially for viewers in this area. For a crystal-clear tv picture on all local channels, get yours now.

The spot winds up with a concluding jingle:

Now you can see
Hi-Fi tv
With the new JFD
Hi-Fi tv antenna. . . .



Brewers



There's more radio in your beer these days and it hasn't hurt the taste at all.

Radio is being relied upon by most of the 232 breweries to sell and serve their beers every day of the year.

Results of a U. S. RADIO survey on the use that local and regional breweries make of radio show that the medium is being used for beer advertising all year round in almost as many instances as it is used for seasonal promotion. While the heaviest segment of beer advertising on radio is done during the summer months, the fact is that beer on radio has become a "52 week a year drink."

A report from WBBM Chicago, for example, states that "season makes little difference. Beers are always heavy on WBBM. The station salesmen say that they are easier to sell than most accounts," declares John Rogers, assistant sales promotion manager.

According to The Brewers Foundation, New York, advertising figures of all media are not complete for 1957 and 1958. The last time all media were fully measured was in 1956, when the top 10 brewers in

Brewer Radio Preference

SPORTS



TRAFFIC HOURS



NEWSCASTS



MUSIC



MISC.



and Radio:

52-Week Partners

Brewers make transition from strictly seasonal use to yearly promotion, with extra emphasis on certain months of the year

sales spent \$43,675,000 to publicize beer through radio, tv, magazines, newspapers and outdoor campaigns. The largest segment of this—\$17,531,000—was spent on radio and tv combined.

Radio was last measured separately as a beer advertising medium in 1954, according to a book published in 1958, *American Brewing Industry and the Beer Market*. Radio, in 1954, was responsible for 20 percent of all beer advertising. Despite the increased popularity of tv for brewery advertising, expenditures for radio advertising by this industry also have increased proportionately.

The brewers' continued dependence on radio can be attributed to certain important factors:

- The male appeal through sports shows and newscasts.
- Housewife appeal during afternoons on peak shopping days.
- The growth of "listeners on wheels."
- Multi-impressions at economical rates.

At the same time, stations have had to meet with certain problems in order to sell radio to the brewery industry. Among these are:

- Stabilization in sales of the

brewery industry.

- Reduction in number of breweries through mergers and closings.
- Seasonal approach by some brewers.
- Giving the sponsors the time periods they want.
- Brewer co-op with local distributors.

In 1958, the top 10 in sales in the brewery industry were: Anheuser-Busch Inc. (Budweiser), Jos. Schlitz Brewing Co., Falstaff Brewing Corp., P. Ballantine & Sons, Inc., Carling Brewing Co., Theo. Hamm Brewing Co., F. & M. Schaefer Brewing Co., Liebmann Breweries Inc. (Rheingold), Pabst Brewing Co. and Lucky Lager Brewing Co.

According to *Modern Brewery Age*, monthly industry publication, these breweries are responsible for over half of the total beer advertising each year.

Based on the area of sales, breweries are divided in various groups. The leaders on the national level, which sell throughout the country, are Anheuser-Busch, Schlitz, Pabst and Miller Brewing Co. The semi-national group, servicing over 50 percent of the country, is led by Falstaff, Hamm and Carling. The

regional level comprises 69 top brewers, while the local level consists of 157 brewers.

From radio's standpoint, it is important to note that despite the drop in the number of existing separate brewing companies (from 247 last June to 232 now), the advertising expenditures per barrel has steadily increased. Further emphasis of this fact is a report from *Modern Brewery Age* to U. S. RADIO that sales have not increased for the past 10 years and while the population is steadily increasing, beer sales during that time have leveled off to about 85 million barrels a year. With the market becoming stabilized the industry's continued use of radio testifies to the medium's acceptance among brewers.

The intensity of beer advertising centers around the summer months. May signals the pick up of beer advertising campaigns in the hot weather. These drives reach a climax in July and begin slowing up at the end of September.

During the summer, beer and baseball are hot weather partners. All 16 major league teams, for example, have beer sponsors on radio. The breakdown for the 1959



season is: New York Yankees—Ballantine; Chicago White Sox—Budweiser; Boston Red Sox—Narragansett Brewing Co.; Cleveland Indians—Carling; Detroit Tigers—Goebel Brewing Co.; Baltimore Orioles—Gunther Brewing Co.; Kansas City Athletics—Schlitz; Washington Senators—Gunther; Milwaukee Braves—Miller; Pittsburgh Pirates—Iron City Beer (Pittsburgh Brewing Co.); San Francisco Giants—Falstaff; Cincinnati Redlegs—Burger Brewing Co.; St. Louis Cardinals—Budweiser; Chicago Cubs—Goebel; Los Angeles Dodgers—Eastside (Pabst), and Philadelphia Phillies—Ballantine.

Just a handful of these sponsorships are by national brewers.

Sports, key driving times and newscasts, in that order, represent approximately 90 percent of the spots preferred by local and regional breweries, replies show. Consensus of many of the stations is that most brewers will pay higher rates to get these areas of interest. The male appeal to news, for example, has long been an attraction to brewers. A KXO El Centro, Calif., listener survey shows that 88.3 percent of the males between the ages of 21 and 45 in its coverage area would turn to the station for news.

While the standard appeal of the industry is aimed at the men, a gradual trend recently has been to reach the women—the housewives—who do most of the shopping. Many stations report that breweries use spot announcements during prime housewife listening times on important grocery shopping days. At WCKR Miami, Regal Beer (Anheuser-Busch) concentrates on this market in addition to spot announcements during traffic hours.

The saturation announcement, with heavy concentration from Wednesday through Saturday during the important time slots, has in fact become the most frequently used method of beer advertising on radio.

The way brewers can use radio is illustrated by KMPC Los Angeles. Here is the way its six beers purchase time: 1) Budweiser is on a 52-

week contract using day and evening spot announcements; 2) Burgermeister buys six- or eight-week cycles several times per year using afternoon and evening spot announcements; 3) Eastside sponsors one half of the Los Angeles Dodgers baseball broadcasts, representing an expenditure of over \$50,000 per year, and in addition, buys six- or eight-week spot schedules using principally traffic times; 4) Falstaff utilizes all time periods with a 52-week spot contract, plus one-half sponsorship of all Los Angeles Rams football broadcasts and a supplementary schedule of spots several times a year which runs about eight weeks at a time; 5) Schlitz is on a 52-week spot contract using all time periods; 6) Lucky Lager sponsors a year-round program seven nights a week from 9:30 p.m. to midnight and also buys eight-week spots twice a year.

Yearly Programs

In addition to announcements and sponsorship of major seasonal sporting events, many brewers sponsor yearly programs. On WYLD New Orleans, the *Regal Sports Final* is presented every night from 5 to 5:15 p.m. Another example is *Budweiser Best Sellers*, heard seven nights a week (10 p.m. to 3 a.m.) on KJBS San Francisco. This brewery also uses 15 five-minute daytime periods. WIRE Indianapolis has a late-night disc jockey show which is sponsored by Falls City beer, along with three other non-competitive sponsors, on a Monday through Saturday yearly basis. Burgermeister, which usually buys seasonally with a spot campaign over KXO, sponsors a year round nighttime show in cooperation with a local distributor.

While some brewers prefer evening shows, many have broken down their spot announcements to specific time periods during the day. An example of this can be noted from the following beers advertised over WAVY Norfolk, Va. Schaefer, which buys from March through December, uses spots only during driving times; Miller High Life and Schlitz, with annual contracts, and Regent, on a seasonal basis, have run-of-the-sched-

ule contracts; Budweiser, buying annually, uses spots from 6 to 9 a.m. and from 3:30 to 5:30 p.m., and Carling, which buys annually in four-month periods, utilizes the 7 to 8:30 a.m. and 5 to 6:30 p.m. time slots.

Typifying the multiple impressions sought by brewers, WYLD reports that one sponsor, Dixie Beer, buys annually with one-minute spots around 7 a.m. and 12 p.m. and after 9 p.m.

The transition from the strictly seasonal nature of brewers' radio advertising, which consisted mainly of summertime promotion, to an awareness of the advantages of yearly radio promotion, has helped further beer consumption. Formerly, beer was primarily considered a drink only for the hot summer months; it is now a year-round beverage competing with many of the soft drinks. "We have made a concerted effort to persuade the breweries that since beer is consumed 52 weeks a year, it should be advertised year-round," says Herbert Briggan, sales service manager of KMPC.

The large amount of automobile listening, according to various stations, has been one of the big factors in the success of radio as a beer advertising medium. In the estimation of Hilda C. Woehrmeyer, public relations manager of WOWO Fort Wayne, "Listeners on wheels' have created the greatest argument for radio selling today."

Stations replying to the survey report a definite understanding by the beer industry of the medium's advantages, and a considerable lessening of any problems. It is true, nevertheless, that certain special problems still do exist.

One important matter is that of alcoholic advertising restrictions by a few stations.

In Canada, James A. Love, CFCO Calgary vice president, states that breweries are so well sold on radio that although Provincial law prohibits beer promotion, they advertise ginger ale instead. "These, however, are merely thinly disguised advertisements for beer," he states. The temperance is carried over to the country, with stations such as KWTO Springfield, Mo., declaring "We do not carry beer advertising—station policy."

Beer and Radio

The following beers are reported by stations to be currently using radio, based on a sample survey:

ALABAMA

WBRC Birmingham: Sterling, Burger, Country Club

ARIZONA

KPHO Phoenix: A-L Brewery, Schlitz, Olympia, Coors

CALIFORNIA

KXO El Centro: Olympia, Regal Pale, Burgermeister, Budweiser, Lucky Lager

KMPC Los Angeles: Budweiser, Burgermeister, Eastside, Falstaff, Schlitz, Lucky Lager

KJBS San Francisco: Budweiser, Regal Pale

DISTRICT OF COLUMBIA

WTOP Washington: Valley Forge, Gunther, Schlitz, Schaefer, Carling

FLORIDA

WCKR Miami: Regal

GEORGIA

WAKE Atlanta: Carling

ILLINOIS

WBBM Chicago: Three beer accounts. (Station prefers not to give names.)

WVMC Mount Carmel: Miller, Carling, Sterling

INDIANA

WOWO Fort Wayne: Centlivre, Old Dutch, Frankenmuth

WIRE Indianapolis: Falls City, Fehr, Old Crown Ale, Sterling, Falstaff, Wiedemann

WLBC Muncie: Sterling, Old Dutch, Falls City, Burger, Carling, Centlivre

IOWA

WOC Davenport: Miller

KANSAS

KLWN Lawrence: Does not accept beer advertising.

KTOP Topeka: Schlitz, Miller, Carling

LOUISIANA

WYLD New Orleans: Dixie, Jax, Regal

KENT Shreveport: Busch Bavarian, Falstaff, Miller, Jax

MICHIGAN

WKMH Detroit: Pfeiffer, Goebel, Stroh, Carling, Drewrys, Altes

WHLS Port Huron: Drewrys, Goebel, Old Milwaukee, Stroh

MINNESOTA

WCCO Minneapolis: Hamm, Gluek, Grain Belt

WTCN Minneapolis: Hamm, Gluek, Grain Belt

MISSOURI

KODE Joplin: Goetz

KFEQ St. Joseph: Goetz, Budweiser, Busch Bavarian, Schlitz

KXLW St. Louis: Falstaff, Busch Bavarian, Budweiser

KWTO Springfield: Does not accept beer advertising

SOUTH CAROLINA

WOKE Charleston: Gunther, Schlitz, Miller

TENNESSEE

WBIR Knoxville: Champagne Velvet, Stag, Schlitz, Miller, Budweiser

TEXAS

WRR Dallas: Pearl, Lone Star

KROD El Paso: Pearl, Lone Star, Grand Prize

VIRGINIA

WAVY Norfolk: Regent, Budweiser, Carling, Miller, Schaefer, Schlitz

WGH Norfolk: Miller, Schlitz, Budweiser

CANADA

CFCN Calgary: Sicks, Calgary

A major station problem arises over co-op advertising between brewers and distributors. Harry C. Weaver, WOKE Charleston, S. C., owner and general manager, says, "So many breweries ignore the recommendations and wishes of local distributors. If brewers would co-op radio advertising with their local distributors, most of the beer accounts would be on radio. The distributors realize the value of radio and want to use the medium, but they are made to participate in national advertising programs that are too costly for their markets, leaving the radio budgets to be paid for by local distributors."

Overcoming Problems

Whatever the problems have been to sell local radio, the stations have been very enthusiastic about current sales and emphasize certain ways in which they have overcome these problems. WKMH Detroit replies that such local breweries as Pfeiffer, Goebel, Strohs, Carling, Drewrys and Altes, have always been readily sold on radio. WBRC Birmingham declares that where there have been problems, it has used success stories of other beers using the station in the past, and has had no trouble in renewing contracts. Such surveys as the audience measurement type used by KXO and others on the standings of beer accounts in a market, plus sales figures from tax reports on beer have proved to be helpful. WGH Norfolk reports that it uses information supplied by Radio Advertising Bureau and "our faith in radio advertising."

