

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 11

NOVEMBER
1959

35 CENTS



WHO UNDERSOLD?

How Underwell Radio
Said It Is Effective

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BY SIDE

Service Ratings
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Study of Population
Media Changes

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URE PROSPECTS

Ad Sales Look Ahead
to Development

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Mel Bartell

Man Trains Wife
Among Times Trial
Listeners to Radio

how...you can still buy Manhattan for \$24!*

says Peter (Minuet) Theg - Director of Sales



(Class A, 12 Plan)

The famous Bartell Family Radio Sound is available to charter advertisers November 2, when RADIO W-A-D-O (or W-A-D-O Radio, if you prefer) begins stimulating response in New York City!

SEE Mel Bartell,
Peter (Minuet) Theg

Adam Young, Joan Putnam, or contact at CL 5-7070



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!*

GLENN & HARRISON, GENERAL MANAGERS

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Represented by
ALBERT KUGOEL



***Why are WXYZ Radio
and WXYZ-TV Detroit's
Most Popular Stations?**

Young in heart and busting out all over,
that's the personality of Broadcast House.
WXYZ Radio and WXYZ-TV
are stations with **WXYZing!**

Southeastern Michigan is chock-full
of bustling young people who work
and play hard . . . and they buy things
as if money was going out of style!

We know what they like—programming
with **WXYZing**. And that's what we
give them. Put **WXYZing** in your plans!

*Seeing is believing . . . check your rating books.

The Stations with **WXYZing**

WXYZ Radio 1270
WXYZ-TV Channel 7
ABC—Detroit

Represented Nationally by John Blair & Co. and Blair-TV

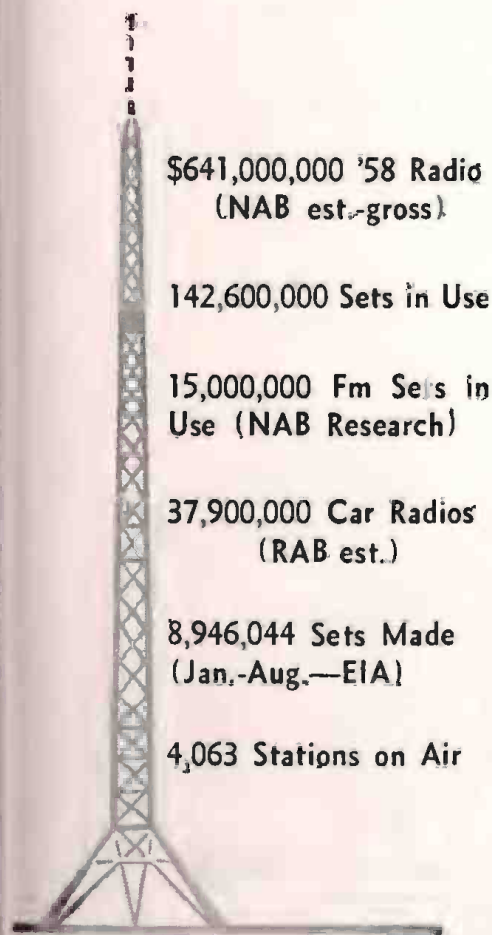


responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.



Radio's Barometer



Spot: Adam Young Inc. reports that its radio business in October was the highest billing month in the history of the company. It totaled 15 percent ahead of October 1958, according to Steve Machinski, executive vice president.

Network: American Broadcasting-Paramount Theatres Inc.'s estimated net operating profit for the first nine months of 1959 was 26 percent higher than the similar 1958 period, according to Leonard H. Golden-son, president. Net operating profit for the period was \$5,226,000—\$1.22 a share—compared with \$4,142,000—94 cents a share—for the same 1958 period.

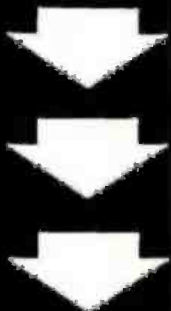
Local: Three stations—WMAQ Chicago, KTIK Seattle and WABC New York—and one group ownership—Taft Broadcasting Co.—report increases in billings. Local sales at WMAQ for the first nine months were 37 percent ahead of the 1958 period, which was a record year. Total sales in September were 31 percent ahead of the 1958 month. At KTIK, the third quarter business was 37.5 percent ahead of the second quarter. This increase is reported as the biggest in the station's history. Third-quarter sales of WABC were 42 percent ahead of the similar 1958 period. Taft Broadcasting Co.'s net income after taxes for the third quarter was 67 percent above the 1958 period (\$248,000 compared with \$148,000).

Stations: The number of am and fm stations on the air at the end of September totaled 4,063, an increase of 21 (11 am and 10 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,417	646
Applications pending	490	62
Under construction	105	157

Sets: Total radio production in August was 1,009,423, including 279,424 auto receivers, according to Electronic Industries Association. Eight-month cumulative radio output came to 8,946,044, including 3,434,345 auto sets. Total radio sales in August, excluding car radios, was 671,713 units; eight-month total was 4,357,421. The number of fm sets made in August totaled 42,886, double the figure in August 1958; eight-month cumulative fm production was 290,862 sets. • • •

1st



according
to all
surveys
**PULSE · HOOPER
TRENDX**

WGH
RADIO
Color Channel 131
Norfolk - Newport News - Portsmouth
and Hampton, Virginia

Represented Nationally by
JOHN BLAIR & COMPANY

for buyers and sellers of radio advertising

U.S. RADIO

NOVEMBER - 1959

VOL. 3 - NO. 11

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Rollie Devendorf *Art Editor*
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Stan Walker *Assistant Editor*
Patty Kirsch *Assistant Editor*
Blanche Stein
Administration-Production
Seymour Weber *Office Manager*
Jo Ganci *Secretary to Publisher*

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San Francisco 11, SUTter 1-4583
% Edith K. Whaley
3493 Cahuenga Blvd.
Los Angeles 28, HOLLYwood 3-2215

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U. S. RADIO • November 1959

now more than ever Keystone makes sense and dollars too

here's how:

1

Keystone has 1075 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2

Keystone has 86% coverage of all farm markets in the country.

3

Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4

Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station list and our farm market survey. They're yours for the asking.



San Francisco
57 Post St.
Sutter 1-7400

Detroit
Penobscot Building
WOodword 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

New York
527 Madison Ave.
Eldorado 5-3720

Chicago
111 W. Washington
Stofe 2-8900

Another great modern radio station turns to

YOUNGPRESENTATION

Effective November 9, 1959

Adam Young Inc.

becomes exclusive national representative for

WKIX

the 10,000 Watt, 850 kc. modern radio station . . .

well on its way to dominance in

RALEIGH, N. C.



ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

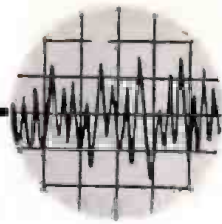
ST. LOUIS
915 Olive St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOLlywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 25, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564



Cities Service Steps Out With Renewed Radio Interest

The return to radio of Cities Service Co., one of the oldest air-time advertisers in the business, chalks up a success story for the medium in the form of a radio budget currently estimated at close to \$1 million and expected to go higher next year (see *Cities Service and Radio: "Side by Side,"* p. 30). The oil firm, which took a stroll with tv at the turn of this decade after nearly 30 years of keeping company with the senior air medium, did an about-turn last year and is now hitting full stride again in the realm of listener appeal.

NBC Radio's Medical System Harbinger of Special Services?

With its new plan to provide, through fm multiplex, a professional Medical Radio System to doctors' offices, speculation is popping as to the next step. Initially, the medical system will reach 16 cities, providing music and latest medical news and commentary. Dr. Chester Scott Keefer, president-elect of the American College of Physicians and executive director of Boston University's School of Medicine, is head of MRS' medical board of advisors.

RAB's Proposed Building Can Provide Radio Symbol

As the building committee of Radio Advertising Bureau continues to explore various possibilities, it is the expectation that the home for radio will be established no later than 1961. Actually, the committee is exploring two alternative ideas: Costs of acquiring a site and putting up building, and converting an older structure. The bureau feels that the new home, in addition to its symbolic value, would be an efficient way to invest money now expended for rent.

CBS-Owned St. Louis Outlets Voice Freedom of Airwaves

The extent to which CBS-Owned stations have split their radio and tv operations was vividly illustrated during election week. KMOX-AM and KMOX-TV St. Louis took different viewpoints on a proposed Metropolitan District Plan. The KMOX-AM editorial, by Robert Hyland, vice president and general manager, opposed the plan and was on the winning side. When advised of the dual views, top CBS Inc. brass asked the stations not to use it as a publicity tool, until the story broke in a St. Louis newspaper.

Coverage Study of Radio To Be First Since 1956

The first Nielsen Coverage Study of radio since 1956 has been planned by the A. C. Nielsen Co. It is expected to be released by mid-1961.

New BPA Officers Start Term of Office

The new slate of officers of the Broadcasters Promotion Association have started their terms in office, following the fourth annual convention held in Philadelphia. Gene Godt, sales promotion and advertising director of KYW-TV Cleveland, was elected president; John F. Hurlbut, WFBM-AM-TV Indianapolis, first vice president, and Don B. Curran, KTVI St. Louis, second vice president. The BPA voting membership has picked New Orleans for its 1960 convention, to be held November 14, 15 and 16.

WPTF

Raleigh-Durham



the Nations

28th Radio Market

**has Greater
Food SALES
than the 12th
Metropolitan
Market**

**28th Radio Market - WPTF
\$541,043,000**

**28th Metropolitan Market
\$193,673,000**

**12th Metropolitan Market
\$479,519,000**



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



time buys

Arnold Bakers Inc.

Agency: *Kudner Agency Inc., New York*

Product: BREAD

Supplementing its regular schedule of radio, the company is adding an extra measure of air time in selected areas to continue through November. Daytime frequencies of 15 to 35 announcements a week are being used. Mal Murray is timebuyer.

J. Colonna Bros.

Agency: *Gardner Advertising Co., New York*

Product: J. COLONNA PARMESAN CHEESE
J. COLONNA BREAD CRUMBS

On the menu for radio stations from New England to the Mason-Dixon line is a schedule of one-minute announcements at the rate of 10 to 15 per week for eight weeks. The campaign, which started October 21, is presently on the air in Boston, Albany, Hartford, Buffalo, Rochester, Syracuse, Philadelphia, Baltimore and Washington, D. C. Timebuyer is Virginia Burke.

Garrett & Co.

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

Product: VIRGINIA DARE WINES

With a tip of the glass to radio, the company is engaging in an eight-week campaign (10 weeks in Minneapolis and Milwaukee) in 17 markets that will carry into mid-December and the pre-Christmas social season. In some markets air time is being used to introduce Virginia Dare Royal wine; in all cases emphasis is on the suitability of wine for all occasions. Frequency averages 75 announcements per week via one-minute ET's. Miss Paule Shapiro is timebuyer.

Hamilton Watch Co.

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

Product: ELECTRIC WATCH

Frankly catering to a selective market of "upper incomes," Hamilton is suggesting this expensive gift item to audiences of 100 good music stations (am as well as fm) in 85 markets in an eight-week campaign which runs until December 18. In areas not reached by quality music outlets, the company is timing its announcements for news and/or weather adjacencies, chiefly in morning periods. This is Hamilton's third year of radio usage, its second campaign concentrating on good music stations (the first was conducted last spring). Derrick Dyatt is timebuyer.

Mentholatum Co.

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

Product: COLBAN TABLETS

A special campaign in the York-Harrisburg, Pa., and Fort Wayne, Ind., markets is now underway. Its outcome may predicate further radio moves by this product. Nancy Smith supervises the timebuying.

Mentholatum Co.

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

Product: MENTHOLATUM DEEP HEAT RUB

To stimulate sales circulation in about five major markets, the product is taking to the air with saturation schedules ranging from 13 to 26 weeks, depending on the market. The campaign starts this month in three areas; it was launched earlier in two locations. Nancy Smith supervises the timebuying.

(Cont'd on p. 10)



ONE WAY

With Pulse consistently showing WTOP Radio with more quarter-hour wins than all the other stations combined, there's only one way to be *important* on radio in the Greater Washington area: use WTOP . . . and be sure!

wtop radio

WASHINGTON, D. C.

Represented by CBS Radio Spot Sales

operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, Washington, D.C.

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

WJXT, Channel 4, Jacksonville, Florida



ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times... for first in news... finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch... day after day.

For remarkable facts about the "jump-ahead" KONO... see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

time buys

[Cont'd from p. 8]

National Carbon Co.,
Division of Union Carbide Corp.

Agency: *William Esty Co., New York*

Product: PRIME

A new product especially designed for cold-weather driving is being introduced this month via saturation frequencies in 80 to 100 markets. The buy is, in effect, a four-week extension of the six-week Prestone campaign which was due to end with the advent of frost. A "gas line anti-freeze," Prime is reputed to facilitate quick starts and prevent stalling in the face of nippy temperatures. Dick Olsen is timebuyer.

Nestle Co.

Agency: *William Esty Co., New York*

Product: NESCAFE

Adding the cream to a heavy campaign now underway in major markets for this coffee is the report that the account anticipates continuing its current radio usage "for some time." The schedule includes a combination of minutes and 20's. Phil McGibbon is timebuyer.

New York & New England
Apple Institute

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

As a timely harbinger of holiday fare, the institute is now engaged in a pre-Thanksgiving campaign and contemplating a similar pre-Christmas promotion of its regional product. The anticipated December schedule is likely to repeat the present pattern—two weeks of saturation coverage in New England and eastern New York markets. Doug Humm is timebuyer.

Original Crispy Pizza Co.

Agency: *Ben B. Bliss & Co., New York*

Product: FROZEN PIZZA

Four new markets will be added to the company's present radio list



within the next 30 days, the agency reports. At present, the product is being advertised aurally in a "concentrated saturation" campaign that started this month in Boston and Washington, D. C., as well as a continuing schedule in Miami, Baltimore and the New England area. The firm is said to be focusing its budget almost entirely on radio. Ben Bliss, agency president, handles the buying.

Parsons Ammonia Co.

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

Product: PARSONS' SUDSY
HOUSEHOLD AMMONIA,
BLEACHETTE
BLUING

Now reviewing results from its 1959 usage of radio, the company reportedly is preparing an increased budget for its 1960 buys, which are due to be transacted in mid-February or early March for the "spring cleaning" season. Schedules are expected to be similar to previous March-May flights of six, eight and 10 weeks, with a possible extension beyond the heretofore 30 national markets. After five years of strong radio use, Parsons is 100 percent sold on the medium and expends more than 90 percent of its advertising budget on sound alone. Stanton Hedrick handles the timebuying.

Pharmaco Inc.

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

Product: FEENAMINT

About to pack its bags for the move from DCS&S to N. W. Ayer on January 1, the candy laxative will stay regular with radio on the campaign initiated earlier this fall and continuing until Christmas; its new agency will take over administering the second half of the campaign, due to start after the first of the year. Timebuyer at present is Jeff Fine.

[Cont'd on p. 12]

88 IVORIES AND 2 IRISHMEN



WSBT personalities Harlan Hogan and Jim Gannon team up on weekdays to present 55 of the liveliest minutes in radio. The program (3:05-4:00) features the casual music of Hogan at the piano, his conversation with Gannon that's even more casual and interviews with most anyone who walks past the studio.

The program is strictly informal, almost disorganized, but people in South Bend love it. It's an adult show, directed to the housewife and men driving home from work. Both

men are experienced radio performers, and do an outstanding job for advertisers. Their successes for advertisers are legion. Hogan's morning show (10:30-10:45) with Joe Kelly is an equally popular program.

Popular live programs, like the Harlan Hogan show, give WSBT complete dominance of the South Bend market. And it's a market that's important to national advertisers. The 36 counties in Northern Indiana and Southern Michigan covered by WSBT have an annual Buying Income of 3.3 billion dollars! South Bend, the major trading center of this area, has an average household income of \$7136 . . . 15th in the nation!

To reach this rich market use its radio voice . . . WSBT. For remaining availabilities on the Harlan Hogan shows, and for free market data book, 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.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



What do you want for Christmas? More Christmas business? Well, William Holm, General Manager of WLPO, La Salle, Illinois, got heaps of extra Holiday billings with the help of RCA Thesaurus Commercial Library. He writes:

"Income from Thesaurus Christmas jingles and effects amounted to \$3221.50. Twenty jingles and effects were used to sell 812 announcements aired between Thanksgiving and Christmas."

Feel like celebrating? Write RCA Thesaurus now for details on building up Holiday business.

RCA **THESAURUS**

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

time buys

(Cont'd from p. 10)

Pierce's Proprietaries Inc.

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

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

A healthy prescription of radio is on order for this stomachic tonic, with a six-month schedule now underway on approximately 70 stations throughout the country. The one-minute ET's will be on the air with a "fairly heavy" frequency until next spring. Joyce Peters is time-buyer.

Point Adams Packing Co.

Agency: *Ben B. Bliss & Co., New York*

Product: PEACOCK SALMON

A summertime swing into radio proved so satisfactory for this product, says the agency, that the company plans another "clambake" with the medium after the first of January. Prospects are for an expansion beyond the New York market in the proposed second installment of time-buying. Ben Bliss, agency president, handles the timebuying.

Royal McBee Corp.

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

Product: ROYAL TYPEWRITERS

Using a sound touch in 22 markets, the company unlimbers a pre-Christmas drive on November 23 to promote typewriters as a valuable gift item for the teenager in the family. The three-week schedule, with 30 to 50 announcements a week depending on the market, will be directed primarily at parents and their concern for their youngsters' educational and vocational development; teenagers, in turn, will be encouraged to develop a yen for the Royal machine. Timebuyer is Lorraine Ruggiero.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: OLDSPICE TOILETRIES

That last-minute shopping list will get the benefit of Shulton's suggestion via a close-to-Christmas rush of radio time in 85 markets. The

spot buy—24 announcements a week on the average—will start about December 15 and run for a week. It is designed to augment the company's regular spot campaign which will continue through December, and its network radio schedule. Joseph Knapp, media director, is handling the buying.

George Wiedmann Brewing Co.

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

Product: BEER

On tap for this brew as of January 1, the agency will assume media responsibilities heretofore handled by Tatham-Laird of Chicago. The account is expected to continue a strong radio voice in its five-state market in the Ohio Valley. Jeff Fine of DCS&S will assume timebuying duties for the account.

Western New York Apple Growers Association

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

With a taste for radio similar to that of the New York & New England Apple Institute mentioned above, this regional association is also finishing up two weeks of pre-Thanksgiving radio time and considering a light campaign to precede the Yule season. The current schedule includes "practically every market" in western New York plus some in Ohio and Pennsylvania on a basis of 20 to 30 spots a week. Doug Humm is timebuyer.

Wheatena Corp.

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

Product: CEREAL

Radio reception at the breakfast table is giving Wheatena such a pleasing start to these cold-weather days that a second flight is expected to be launched in mid-January to continue until the spring. At present, this cereal is wrapping up its initial seven-week campaign of morning time (between 6:30 and 9 a.m.) which started last month in nearly 40 markets. Doug Humm is timebuyer. • • •



Comparison?

There is no comparison!

The fact is:

WRVA-RADIO, Virginia's Largest Single Advertising Medium *
REACHES MORE PEOPLE AT LESS COST THAN ANY OTHER MEDIA IN VIRGINIA

***WRVA-RADIO'S COVERAGE
 OF VIRGINIA INCLUDES:**

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.4%
Drug	47.5%

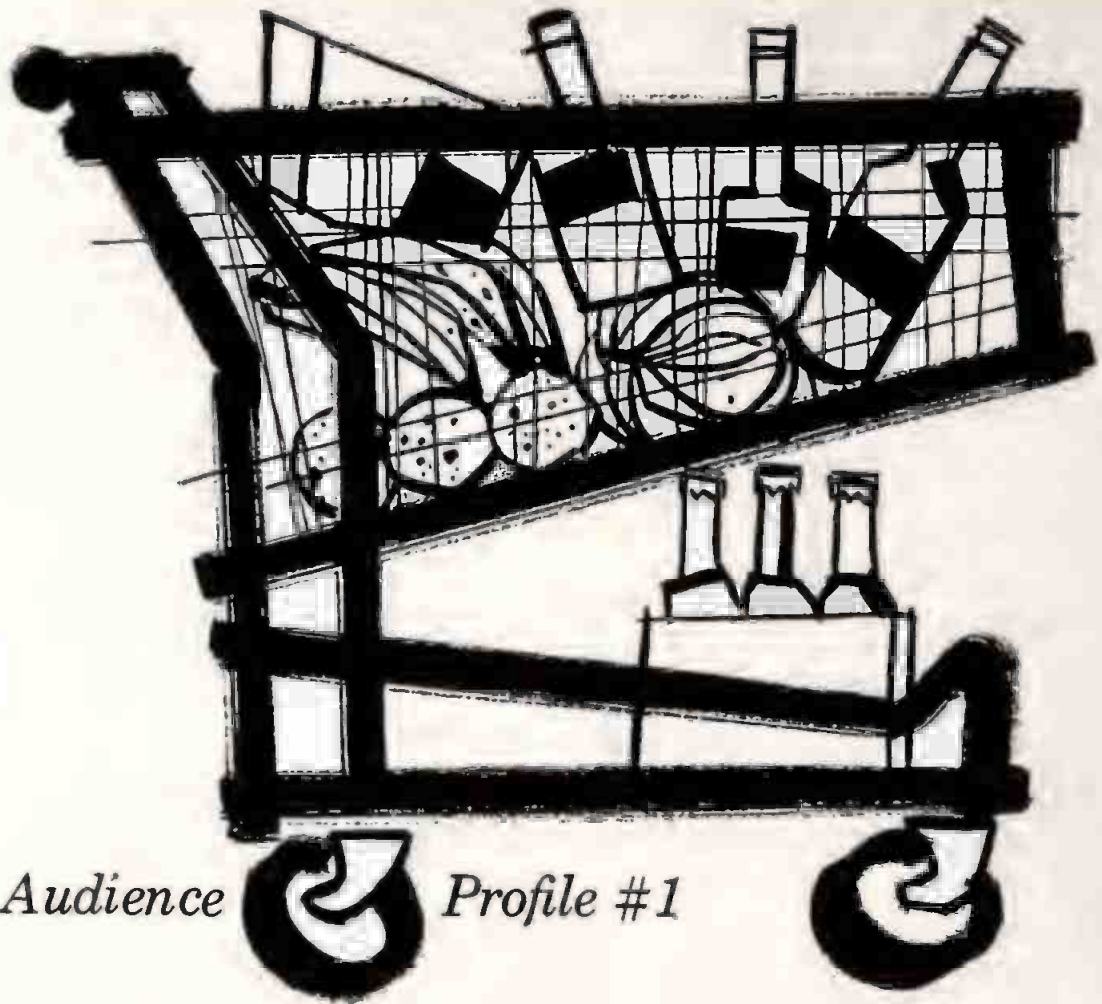


WRVA - RADIO

RICHMOND, VIRGINIA



REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



How much money did you spend for food and groceries in the past seven days?

	WWDC Homes	Total Sample	% WWDC above or below Total Sample
Less than \$21	21.4%	26.9%	-20.5%
\$21-\$29	29.4%	32.4%	-9.3%
\$30-\$39	37.8%	31.0%	+21.9%
\$40 and over	11.5%	9.7%	+18.6%

What *kind* of people are WWDC listeners? We know from PULSE rating surveys that they give us the greatest total share of audience in the Washington, D. C. metropolitan area. But we wanted to know more about them *personally*—so we had PULSE do a special Audience Image Study. The profile that emerged is most revealing. Take the matter of groceries. 215,763 WWDC homes spend \$30 or more a week for food . . . 40.5% *above the total sample average*. Doesn't this give you food for thought? (Next month: TRAVEL).



WWDC

Radio Washington . . . the station that keeps people in mind

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



NAB's Revenue Study Confirms Radio's Competitive Nature

In its annual round of fall conferences, the National Association of Broadcasters' study on average revenues of radio stations still has the industry talking. For one thing, the study confirmed the intense competitive nature of the radio business today.

While the number of radio stations in the past 13 years has increased 245 percent, revenues have increased only for the average station serving the largest and the smallest markets. Stations that serve a market of one million or more had an average per station revenue in 1945 of \$596,900, compared with the corresponding 1958 figure of \$819,000. This is an increase of 37 percent, NAB states.