Some brewers, wooed away by more costly advertising, are coming back to radio on a regional and local level. WOWO states that two of its breweries, Centlivre and Drewrys, subscribed to large tv schedules but "this was not wholly satisfactory because they are back in radio with good schedules again."

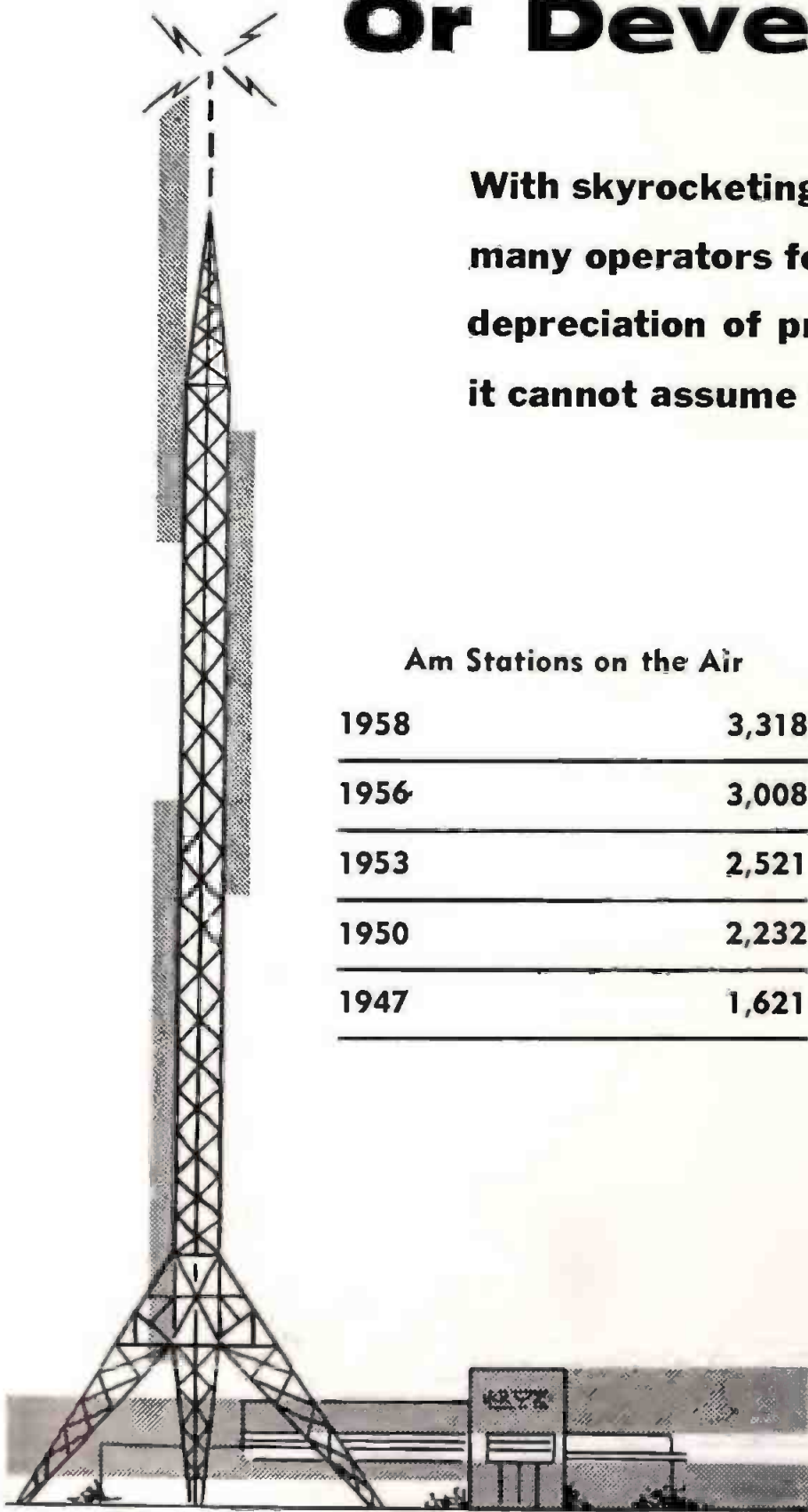
Radio has become a vital link in the success of beer advertising campaigns day by day, month by month—throughout the year. Retail stores, bars, restaurants and taverns start and stop their selling according to normal business hours; radio promotes this industry all the time.

• • •

BOOMING NUMBER OF STATIONS:

Disaster Or Development?

With skyrocketing number of radio stations, many operators foresee economic injury and depreciation of program service. FCC feels it cannot assume role of 'big brother'



So long as spectrum space is available and qualified applicants file with the Federal Communications Commission to operate new radio stations, the number of stations in the country will continue to increase.

To many broadcasters this poses an economic headache of migraine proportions. But to members of the commission, bound by the Communications Act to see that the widest possible service is rendered to the greatest number of people, there is no alternative position to be taken on the subject of future expansion of the radio industry.

At the FCC, it is a pure and simple matter of supply and demand. In industry circles, the contrasting viewpoint is that quantity is not synonymous with quality and that more stations do not necessarily mean a better product.

The number of radio stations on the air have increased at an unprecedented rate, rising from 1,995 (am and fm) in 1947 to 3,889 at the end of 1958.

The cry of economic injury has been heard in increasing proportions by many station operators who claim



John C. Doerfer, FCC Chairman

"I'm aware of the view that continued growth in the number of broadcast facilities will eventually lead to a deterioration in programming. . . . We have no alternative but to issue new grants in areas where they are available and where additional radio service will contribute to a better informed public."

There is not enough money in some markets to justify further competition. Another argument brought out is that the vastly increasing number of stations may mean a degradation in programming service rather than an upgrading.

The commission viewpoint, however, is that it has no control over economic issues in this regard. Commission members state that, based on the intent and meaning of existing law and regulations, they cannot act as "big brothers" and decide how many stations a market can support.

They feel that to go beyond the basic competitive law of supply and demand in deciding these cases would be beyond their purview.

Chairman John C. Doerfer of the FCC believes the public will ultimately decide the number of stations that will be on the air. He tells

J. S. RADIO:

"In the final analysis, the public will decide how many radio stations will or will not be on the air. This is a growth nation and broadcasting must keep pace.

"You must remember that theoretically speaking every week the population of the country increases

enough to populate a new community of 50,000.

"I'm aware of the view that continued growth in the number of broadcast facilities will eventually lead to a deterioration in programming. But the commission does not dictate what programs a broadcaster puts on his station.

"We have no alternative but to issue new grants in areas where they are available and where additional radio service will contribute to a more knowledgeable and better informed public."

The expansion issue came — at least momentarily—into sharp focus at NAB's recent convention during a session on the economic outlook for radio some 10 years hence. Among the projections made at that meeting was a prediction from Dr. Hyman Goldin, the FCC's chief economist, that by 1970 the number of stations could well stand at 5,500. This comment did not prompt a round of applause from the radio men assembled. Dr. Goldin also told his audience that "as you know, in the commission's mind the growth in the number of stations is a good thing . . . and I have learned . . .

that this opinion is not widely shared among some broadcasters."

Dr. Goldin's estimate, however, is not as startling as it might seem at first glance. His projection was realistically based on the number of new stations that went on the air in 1957 and 1958. In each of those years, about 175 new stations were authorized by the FCC. It must also be noted that vigorous expansion in the radio industry is not unprecedented. Between 1940 and 1950, for example, the number of stations in the country doubled.

But estimated growth figures are not important in themselves. Any number of future developments or circumstances unforeseen now can alter figures which seem reasonable and likely at the present time. What is significant is the desirability of the growth of radio facilities. Should this occur and will this occur?

Opinion at the FCC, predicated on the Communications Act as it is now written and the standards used in the granting of applications for new radio stations, indicates that it most surely will and should. Although no formal statement of

policy has been set by the FCC on this subject, one FCC official told U. S. RADIO it was "inconceivable" to him that the FCC would ever arbitrarily set a cut-off point on the number of stations that should be in operation in the U. S.

To a great extent, the economic development of the industry has colored the commission's attitude on this matter. It is the belief of the commission that competition . . . not regulation . . . will ultimately

dictate the number of stations that are on the air. There is money to be made in radio broadcasting. If that were not so, the FCC reasons, the commission would not be virtually inundated with applications for new stations . . . and a radio franchise would not be the prize possession that past experience has proved it to be. Of course, there are also risks involved. A radio license is no guarantee of an early lush retirement. But it is up to the individ-

ual to assume that risk as he would have to do in any other business venture.

As a case in point, an FCC spokesman pointed out that of the number of radio stations that went on the air in the last two years, as many as two thirds have lost money but only a sparse few have left the air. It is uncommon for a broadcaster to throw up his hands and quit. The vast majority ride out the lean years with an optimistic eye focused on the day when they will be operating in the black.

Economic Pattern

This economic pattern has had its influence on commission thinking. Assuming that the present picture were to undergo a radical change—that licenses were being returned to the FCC because broadcasters could not make a go of it financially—then a new set of circumstances would force the FCC to re-evaluate its position.

Opinion at the commission is that, generally, radio is a sound and healthy business. Stations are changing hands at good prices. There is considerable incentive for a businessman to want to get into the broadcasting industry. So long as he understands his obligations as a broadcaster and a frequency is available for him, the welcome mat is out at the FCC.

Locale is still another important factor in the future growth in the number of radio stations. Again the competitive factor plays a major role. The larger the market, the greater the financial risk. So it is not likely that the radio picture will change appreciably in multi-station markets even though unused frequencies are to be had. Of the new stations that will go on the air in the next decade, many will be in established radio communities, serviced by two or three stations and some in communities which, at present, have no local radio service at all. Dr. Goldin looks for the greatest expansion in the existing 1,300 one-station markets.

Within recent weeks a new development occurred at the FCC which has an inadvertent tie-in with the over-all expansion problem. The FCC took a giant step toward streamlining the manner in which new am

The Last Official FCC Check

Running about a year behind the calendar period being reported, the following is a financial breakdown of revenue and expenses for 1957 (compared with 1956). These figures were reported by the FCC last December.

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS—1957-1956

(\$ Thousands)

Item	Amount 1957	Percent of Increase (Decrease)
Number of stations	3,076 ¹	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	\$ 10,508	43.9
b. Regional networks	2,075	(11.6)
c. Miscellaneous networks and stations	802	2.4
Total	<u>13,385</u>	<u>28.3</u>
2. Non-network time sales:		
a. National and regional advertisers and sponsors	146,478	16.7
b. Local advertisers and sponsors	305,161 ²	6.1
Total revenue from non-network time sales	<u>451,639</u>	<u>9.3</u>
Total revenue from time sales	<u>465,024</u>	<u>9.8</u>
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,260	23.0
Net revenues from time sales	<u>417,764</u>	<u>8.5</u>
B. Revenues from incidental broadcast activities:		
Talent	13,025	3.6
Sundry broadcast revenues	11,628	2.5
Total revenues from incidental broadcast activities	<u>24,653</u>	<u>3.1</u>
Total broadcast revenues	<u>442,417</u>	<u>8.2</u>
C. Total broadcast expenses of stations	<u>387,295</u>	<u>7.6</u>
D. Broadcast Income (or Loss) before Federal income tax	<u>\$ 55,122</u>	<u>12.1</u>

Note: Excludes 67 independently operated fm stations.

¹2,896 stations reported in 1956.

²Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year did not report detailed revenue breakdown.

applications are processed. The purpose of the action—endorsed by all six commissioners who voted on it—was to remove the circuitous Robin Hood's Barn technique from the processing line and cut, to as great an extent as possible, the all-time-high backlog of applications on hand at the commission.

The report stated: "During the past year the rate of filing (for new or major changes in am facilities) has increased substantially and there is no reason to believe that there will be any significant decrease in the near future . . . We are faced with the possibility that the application backlog will even exceed its present size and that even greater delay will ensue before applications can be acted upon unless additional steps are taken to meet the problem at this time."

However, one FCC spokesman was quick to point out that in certain cases the new ruling will actually discourage filings. The commission action, for instance, virtually eliminates the "nuisance" application. The old rule allowed an applicant to file for a frequency already being sought by another applicant as late as the close of business on the day before the application was either granted or scheduled for hearing. When such a case occurred, it simply negated all the work that had gone into the processing of the original application and the paper work started all over again.

'Federal Register'

Under the new processing rule, the FCC periodically will publish in the *Federal Register* the top 50 applications being processed. No new application will be considered by the commission with the 50 published applicants after a month from the date of publication. The new ruling also discourages amendments to applications after they have been filed. It now behooves an applicant to file as complete and accurate an application as possible. According to the new rule, alterations in engineering proposals in an application will cost the applicant his place in the line.