An average per station increase is similarly registered for stations in the smallest markets. Serving a market of between 10,000 and 25,000, average station revenue was \$71,000 in 1945 and \$107,200 in 1958, an increase of 50 percent. And those stations serving a market of less than 10,000 averaged \$53,500 in 1945 compared with \$87,500 in 1958, an increase of 64 percent, according to NAB.

Where the Revenue Picture Tells a Different Story

But between these two extremes, where competition and the number of new stations have made their greatest impact, the revenue picture for the average station is a completely different story. Stations that serve a market of between 500,000 and one million in 1945 had an average revenue of \$573,100, compared with \$455,500 in 1958, a decrease of 21 percent.

Similarly, stations serving a market of between 250,000 and 500,000 had an average revenue of \$360,800 in 1945 and \$320,100 in 1958, a decrease of 11 percent. Stations in markets of between 100,000 and 250,000 had average revenue of \$268,700 in 1945 and \$209,100 in 1958, a decrease of 22 percent. And stations in markets of between 25,000 and 100,000 had average revenues of \$143,700 in 1945 and \$140,800 in 1958, a decrease of two percent. The study was revealed by Charles H. Tower, manager of NAB's broadcast personnel and economics department.

Conference Hears Research Behind Farm Radio Power

The penetration and power of farm radio were backed up by research at the NAB conference. A report by the National Association of Tv-Radio Farm Directors showed that the average farm family listens to radio 26.5 hours a week. It also stated that just about every farm family owns at least one radio set, and that more farm families own four or more radios than those that own only one set.

The farm report, which was delivered by Robert Palmer, Cunningham & Walsh Inc., New York, said that spot radio is a logical choice for advertisers seeking to sell the farmer because "while agriculture may be national, farming by its very nature is a local proposition. Different prod-

[Cont'd on p. 16]

BEST SELLER IN HOUSTON . . .



American Airlines
 American Lamb Council
 Armour Company
 Arthur Murray
 Baker's Hair Tonic
 Ben-Gay
 B.C.
 Blackberry Julep Quicktail
 Blue Cross
 Borden's Evaporated Milk
 Bromo-Seltzer
 Busch Bavarian Beer
 Cadillac
 Camel Cigarettes
 Champion Spark Plugs
 Chevrolet
 Cook Book Bread
 Cream of Wheat
 Dash Dog Food
 Economics Labs
 Eveready Batteries
 Falstaff Brewing
 Feenamint and Choc
 Falger's Coffee

Ford Cars
 Ford Trucks
 Gillette Safety Razor
 Harmel Packing Co.
 Hastess Danuts
 Jones Blair Paints
 Kuhn Point Company
 Ladies Home Journal
 Lane Star Beer
 Mercury
 Mexsona Powder
 Mrs. Baird's Bread
 My-T-Fine
 Notional Airlines
 No-Daz
 Oak Farms Dairies
 Odorono
 Pacquins Hand Cream
 Poll Mall
 Peacemaker Flour
 Pearl Beer
 Poll Parrot Shoes
 Prestane Anti-Freeze

Q-Tips
 Rajston Corn Chex
 Rayco
 R.C. Cola
 Red Heart Dog Food
 Riviera Cigarettes
 St. Joseph Aspirin
 Schlitz Beer
 Seven-Eleven
 Shultan Desert Flower
 Hand and Body Lotion
 Silk 'N Satin
 Sinclair Oil
 Southwestern Bell Telephone
 Stanback
 Swell
 Swifts Meats
 Tampa Nugget Cigar
 Tennessee Life Insurance
 Texas State Optical
 Trans-Texas Airways
 Trig
 Winston Cigarettes
 Wrigleys

National Reps.:

THE KATZ AGENCY, Inc.

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

IN HOUSTON, CALL DAVE MORRIS JACKSON 3-2581

ucts are raised and grown in different parts of the United States. . . . You can focus a lot more sharply on certain farm problems with spot broadcasting." The report explained that a radio station's program service to farmers is based on its farm director's first-hand knowledge of problems in the station's listening area, on visits and interviews with farmers by station personnel, and on the farmers' confidence in the station. "Radio may not be what's keeping the nation's five and one-quarter million farm families down on the farm, but radio is proving to be a big factor in keeping the farmer prosperous and happy."

The Sound of Radio Controlled by Government

In another vein, the NAB conference heard a special tape presentation on what radio would sound like if controlled by government. Delivered by William Carlisle, manager of station relations, the presentation was described as "not-too-tongue-in-cheek." It was made to emphasize the need for a strong business association and complete compliance with the NAB's Standards of Good Practice for Radio Broadcasters.

Example Cited Of 'Government' Newscast

An example of the presentation is this excerpt from a news report from a mythical station that replaced the American system of free broadcasting with a government system: *News*—"We regret that we have not as yet received our approved edition of the news from the Federal Bureau of Broadcast Censorship. Stay tuned, though, it may arrive any day at any hour. And, as you know, at 9 o'clock we will bring you a solid hour of news of *real* interest—news from the Departments of Commerce, Interior, State, Agriculture, Justice and each of 26 other agencies of your government."

Other portions of the tape presentation dealt with other aspects of station fare, such as government commercials. . . .

PEOPLE work – play – LIVE by RADIO!



WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PINNING or primping, radio entertains and informs her—even when she can't take her eyes from the job at hand. There's no time to interrupt her daily chores for reading or viewing. Radio sells *more economically, more completely, more often.*

WHO is the big-audience radio station in Iowa. It is *aggressive, alert, alive*—and it invests tremendous amounts of time, energy and money to attract and *keep* the big audience.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour sur-

veyed—the balance being divided among 88 other stations!

You can SELL "Iowa Plus" through WHO Radio—where you get the very best programming in the State. Ask your PGW Colonel for the details on Iowa's believable, big-audience station.

WHO

for Iowa PLUS!

Des Moines • • • 50,000 Watts

NBC Affiliate

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

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

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



• Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

the *Silver Mike*



THIS MONTH:

JOE GANS

President
 Joe Gans & Co.

**Broadcast Media Specialist
 Cites Job Ahead for Fm**

Joe Gans, an agency president who has built his career by successfully predicting broadcasting trends-to-come, now declares that five years hence the word radio will probably be spelled most often with just two letters—fm.

By specializing only in the broadcast media, his agency, Joe Gans & Co., New York, is in a position to guide advertisers who require this kind of concentrated service. Serving advertisers throughout the United States and Canada, the agency's client list includes such firms as Time Inc., American Heritage and Norkon Pharmacal.

Mr. Gans is credited with buying more national fm time in the past year than any other agency. He also has been called in to consult with other agencies on their fm buys.

With fm on the upswing, Mr. Gans feels that "the race will go to the swift" where station profits are concerned, and that it is already high time fm began doing a more effective selling job.

To this end he applauds the establishment last September of the National Association of Fm Broadcasters to replace the old Fm Broadcasters Association which, he feels, failed to gain sufficient station backing.

"Lethargy has been the curse pre-

venting fm from realizing more of its full potential to date.

"What fm now needs," he says, "is a barrage of statistics and informational material similar to that put out for am by Radio Advertising Bureau and for newspaper, tv, direct mail and outdoor media by their respective associations. In addition, the new fm association must have 100 percent support from all fm stations in the country."

Betting on future trends in radio and tv, as well as helping establish many which are now in vogue, is nothing new for Mr. Gans. He started his own agency 14 months ago after a long and distinguished career as vice president and radio-tv director, first at Thwing & Altman Inc. and then Maxwell Sackheim Inc., both of New York.

He was one of the original supporters of weekend radio back in 1948 when Saturday and Sunday time spots were going begging, and he was buying considerable early morning time for clients as early as 1950, long before it became the most sought after niche in radio.

Since his agency's inception, about 30 percent of his billings have been in fm, with the remaining 70 percent almost equally divided between am radio and tv. • • •



FOUND :

100 travelers with \$2,000 each . . . All it took was a little traveling music—on WMAQ. In this case, literally before breakfast. Chicago's Olson Travel Organization offered overseas tours at \$2,000 per ticket on its 40-minute program of semi-classical music featuring Norman Ross, Saturdays, 7:15 to 7:55 a.m.

In four short weeks, Olson sold out completely—100 tickets for a gross sale of \$200,000. And one year in advance! This is just one more example of how WMAQ reaches the quality buying market in the Midwest. It's every bit as easy for you to find the buyers you're looking for anytime, morning, noon or night, on...

W M A Q NBC Owned • 670 in Chicago • Sold by NBC Spot Sales



**Would you like to
give your friends a
Gift Subscription
To U. S. RADIO?**

... at 1/3 Off Regular
Subscription Price
... \$2 Instead of \$3.
And a Gift Card
Which Will Be Mailed
To Each Recipient.

TO RECEIVE ... or have your friends receive U. S. RADIO
at the Special Holiday Rate Mail this form **NOW!**

U. S. RADIO

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

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Ordered by _____, include me in this offer
Company _____
Address _____

Please Bill Payment Enclosed

Note: If you have additional names please attach list

LETTERS TO

Mmm, Cookies

(You are) to be commended for obtaining, analyzing and presenting the facts in a most readable and entertaining article (*Mother's Cookies at Top of Golden State Sales, September 1959*).

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

(This) article was extremely interesting. It stated factually what many of us in the radio business have been saying for years regarding the proper use of radio and its effectiveness in creating retail and consumer acceptance. I'd appreciate it very much if you would send me 10 copies of the article.

Bob Fox
General Sales Manager
KRKD Los Angeles

Bon Appetite

I enjoyed reading the story tremendously (*Can Food Advertisers Use Radio Diet? September 1959*). Many thanks for your excellent coverage.

Leo Greenland
President
Smith Greenland Co.
New York

Wheel Dealing

... Your excellent coverage of the Petry survey of automobile dealers (*Report from Representatives, September 1959*) ... was handled in the thorough manner that we really appreciate.

Bill Steese
Promotion Director
Edward Petry & Co.
New York

Place in the Sun

HAVE SELDOM SEEN MORE ACCURATE JOB OF REPORTING (*The Sound of Sunny Radio, September 1959*).

Bob Light
President
Southern California
Broadcasters Assn.
Los Angeles

U. S. RADIO ▀ November 1959

THE EDITOR

Birthday Presents

Congratulations on your second year in business. The progress is tremendous.

Robert E. Eastman
President
Robert E. Eastman & Co.
New York

You are to be commended on the splendid progress made . . . in so short a time.

Ralph Evans
Executive Vice President
Central Broadcasting Co.
Davenport, Ia.

They have been a big two years. You've certainly made some wonderful progress.

Dr. E. L. Deckinger
Vice President & Media Director
Grey Advertising Agency Inc.
New York

Your publication is TOPS! Keep up the good work.

B. J. Parrish
Manager
KOTN Pine Bluff, Ark.

I wish to, if I may, put your magazine on the back. It's the best. . . .

Kenneth C. Delp
General Manager
KLIN Lincoln, Neb.

It's been our privilege . . . to watch you grow and become more meaningful to the industry with each issue.

Bartell Family Radio stations salute you and hope for many more years of growth together.

Morton J. Wagner
Executive Vice President
Bartell Family Radio
San Francisco

Newcomer

I am a fairly recent reader of your magazine, having graduated in recent months from tv to radio. I've found U.S. RADIO to be invaluable. Next to our customer's checks, it's your magazine that I look forward to in the mail.

David G. Haines
Manager
KORA Bryan, Tex.



Before you buy, check

*grand new,
brand new*

WKLO

with three times as many

listeners as one year ago.*

In Louisville it's the trend, friend.

**All details yours for asking your
nearest Robert E. Eastman office,
or Bill Spencer, WKLO.**

*Trendex—August '59-'58

SOLD NATIONALLY BY:




robert e. eastman & co., inc.

"WRC Radio has been making friends and customers for Peoples Drug Stores for over a decade. The 'Sound of Quality' has furthered our reputation for dependable values and friendly service."- Clayton R. Sanders, Advertising Director, Peoples Drug Stores Int. Another testimonial for the results derived through regular use of the "Sound of Quality" on WRC • NBC Owned 980 in Washington, D.C. Sold by NBC Spot Sales



Are Agencies Underselling Radio?

Survey shows that although agencies believe radio is effective, they admit to selling medium short



In casting a critical eye at the visage of radio, Agency Row becomes uncomfortably aware of a wart on the end of its own nose.

That wart is clearly highlighted by answers to U. S. RADIO's recent poll of 27 advertising agencies. The survey, conducted as a corollary to last month's investigation of what advertisers think of the listener's medium, provides a composite view of radio as seen by leading national, regional and local concerns headquartered from New York to California, Minnesota to Texas. It also affords a revealing insight into the beholder as well as the beheld.

Agencies, according to agencies, are underselling radio.

Pointing the finger at their own fraternity, 77.8 percent of the ad makers polled declare that agencies give radio the short end of the stick.

In the opinion of one agency spokesman, "Few agencies know how to link up radio with other media for concentration."

Says another, shifting the brunt of the responsibility back to the medium itself, "Radio is undersold by most advertising agencies because of client apathy and confusion due to instability of rates, claims and programming."

The self-indictment on the part of the agency business is especially telling in light of answers provided to the same question last month by advertisers. The majority of the companies who foot the bills are also convinced agencies undersell the "sound" approach, but less overwhelmingly so (51.3 percent).

Despite the manner with which Agency Row promotes radio to its clients, it appears firmly convinced of the medium's effectiveness. Of the

agencies queried, 74 percent say radio is effective, 26 percent say it is difficult to gauge, and none says it is ineffective.

(This compares well with an advertiser response which registered a firm positive vote: 82 percent said it was effective, 12 percent said difficult to gauge, and six percent said ineffective.)

Radio is not only effective, it is "extremely effective, particularly for retailers," according to one reply. Others clarify their affirmations with such remarks as "with good advertising copy" and "it all depends on copy, saturation and on-air treatment." One, in allowing that radio is effective, adds that it is "potentially much better."

In reply to the questionnaire as a whole, D. E. Leonard, media director at Fuller & Smith & Ross Inc., New York, takes a highly optimistic

view of the field of radio. (See Q&A, p. 40) "It is now facing a period which I feel will be phenomenal," he says, "the period of its greatest growth, its deeper saturation and penetration of the active American's everyday life, and full recognition of its 'out-of-home' as well as 'in-home' benefits.

"In the areas of programming, sales effectiveness and research, I feel all are in good shape now, but all can be improved upon."

The survey leaves little doubt that agencies view radio more harshly than the clients who pay the bills. They seem to feel, however, that part of the responsibility belongs to radio sales efforts.

How do you regard radio as an advertising medium?

- Effective . . . 74%
- Difficult to gauge . . . 26%
- Ineffective . . . None

More than half (55.6 percent) of the agencies surveyed believe the medium's own representatives must share their blame for understating the value of aerial advertising.

(Of the advertisers similarly questioned last month, 47.8 percent believed this to be the case.)

In their further appraisal of the cut of radio's coattails, agencies register some stinging criticisms of what they consider to be the medium's worst features. Their remarks may explain to some extent the disparity between their professed faith in the effectiveness of radio, yet apparent reluctance to encourage clients in its use. In a nutshell, they infer, radio is great in the 50-yard dash but it doesn't perform a very polished rondo.

Programming and research, according to the agency view, are radio's primary trouble spots. Of the 70.1 percent of respondents who made special comments in addition to completing their questionnaires, more than three fourths singled out

one or the other, or both, for castigation. Warns one critic, "Radio should remember what happened to the public image of car dealers."

In answer to specific questions, 48.2 percent of the agencies polled consider programming to be poor. Another 37 percent consider it adequate, only 7.4 percent consider it good. Another 7.4 percent hold that the quality varies considerably from station to station.

Edward F. Rütz, vice president of media at Klau-VanPietersom-Dunlap Inc., Milwaukee, acknowledges radio's potential but takes a different view of its actual operation. "In any one of the areas covered by the questions one can find outstanding radio properties well managed, with good aggressive representation and good programming. Unfortunately, these stations are in the minority, for there are a far larger number who do a mediocre or poor job all the way from management down."

Asked whether they think radio programming shows imagination, only 7.7 percent of the respondents say yes, another 19.2 percent say "in

What do you think of the job radio management is doing today?

- Good . . . 21.5%
- Adequate . . . 43.7%
- Poor . . . 34.8%

some instances," 23 percent say it shows none. All radio programming sounds the same, in the opinion of 46.2 percent. Another 19.2 percent qualify that statement with "a lot sounds the same but there are some notable exceptions," 7.7 percent say it varies by station. In several instances, respondents gave dual answers to this question.

(Advertisers evinced considerably more approval, or at least tolerance, of programming in their majority opinion—54.7 percent said it was adequate, 16.8 percent said it was good.)

The sound medium is still trying

to learn what—and how much—agencies want in the way of research. Following a year of new research projects on quantitative and qualitative aspects of radio listening—as well as new research on specialized radio listening, such as farm and Negro radio—the listener's medium is still making slow progress in proving the point to agencies.

Radio research therefore is still regarded with misgivings by the majority of agency people queried: 13.5 percent consider it good, while 67.3 percent say it is poor and 19.2 percent term it adequate.

As to whether available radio research compares favorably with that of other media, 76.9 percent of the respondents say no.

(The agency view thus expressed is at odds with that of advertisers. From the company's side of the fence, radio research looked good to 76.7 percent and adequate to 50 percent; it compared favorably with that of other media, according to 52.4 percent.)

Management

In the area of radio management, a majority believe it is doing an appropriate job, although they state firmly there is room for improvement. Of the respondents, 43.7 percent think management is doing an adequate job, 21.5 percent rate it as good, with 34.8 percent saying it is poor.

(This contrasts with the opinion voiced by advertisers, 38.2 percent of whom held that radio management was doing a good job and 43.7 percent of whom called it adequate.)

On this question, as well as several of the others, the ballots are marked with split votes and margin-

What do you think of radio research today?

- Good . . . 13.5%
- Adequate . . . 19.2%
- Poor . . . 67.3%

al explanations. One respondent allocates his answer to indicate "about 30 percent good, about 30 percent fair, the balance poor." Another says management is adequate "but spotty."

Delving into the subject of programming at more length, agency spokesmen take time to comment in some detail on this aspect of radio.

"Lots of stations are doing some very clever things which show good thinking," Hal Gardiner, owner-manager of Gardiner Advertising Agency, Salt Lake City, contends regarding promotions and on-air techniques. "The most important thing that radio needs is to shut off all the unnecessary yak.

"There is nothing wrong with loud noises on radio if there is some contrast with quieter segments."

Academic Training

Says William Allen Peck, copy chief at Richard Carr Inc., San Antonio, Tex., "What radio needs is an intensive program to get men with college degrees in radio-tv production, journalism and related fields, and then encourage them to dream up new ideas in radio programming, the more enterprising the better."

Does available radio research compare favorably with research available in other media?

Yes . . . 23.1%
No . . . 76.9%

Gene F. Seelhafer, media supervisor at Needham, Louis & Broby Inc., Chicago, declares:

"A more favorable media image is one step towards improving radio's effectiveness, for it helps increase time sales and build audiences. Bigger audiences, enhancing product sales potential, are also a direct function of improved programming and improved selling.

"The radio networks continue to do an excellent job in providing news services for affiliates. But the same imagination in network news programs must also be injected into the station's own local news shows and, further, throughout the schedule."

Pointing to current efforts being made to improve programming, Mr.

What do you think of radio programming today?

Good . . . 7.4%
Adequate . . . 37%
Poor . . . 48.2%
Varies by station . . . 7.4%

Seelhafer adds, "The recent group of station image studies that have been reported to us indicate that at least a small group of radio management people are aware of the need for all-around improved programming and are seeking research guides to improve the personality of their station, and thus enhance the effectiveness of radio.

"More specifically, they seek to manage a station that reflects such

favorable attributes as authoritative, friendliness, reputation, respectability, believability, modernness, and sincerity. To avoid being

Do you believe radio is undersold by most advertising agencies?

Yes . . . 77.8%
No . . . 22.2%

Do you believe radio is undersold by its own salesmen?

Yes . . . 55.6%
No . . . 44.4%

tagged as 'over-commercialized,' alert station management should maintain both a quantity and quality control over commercials. Quality control not only keeps borderline products off the air, but eliminates loud, shouting, irritating and poor-taste messages."

Bill Murphy, media director at W. B. Doner & Co., Baltimore, says, "I think radio has made itself so appealing to advertisers that it is enormously over-commercialized. Any effective use in the face of this disadvantage demands the maximum creative effort of agencies."

Adds F. C. McCormack, timebuyer at Ketchum, MacLeod & Grove Inc., Pittsburgh, "In too many major markets, there is very little 'cre-

{Cont'd on p. 58}

THOSE SURVEYED:

New York

Young & Rubicam Inc.
Foote, Cone & Belding
J. Walter Thompson Co.
Grey Advertising Agency Inc.
Erwin Wasey, Ruthrauff & Ryan Inc.
Richard K. Manoff Inc.
Fuller & Smith & Ross Inc.
Joe Gans & Co.

Chicago

Leo Burnett Co.
Needham, Louis & Broby Inc.
Grant Advertising Inc.
Keyes, Madden & Jones
Wright-Campbell & Sutt Inc.

Philadelphia

Gresh & Kramer
The Clements Co.

Pittsburgh

Ketchum, MacLeod & Grove Inc.

Baltimore

W. B. Doner & Co.

Detroit

D. P. Brothel & Co.

Milwaukee

Klau-Van Piefersom-Dunlap Inc.

Minneapolis

Campbell-Mithun Inc.

St. Louis

D'Arcy Advertising Co.

San Antonio

Richard Carr Inc.

Dallas

Rogers & Smith Advertising Agents Inc.

Salt Lake City

Gardiner Advertising Agency

Los Angeles

Tilds & Cantz Advertising

Seattle

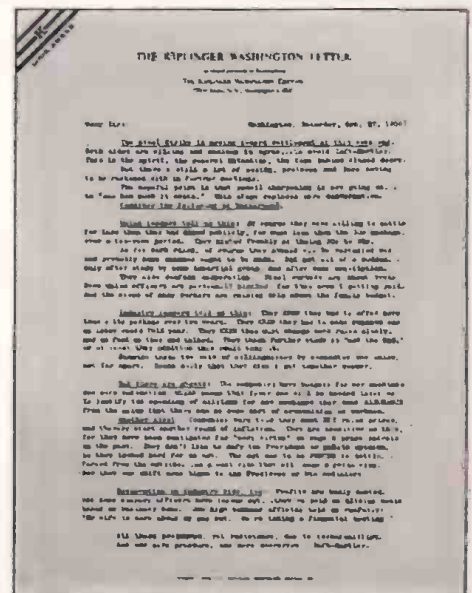
Botsford, Constantine & Gardner Inc.
Miller, Mackay, Hoeck & Hartung Inc.

How Kiplinger Wins

Publisher of monthly Changing Times and weekly Washington Letter spends more than \$500,000 in radio annually. Tapes its own programs for use on 'talk' stations in 50 markets




This monthly magazine, dealing with household money management problems, uses a taped 15-minute program in 50 markets on about 100 stations. Show is usually aired on Saturday or Sunday mornings. It is also trying shorter programs, mid-week evenings,



Weekly newsletter, four pages of news and trends for businessmen, is allotted about \$75,000 a year of the total radio money. It, too, uses a 15-minute taped program that is aired in five major cities on weekend mornings. 'Letter' was first Kiplinger publication.

Subscribers



 A year-around radio advertiser, which claims it has a fool-proof ratings system, is currently staking more than \$500,000 annually—or approximately 20 percent of its advertising budget—on the conviction that the stations which do the most talking also do the most selling.

After eight years on the air, the Kiplinger Washington Editors Inc., publisher of *Changing Times* magazine and the *Kiplinger Washington Letter*, is convinced that the stations that bring results for it are the talk outlets—in particular the ones that spotlight news and public affairs with solid 15-minute coverage.

According to Robert Day, account executive for the Kiplinger agency, Albert Frank-Guenther Law Inc., New York, "After years of trial and error, we find that we get the best results from this type of station and our only regret is that there aren't more of them."

So successful has radio proved, Mr. Day declares, that at the present time Kiplinger gets half of its short-

term trial business for *Changing Times* from the sound medium's listenership.