With the way now cleared for speedier am grants, expansion in the number of radio outlets in the country will undoubtedly come sooner. Although that was not the intended effect of the new ruling, it

bears at least a secondary relationship to the expansion issue.

The backlog of over 1,000 applications on hand at the FCC and the complex processing structure which often resulted in an applicant waiting anywhere from seven months to a year for some action, made it mandatory for the commission to take a second look at its processing procedure. Under the old rule, it was not unusual for a completely processed application to be reprocessed because of a newly filed application nor, the commission report noted, was it uncommon "that an application had to be reprocessed many times before action could be taken thereon because of new filings and amendments to pending applications. Indeed it appears that for several months the commission's staff has been engaged in the constant reprocessing of the same 400 or so applications. . . ."

The commission also made reference to a recent 30-day period when the engineering staff processed over 300 applications to investigate the effect of amendments or new filings on interference conditions. In that

same month, only 33 applications reached the FCC agenda "and more significantly, although not a single applicant was removed from the top of the processing line the number of applications under study increased because of the necessity of grouping additional applications with those already under study."

The FCC has also concluded that amendments related to such matters as frequency, power and antenna systems have proved a greater stumbling block in the processing procedure than the filing of new applications. This prompted the decision to return an amended application to the bottom of the list where it will be considered as a completely new application.

It seems evident that this new speed-up process will have an eventual effect on the number of stations that will go on the air in the future.

"The commission," according to Dr. Goldin, "feels very strongly that the proper regulator of the market lies in the market place—the commission in Washington doesn't want to be a big brother." • • •

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES—1957-1956

Item	(\$ Millions)		Percent Increase or (Decrease) 1957
	1957	1956	
Total Broadcast Revenues			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 73.5	\$ 70.2	4.7
Other radio stations ²	444.4	410.4	8.3
Total	\$517.9	\$480.6	7.8
Total Broadcast Expenses			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 73.5	\$ 69.8	5.3
Other radio stations ²	389.8	361.6	7.8
Total	\$463.3	\$431.4	7.4
Broadcast Income (before Federal income tax)			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$.0	\$.4	-----
Other radio stations ²	54.6	48.8	11.9
Total	\$ 54.6	\$ 49.2	11.0

¹Includes the operations of 19 network owned stations in 1956 and 21 in 1957.


²Includes 2,947 am, am-fm or independent fm stations in 1956 and 3,143 in 1957.

question and answers

THE QUESTION:

What does Radio Advertising Bureau mean to advertisers and agencies? (U. S. Radio asked this in response to a printed suggestion from an anonymous marketing director that radio needs a new over-all organization.)

ROBERT G. CRIAR, ADVERTISING MANAGER, NATIONAL BISCUIT CO., NEW YORK, ANSWERS:

 We find RAB a definite asset. The case histories it provides are very helpful. The material sent us also enables us to keep up to date on developments within radio. Bureau salesmen, however, make infrequent visits to our office. One thing I would like to see RAB do. And that is to promote a single rate among stations, at least among its members.

RUTH JONES, ASSOCIATE MEDIA DIRECTOR, J. WALTER THOMPSON CO., NEW YORK, ANSWERS:

Of course, much of the research material we use is prepared by the agency. However, we do go to the bureau for some of its interesting material. We call it for case histories and success stories. I've also seen its recent summertime study. We find the RAB people very cooperative when asked to turn up some research voluntarily.

WILLIAM HOFFMANN, DIRECTOR OF RADIO, BBDO, NEW YORK, ANSWERS:

There are many occasions when the research, promotion and case histories have been very helpful.

DIXON HARPER, RADIO-TV FARM DIRECTOR, AUBREY, FINLEY, MARLEY & HODGSON INC., CHICAGO, ANSWERS:

RAB is great. It has provided us with good ideas in the areas of programming and, especially, buying for many of our clients. With one of

our accounts, International Harvester, a heavy farm radio user, we have not found any new information in the bureau's farm radio material. Its farm brochure, however, is well organized for client presentation.

JAMES ORGILL, ADVERTISING DIRECTOR, PAN AMERICAN COFFEE BUREAU, NEW YORK, ANSWERS:

It has been very helpful. As you know, we are entering radio for the first time in a primary way this summer (see *Cracking Iced Coffee Sales*, p. 28). We have used considerable research of RAB's in reports within the coffee bureau. Some of the food case studies, such as Contadina, and the Ford study have proved valuable. The tape recorded commercials RAB salesmen play for us enable us to hear what others—especially our competitors—are doing in radio. They have also given us ideas. RAB first contacted the coffee bureau about two years ago. It has been responsible for our move into radio to the extent that it has helped prepare us for radio.

CHARLES COLE, ACCOUNT EXECUTIVE, ADAMS & KEYES INC., NEW YORK, ANSWERS:

RAB provides interesting presentations and analyses that have served a useful purpose. There is objectivity in its approach because it is not selling directly. The caliber of its people leaves nothing to be desired. They have provided voluntary analyses of our commercials; they also have a gadget that enables us to hear competitive commercials. I have been in contact with them

two or three times in the first four months of this year.

GRAYSON LOTHROP, VICE PRESIDENT, AL PAUL LEFTON CO., NEW YORK, ANSWERS:

RAB has been helpful. Competitive jingles it plays from all over the country have directly helped in the preparation of our materials.

WILLIAM SHEEHAN, ADVERTISING MANAGER, AMERICAN STANDARD-AIR CONDITIONING DIV., NEW YORK, ANSWERS:

We have seen the bureau's very interesting slide and film presentation. This material is of value, looking forward to the day when we will use consumer advertising.

BRUCE SHERMAN, ACCOUNT EXECUTIVE, BBDO INC., NEW YORK, ANSWERS:

RAB is definitely an asset. We use its services continually for checking competitive accounts. We are interested in such things as competitors' formats, techniques and copy approaches. In general, RAB serves us as an idea clearinghouse.

RICHARD ROMANELLI, SENIOR ACCOUNT EXECUTIVE, FOOTE, CONE & BELDING INC., NEW YORK, ANSWERS:

We like to have RAB play the commercials of airlines that are competitive to our TWA account. The trouble is all too often we have to go to them. There is no routine calling. We also think it is the job of a trade association like RAB to promote constructive approaches within its own industry. Some of the things



It should take a hand in are eliminating triple spotting and the lack of separation between competitive commercials. TWA is a 52-week radio user. We don't like to see the crowding of other airline announcements that prevails today on many stations, especially between the hours of 6 and 10 a.m. It is the job of an association devoted to the selling of radio to promote the standards.

TED HARBERT, ACCOUNT EXECUTIVE, KENYON & ECKHARDT INC., NEW YORK, ANSWERS:

It has been extremely helpful in nailing down and reinforcing our own thinking on bottler use of radio. Working on the Pepsi-Cola account, we have found RAB does an excellent job in running air checks so that we can hear how our commercials—and other bottler commercials—sound at the local level. RAB has been able to crystallize certain structural beliefs we have had on radio, and it has documented those beliefs in chapter and verse.

BERNIE RASMUSSEN, MANAGER OF BROADCAST MEDIA, FULLER & SMITH & ROSS INC., NEW YORK, ANSWERS:

The research RAB has done on audiences and their listening times has been very helpful, to the agency and to me personally. The bureau is also very cooperative in obtaining information on request that isn't readily available to its staff either. I'd like to see more of the same stuff it is doing—success stories, break-downs on audiences, farm presentations. I think RAB tends to minimize so-called "marginal" material, which would be very valua-

ble for us to receive as a continuing source of information. We may not be in the market for certain ideas at the moment, but would like to have the details on hand for future possibilities.

WILLIAM CAMPBELL, DIRECTOR OF ADVERTISING, BORDEN CO., NEW YORK, ANSWERS:

When you have a problem or a project, you gather information from all available sources of information. When called upon, RAB does provide the information we need.

AL LANTZ, DIRECTOR OF ADVERTISING, SHULTON INC., NEW YORK, ANSWERS:

RAB does a good job. It makes us conscious of the importance of spot radio and how radio audiences have grown. The bureau's presentations give us an opportunity we wouldn't ordinarily run into, that of seeing what other advertisers are doing. We wouldn't ask RAB for anything more than it's presently doing.

EVELYN JONES, BUSINESS MANAGER, RADIO-TV, DONAHUE & COE INC., NEW YORK, ANSWERS:

Two ways in particular in which RAB is very helpful are through its valuable reports, and through its willing cooperation in supplying desired information in a hurry—by phone if necessary. One way in which the bureau might strengthen its service is by getting more competitive figures on the two sound media. For example, we'd like more facts on the reported drop-off in tv viewing in the summer. Does the summer audience turn to radio instead? We need constant updating on all facts.



**WFBM's variety
relieves monotony
—makes every
selling minute
PAY!**



pulls

*"First All Day"
rating!**

*"Most listened to"... and hottest of any as indicated by recent audience studies!

Top personalities and best news coverage... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

*to sell the
most Hoosiers be sure
your product is cooking
in the hottest pot!*



**1260 RADIO
WFBM
INDIANAPOLIS**

Represented Nationally by
the KATZ Agency



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



FAMED ALAMO, site of Jim Bowie's last stand, also helped celebrate the change of KITE San Antonio from 1,000 watts daytime to 5,000 watts fulltime. Left to right: Charles Stewart, KITE newscaster; Ed Winton, general manager; Mayor J. Edwin Kuykendall; Kelly Wofford, station manager in charge of sales, and Arthur Harper and Joe McNeil, salesmen.



ELECTRONIC WEATHER reports every 20 minutes are recorded on the WLV Cincinnati's new radio-tv weather map machine, which is connected with the U. S. Weather Bureau's Master Analysis Center in Washington, D. C. It is capable of receiving a complete new weather map every two minutes.

WIDE-EYED EXPRESSIONS by heads of Guild, Bascom & Bonfigli Inc., San Francisco advertising agency, reflect happy occasion of agency's 10th anniversary with annual billings up from \$200,000 in 1949 to \$10,227,515 last year. Left to right: Walter Guild, president; Dave Bascom, board chairman; Dan Bonfigli, executive vice president. The three are partners.



ANNIVERSARY PARTNERS SHARE 37th year birthday cake of WFIL Philadelphia, as Warner Shelly (seated), president of N. W. Ayer, marks his 37th year with the advertising agency and Harold Simonds, WFIL account executive (second from left), celebrates the same number of years with the station. Also at the double celebration are Clyde Spitzner, WFIL sales manager (left), and Kenneth W. Stowman, general sales manager. The cake was enjoyed by all.



GET-ACQUAINTED TOUR sponsored by WRC brought a group of New York advertising executives to Washington, D. C., for a visit to the station's ultra-modern facilities as guests of Carleton D. Smith, NBC vice president and general manager of WRC. Occasion was the station's first anniversary at the new offices in the NBC building.



SMOKELESS, ODORLESS gas incinerators, new product of a WTIG Massillon, O., sponsor, East Ohio Gas Co., are promoted by the station co-managers (left to right), Richard Scholem and Nick Barry. This replica of a 1902 Oldsmobile is being used to deliver the WTIG news sheet in the area.



ROCKET-SHAPED float saluting the space age was the contribution of KRSI Minneapolis to the recent St. Paul Winter Carnival Parade.



PLANNING COMMITTEE of the Second Annual Radio Programming Seminar and Deejay Convention, to be held in Miami Beach on May 29, 30 and 31, consists of (left to right): Bill Stewart, Storz Stations, convention coordinator; Bob Larsen, WRIT Milwaukee; Paul Berlin, KNUZ Houston; Joe Smith, WILD Boston; Paul Cowley, WKLO Louisville; Ira Cook, KMPC Hollywood; Robin Seymour, WKMH Detroit, Mich., and Tom Edwards, WERE Cleveland, Ohio.