During the past five years, the client has kept pace with the radio results by increasing its original \$200,000 investment to the more than half a million cited above.

The Kiplinger organization, whose publications probe the depths of business, finance and commerce, spends most of this money for a 15-minute program on tape called *Changing Times*. Designed to help the average man make the most of his paycheck, the show gives hints on how to buy better value and keep from wasting money. Favorite audience-getter topics include tax advice, new car data, gyms and dodges to steer clear of, and what to do when you can't afford to pay a bill.

Heard in the top 50 markets (exclusive of Baltimore and Washington), *Changing Times* is broadcast weekly, usually on Saturday or Sunday mornings over approximately 100 stations. In its most profitable markets, the show is aired in differ-

ent versions two or three times a weekend.

Kiplinger rates its programs' pulling power by tabulating audience mail response. Each *Changing Times* commercial asks that the listener send in two dollars to cover a trial subscription for the monthly magazine. If the money accompanies the order, the respondent receives a dividend in the form of a digest of previous *Changing Times* articles. If the money is not enclosed, the listener is advised not to pay if he isn't satisfied with the first issue.

"By far the largest number of subscribers do pay eventually," states Harry Hites Jr., Kiplinger sales director, "and the cash-charge ratio runs about 50-50."

Mr. Day points out that his client has had time to develop considerable radio experience for judging stations in relation to cash-on-the-line results, and has now culled a list of reliable standbys which form the nucleus of the magazine's radio buys.

"The reason why these talk stations do so well for us is two-fold,

we think," says Mr. Day. "First of all, the people who tune in stations that give weight to news, intelligent discussion and public affairs are probably going to be interested in a magazine that also emphasizes these things. But, in addition, we feel there is a plus value in the fact that this type of broadcast operation induces the *listening* habit. If you've been hearing the news or a panel political discussion, for example, you've developed a mental attitude towards listening to the voice on the radio and not towards tuning it out between musical selections."

Because so many stations are not now geared to 15-minute segments, Kiplinger is trying for the first time this autumn an experiment with a five-minute format on a limited basis in a few markets, but says it is too early as yet to pinpoint results.

The publishing house is also buying into fm at the present time, having a schedule of 12 spots per week on the Concert Network. The announcements run two-and-a-half minutes and play during the evening hours.

The third "first" for Kiplinger this fall is the extension of its 15-minute program into mid-week during evening time, principally because of the shortage of suitable and

sufficient weekend availabilities. According to Mr. Day, the results here are good so far.

Kiplinger's last-but-not-least radio venture is its \$75,000-a-year sponsorship of a second quarter-hour segment designed to promote its *Washington Letter*, a four-page trend-spotter aimed at all businessmen. This show is heard on half a dozen stations in New York, Los Angeles, Chicago, Detroit and Boston. It also follows the "helpful hint" format of the *Changing Times* program and is similarly aired on weekends in the morning hours.

According to Mr. Day, the major departure from the *Changing Times* program lies in the fact that none of the information contained in the actual *Letter* is used on the air, whereas the magazine's articles are frequently the basis for *Changing Times* scripts. This difference is due to the weekly *Letter's* confidential nature.

Commercials for the *Washington Letter* ask the listener to mail in four dollars for a year's subscription and offer no dividend.

These shows are also taped and have been on the air for just one year. Mr. Day says they are particularly beamed at the young junior executive and feature a "philosophi-

cal" approach to such topics as "ten ways to get ahead." To date, they are "pulling in a very satisfactory number of paid subscriptions," the AF-GL account executive notes.

Two circumstances combine to play an unusual role in Kiplinger's radio activities, according to Mr. Day. Since the publications accept no advertising and cannot be bought on newsstands, the radio commercials take on added urgency—the only way you can receive the *Letter* or *Changing Times*, they point out, is by subscription.

The reverse side of the coin which sometimes boomerangs against the client, Mr. Day declares, is Kiplinger's policy of telling the truth as the publisher sees it—regardless of whose toes get stepped on in the process.

"Since we take no advertising, we can afford to say what we please," Mr. Day states. "While this works to our advantage, there have been times when stations—which do have other clients—have felt they could not go along with Kiplinger's policy of letting-the-chips-fall-where-they-may. This has sometimes meant the agency had to look around for another buy."

An example of a controversial article from a station point of view would be one from a recent issue of *Changing Times* entitled, "Those New Auto Finishes . . . Supposedly They Make Waxing and Polishing Obsolete . . . But Do They?"

WHAT KIPLINGER SAYS ABOUT ITS RADIO USE

1. *'Stations that do the most talking do the most selling.'*
2. *Half of its short-term trial subscriptions for 'Changing Times' are from sound medium.*
3. *It spends three times as much in radio today as it did five years ago.*
4. *Radio programs are designed to reach both men and women.*
5. *Almost all its radio use is through programs that are specially taped.*
6. *It is experimenting, too, with nighttime for announcements.*

Kiplinger's answer was in the negative and a station carrying automobile advertising might also have had a similar answer . . . for Kiplinger. In order to minimize this kind of difficulty, the agency tries to avoid referring to such controversial articles in its scripts.

The agency tapes four different *Changing Times* programs each week, using two announcers, Ed Hart and Don Baldwin. Mr. Hart also does the *Washington Letter* show. Two men are used, according to Mr. Day, because their varying styles can be suited both to the individual script involved and also, at times, to what seems to be most popular in certain markets. Mr. Baldwin features a rapid-fire, factual delivery, while Mr. Hart is "more the philosophical type."

Both programs are aimed at attracting men and women, Mr. Day says, and are scheduled when both sexes tend to be at home. Although one might normally expect men to be more interested in saving money and in business affairs, Kiplinger has found that women are a big help in "getting their husbands interested in the publications."

Early Radio Use

When Kiplinger first went into radio years ago, Mr. Hites explains, "we started trying to sell two-dollar trial subscriptions with spot announcements. It was a complicated offer—one of those 'Tell us no or we'll bill you for two dollars' deals."

"It fell flat on its face. I think we spent more money answering complaint correspondence than we took in.

"Then a new agency, Albert Frank-Guenther Law with Bob Day as account executive, decided to go for inquiries because we felt the magazine was good enough to sell itself if we could get it into the customer's hands," Mr. Hites declares.

"And it worked out pretty well. We bought one-minute spots and station breaks, pulled in hundreds of thousands of inquiries and managed to book a very respectable percentage of them as long-term subscribers.

"We didn't hit the real jackpot, though, until five years ago. We worked up our 15-minute *Changing Times* editorial program, then went back to selling a two-dollar trial sub-

Robert Day, Account Executive
Albert Frank-Guenther Law Inc.



Ed Hart
Announcer for 'Letter' shows
and one of two announcers for
'Changing Times' programs



scription, and we've been happy with the action from that formula ever since."

Mr. Hites also points out that it is much more profitable to concentrate on selling those who clearly understand that they are going to pay Kiplinger two dollars, rather than mailing three or four efforts to lots of people who are just curious.

The cost-per-order to Kiplinger, Mr. Hites says, is "almost identical" when radio is compared to direct mail—which still gets the bulk of the publisher's advertising dollars.

The Kiplinger organization—now world famous and employing several hundred persons—started in 1923 "with a serviceable pair of legs, a typewriter, a mimeograph machine and postage stamp money."

It was the brainchild of a 32-year-old journalist from Ohio, W. M. Kiplinger, who had already become a crack reporter for the Associated Press in Washington, and later a

compiler of business reports for a New York bank.

Deciding that he would like to extend this type of reporting service to all businessmen, not just the customers of his bank, Mr. Kiplinger stayed late at his office one night, typed out a page of items and labeled it the *Kiplinger Washington Letter*.

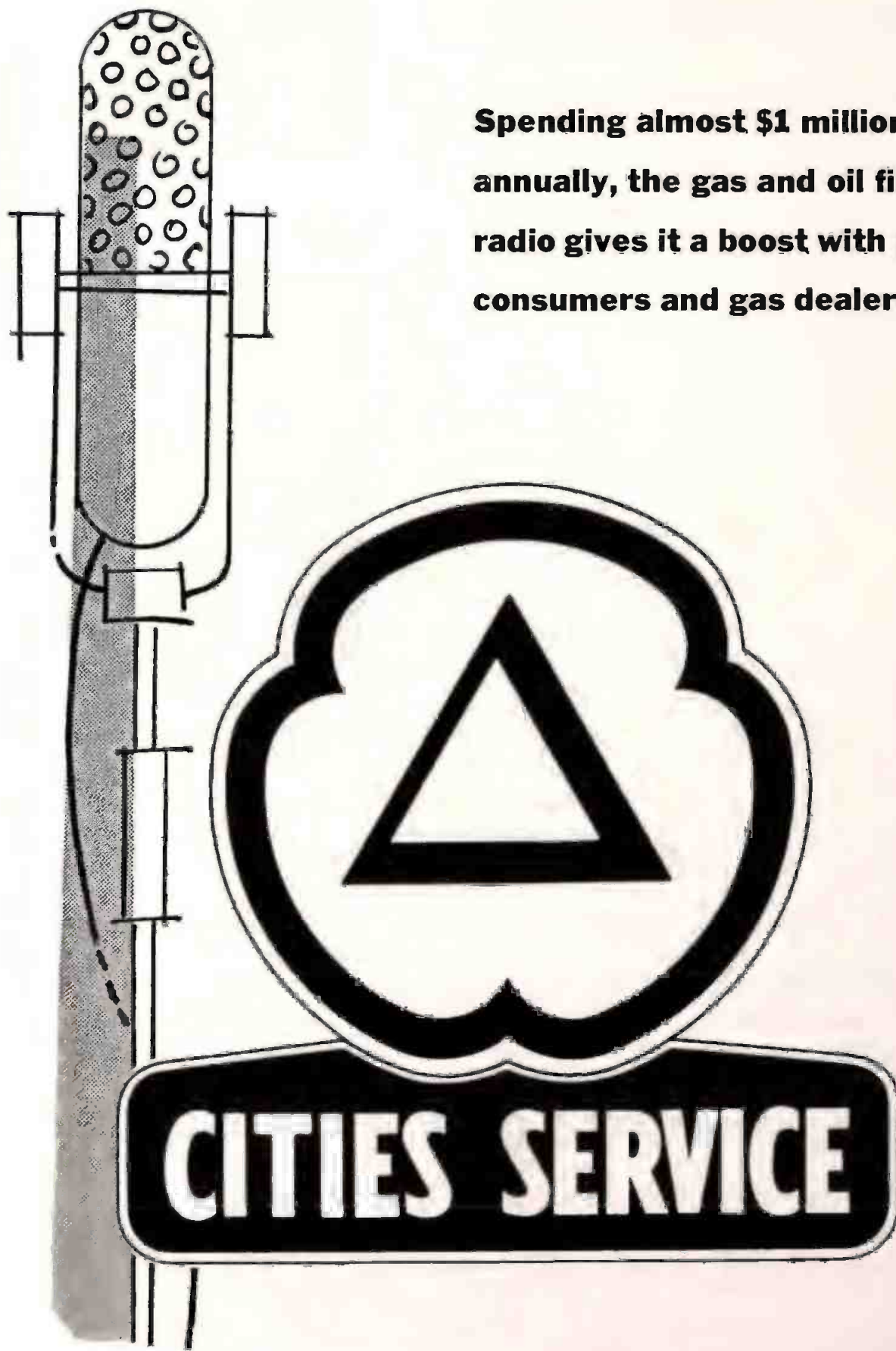
Years later, the several hundred men on his mailing list had grown to many thousands and the Kiplinger firm had expanded with the publication of *Changing Times*, the *Agricultural Letter*, the *Tax Letter* and the *Florida Letter* (dealing with money-making opportunities in that state).

"Radio," according to Mr. Day, "is helping Kiplinger to go right on broadening its circulation base—which is precisely why we are spending three times as much in radio today as we were five years ago." • • •


CITIES SERVICE AND RADIO:

'Side by Side'

Spending almost \$1 million annually, the gas and oil firm finds radio gives it a boost with gas consumers and gas dealers



*Mobility of sets enables the sales message
to reach both potential customers and
individual dealers at their places of business*



Harmonizing on a well-remembered melody, Cities Service Co. and radio are singing a new commercial duet—one that offers a built-in description of their recently resumed partnership in advertising.

"Side by Side" provides the tune for the oil company's latest commercial to go on the air in its 38-state marketing area. That title aptly sums up the present and recalls the past regarding Cities Service and radio. Indications are it portends the future as well.

One of the nation's major petroleum producers, the firm at present spends what is believed to be close to \$1 million annually in radio. It is now studying plans for a 1960 advertising program which may increase that figure appreciably.

Although the tune is the same, the lyrics and tempo of "Side by Side" in its Cities Service rendition reflect a change in time and climate since the company first linked arms with the listener's medium.

Today, according to Ellington &

Co., New York, agency for the account, the company's commercials are broadcast in periodic flights, usually of six weeks' duration, and may average 3,300 announcements a week over approximately 125 stations from the Atlantic to the Rockies.

For years Cities Service was the oldest continuing advertiser on the air, first as sponsor of band concerts from Carnegie Hall in the mid-1920's, then of the *Highways of Melody* program in the 1930's and later of *Band of America* with Paul Laval. It parted company with the listener's medium in the early 1950's, after long association, in order to venture out with newly-arrived television on an evening timetable.

In 1958, however, cocking an ear to the powerful new sounds of selling coming from radio across the country, the oil firm took another look at this old friend, whose shape had been considerably re-styled in the interim and whose advertising ability appeared even more appropriate than before to the current automotive era.

The reunion that resulted is proving to be a satisfying one for both parties, according to Ellington & Co. Working closely with Tom DeBow, Cities Service vice president in charge of advertising, the agency has provided an increasingly strong accompaniment of spot radio for the account during the past two years.

The agency cites two double-barreled reasons for using radio for its oil client:

- The basic economic factors of radio allow coverage of a maximum number of areas at a maximum level of frequency.
- Mobility of sets enables the sales message to reach both potential customers and individual dealers at their places of business.

"An important secondary factor is being able to reach dealers as well as customers with our commercials," says Burke Crotty, agency vice president in charge of radio and television. "Hearing the advertising support they're receiving from the com-

In flights of six weeks' duration, Cities Service averages 3,300 announcements a week over about 125 stations from the Atlantic to the Rockies

pany while they're right on the job helps them get the most from it, and is good psychology, too.

"Radio is the logical medium to use to reach the service station operator at his place of business."

Outlining a typical Cities Service campaign, Dan Kane, broadcast media director at Ellington, explains that the company utilizes flights averaging about six weeks in length and broadcast over "two or three stations in a given market area."

Driving times—especially mornings between 7 and 8 a.m., depending on market characteristics—are selected for a concentration of one-minute announcements on Wednesdays, Thursdays and Fridays. Comes the weekend, reminder ID's are used instead, "about every half hour" both Saturday and Sunday to catch the more varied pattern of traffic as well as a broad cross-section of the in-home audience.

"Our chief concern is reaching the largest possible number of listeners, whether or not they're actually behind the wheel when they hear our commercials," Mr. Kane declares. "Buying morning traffic times is a logical step because listening in general is reaching a peak at that time, and the highway listener is a bonus."

Although the man of the household generally decides what automotive products will be used in the family car, he adds, Cities Service commercials don't restrict their appeal to him alone. "We feel," says the broadcast media director, "that family opinion is important."

Referring to a recent "Last Word" study by the Radio Advertising Bureau regarding gasoline buying

habits, Mr. Kane notes that the survey, "conducted subsequent to our adopting this pattern, bears out that this is the right approach—we're doing even somewhat better than the level the bureau predicted."

The survey disclosed these salient facts, according to RAB:

- Radio reaches more gasoline station customers than any other medium before the purchase is made—better than a fifth more customers than newspapers, more than twice as many customers as television and magazines combined.
- Radio gets more time in with gasoline station customers before the purchase is made—considerably more time than is spent with all other media combined.
- Radio delivers the "last word" to gasoline station customers before the purchase is made. It reaches more than three times as many customers within 30 minutes as all other media combined.
- Automobile radio alone is as important as any other single medium, accounting for nearly two-thirds more of the total exposure time of gasoline station customers than the second-ranked medium.

Use of a radio "flight pattern" gives Cities Service the advantage of concentrating its radio buys in specific periods of time and thus broadcasting a "stronger voice," the Ellington agency points out.

"Through bunching our announcements both as to days in the

week and weeks in the year, we approach more of a saturation level," says Mr. Kane. "This wouldn't be the case with a sustained effort of lesser frequency."

Another consideration which the oil firm feels gives further value to use of radio in flights is the Cities Service calendar of promotional events. Schedules on the listener's medium are timed to coincide with such promotions.

Antique Prints

"One promotion, for example, was our offer of antique car prints suitable for framing," Mr. Kane recalls. "The listener was invited to go into his nearest Cities Service station, and without obligation fill out a card requesting that the prints be sent to his home—which they were, without charge. An appreciable part of our air time was devoted to publicizing the offer, and the volume of requests was so gratifying we subsequently conducted promotions offering antique locomotive prints and then antique steamboat prints."

Tying in with the seasons, Cities Service advertising copy also reminds the automobile driver of the time to switch to anti-freeze in the fall, the need for snow tires in the winter, and the approach of warm weather which calls for a spring check-up and change of oil.

In general, Cities Service believes, there are no wide seasonal fluctuations in its over-all sales. Product emphasis is changed to suit the weather, but the radio schedule continues in its pattern regardless of which way the wind blows.

The company supplies gas stations with "TBA"—that is, tires, batteries and "accessories" such as anti-freeze and other petroleum by-products—as well as gas and oil.

Local stations—both Cities Service and radio—are high on the list of important factors in the agency's campaign planning, according to Mr. Kane. Cities Service stations, he

explains, are located throughout the East and Midwest, in 38 of the 50 states of the Union.

"At frequent intervals we send out promotion kits to the radio stations we're using," the broadcast media director continues, "providing them with suggested copy for mailing pieces, layouts for window streamers and other materials enabling them to work more closely with local outlets for Cities Service products. In this way, we present constructive ideas to the broadcaster, who can take it from there.

"We've had extremely favorable response to these kits, and a very high degree of usage."

The latest commercial for the company, set to the tune of "Side by Side," has received a degree of unexpected promotion, too, he notes.

"One air personality played the newest jingle through and was so intrigued by it that he commented it was better than some of the popular records received by the station."

Wide Range

The agency describes the series of musical announcements as using the basic tune in a wide range of tempos, from cha-cha to hoe-down. In each case the words are virtually the same, but the instrumental and rhythmic variation gives the effect of a completely different commercial for each version, Mr. Kane says.

The lyrics go like this:

For economy out on the highway
Cities Service is my way
For a luxury drive
Make your car come alive
At the green and white sign.

High Note

Unsolicited comments from stations and listeners voicing appreciation for the jingles have led agency and client to consider they've hit a new high note of harmony in their present campaign. And they're considering, as well, the next step toward a melodious 1960 in concert with radio. . . .

Tom DeBow
Cities Service V.P.



Burke Crotty
Ellington V.P.



Dan Kane
Agency Broadcast Media Dir.





Mushrooming Markets

Spread of population beyond city lines poses new marketing area concepts.


Media challenge: Is radio best bet for local interests of outlying areas?

THIS IS BOSTON MEGATOWN

The following figures compare the standard metropolitan area of Boston with what Westinghouse describes as Boston Megatown (differences between the two are explained in story below).

	<u>SMA</u>	<u>MEGATOWN</u>
Population (thousands)	3,041.5	5,319.4
Total Homes (thousands)	874.6	1,548.9
Retail Sales (000)	\$4,089,353	\$6,700,858
Food Sales (000)	\$1,125,808	\$1,868,464
Drug Sales (000)	\$ 135,799	\$ 218,256
Effective Buying Income (000)	\$6,349,496	\$10,467,587
Supermarkets	453	823
Automobile Registrations (1956)	866,059	1,577,058

Sources: Sales Management Survey of Buying Power—for Market Data.
American Weekly—for Supermarkets



As scientists experiment with the phenomena of the space age, the dawn of inter-planetary travel does not seem far away. And with it, the travel confinements that man has known since Columbus' discovery are steadily disappearing.

In a more provincial way, the forces of modern-day travel and communication are also changing previously-defined *local* boundaries set up by federal and state governments. (Radio, of course, has never followed the artificial limitations of metropolitan and county lines. It is because of this transcendent power of the radio wave that the medium—even to the smallest station—is considered interstate commerce.)

Today's split-level mode of living is bringing about new appraisals of what a market actually is. The term *standard metropolitan area* has received the heaviest bombarding when used as a marketing unit. (It was conceived as a *statistical* measure.) This bombardment from many sources is being done certainly not out of displeasure with the U.S. Government, but rather out of

the realities of modern marketing needs—that the distribution and sales areas of a community are no longer confined to fixed boundaries.

Two somewhat similar area concepts were revealed by different sources in the same week last month:

- Westinghouse Broadcasting Co. has a plan called Megatown, defined as a giant community area that is "influenced by and tied to a dominant central city."
- WBT Charlotte, N. C., has labeled its idea the Total Market Concept, with virtually the same base.

In addition to these, however, other ideas that have been advanced previously include relatively simple concepts, like recognizing the shift of population beyond city lines to sprawling suburbia. Then, there are more complex approaches, like J. Walter Thompson Co.'s interurbia ideal and Adam Young Inc.'s "advertiser area" concept (see *The Young Proposal*, April 1959). And recently, an agency executive proffered a plan that would create, for national business only, one market out of the Baltimore, Md.-Washing-

ton, D. C., area.

The extent to which these concepts gain acceptance vary according to individual markets. Some of the factors that must be considered in applying these ideas are geographical terrain, power of competing stations, distribution of population, spreading of shopping centers, and development of highways and communications media.

I. Megatown

As for the Megatown idea, Westinghouse believes there are perhaps 15 or 20 U.S. markets that have the necessary characteristics.

According to Melvin Goldberg, director of research, "Megatowns are, in effect, regional urban areas which have been brought about by sharp increases in population, new highways, mass housing extending far beyond city lines, huge shopping centers on former farm land, and expansion of industry with great technological advances."

Megatowns have three population rings—the central city ring, the metropolitan ring and the satellite ring.

The ability of broadcast media to

reach beyond the metropolitan limits of a city provides the natural values that conform well with this marketing concept.

An example of the statistical spread can be found by comparing the standard metropolitan area and what Westinghouse calls the Boston Megatown.

The standard metropolitan area of Boston, according to Westinghouse, is confined to four counties. The Megatown "community" includes 11 counties in Massachusetts, eight counties in New Hampshire, four counties in Rhode Island, two in Vermont, and one each in Connecticut and Maine. (For a comparison of the market figures between the two units, see chart, p. 35.)

The role of media in Megatown is affected by the mobility of its residents, Mr. Goldberg declares. This involves mobility of transportation, communication, and customs and habits.

In transportation, Mr. Goldberg points out that people no longer measure distance in miles, but rather "in the fourth dimension, time. They live 10 minutes from the shopping center, not five miles."

As for communications, the researcher states that with electronic media, "people are no more than a

fraction of a second away from anywhere else in Megatown." In terms of customs, Westinghouse states that residents in outlying areas essentially have a community of interest with the central city over such matters as employment patterns, taxation and finance, family relationships, highways and traffic, civic pride and problems, and entertainment and sports.

At the same time, however, Megatowners shop nearer to their homes for all types of products, many of which are sold by branch outlets of central city stores, Westinghouse says.

An example of the way Megatown has influenced retail sales is provided in the Pittsburgh area. According to Westinghouse, retail sales from 1954 through 1958 for the entire Pittsburgh Megatown increased nine percent. "However, closer analysis shows that retail sales in this period actually decreased five percent in the central city, while the remainder of the Pittsburgh Megatown (the metro and satellite rings) showed an increase of more than 13 percent."

II. Total Market

Another "area" plan, the Total Market Concept, was devised by WBT Charlotte. According to Robert Covington, station vice president,

research-promotion, "There is a basic change today from a city marketing concept to an area marketing concept."

He cites two major developments that are leading this trend. "The first is the dispersion of industry, the change from one great plant to a number of smaller plants throughout the country, generally located in smaller cities and towns and, in some cases, even in the rural areas. The second factor is the movement of people from large cities to the suburbs and rural areas. This movement has almost reached the force of an explosion."