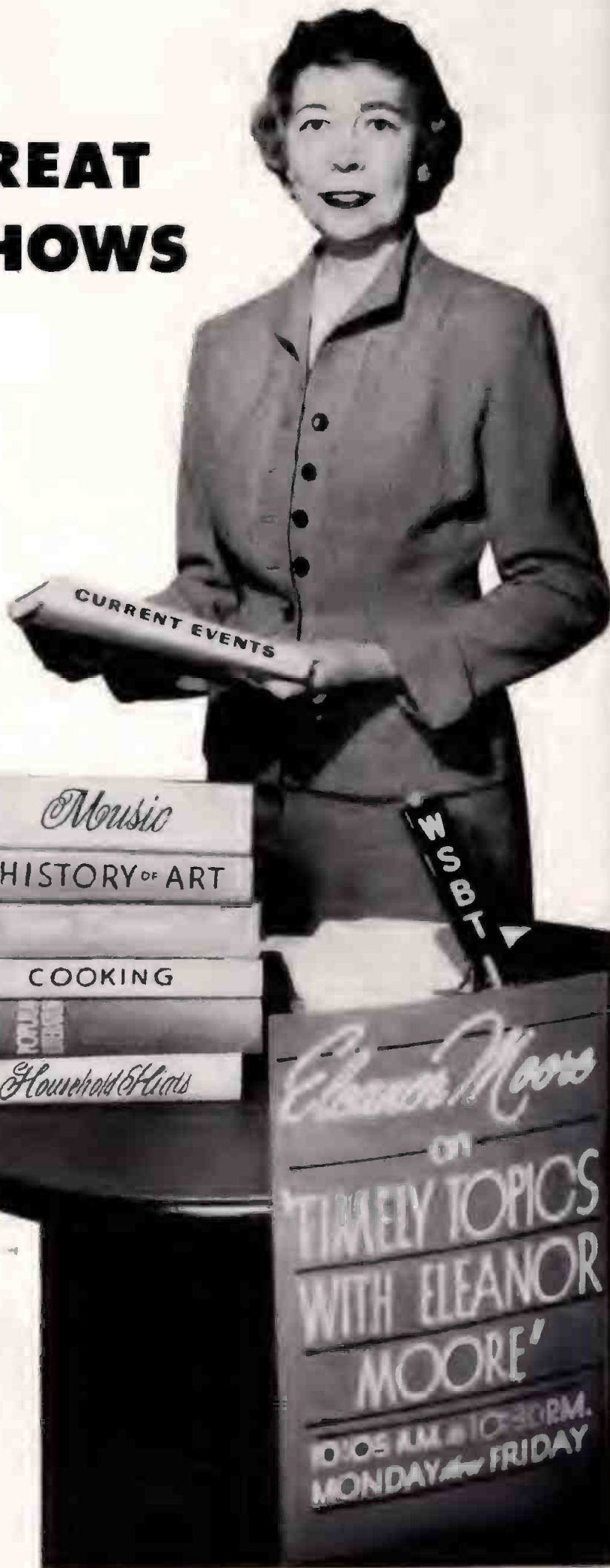
ONE OF AMERICA'S GREAT HOUSEWIFE SHOWS

Eleanor Moore is a next door neighbor to women in 36 counties—the primary coverage area of WSBT, South Bend. On her daily mid-morning radio show, "Timely Topics", Eleanor discusses most any subject from foods and fashions to child psychology and the latest novels.

An easy, over-the-back-fence speaking style has earned her the confidence and respect of housewives in the rich South Bend area. Few women surpass her in "sound" selling. These are facts which have been recognized by the National Retail Dry Goods Association. This organization has presented her with one Grand Award, and two first place awards in its annual competition.

Eleanor's program is typical of WSBT broadcasting. Featuring popular local personalities and top CBS shows, WSBT dominates radio in South Bend—dominates every 15-minute segment of every broadcast day!

For details about WSBT, its \$3,317,941,000 E.B.I. market area and remaining availabilities on "Timely Topics", see your Raymer man or write this station.



WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

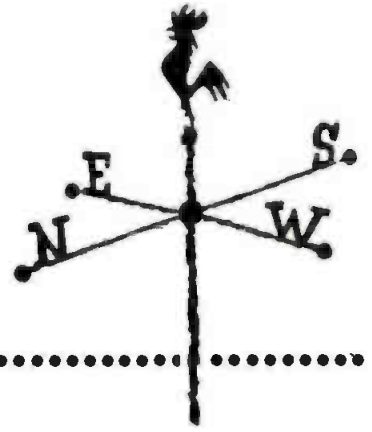
5000 WATTS
960 KC

PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVE

hometown USA


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



Premiums And Prizes In Radio

**In response to queries on how prize
and contest firms work, the following
is a report on one such operation**

In response to queries from stations, representatives and agencies on the workings of prizes, premiums and contest organizations, U. S. RADIO presents here an interview with one of the firms and its method of operation.

 Mink stoles and Mercedes Benzes notwithstanding, the two most important prizes in a radio station promotion contest are *more listeners and more business* for the station itself.

S. Jay Reiner, contest and merchandise consultant, whose career is supplying ideas as well as prizes for radio (and other) contests and giveaways, declares stations too often overlook that second award—more business.

The S. Jay Reiner Co. of Mineola,

L. I., New York, in the business of setting up contests for stations as well as other sponsors, has arranged the giving away of about \$10 million worth of merchandise during 12 years of operation to date, its president estimates. Nearly 45 percent of the contest arrangements, he adds, are in behalf of radio stations, about 100 of whom are presently among his clients.

According to Mr. Reiner's view of the audience participation field, the prospects for more and more prize promotions increase every day. He expects 1959 to surpass 1958, which in turn showed a jump of 15 percent over the previous year in total participation activity.

New advertisers, says Mr. Reiner, in pointing out how stations can win double rewards through their

contests, may develop naturally during a campaign if station personnel cultivate tie-in advertising by local dealers of the prize merchandise from national manufacturers.

"The audience a station is building and the local excitement it is creating with an imaginative contest gives the station salesman a valuable opening for stirring the interest of retail outlets in his listening area," Mr. Reiner says. "Occasionally, he can stimulate supplemental cooperative buys by the manufacturer and dealer together."

Contests also can spur additional advertising on a continuing basis, Mr. Reiner points out. A manufacturer whose sales mount significantly in a contest area featuring his products, the consultant suggests,

may realize the value of buying radio time to sustain the trend. The same can hold true for the man at the corner emporium.

In staging a contest, Mr. Reiner warns, a station should be aware that one haphazardly slapped together "can lead only to a considerable waste of time and money." He lists as some of the most frequent mistakes made in planning contests;

1. Expecting to reach too large a market with too small a prize structure;
2. Offering large grand prizes without enough smaller prizes to entice entries;
3. Failure to link the contest to the retailer;
4. Lack of knowledge concerning what prizes appeal to a specific market at a specific time;
5. Offering prizes which are timely at the time of delivery rather than time of announcement;
6. Incurring unnecessary expenses in the obtaining of prizes;
7. Making no arrangements for delivery of prizes and follow-through to winners;
8. Failure to have a clear understanding with suppliers of prizes;
9. Failure to publicize the contest winners.

"A neighbor and I dreamed up the idea for the company back in 1947," Mr. Reiner recalls. "We started out on a part-time basis, with our wives handling the clerical details and he and I contacting the prospective clients. Our first 'big' account—for

\$75 a week — prompted us to quit our jobs and go into the thing full-time.

"When a radio network approached us to handle the prizes for an audience participation show in the Southwest, we were all set to go. Then the roof fell in—almost. The FCC came out with a ban on giveaways."

His infant enterprise was saved from extinction by an injunction brought by networks and individual stations to stay the ban. After an initial pause, the S. Jay Reiner Co. set forth again on its career, and by the time the legal battle to sustain giveaways had been fought and won, the company was established.

"We represent a selection of stations, generally on a continuing basis," Mr. Reiner explains. "When a station comes to us requesting our services, we first analyze its operations and needs to see in what ways we can be useful to it."

The Reiner company bases its fee primarily on the value of the prizes it supplies, providing various types of merchandise to suit the various types of audiences reached and the kinds of promotion undertaken.

"We adhere to a strict policy in the manner of making the prizes available to stations or other contest sponsors," Mr. Reiner emphasizes. "In most cases, the merchan-

dise is shipped directly from the manufacturer to the contest winner, whose receipt of the goods is thereby on record for the contributing firm. In instances where contests involve studio audiences, delivery is made directly from the manufacturer to the station. At the same time, to assure the manufacturer that he is receiving the agreed-upon air time in exchange for his product, we require our stations to provide notarized affidavits of performance as proof that stated terms have been met."

In securing a commitment to provide prizes, Mr. Reiner presents to the national manufacturer (usually one, he states, who does not ordinarily use radio) a comprehensive survey of the advantages to be gained through the promotion.

"The value of mention in the contest must be worth more than the actual money value of the prizes contributed," Mr. Reiner says. "Station use of a given item as a prize is many times tantamount to being an endorsement."

A firm, of course, wants to know the station's coverage, type of audience, program format and contest outlines before authorizing the merchandise, he adds. Besides negotiating for the prizes, handling contracts between station and manufacturer and supplying the copy and promotional material to be used in connection with the campaign, his firm will, on request, originate contest ideas or alter a station's existing promotion.

Setting the Dial

"To get higher ratings for specific times and to keep an audience tuned to a particular setting on the dial, stations are expending more initiative and effort than ever to intrigue the listener," he says.

And every good promotion builds audience interest and participation, he believes. One programming idea developed by his company to keep listeners tuned in—and taking part—calls for the station to phone random numbers in the community at intervals throughout the day (10 or 12 times, usually) and ask a single question concerning the history of the particular area. If the party contacted answers correctly, he or she receives a valuable merchandise award. • • •



A "jackpot" of prizes such as the S. Jay Reiner Co. arranges for radio promotion contests is inspected by Mr. Reiner at his office in Mineola, N. Y. In actual contests, merchandise is shipped direct to contest winner or station by manufacturer.

commercial clinic



Trend Seen in Growing Use Of 'Name' Stars in Commercials

A familiar voice, like an artist's painting brush, can add vivid reality to the black-and-white outline of a radio commercial.

In recognition of this ability, the trend in the search for commercial talent has, in fact, turned toward the name stars, says Lee Karsian, head of the commercial department of the William Morris Agency, New York.

According to Mr. Karsian, whose department was established two and a half years ago to supply sponsors with talent for radio and tv commercials and endorsements: "The main psychology today is identification. The sponsor realizes that his commercial must be entertaining—and what better way to accomplish this than by having an established entertainer sell the product to the public?"

Higher Scale

A factor which has contributed to the trend toward using star performers in commercials is a general 15 percent increase in the scale rate by the American Federation of Television Radio Artists. "In many cases where the difference isn't very great between the now higher scale rates and the rates of the name talent, the sponsor feels it is worthwhile to spend a little more for the personality identification."

Radio commercials today, Mr. Karsian feels, provide one of the finest outlets to the public for new performers to show their talent, established stars to further enhance their fame, and forgotten entertainers to regain some of their popularity.

However, from the sponsor's and advertising agency's standpoint, he points out, the "talent search" has become a much more specialized operation than it was years ago.

"An advertising agency used to handle all aspects of a new commercial, from its inception and creation to finding the people needed to give it the right selling approach on the air," he says. "Now the search requires individualized attention."

A difficulty in getting performers—mainly name talent—to do radio commercials arises when tv sponsors specify exclusive performance rights for that medium. "Sometimes it is a little unfair for sponsors to use this exclusiveness," declares Mr. Karsian.

Other difficulties stem from the sponsor's product. If it is a non-competitive product and there is no exclusiveness problem, a name talent is usually encouraged to do the commercial. On the other hand, a top entertainer will probably be dissuaded from doing a commercial for a competitive product since this may hurt his or her chances of performing on a program sponsored by a rival firm.

The loophole in many cases has been not to identify the performer on the commercial, but rather to take advantage of the type of voice and motivation required.

"I have even found," says Mr. Karsian, "that top performers will accept the scale rate when they do radio commercials where they are nameless, just because they started in radio and realize that voices and characterizations are much more interesting since the medium lends itself to the imagination of the listening audience."

Recording artists, versatile comedians and dramatic stars, in that order, are the groups most requested by sponsors for commercials, observes Mr. Karsian. "In radio especially," he notes, "recording stars with distinctive styles are in great demand."

The bids for specific name talent will usually be directed at those entertainers who have just scored with a hit record or a dramatic performance that has caught the public's attention.

The following is an alphabetical listing of some of the name talent for which Mr. Karsian has received the most requests: Eddie Albert, Tallulah Bankhead, Walter Brennan, Pat Carroll, Marlene Dietrich, Jimmy Durante, Dave Garroway, Andy Griffith, Buddy Hackett, Will Jordan, Peggy Lee, Garry Moore, Frank Sinatra, Arnold Stang and Senor Wences.

Helpful to Beginners

There are still some performers who work solely on radio commercials, Mr. Karsian says, adding that it is quite profitable, too, since their incomes in many cases are in the neighborhood of \$50,000 a year. Mr. Karsian feels that young people have received a great deal of help through their performances on radio commercials. Not only have they become known to the public, he believes, but also to the ad agencies and the important people in the industry.

The trend toward the name performers for radio commercials has meant that in many cases these artists have had the final approval on whatever they said on the air. "By having the sponsors meet the performers' requirements, we have raised the standards of commercials," reflects Mr. Karsian.

With such a galaxy of stars being constantly sought for commercials today, it appears that the entertainment and prestige value of the radio commercial has also been greatly increased. • • •

consumer market information

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

The May issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The new figures reflect recently revised metropolitan areas as redefined by the U. S. Bureau of the Budget. The Farm Section of the Consumer Magazine book also contains up-dated market information.

The Grey agency market-media session pictured here represents but one of a hundred and one ways SRDS market data sections are used every day. A survey shows that 93% of agency people using SRDS use its consumer market data sections; 90% use the media maps. In the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time.

So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS, and its special values as an advertising medium on the listing pages.

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

Walter E. Botthof, *Publisher*

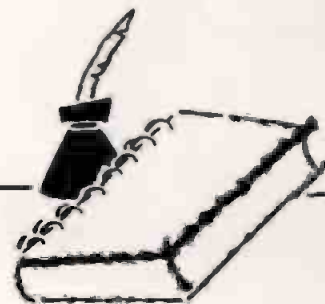


1740 Ridge Avenue, Evanston, Ill.

Sales Offices:

Evanston, New York, Los Angeles

station log



News:

A front-page editorial appearing in a recent edition of the *Cleveland News* attacking the interest, scope and caliber of radio newscasts has touched off a heated dispute between this paper and WERE Cleveland, according to reports from the station. The editorial charged that radio is unable to deliver the daily news, both mechanically and functionally. "No tv or radio newscast is equipped . . . to afford details of news events or background."

WERE responded with 24 editorials, each approximately two minutes long. One editorial remarked that "amidst a fat advertising section, nine chances out of ten, the stories you are reading are old to radio audiences . . ." Among the questions a WERE editorial asked its audience were "How much of what I read was already old when I picked up the paper?" and ". . . how much of the paper did I actually read?"

WERE emphasized that "the time has arrived for the news media to hold respect for one another with a combined goal of keeping the public informed."

• Radio's role in interpreting national and international news for its own area has prompted two signifi-

cant developments. The Corinthian Broadcasting Corp. has contracted for the services of News Associates in Washington to create what it terms a special news service specifically tailored to meet individual needs of the Corinthian stations in Tulsa, Houston, Fort Wayne and Indianapolis. This regular Washington service will be supplemented by periodic travel assignments by the corporation's station news directors.

• Westinghouse Broadcasting Co. has expanded its radio news coverage of the international scene with the opening of a European bureau, located in London, designed to provide not only daily news reports but also "think pieces" and studies in depth of people, events and trends abroad. These reports, according to WBC, will be aimed to fit the local needs and interests of individual stations.

Public Service:

• WCCO Minneapolis and the Campfire Girls organization have arranged for notices of changes in camp schedules to be broadcast over the station. This is a continuation of the WCCO service which reports school closings during bad winter weather.

Programming:

• *Radio Moscow*, a WBT Charlotte, N. C., program, is now being offered for syndication "after several radio stations from all over the nation wrote us inquiring as to the availability" of it, says Charles H. Crutchfield, executive vice president and general manager for the Jefferson Standard Broadcasting Co. The program features tape recordings of Radio Moscow's English-language propaganda broadcasts.

• *The Jackie Robinson Show* (half-hour interview program with people from all walks of life), which premiered in February on WRCA New York sponsored by Rheingold beer, is now being syndicated. WENN Birmingham, Ala., is presenting it under the sponsorship of Citizen's Federal Savings & Loan Association. Produced by Newstone Productions Inc., New York, a five-minute, Monday through Friday, sports show with Jackie Robinson is also ready for syndication.

• "Sport Spots," a series of transcribed radio endorsements by major league baseball personalities on such products as bread, milk, banks, automobiles and soft drinks, is available for local and regional advertisers.

The series is handled by Harry Goodman Productions, N. Y. • • •



Weed Corp. officers and branch office managers who gathered at recent sales meeting are seated (left to right): B. H. Pearse, v.p., Weed Tv, Detroit office manager; Edwin C. Metcalfe, v.p., Weed Tv, West Coast manager; C. C. Weed, president, Weed Radio, Chicago; J. J. Weed, president, Weed Tv, New York; Edward J. Fitzsimmons, v.p. and general manager, Weed Radio, and George G. Lindsay, v.p., Weed Tv, Chicago. Standing: Herb Hobler, sales consultant; Mel Whitmire, Atlanta office manager; Boyd Rippey, San Francisco office manager; Bates Halsey, eastern sales manager, Weed Tv; Fred Edwards, Dallas office manager; Robert Reardon, Boston office manager, and J. C. Lyons, eastern sales manager, Weed Radio, New York. Sales trends and business outlook were discussed.



Ervin F. Lyke (right), president and general manager of WVET Rochester, N. Y., witnesses award of the first annual WVET \$1,000 scholarship for graduate study at the Eastman School of Music to Mrs. Patricia Selover Hanson, wife, mother, artist and student. Awarding the prize is Dr. Howard Hanson (no relation), conductor of the Eastman Philharmonic Orchestra, with which Mrs. Hanson recently performed. Rochester is home of school.

A good
SALESMAN
is more
believable...

and
so is a
good
STATION!



CITY people, farmers, *everybody* believes a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

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

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

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

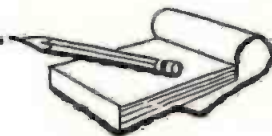
WHO Radio is part of Central Broadcasting Company, which also owns and operates

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



Peters, Griffin, Woodward, Inc.
National Representatives

BPA memo



To Keep Listeners Happy Let Them Participate

The results of three current promotion projects show the importance of listener participation in achieving station popularity. Results from WCAE Pittsburgh, WWDC Washington and KDKA* Pittsburgh, clearly emphasize an overwhelming response to the "let us play your game" projects.

Exhausted staff members of WCAE read over 500 post cards, with over a million and a half sets of the station's call letters written on them, in an effort to find a winner of WCAE's latest audience participation contest.

The cards were received over a 10-day period after disc jockey Jay Michael offered a "Night on the Town," including dinner, chauffeur service, show tickets and a champagne supper at a night club, to the person who wrote WCAE the most number of times on the back of a government post card. The winning card, according to the station, showed WCAE written 5,562 times.

WWDC's recent "bonus dollar" contest produced 10,627 post cards within five days, reports the station. WWDC invited listeners to send a card bearing the serial number of a dollar bill in their possession. Only one card was allowed to each listener. Each week, WWDC called one of these serial numbers, with the winner receiving between \$100 and \$1,000. This was decided by spinning WWDC's Dollar Wheel.

The way to a woman's heart is to let her have whatever she wants, and that is exactly what KDKA did in a recent promotion campaign that drew more than 1,400 letters. The station ran a contest in which women listeners were asked to tell what clothes they would want to include in their "Dream Wardrobe." Mrs. Gloria Ley Jr. of Allison Park won the right to \$500 worth of clothing

by writing: "It isn't mother's turn in the budget of a family of six, but such is the thing of which dreams are made."

Radio Spelled Backwards, Or What's That Sound?

Radio music enthusiasts had quite a time trying to figure out what sounds WINS New York and KTIK Seattle were playing in recent promotional stunts.

WINS' gimmick was to play a different record backwards each hour, and the first listener to call in with the right title would receive five silver dollars.

Four hours after the first backward record was played, the station reports, the telephone company threatened to suspend the WINS phone service because of the numerous calls which were tying up the telephone lines.

The contest was continued with the listeners sending in telegrams instead of phoning; 5,000 telegrams were reported received during the remainder of the day.

KTIK identified all the artists and selections of album music as the top 40 rock and roll hits, and proceeded to play the LP's at the 45 rpm speed and vice versa. Listeners who could identify the records were awarded a free album of their choice. Each song was recognized in two minutes.

Now Only 1,087 Meals Are Left in the Year

Cleveland and Oklahoma City housewives, listening to the radio as they prepare meals for their families, have been offered eight free meals for themselves at restaurants of their choice.

In both cities, contestants must write in 25 words—or less—the phrase, "I like to eat out because . . ." The weekly winners will then be eligible to compete for the title of "Mrs. U. S. A. Eats Out" and an all-expense paid trip to Chicago,

May 11 to 17, for the National Restaurant Association meeting.

Reports from WERE, which sponsored the contest in Cleveland, and KOMA, sponsoring the Oklahoma City contest, claim great listener interest after only a few days of spot announcements.

Competing Stations Get Promotional Chance

Two radio stations recently received some of their finest publicity from rival stations.

WSAI Cincinnati promoted its newest personality by purchasing saturation schedules of teaser spots on competing stations. The copy theme, which did not include the station call letters, was "Doc Holliday is coming to town! From out of the West, a legendary character will be in Cincinnati very soon. Don't miss the fabulous Doc Holliday!"

The following morning, the *Bob (Doc) Holliday Show* was launched on WSAI.

Dallas Report

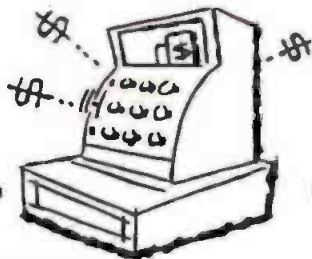
A report from Dallas recently shows that in two recorded commercials, Gordon McLendon gave the call letters and dial settings for station KIXL 12 times, and the call letters for station KLIF just once. The surprising thing is that Mr. McLendon is the president of the McLendon corporation and owner of KLIF.

This was the result of a wager which Mr. McLendon lost to Lee Segall, president of KIXL, concerning how long the movie "South Pacific" would run at a Dallas theater. Mr. McLendon wagered Mr. Segall that the show would not run 90 days. It closed after 236 days.

By losing the bet, Mr. McLendon had to write and air eight station "prong" announcements.

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

radio registers



SAVINGS AND LOAN

Twin City Federal Savings and Loan Association, Minneapolis, had an advertising budget of \$41,000 in 1941—18 years ago. Today they spend more than \$500,000 a year, with radio getting at least a third of the total, according to WCCO Minneapolis. The station also reports that it receives about one-fourth of the radio segment. From 1941 to 1959, TCF's assets have grown from \$13 million to more than \$300 million.

PICNIC TABLES

B. F. Goodrich Co. purchased two spot announcements over WJTN Jamestown, N. Y., on a Wednesday morning to promote the sale of left-over stock, 24 aluminum picnic tables to be sold at \$3.95 each. The announcements were on the WJTN Farmer very early in the morning and again at 8:50 a.m. during the Doc Webster Show. By 9:30 a.m., all of the tables are reported to have been sold on a "first come, first serve" basis. Besides buying the table, one gentleman also bought a roller tiller at \$129 and another bought two tires, the company says. The sellout was accomplished without the use of any other advertising medium.

MOVIES


The Granada Theatre in Norfolk, Neb., used 29 announcements over WJAG to promote the movie, "The Hanging Tree." The station reports that this advertising produced a three-day attendance record of over 2,500—the largest three-day crowd in more than five years. The theater manager said the record-breaking response occurred in the face of the "largest snow fall" of the winter.

RECORDS

F. W. Woolworth Co. stores, working on a week to week basis with WOKO Albany, N.Y., is now in the 78th week of advertising the stores' record departments through a one-hour Record Roundup Program. The program features the top records based on store sales and also promotes other departments. According to WOKO, one of the Woolworth stores is tops in record sales for all of the chain's outlets in the Northeast division.

WVET Radio

**No. 1
RATED
A.M. SHOW**




MORT NUSBAUM

Rochester 4, N. Y.

NATIONAL REPRESENTATIVE
The Bolling Co., Inc.

LOADED!



Big
Johnny
Reb

**540
on
the
DIAL**


**POWER
5000 Watts**

**AREA
22,700 Sq. miles**

**1,440,600
Confederates**

**24 hour
CLEAR
CHANNEL**
5,000 w. D 500 w. N

Represented By
HEADLEY-REED
JAMES S. AYERS



COLUMBUS, GEORGIA

First on the Dial in Dixie

AUSTIN & HEALY IN KWK LAND

1

IS IT A BIRD,
IS IT A PLANE?

IT'S
KWK, MAN!
LIKE THEY'RE
UP THERE.

2

WELL,
ZOOMSVILLE!
LIKE WHERE?

Dad, Hooper
says they're
now up over
400% in 4
months.

3

YOU MEAN . . .

YES—THEY'RE
A GREAT
NO. 2
AND STILL
GOING UP.

4

WHAT'S THAT
DOWN THERE,
POPS?

THEIR
COST PER
THOUSAND,
MAN.

5

"WOWSVILLE"

*like Hooper
the New love
affair in St. Louis

KWK

1380 kilocycles — 5000 watts
William L. Jones, Jr., General Manager
or see the cat from Headley-Reed

report from RAB

Radio Month Hoopla Matched by Sales Ideas For Year-Round Use

This month will see an intensive effort by radio stations everywhere to promote radio itself. Each year, the industry designates May as "National Radio Month" for the purpose of saluting radio and its contributions to the American scene.

And each May, the Radio Advertising Bureau Inc. supplies a promotion kit to help its member stations put the annual event over big. RAB has been one of the co-sponsors of the yearly observance for several years. (See *Washington*, p. 13, for activities by National Association of Broadcasters.)