Mr. Covington states that the standard metropolitan areas were not designed as marketing areas, but merely as units for the collection of statistical data. "However, the recent addition of the word *statistical* may be one indication that the standard metropolitan statistical area is not intended as the final answer to geographical marketing."

He then outlines what he feels are two limitations to using the SMSA as an effective tool in marketing. In the first place, he says, the SMSA is tied to county lines (except in New England) and U. S. counties vary greatly in size. As an example, he declares that two SMSA's with one county each can vary as greatly as Charlotte, with 552 square miles, and San Bernadino, Calif., with 22,000 square miles.

The second limitation, and probably the most critical, is that the

The Total Market Concept of WBT Charlotte, N. C., is brought to New York agency attention by Robert Covington, vice president, research-promotion. Present are (l to r): Arthur Pardoll, Fota, Cone & Belding Inc.; Paul Marion, WBT sales manager; Mr. Covington; Phil Kenney, Kenyon & Eckhardt Inc.; Bill Hinman, Lambert & Feasley Inc., and Richard Puff, Sullivan, Stauffer Colwell & Bayles, Inc.



MEDIA IN PITTSBURGH MEGATOWN

percentage of population living in SMSA's "varies violently" from state to state. "In Massachusetts," Mr. Covington says, "98 percent of the population lives in SMSA's, but in other areas, such as North and South Carolina, 60 per cent of the population—or 3,600,000 people—live outside SMSA's."

To illustrate the point, Mr. Covington declares that within a month when the city limits of Charlotte are extended, it will have a city population of 200,000. "Although this is not large as U.S. cities go, Charlotte actually has more people within a radius of 75 miles (2,216,600) than live in a similar radius in Atlanta, Minneapolis, New Orleans or Kansas City."

Supporting this Total Market Concept, Mr. Covington states that WBT studied two phenomena that he feels justify this view—the flow of customers from the area into the city and the flow of salesmen out of the city into the area.

"A study of 16,000 charge accounts, doctor bills, airline reservations and other evidence of area citizens using Charlotte facilities proves that one out of every three 'customers' comes from outside the SMSA. The percentage ranges from 20 percent to almost 50 percent in some department stores. It is about one-third for airline reservations. At seven performances of the 'Ice-capades' in the Charlotte Coliseum, 60 percent of the customers came from outside the SMSA.



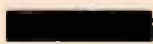








"As for outflow, Charlotte-based salesmen of wholesale grocers regularly travel 35 miles outside of the city. Salesmen of Charlotte wholesale druggists regularly travel 75 counties outside the city."

III. Media Challenge

The challenge to media that the Megatown and Total Market concepts represent is enormous. Can radio, for example, effectively serve the various area communities with local news and information?

Certainly, air media have the greatest opportunity because of their natural values. For example, WBC states that 50 daily newspapers in the Pittsburgh Megatown include Pittsburgh stations in their daily program logs.

At the same time, according to WBC, Pittsburgh newspapers have circulations that are more closely

Total Households	1,331,600	
Newspaper 'A'	317,000	
Newspaper 'B'	282,000	
Newspaper 'C'	214,000	
Radio Homes	1,300,000	
Tv Homes	1,224,200	
Reader's Digest	250,099	
Look	163,442	
Ladies' Home Journal	143,375	
Life	139,301	
Saturday Evening Post	118,497	

Source: Sales Management (1959)
ARF (1959). Compiled by Westinghouse Broadcasting Co.

tied to the central city. For example, according to 1957 statistics, WBC says there are 1,300,000 radio homes in the Pittsburgh Megatown.

Newspaper A circulation is 317,000 homes; newspaper B, 282,000, and newspaper C, 214,000. Although total radio homes actually cannot be compared with newspaper circulation, the spread between the two represents the difference in potential.

But what stations that attempt to cover the Total Market and Mega-

town area must prove is: Are their operations geared in a way that they serve the interests and tastes of the people in this giant complex?


Among the things WBT has been doing is to interpret local news events from outlying communities in terms of the "Charlotte-centered area."

And Westinghouse, cognizant of broadcasting's role, has undertaken steps "to initiate, recognize and endorse Megatown and the responsibilities it entails." . . .

LISTENER LOYALTY PROVES THAT...

Radio Has

The 'Difference'

 Radio is perhaps the most democratic of all media. Market by market, the choice in listening fare—and the competition for audience—makes rival local media look like a family circle meeting.

Agency brass maintain that, to them at least, radio sounds the same (see lead story, p. 23). However, listeners (remember them?) give every indication that radio fulfills the French ideal of *vive la difference*.

A relatively new area of radio research—the study of duplication in audience among stations in the same market—shows that whether in regard to the selection of music, the coverage and presentation of news, production and promotion techniques, or even programming, the answer is always the “difference” in sound. The term *duplication* merely refers to the extent of overlap in hours received by the competing stations.

What these studies show is that the radio listener is essentially loyal to one or possibly two stations. Therefore, if an advertiser's main job is to reach as many different people as possible, two or more stations in a market are necessary.

In a study conducted for Meeker Co. and its represented station in Seattle, KXA, A. C. Nielsen Co. figures show that duplication in audience between stations of different programming is inconsequential. And, surprisingly, the duplication between audiences of similarly programmed stations is minimal.

For example, the duplication in weekly audience between the good music station and the leading top 40 station at the time of the survey was only 1.7 percent of the total combined cumulative audience of the two. The duplication between stations of similar programming—in this case, two top 40 stations—reached a relatively low 6.3 percent.

According to Lucian Chimene, director of station relations for J. Walter Thompson Co., New York, “This study confirms what we have felt for some time. If you want to pyramid your unduplicated audience, you need more than one station in a market.

“Of course,” Mr. Chimene continues, “a lot depends upon the product and the situation. But if you want to reach large numbers of different people at the same time, this approach would be most desirable.”

As an example, Mr. Chimene cites a subject of current interest at his agency—the introduction of new Ford cars.

The Meeker-KXA study evolved from a pilot survey conducted in October 1958, using the March-April 1958 Nielsen report.

At that time, it was found that the degree of duplication was minimal between the station for good music

**Duplication in audience study shows
that each station has its own listeners.
Overlap in different homes reached is small,
even among similarly-programmed stations**

outlet) and a middle-of-the-road programmed station. These results were achieved by calculating the cumulative ratings of four different schedules of 30 spots each, divided in different proportions between the two stations.

Encouraged by these findings, Meeker decided to test the duplication effect even further—by using four stations.

In order to gain as much data as possible on the subject, the same March-April report was used as the base. Mimi von Zelowitz, research director of Meeker, states, "The date of the report is not significant because we are not measuring the relative popularity of stations. What we are trying to learn is simply the extent of overlap in audiences between stations that are programmed (1) similarly and (2) differently."

In this latest study, five schedules were set up, using 30 spots per week per schedule divided equally be-

tween two stations in each series. The schedules included spots from Sunday through Saturday and were proportioned 70 percent during traffic times and 30 percent non-traffic times.

The individual spots were rotated, with no two spots at the same time on any day on any station, thus allowing maximum opportunity for duplication to manifest itself.

The first schedule—comprising the middle-of-the-road station and the leading top 40—had 3.2 percent duplication; schedule two—combining the leading top 40 station with the next ranked top 40 outlet—showed a 6.3 percent overlap in the number of different homes reached; schedule three—testing the audiences of the middle-of-the-road station with the good music station—scored a 5.6 percent duplication; schedule four—comprising the second-ranked top 40 station with the good music outlet—turned up 2.7

percent overlap, and schedule five—crossing the leading top 40 and the good music operation—registered the lowest duplication of 1.7 percent.

"Although the results of this study cannot be projected to other markets," states Miss von Zelowitz, "we believe that similar situations exist in almost every radio area. Each radio station has its own audience. The degree of duplication will vary to the extent that two stations of the same type will duplicate more than two dissimilar stations.

"For the buyer of spot radio, the implication is clear," she declares. "While cost efficiency is important both in terms of cumulative audience and total impressions, two or more stations per market are needed if the buyer wants to accumulate the maximum different audience."


Amid criticisms of sameness in radio, listeners are showing that they know there is a difference. • • •

question and answers

THE QUESTION:

*What are the prospects for radio's
further development in the future?*

WALTER TIBBALS ANSWERS:

 The question of the future prospects for radio programming is extremely interesting at this particular time, especially in regard to networks.

Take a look backwards first, to get a proper perspective on it: With the prominence of network television, radio was thought to be dead a few years ago. Actually, it had never gone away . . . it was merely saying the wrong things at the wrong times. So radio examined itself and found that if it was going to live in the future, it was going to have to live *with* television and with newspapers and magazines, and become a force, not in competition to television, but as a separate medium.

Thus, the face of radio changed when the network shows, as we knew them, became no more. Radio then, as a result of its examination, started to provide the things that television could not readily, or as frequently, provide. These things were music, news, weather, sports and time.

Why Music?

Music had very little place in television. News, weather and sports were televised at a time determined by the tv networks. Instead, radio presented these at times when radio found it could best reach the listener.

The radio star, as we knew him before television, had either gone to television itself, or retired to his walnut ranch or his antique shop, depending on whether he lived in the



Mr. Tibbals, vice president, radio-tv production, Norman, Craig & Kummel Inc., New York, declares that radio's future is as "bright" as any other national medium if, with imagination, it tries to do the things it alone can do best.

West or East, and there emerged on the radio scene a new star, the disc jockey. He sold goods, he was an expert on music, current events, weather, he was pleasant and he could tell time.

The most important thing he provided was useful pieces of information at the time when people could use them. In other words, radio adapted itself to the audience. It then started back on the road to being a major advertising force.

It is certainly reasonable to assume that the disc jockey at a local station will stay where he is and be as successful as he is today. It is also certain that the networks can provide a different type of programming not possible to produce locally. The local d.j. is, at present, fractionalizing the audience in his appeal to the younger age element, and while it is an enormously salable segment, there is room for other programming that the networks can provide.

Network disc jockeys do not seem to be able to compete successfully with the disc jockey who is a local personality.

However, radio networks can provide broader and better news coverage than the local stations can afford, and present it along with other features that are more attractive. *Monitor* is a good example of this on NBC. On the other hand, *Bob and Ray* on CBS is programming that will eventually be extrapolated into future radio programming of the light, no-plot, comedy type.

The opera and the great symphony societies certainly should remain on network radio in the area of music. National sporting events, which are blacked out on television, can be carried on network radio with good result.

Let radio build to these four points:

1. What is network radio doing now that it could do better?

2. What can radio do that television cannot do?
3. What can radio do better than television is doing?
4. What can radio do at a point

where the audience is in a different place than where the television set is located?

Radio's future is as bright as television's or newspaper's or maga-

zine's, but it will require imagination, experimentation and patience. It will require advertisers with the confidence to recognize radio for what it is—and to support it,

DONALD LEONARD ANSWERS:

While radio has always been a healthy medium (in spite of some rather rough times), it is now facing a period which I feel will be phenomenal—the period of its greatest growth, its deeper saturation and penetration of the active American's everyday life, and full recognition of its "out-of-home" as well as "in-home" benefits. All major media will advance, but radio will advance the most.

I feel radio will make these advances because:

1. It is flexible. An advertiser using this medium can almost hand pick the audience he wants and concentrate on that audience, geographically or otherwise. Radio stations are becoming more and more aware of being able to reach specific audiences through the type of programming used, for example. Some stations become specialists in one field (such as rock 'n roll or classical music), others endeavor to offer diversified fare, appealing to all audience segments. Flexibility doesn't stop at age or income groups—it goes toward specific races, ethnic groups and so forth. Part of the future growth of radio will be based



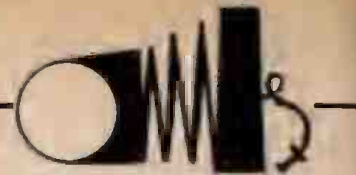
Mr. Leonard, media director, Fuller & Smith & Ross Inc., New York, sees radio entering its period of greatest growth, advancing at a greater rate than other media. Reasons cited: Flexibility and specialization, instantaneous news, and its leisure-time role.

on the realization by station managements that they "can't please 'em all" and therefore will concentrate on one or two groups.