The bureau's kit, which offers stations promotional tools to trumpet the virtues of radio to their audiences, is no less valuable from a sales viewpoint. According to the bureau, past promotion kits have resulted in reports like these from stations in all-sized markets:

"The kit gave us the biggest commercial month in history!"

"We netted \$2,700 in additional revenue during May!"

Here are the elements of the RAB kit:

1. *On-the-air promotions, contests and sales ideas*—A booklet containing 101 attention-getting ideas, ranging from the bizarre to the public-spirited, is provided. The ideas are designed to do two things: (1) Create a clamor for radio.

(2) Sell special schedules to advertisers.

An example of one such stunt is a money-maker the bureau calls "Flying Saucers."

A load of paper plates, each inscribed with a salute to National Radio Month and exchangeable for a gift certificate at a local store, is dropped from a plane over the city. RAB says this idea is suitable for any advertiser.

2. *Commercials* — Copy for 25 lively announcements stressing all the big radio factors is also supplied.

3. *Jingles* — Seventeen fully-orchestrated jingles, in lengths ranging from 10 to 60 seconds, are among other elements. These can be used alone or in combination with the live copy, RAB states.

4. *Speech*—As an aid to station managers, RAB has prepared a 20-minute talk suitable for delivery at various kinds of public functions, before advertising clubs, Chamber of Commerce luncheons, business men's groups.

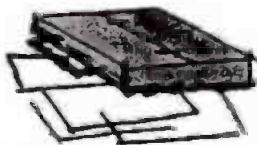
Written into the script is a special National Radio Month greeting for the audience which could be aired by the station at a pre-designated time. On cue, the station manager whips out a pocket transistor radio with volume turned up. • • •

RADIO SALES TREND OF THE MONTH

From material uncovered by RAB during national sales calls

Many hard-core tv advertisers have turned to radio in recent months. One big breakthrough in the lucrative home permanent field is a broad campaign for Toni company's "Bobbi." The results, admen told RAB, will determine future radio buys for other Toni products. Also in process by a predominantly television advertiser is a two-month radio campaign to help introduce a new electric shaver, which represents the first extensive use of radio by the firm in years. Other "first" radio efforts are being planned by a frozen foods packer, currently a spot tv advertiser, and a division of one of the "big three" auto companies, now entirely in magazines. What's prompting this second look at radio? In the case of Toni, RAB salesmen reported their presentation on how radio can be used to reach women scored high.

report from representatives



Program Check List

Affords Stations Chance

To Evaluate Activities

A gauge for its represented stations to evaluate their own programming activities is being provided by the Katz Agency.

Designed by George Skinner, Katz radio program services director, the 13-page questionnaire, Radio Programming Check List, is primarily a tool for self-analysis by station managers and program managers. The purpose of this, as with other Katz station projects, is to be able to serve in an advisory capacity with the stations.

Mr. Skinner states that "Perhaps the greatest asset of any station is the quality of introspection. By filling out the check list carefully, the alert manager can get an interesting profile of his station's programming activities."

The questionnaire covers all areas of programming, including music, news, promotion, production, public service, personalities, special programs, station identification and administration. Typical of the questions listed under music are: What type of music control do you have? and Are any types of music restricted during any time of day? Stations must then explain their policies on these and other aspects of music.

Questions regarding news range from the amount of regularly scheduled newscasts to the degree and style of editorializing. One asks, Do you stress emotional appeal or intellectual appeal in handling news stories?

Promotion questions vary from, What kind of non-contest promotional stunts have you used? to Are promotion spots straight copy or produced with a special approach, such as drama, humor, music background?

Among other questions asked in the check list are: Do you use an echo chamber or filter mike? Do you use special production devices, such as jingles or prepared and pre-recorded announcements solely devoted to public service? Do you limit your announcers' remarks to a set pattern, or permit them to express their own personalities? Does your talent stay strictly on prepared commercial copy, or are they allowed *ad lib* liberties? Do you use promotional phrases with station identification? What other means do you use for

impressing your call letters on the audience? Is someone in authority constantly monitoring the station?

The Katz Agency plans to analyze whatever returns it receives, but the agency emphasizes that the list is for each station's personal use and there is no obligation to return it. In addition, Katz will make the check list available to other stations, upon request.

Representative Changes

A new national representative firm, Bernard Howard & Co., will have its headquarters at 20 East 46th Street, New York, and will maintain branch offices in Chicago, Los Angeles, San Francisco and Atlanta.

Broadcast Time Sales has opened new and larger offices at The Penthouse, 509 Madison Avenue, New York.

The McGavren-Quinn Corp.'s change to Daren F. McGavren Co., due to the resignation of Donald J. Quinn, executive vice president in the firm's New York office, also has brought these changes: Cy Ostrup, formerly with the Los Angeles branch of the corporation, now becomes manager in the San Francisco office, and Charlye King, Mr. McGavren's assistant for six years, fills the newly created position of West Coast business manager.

The Clarke Brown Co., Dallas, has transferred its administrative and local offices to Southland Center.

Recent Appointments

WKMH Detroit will now be represented by The Edward Petry Co.

KWIZ-AM-FM Santa Ana, Calif., will be represented by The Meeker Co. This representation does not include Los Angeles County, where the station has its own sales staff.

Clarke Brown Co. will represent five stations: WIBR Baton Rouge, La.; KILE Galveston, Tex.; WAME Miami; WAPX Montgomery, Ala., and WJBW New Orleans. Each of the stations has its own individual national representative serving other sections of the country and will be represented in the South by Brown's offices in Dallas, Houston, Denver, New Orleans and Atlanta.

WHKK Akron, O., is now represented by Forjoe Co. • • •

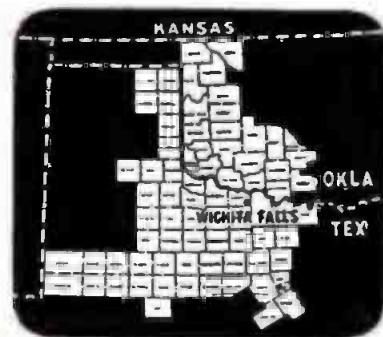
In the Big, Rich
Southwest • • •

KWFT

Wichita Falls, Texas
delivers

BIG

NCS NO. 2
CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over \$1 1/3 billion total retail sales (Consumer Markets, 1958).

AT LOWEST
COST PER 1000
PLUS

BIG

BONUS COVERAGE

• • • in KWFT's gigantic 1/2 mvfm area: 1,201,407 total households; nearly \$5 billion total retail sales!



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

KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS



BEN LUDY
Pres. & Gen. Mgrs.

5 K W
at 620
Day & Night

POWER

to
penetrate!



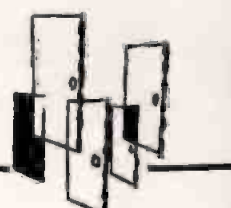
POWER . . . 50,000 watts of it . . . PROGRAMMING . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

report from agencies



Information Three Timebuyers Advocate Stations Should Provide To Clarify Buying Picture

"What kind of information—which you are not now receiving—would you like to see cross your desk from stations?"

More information on programming and local sales, and data on the advertising limitations set up by stations are among the things three agency timebuyers replied they would like to see provided.

Bill Santoni, timebuyer for Cunningham & Walsh, New York, calls for more audience composition data; Vince De Luca, chief timebuyer at Erwin Wasey, Ruthrauff & Ryan, New York, is looking for a practical way to peg a station's programming personality, and Joan Rutman, timebuyer for Grey Advertising Inc., New York, would like to see less data on the market as a whole and more about the local sales of the particular station. (See *Local Radio Phenomenon*, p. 21.)

Mr. Santoni declares that he would depend less on ratings and share of audience if he knew more about the characteristics of that audience. "Very often a station whose over-all ratings and share-of-audience figures don't look too healthy can still be the right buy for a product aiming for the kind of listenership the station attracts.

"The difficulty is that timebuyers haven't the time to ferret out this qualitative information about every station and the stations themselves continue to deluge us with ratings and share-of-audience claims."

In self defense, Mr. Santoni says, the buyer will give more weight to these figures than he would prefer—because he has so little else available.

Station's Format

Mr. Santoni also wants more data on station formats and program make-up. "The names in the promotion material don't mean much as far as figuring out what kind of programs a station puts on. I would like to have a fast, simple way of determining the character of a station's format."

EWRR's Mr. De Luca echoes the same plea, but recognizes the practical difficulties involved. "When you are buying print in Podunk," he says, "and you don't know anything about the local papers, you can send for a couple

of back issues and get the feel of the various papers. You can also get a relative idea of ad positioning.

"In radio, it is a monstrous job to get the feel of a station. Before the mushrooming of outlets to more than 3,000, each market had maybe a couple of network stations, a good music outfit and a couple of independents. You could grasp their numbers and their personalities. Now there are too many stations that seem too much alike for the timebuyer to be able to differentiate as he would like."

Mr. De Luca has tried to cope with radio's present day complexities by having stations send him sample tapes of their programs. But, while he thinks a tape recorder may some day be as standard as a typewriter in every timebuyer's office, he admits that he doesn't have time to listen to tapes on 3,000 stations.

He is also concerned with obtaining information about the advertising limitations on a station. "The advertiser should know how many commercial minutes a station programs per hour, and whether the commercial is going to be double-spotted."

Taking a different tack, Miss Rutman of Grey complains that her problem is not too little material, but too much at the wrong times and of the wrong kind.

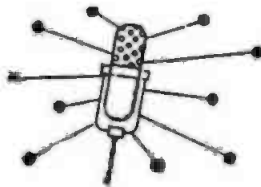
Miss Rutman said that at one time Grey had tried to file all station promotions, but that limitations of space forced the agency to abandon the idea.

Another problem, in her opinion, stems from the fact that stations often misdirect their promotional efforts. "So many spend so much time and money on selling their market rather than their station. In theory this may be fine, but in practice it is mostly wasted effort.

"By the time the buyer becomes involved, the markets are usually determined. The client and the account executive have worked out where to advertise and it is the timebuyer's job to select the stations, not the markets. Hence, we need more specifics about the particular outlet."

In this connection, Miss Rutman would like to see detailed information from stations regarding their local sales which she considers a crucial yardstick for their national acceptance. • • •

report from networks



► NBC:

Sales totaling \$986,042 in net revenue for the three-week period ending April 15, according to William K. McDaniel, NBC vice president in charge of sales, have been highlighted by an order from the Greyhound Corp.—marking the company's first use of network radio. Greyhound will sponsor comedy segments in *Monitor*, featuring Bob and Ray and Fibber McGee and Molly as part of its summer vacation travel promotion.

Among other advertisers placing orders: Longines-Wittnauer Watch Co., B. T. Babbitt Inc. for Savoy Car Polish, United Fruit Co., Socony Mobil Oil Co. and American Motors Corp. for Rambler.

In programming, a new line-up which started April 27 features a drama series and a musical variety show Monday through Friday. *NBC Radio Theater* (11:05 to 12 p.m. EDT) presents top performers of stage and screen in original stories of adventure, mystery, suspense and romance. *Network Time* (12:05 to 2 p.m. EDT) is broadcast live with Frank Blair and Don Russell as co-hosts.

► CBS:

CBS Radio has sold out the entire schedule of New York Giants professional football games, from September 26 through December 13, according to George J. Arkedis, vice president in charge of network sales. Sponsors will be the General Cigar Co. and P. Ballantine & Sons.

Recent advertisers placing orders are: Longines-Wittnauer, Renuzit Home Products Co., Cowles Magazine and the Savings & Loan Foundation.

WKMH Dearborn, Mich., becomes the CBS Radio affiliate for the Detroit market effective May 24, it has been announced by Arthur Hull Hayes, CBS Radio president. Other new Michigan affiliates are: WKMF Flint, WKHM Jackson, WSGW Saginaw, WHLS Port Huron and WLEW Bad Axe.

► ABC:

A special summer product promotion campaign for advertisers during June, July and August has been inaugurated by ABC Radio. The 13-week project, called *Play It Cool*, will be comprised of direct on-the-air promotion and edito-

rials by the network's personalities together with merchandising aids for the advertisers' marketing forces, to include ads in trade papers and direct mail to key chain store executives advertising tie-in display space.

ABC will concentrate this campaign on summer products listed under four main groups: Easy-to-prepare meals, appliance leisure, personal care and overnight trips.

Under new and renewed sponsorships, Edward J. DeGray, ABC Radio vice president, announced the signing of Ben-Mont Papers Inc., Pepsi-Cola Co., Perkins Division of General Foods Corp., The Scholl Manufacturing Co. and U. S. Pharmacal Co. as new advertisers, and 52-week renewals by Midas Inc. and Oral Roberts Evangelistic Association Inc.

Recent new affiliates are: WLOW Portsmouth, Va.; WKAL Rome, N. Y.; WLST Escanaba, Mich.; KPEL Lafayette, La.; WKST New Castle, Pa., and WBBC Flint, Mich. Also, effective April 26, ABC acquired the Don Lee Broadcasting System comprised of 34 affiliates on the West Coast.

► MBS:

The new basic standard by which MBS' news department operates, effective April 26, according to Robert F. Hurligh, senior vice president in charge of the news and special services, is as follows:

A minimum of 34 "newsbeat" program inserts per day is the standard established so that there would be at least one "newsbeat" per five-minute MBS newscast. The standard is a "115 percent increase in the rate of actuality or on-the-scene reportorial inserts in our daily news broadcasting schedules." Mutual established its "newsbeat" pattern in October 1957.

In affiliation news, KGON Portland, Ore., and KATR Corpus Christi, Tex., have joined MBS.

Keystone:

Blanche Stein, director of station relations at the Keystone Broadcasting System, announced recently the affiliation agreements with four stations in Alaska: KLAM Cordova, KINY Juneau, KIBH Seward and KIFW Sitka. Keystone now has 1,061 affiliates. • • •



U. S. RADIO

THIS IS RADIO

REPRINTED FROM JUNE 1959 U. S. RADIO

Negro Radio Tells Its Story

- The Market
- Problems
- Sales Story
- Merchandising Phases
- Programming
- Community Relations

NOW . . .

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

For complete details write—

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



Now Operating
**24
HOURS
A DAY**

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

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS



report on



Listener Study by WQXR Network Shows Extent of Fm Tune-In And Characteristics of Audience

Advertisers and agencies are expected to pick up their ears at the increasing evidence of fm's vitality. The latest study for their consideration is offered by the WQXR Network, a seven-month-old chain of fm stations in New York state.

Among the main facts the study highlights are these three: 33.7 percent of the families in the upstate "network" coverage area own fm sets; the average income of the network's listeners is \$8,998, and listening averages over five hours a day.

A joint project of The Pulse and the research department of *The New York Times*, parent organization of WQXR, the survey furnishes advertisers with information on fm set ownership, and audience income, age, occupations and listening patterns. Pulse obtained set ownership data by interviewing 1,000 homes in each of four of the nine markets in the WQXR Network. The *Times* obtained figures on audience characteristics through a questionnaire mailed to 1,683 network-area subscribers to the WQXR Monthly Program Guide. Seventy percent of the subscribers—1,174—returned the questionnaire.

The network consists of 13 stations in nine major market areas of upstate New York. The programs are fed to these stations by microwave relay from WQXR-FM New York.

The stations are: WKOP Binghamton; WHDL Olean; WRRR Ithaca; WJTN Jamestown; WHLD Niagara Falls; WRRL Wethersfield; WHFM and WRRE Rochester; WSYR and WRRD Syracuse; WRUN Utica; WRRC Mohawk Valley, and WFLY Troy.

In its part of the survey, Pulse reports that 33.7 percent (about 500,000) of all families in the network coverage area own fm receivers as of November 1958. This is a projection based on the interviews conducted in the four markets: Albany-Troy-Schenectady, Buffalo, Rochester and Syracuse. Of these families, close to 165,000 had listened to a WQXR Network station in the week preceding the interview.

The figures based on the *Times* questionnaire show that the average network listener is about 43 years old. Close to

69.5 percent of the adult members of families replying to the questionnaire are in professional or managerial occupations, with the average income being \$8,998.

Noteworthy among the statistics developed from the *Times* research is the fact that while fm listening on a WQXR network station averages 5.5 hours a day, Monday through Friday, 68.5 percent of the families listen to am radio less than one hour a day or not at all and 57.4 percent watch television less than one hour a day or not at all on the same days. This loyalty to the medium is continued over the weekend when fm listening averages 4.7 hours compared with 1.1 hours of am listening and 2.2 hours of tv viewing.

The survey's figures on the length of fm set ownership show the increasing popularity of the medium. Of the 1,174 families, 10.5 percent own an fm receiver less than one year and 14.2 percent have a set for one year. Overall, the average is five years, with 11 percent of the families having receivers for 10 years.

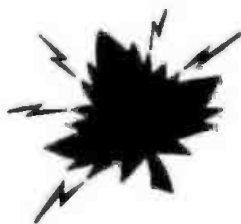
Further evidence of this popularity is the fact that 75.6 percent of fm radios are located in the living room of WQXR Network's listening audience, according to the results of its questionnaire. The dining room-kitchen (18.2 percent) and the bedroom (16.9 percent) are next in fm location preference. At the same time, while 64.1 percent of television sets are found in the living room, the second location preference—14.1 percent—is the study, den or library.

With fm radio attracting a generally better educated-higher income audience, the purchasing power potential of this group has contributed to making the medium more and more appealing to advertisers.

Fm Production

Fm factory production for February totaled 29,145, according to Electronics Industries Association—down 1,090 from January. Total reported set production during the first two months of the year stands at 59,380. • • •

report from Canada



Radio Set Sales, Listening And Awareness Are Objectives Of Canadian Radio Week

The May-time flowering of Canadian Radio Week culminates an extensive cultivation by the Canadian Association of Broadcasters of both materials and participants for the third annual promotion of the medium.

(Simultaneously, U. S. stations are celebrating Radio Month in May.)

Objectives

Sponsored jointly by manufacturers and stations (both CBC and private), the Canadian Radio Week campaign from May 3 to 9 has these objectives:

- To increase radio set sales.
- To increase radio's listening audiences.
- To develop a greater awareness of the importance and value of radio in the lives of all Canadians.

With these goals in mind, the radio division of CAB's Broadcast Advertising Bureau has been spurring the "interest and energy" of radio dealers through a widely expanded distribution of materials.

As coordinators of Radio Week, BAB has produced a "dealer promotion kit" designed to stimulate action "at the most important point in the marketing function—the consumer sales level."

Charles W. Fenton, sales director of BAB's radio division, describes the development of these kits as the outgrowth of discussions with the Electronic Industries Association, representing manufacturers.

"Last year," he says, "we produced a 'manufacturer's promotion kit.' Over 1,400 of these were bought by the manufacturers for their branches, distributors and sales and advertising people. General knowledge and awareness of the promotion by company personnel and most all dealers were tremendously improved through the use of the kits."

This year, Mr. Fenton continues, the

broadcasters and manufacturers agreed to share the costs in providing promotional material geared especially for the dealer. Approximately 8,000 kits written in English and 3,000 in French are being supplied, each containing two Canadian Radio Week window streamers, 10 price display cards, radio set sales figures and a sales letter to the dealer outlining why and how he can benefit by tying in with the national promotion.

Kits for Stations

"Again this year we have produced a station promotion kit for distribution to the 149 member stations of BAB," Mr. Fenton adds. "It contains promotion and selling ideas, air promotion copy, facts and figures on radio set sales, window streamers, price display cards, table place mats and various other materials to assist stations in planning and carrying through an effective promotion."

Stations also have a disc of the special Canadian Radio Week jingles which have been used during the past two promotions, as well as several newly recorded jingles. Special programs, contests, audience participation and display tie-ins by various stations are being used to generate public interest in the week and focus attention on it.

Impact and Results

"It is naturally obvious to all concerned," Mr. Fenton reminded CAB members at their annual meeting in March when plans for the promotion were presented, "that the impact and results from the 1959 Canadian Radio Week can be tremendously increased by the wholehearted cooperation and support of all radio manufacturers and radio broadcasters.

"We sincerely and earnestly ask you to do everything you can to make the 1959 promotion a resounding success. We shall certainly do the same." • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to
four principal cities
of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

No "Simple Formula" Music & News format here at KFAL RADIO . . .

As always—KFAL offers a diversity of excellent, well-chosen, and carefully produced programs keyed to the desires of Central Missourians in entertainment, information and public affairs. No one type of programming overbalances other choices, and the result is a sparkling variety which encourages many listeners to volunteer a "Well Done" . . . Give us more of the same"

This makes the *best of company* for your advertising schedules in a market exposure of over 225 thousand Radio Homes (KFAL Half Millivolt Coverage).

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

KSYL—BAYOU CCA

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Awards, Mr. Sylvan Fox, Manager of Radio Station KSYL, Alexandria, Louisiana, said:—

"We are now in the last days of selling our CCA Campaign here. I am happy to report we've met with tremendous financial success. We have been able to pull accounts to KSYL that we previously could not sell. The comments we have created with the women's organizations and advertisers is already worth the effort we've put into this promotion. We look forward to many CCA Campaigns in the years to come."



Sylvan Fox

COMMUNITY CLUB AWARDS



20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

NAB ASSOCIATE MEMBER



**My Mommy
Listens to KFWB**

Working mommies or home-type mommies... they all look to KFWB as the daddy of all radio stations in the L.A. area. Buy KFWB... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

How to Open Purses



KHOW knows how. First, have a large, responsive, adult-minded audience listening. KHOW has it! Then, deliver each commercial message with the kind of honest enthusiasm and conviction that open minds...and purses. KHOW does it!

Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW

RADIO • 630 on the dial
5,000 watts • DENVER

SINCE 1925. THE RADIO VOICE OF DENVER

**radio
research**



**Keystone's Rhys Drums Up
Support for Regular Measurement
Of Small Town Listening**

A major radio problem that few people have paid attention to is the need for a more adequate way to measure small town radio listening.

"We have to establish a record of listening to show advertisers and agencies the extensive audience following of small town radio," declares Noel Rhys, executive vice president of Keystone Broadcasting System Inc., which is a network of 1,061 affiliates in predominantly class C and D markets.

"It is not unusual," Mr. Rhys states, "for a small town station to enjoy a 10 or even 15 rating for its local programming. However, there is no way, except in rare instances, to prove this fact to timebuyers."

Occasionally, a small market is included in a much larger area study, he states. But there is no consistent, acceptable measurement of actual listening.

What Mr. Rhys would like to see happen is for one of the major radio research firms to devote effort in this direction. He is sure that stations in small markets would rally to support such a move.

Mr. Rhys makes it clear that, in advocating this move, he is aiming his remarks at the whole base of small town radio, and not solely at the Keystone operation.

He believes that a representative sample of small markets—perhaps 100—could be used in producing the necessary information. There are between 1,500 and 2,000 stations in C and D markets, Mr. Rhys estimates, that are presently not being measured in any acceptable way.

It has placed these stations—and Keystone, too—in the position of selling national business on the basis of market information, rather than station listening patterns. This applies to single station markets, too, where radio listening is expected to

be extremely loyal to that particular operation. Keystone reports it has about 700 single-station markets in its affiliate line-up.

"We know," Mr. Rhys states, "that timebuyers rely on Nielsen Coverage Survey to a very large extent in selecting markets in the C and D counties. But NCS is a measurement of potential audience and does not reveal actual listenership. The intensity of listenership of these local stations is not borne out by a measure-



Noel Rhys, executive vice pres.

ment which only reveals the number of the people who at some time during the day, week or month were tuned to a given station.

"This analysis certainly does not report habitual listenership or station loyalty. At the present time, the necessary tools for determining depth listenership in the small town type of radio market is not available.

"Basic station information could be obtained from a representative group of small town and rural stations which would reflect the listening patterns of this type of radio outlet throughout the country. This could, in effect, serve these stations in the same manner that major markets are measured currently." • • •

Articles Of Major Interest

Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Teenagers are Radio's Small Fry**

For further information, write—

Reprints

U.S. RADIO

50 West 57th Street, NYC 19.

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

**Enter Your
Subscription
Today
\$3 For 1 Year
\$5 For 2 Years**

U.S. RADIO

SUBSCRIPTION

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

Please see that I receive **U.S. RADIO**

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

Company _____

Type of Business _____

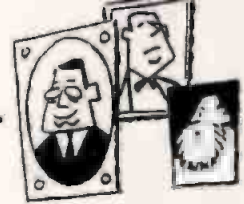
Company or

Home Address _____

City _____ Zone _____ State _____

PLEASE BILL

PAYMENT ENCLOSED



Noting the Changes Among

The People of the Industry

AGENCIES

RUTH J. GERRONE, a copy supervisor in the New York office of Kenyon & Eckhardt Inc., BRENDAN J. BALDWIN, associate media director from K&E, Detroit, ALAN POTTASCH, account executive, and LAWRENCE C. PUCHTA, senior account executive, elected vice presidents. Also, JOHN HUGHES, formerly time-buyer at Cunningham & Walsh Inc., New York, appointed broadcast buyer in K&E's media department. JOAN CHAMBERLAIN, copy supervisor at Ogilvy, Benson & Mather Inc., New York, to a vice president. E. SYKES SCHERMAN, Compton Advertising Inc., New York, account executive, elected a vice president. MARSHALL HAWKS, radio-tv director at Emery Advertising Corp., Baltimore, elected a vice president. HOWARD FISHER, formerly radio-tv director at

Rogers & Smith Advertising, Dallas, named a vice president and account executive. SHELDON KAPLAN replaces Mr. Fisher.

NORMAN FRANK, Lynn Baker Inc., New York, director of radio-tv, appointed a vice president, CARL RIGROD, radio-tv director at Donahue & Coe, New York, elected a vice president.

AL BUFFINGTON, formerly vice president-production for Fidelity Films, Hollywood, appointed creative director at Beckman, Koblitz Inc., Los Angeles.

ARTHUR S. GEE, formerly media group supervisor at Erwin Wasey, Ruthrauff & Ryan Inc., New York, named media director.

TOMMIE DEANS, formerly media director at Tandy-Richards Agency, Toronto, appointed media manager of the Toronto office of BBDO.

STATIONS

HERBERT E. EVANS, vice president and general manager of Peoples Broadcasting Corp., Columbus, O., named president.

DALE COWLE, formerly promotion manager of KDAL Duluth, Minn., named executive vice president-general manager of KBIZ Ottumwa, Ia.

ROLLAND V. TOOKE, Cleveland area vice president of Westinghouse Broadcasting Co. in charge of KYW-AM-TV, promoted to executive vice president of WBC.

PAUL E. MILLS appointed managing director of WJW Cleveland. He was formerly midwest television sales manager of Westinghouse Broadcasting Co.'s Chicago office.

DANIEL DIENER named vice president and general manager of WUST Washington.

FRANK W. CRANE, general manager of Imperial Broadcasting System Inc., Riverside, Calif., elected vice president.

DON KEYES, vice president-national programming for the McLendon Corp., Dallas, elected assistant to the president.

LARRY COOPER promoted from public affairs director to program director of KMOX St. Louis. Also, PAUL DOUGLASS named sales development manager.

JAMES A. YERGIN promoted from advertising manager for WOR-AM-TV to director of advertising and promotion.

LUTHER G. BASSETT rejoins WSAI Cincinnati as national sales manager after being on temporary assignment as general manager of KBUZ Phoenix.

TED SCHNEIDER, director of news and special events at WMGM New York, appointed sales service manager.

TED OBERFELDER, owner and president of WKIX Raleigh, appointed retail sales manager of WINS New York.

FRED HAGGERTY, former general manager of WSKL Montpelier, Vermont, appointed station manager of WFPG Atlantic City.

RICHARD W. GESSNER, formerly on the sales staff of WIP Philadelphia, appointed station manager of WKAL Rome, N. Y.

REPRESENTATIVES

G. WILLIAM BOLLING III, formerly in charge of the West Coast operations of The Bolling Co., New York, promoted to company vice president and assistant to the president, and also named president of the radio division.

LLOYD A. RASKOPF appointed New York sales manager and NINA FLINN named assistant to the director of sales development.

SAM BROWNSTEIN, sales staff of Broadcast Time Sales, promoted to national sales manager.

MICHAEL CAMPBELL, formerly manager for CBS Radio Spot Sales, named assistant to the general manager. Also, GEORGE R. SWEARINGEN JR., formerly sales manager for the Atlanta office, named account executive in New York.

NICHOLAS R. MADONNA, formerly with NBC Radio Spot Sales, and WILLIAM E. KELLEY, formerly with Storer Broadcasting Co. as national sales manager for WSPD-TV Toronto, named account executives with AM Radio Sales Co., New York.

JERRY CRONIN, formerly in radio sales at KBUC Corona, Cal., has joined the San Francisco radio sales staff of The Katz Agency.

NETWORKS

LEON LUXENBERG promoted from presentation writer in advertising and promotion department to director of sales presentations for CBS Radio.

ROBERT R. PAULEY, account executive, named eastern sales manager of ABC Radio.

INDUSTRY-WIDE

BOYD W. LAWLOR appointed national sales manager of Community Club Services Inc., New York. Mr. Lawlor was midwest sales manager.



Rigrod



Mills



Yergin



Brownstein



Lawlor



Gerrone



Buffington



Pauley

*“... an investment
that makes
all other
investments
worthwhile”*

JOHN COLLYER
Chairman of the Board
The B. F. Goodrich Company



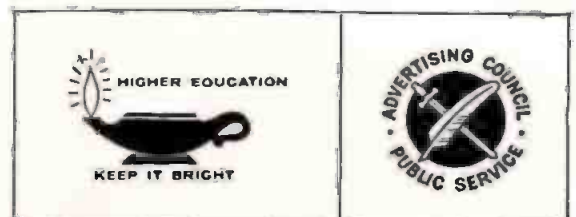
“For much of our nation’s progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

“It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

“Join this important crusade. Contribute today to the university or college of your choice. You will be making *an investment that makes all other investments worthwhile.*”

If you want more information on the problems faced by higher education, write to:
Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

*Sponsored as a public service, in cooperation with the
Council for Financial Aid to Education*





... the local-national link

OUTSTRIPPING OTHER MEDIA

Exciting in present-day radio is the continuing upshoot of local billings (see *Local Radio Phenomenon*, p. 21). Such revenue has increased 28.2 percent from 1951 through 1958.

This growth has far outstripped the local gains made by other media. It is something advertisers and agencies on the national level should examine thoroughly. The consumer is the one who buys goods and services locally. He is the one reached by mass media locally where he lives, whether it be television, newspapers, magazines or radio.

It follows that the same means that can cause a retailer's sales to increase can be substituted with a national advertiser's message and have similar results.

REASONS ADD UP TO ONE

There are many reasons for the hometown strength of radio. These are outlined in the aforementioned story. Briefly, the local retailer or distributor knows his local media and what they can do for him.

Radio has taken a back seat to no medium in becoming a part of the community's civic and business life. Programs and promotions cater to local listener involvement.

But all the reasons that can be enumerated and analyzed add up to the most important: Radio sells, justifying continuing expenditures.

What potential national radio users should explore is not only the success many local brands have in competition with national clients, but also the basic sales job that radio does for the corner merchant.

There are growing signs that large agencies are becoming aware of the link between local and national use. Among the things that some agencies would like to see stations provide is more information on local sales (see *Report from Agencies*, p. 64).

A study by national clients of radio's sales effectiveness on the hometown scene will turn up the conclusion that when it comes to media effectiveness and efficiency, the advertising values of radio cannot go unnoticed.

NATIONAL RADIO MONTH

Amid all the planned excitement and hoopla of National Radio Month, it is an appropriate time of the year to take a look at the *business* of radio.

The theme of the month, "Radio . . . Always in Tune With You," is appropriate. But, in addition to telling this story to listeners, greater emphasis should be placed on showing advertisers and agencies how radio is in "tune" with their sales objectives.

The H-R "Operation Groundswell" promotion, which coincides with National Radio Month, is a good example of how stations can stimulate both local and national advertiser interest in the sound medium (see *Local Radio Phenomenon*, p. 21).

Furthermore, rather than abandoning Radio Month promotion when May is concluded, this basic job of telling the radio story should be carried on the next 11 months of the year.

Radio men know the job their medium is doing. Advertisers and their agencies must be continually informed of the programming and sales story.

BE A COUPON CLIPPER

R-1

Standard Electronics Division
Radio Engineering Laboratories, Inc.
29-01 Borden Avenue, Long Island City 1, N.Y.


I'm interested in upping my station's earning power with your new FM transmitting equipment. Please send me the data checked:

<input type="checkbox"/> FM-MUX SERRASOID Multiplex Exciter, type 936	<input type="checkbox"/> FM 3 kw Multiplex Transmitter, type 2012
<input type="checkbox"/> FM 250 watt Multiplex Transmitter, type 930	<input type="checkbox"/> FM 10 kw Multiplex Transmitter, type 2013
<input type="checkbox"/> FM 1 kw Multiplex Transmitter, type 940	<input type="checkbox"/> FM 3 kw Amplifier, type 938
	<input type="checkbox"/> FM 10 kw Amplifier, type 943

Name

Title Station

Address

...and let  solve your **FM** problems!

Getting on the air at minimum cost

S-E 250 watt FM Multiplex Transmitter economically puts you on the air now with a high-quality signal, simplex or multiplex, lets you "Add-A-Unit" for higher power later. Available soon, S-E 1 kw FM Multiplex transmitter,



Putting more punch in your signal

S-E 3 kw Amplifier uses your present low-power transmitter as a driver, has minimum requirements in the way of space, power consumption, operating and maintenance attention. Available soon, S-E 10 kw Amplifier.

Getting on the air with a powerful signal

S-E 3 kw FM Multiplex Transmitter takes less space than comparable equipment, can't be surpassed for signal quality, operating simplicity, all-around economy. Available soon, S-E 10 kw FM Multiplex Transmitter,



Updating your present transmitter

S-E FM SERRASOID® Multiplex Exciter replaces modulator panels in old Western Electric or similar FM transmitter to bring performance up to present-day standards.

®TRADEMARK REGISTERED U.S. PATENT OFFICE

FM, AM and TV Transmitters and auxiliary equipment manufactured by

STANDARD ELECTRONICS

Division of

RADIO ENGINEERING LABORATORIES, INC.

29-01 Borden Avenue, Long Island City 1, N. Y. Stillwell 6-2100 Teletype NY4-2816

Distributed throughout Canada by NORTHERN ELECTRIC CO., LTD. and Overseas by CBS INTERNATIONAL

WHAT WOULD YOU DO IF YOU RECEIVED 6,137 BIRTHDAY GREETINGS?

Torey Southwick of KMBC-KFRM acknowledged each one by mail... and mapped the towns to show the program's coverage!



Thirty-nine months ago, radio listeners to KMBC-KFRM were first captivated by a new personality on these pioneer Kansas City stations. His name: TOREY SOUTHWICK who, with his sidekick, Ol' Gus (a second voice done by Southwick), launched his "Time for Torey" program from 7 to 9 a.m., Monday through Friday. On these same five days, he does the "Torey Southwick Show" from 3 to 4:30 p.m.

A speech major from Wayne State University, Detroit, Southwick added to an already-established morning program format of tuneful, wake-up music, time signals, temperature reports, news and sports, that indefinable element known as "personality", to make his shows the most listenable in Kansas City. His afternoon show features the "Top Ten Thousand Tunes" with selections from the best current albums and the old standards.

Listeners love his programs... advertisers clamor for spots on his shows... people consider Ol' Gus an actual person. The Mayor of Kansas City chose this program as the ideal spot within which to air his daily "Morning Report" to his many neighbors in Kansas City, western Missouri and the state of Kansas.

Recently, KMBC - KFRM celebrated Torey's birthday — and 6,137 listeners sent friendly birthday cards to him.

"SOUTHWICK SHOWS" STACK UP SALES AND SATISFACTION!

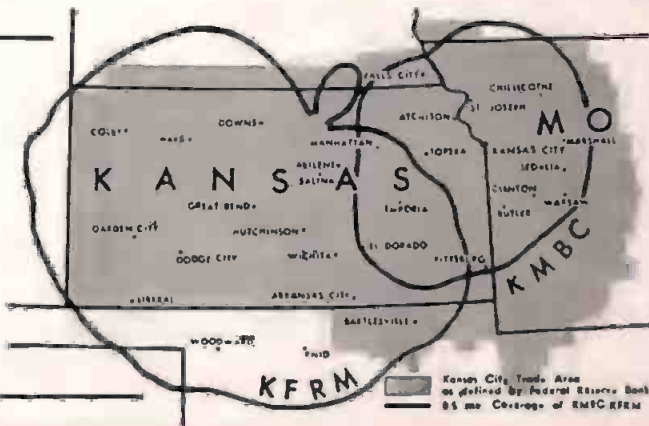
Torey's shows fit precisely into our KMBC-KFRM programming concept: to entertain, to inform and to serve. So that you may appreciate the terrific impact of advertising via KMBC-KFRM on this important 17th market, write us for Torey's own mail map showing origins of his thousands of cards.



These two little ladies sandwiching Ol' Gus are Torey's daughters, Terry left, and Goyle. The girls have been doing Daddy's Show on Christmas morning the past two years or loving it (Ol' Gus loves the attention he's getting here, too!)

Check NOW on "Avails" ... Get KANSAS Coverage FREE!

Get on one of the two "TORRIFIC" TOREY SHOWS as soon as possible, and spread your message throughout the powerful KMBC-KFRM BONUS range (western Missouri and ALL of the state of Kansas.) BUY KMBC, GET KFRM FREE! Call your colonel at Peters-Griffin-Woodward, Inc., today for Torey!



Note how closely KMBC-KFRM coverage fits huge Kansas City trade area as defined by industrial economists of 10th District Federal Reserve Bank. Nearly 4 million persons — more than 1 1/4 million families — with buying power exceeding \$6 1/2 billion annually!

Basic
ABC
Affiliate

KMBC of Kansas City - KFRM for the State of Kansas

The Heart-of-America's TOPularity Stations

... and in television, the Swing is to **KMBC-TV**, Kansas City's Most Popular and Most Powerful TV Station