2. Radio has been and will continue to be the most instantaneous source of news—international, national, regional, local. Americans' appetites are absolutely insatiable in their desire for news. What better way to capitalize on a public service than just to continue to give the best possible news services?
3. Radio stays with its audience. Americans will have more and more leisure time, and they

will spend this time actively—in sports, travel and so on. Only radio can accompany them everywhere, without distracting them from what they are doing yet contributing to them at the same time.

If radio station managements continue their policy of delivering merchandising and promotion support for schedules placed on their stations, of constantly seeking ways and means of keeping radio economical and efficient, and at the same time make a concerted effort to sell the medium as well as their individual stations, how can they help but deliver what I feel will be the strongest period for radio in its history? •••



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



"LITTER-ALLY" speaking, Virgil Evans Jr. (left), WBT Charlotte, N. C., managing director, passes the bag to Fletcher Riddle (center) and Jim Swinson, Esso representatives, in launching recent campaign by station and oil company to "Keep North Carolina Clean." Imprinting on 50,000 litter bags promoted Esso Reporter.

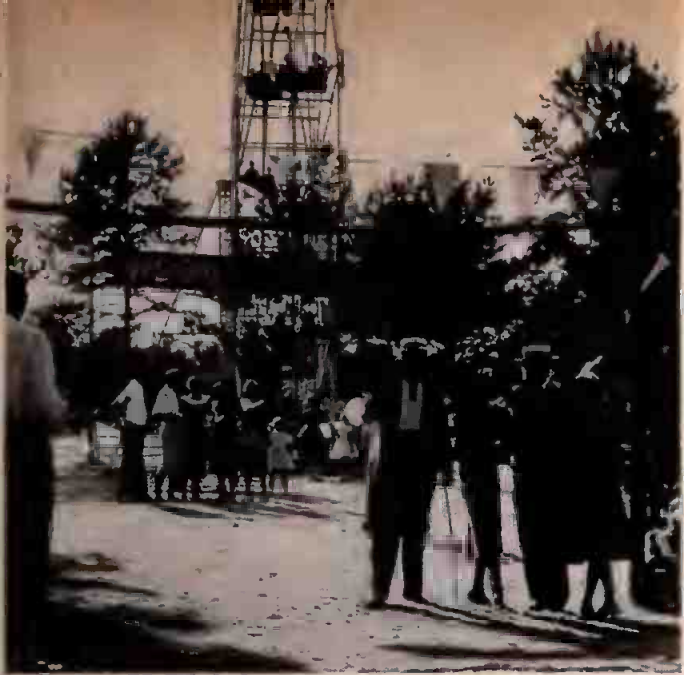


VINTAGE SETS, late models, too, flooded Philadelphia Working Home for Blind in response to WPEN call for old radios to be repaired by the home. Sea of receivers is viewed by Sam Serota (left), WPEN community relations director, and Murray Arnold (center), station manager, with three Blind Home staff members.



UNFILTERED kiss from "Miss Golden Leaf" (Ruenell Stewart, WPET Greensboro, N. C.) on cheek of Verne Walton, sales supervisor for Greensboro tobacco market, officially opens auction season. Announcer Tommy Quenelle stands by.

ANGLING for customers for newly-opened car wash establishment, disc jockey D. Denzil Finney of WCHS Charleston, W. Va., perches on 70-foot scaffold at the site until 5,000th car takes a bath. Three-day duration of his "fishin' trip" was station's best-yet promotion, says WCHS. Fire truck and ladder aided Finney's descent.



STEP RIGHT UP, urges "barker" Ben McKinnon, general manager, WSGN Birmingham, at free Kiddie Karnival provided by station at local 1959 Parade of Homes. Doug Layton (right) and models observe "sales" technique for WSGN's free rides, baby-sitting service.



FLIPPING his flapjacks, personality Dave Wilson of CFPL London, Ont., Canada, gives dexterous display before (l to r) Sandy McCrae, "Miss Pancake Festival" of Canada; Glen Huntley, Quaker Oats product manager, and CFPL morning man Lloyd Wright, a fellow contestant in pancake bake-off held in connection with successful radio test conducted recently for Aunt Jemima product.



WEIGHTY MATTER confronts John Madden, director of N. Y. State bureau of weights and measures—total poundage of eight personalities from WFBL Syracuse. Visitor to state fair in Syracuse who came closest to guessing combined weight won 260 pounds of meat. (Reliable sources indicate the prize did not include ham.)



ARTHUR GODFREY, ace radio salesman, clinches the deal with buyers of wood finishing display unit at recent National Hardware Show in New York. On receiving end are R. H. Langsam (center), vice president, Masback Hardware Co., wholesale distributors, and Charles Librett, New Rochelle hardware dealer of Masback products.

IN THE AIR as well as on it, WHLI Hempstead, N. Y., is now reporting Long Island traffic conditions on weekends via its new "Traffi-Copter." The flying machine will also be used by the station to cover news events.



THE 1959-1960 TIME BUYING AND SELLING SEMINAR

The sixth annual series of informational luncheon-meetings for advertising and broadcast executives seeking specialized news, views and data on current time buying and selling procedures.

You are cordially invited to attend all 16 of these meetings held in the Hawaiian Room of the Hotel Lexington (every Tuesday, 12 noon to 2 pm, November 17 through March 15).

Some of the issues forthcoming: "Are audiences out-sophisticating the sponsors?" "TV programming—prospects and problems." "The station image factor." "What's new in nose-counting?" "How many commercials make too many?"

Some of those who will discuss the issues: TERRY GLYNE, DAVID LEVY, BOB AND RAY, FRANK MINEHAN, DICK SALANT, GILBERT SELDES, AL SINDLINGER, KEVIN SWEENEY.

presented by the
RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Register now by calling PLaza 8-2450 or fill in and mail the coupon below.

RTES — 515 MADISON AVENUE —
NEW YORK 22

Please register me for the 1959-1960 Time
Buying and Selling Seminar.

Name _____

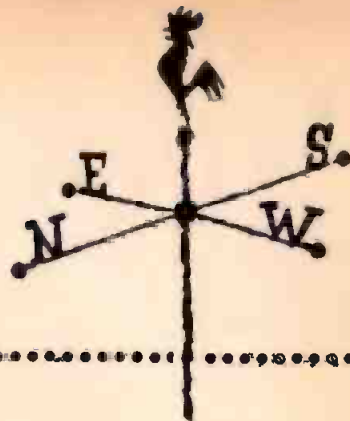
Address _____

Company _____

I enclose a check for \$10.

hometown USA

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



Pulling Power Of Radio



Among the 85,000 who turned out for the WTIK New Orleans Appreciation Night,

Imaginative thinking shows power of sound medium to get results, not only in sales, but in community service activities as well

It's one thing for radio stations to attract, satisfy and keep increasing their audiences. But it's still another matter when they are able to demonstrate the precise "pulling power" of the sound medium.

This "pulling power" has enabled stations, at least in three instances, to: Keep a summer theater from going bankrupt, and eventually to give it its biggest profit in five years; boost automobile sales for a sponsor in July and August to as much as 31 percent over 1958; bring 85,000 listeners out for an "appreciation night."

WTIX New Orleans, with only seven days to promote its "Appreciation Night," attracted a reported 85,000 fans to Pontchartrain Beach. This, the station reports, surpassed last year's Sugar Bowl attendance of 75,000 people.

The two-hour "Appreciation Night" featured 14 pop singers, headlined by Frankie Avalon. The excitement of the show mounted with each succeeding performance, according to Fred Berthelson, vice president and general manager. Frankie Avalon termed it the "most enthusiastic crowd he had ever sung for."

Pre-performance interest in the event was generated by a Frankie Avalon Scavenger Hunt. The winners of the contest were invited to take part in a courtyard party at Brennan's French restaurant which was hosted by the young singer.

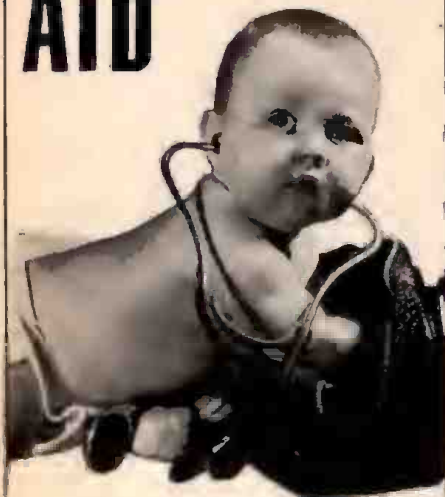
Mr. Berthelson further states that the record-breaking crowd appeared in spite of a "torrential downpour which drenched the city for several hours" preceding "Appreciation Night."

Other performers who appeared

with Mr. Avalon were: Frankie Ford, Ferlin Husky, Mac Rebbenac, Ronnie Dawson, The Emeralds, Larry Deone, Kenny Smith, Ike Clanton, Bat Carroll, Scotty McKay, Thomas Wayne, Billy Grammer, and Travis and Bob.

WHIM Providence, R. I., says radio is responsible for the successful season of the Warwick Musical Theater. Embarking on his fifth season of summer productions, the head of the theater, Burton Bonoff, found himself with considerably less money for advertising and promotion because of a decision to feature name stars in all of the 1959 shows. Because of this, the weekly production overhead for such shows as *Caine Mutiny*, *Bells Are Ringing*, *Rosemarie* and *Wish You Were Here* jumped to \$18,000 per week, while the entire radio budget was reduced to \$150 per week, according

PATIENT AID



The National Foundation finances modern care and treatment to prevent the tragic results of crippling diseases

birth defects
arthritis
polio

JOIN THE **NEW** MARCH OF DIMES

NF
THE NATIONAL FOUNDATION

to WHIM. These shows highlighted such stars as William Bendix, Mark Stevens, Anna Marie Alberghetti, Julius La Rosa and Jane Russell.

The station points out that after the first three weeks of the summer season, a combination of inclement weather and slight results from the lack of concentrated promotion had the theater on the verge of "literally folding the tent and silently stealing away."

According to E. James McEnaney Jr., WHIM vice president and sales manager, the station was then approached with the following proposition by Mr. Bonoff and his advertising agency: "Granted we are, or are supposed to be, a profit-making organization. But somewhere in the area of entertainment there seems to be a degree of public service which will suffer if the theater is forced to leave Rhode Island. If WHIM was given the entire radio budget on an exclusive basis, would the station undertake a promotion to save 'live theater' for the state?"

WHIM agreed to the offer and immediately began a regular weekly saturation campaign featuring a contest built around the musical score of each week's production. The station played variations of the songs by different artists and asked its listeners to name the mystery artist. The five earliest postmarked entries each day received a pair of choice

seats for the following week's production.

This contest, according to WHIM, brought in an average of more than 2,000 cards weekly. Also, the station purchased 1,000 tickets each week as "A WHIM Dutch Treat" and invited listeners to buy one ticket for any night's performance and get another ticket free.

The Warwick Musical Theater, says Mr. Bonoff, had "the biggest gross in the five-year history. We even had to add a Saturday matinee to take care of the overflow crowd."

Tracing the history of the 1959 summer results, Louis C. Fitzgerald, president of the theater's advertising agency, L. C. Fitzgerald Inc., stated that: "On a limited budget, but with imaginative scheduling, planning and promotion . . . attendance at the theater reached new heights for the season. . . . It's proof that a station can be all-out community-minded, as well as commercial-minded."

Sponsor Contest

In a promotion to increase the sale of automobiles, two disc jockeys of KYW Cleveland competed for the grand prize in the sponsor's contest.

The "battle of the disc jockeys" campaign was created by Del Spitzer, partner in Cleveland's Spitzer automobile dealerships. The 50-



A happy "omigo" is Joe Finan (seated), KYW Cleveland d.j., who won sponsor contest in battle with fellow d.j. Wes Hopkins (right). Mr. Finan accepts keys to car from Spitzer Ford's assistant sales manager, Dave Mobbs. Acapulco, look out.

year-old organization has 15 different dealerships handling 15 makes of United States and foreign cars. Because of this, Spitzer has had the problem of distinguishing its individual agencies in the public's mind.

Spitzer now relies on radio for 60 percent of its advertising, according to KYW, which says it receives four-fifths of this amount. The remainder of the budget is divided into 25 percent for newspapers and the rest for circulars, handouts and TV announcements.

Spitzer first began the disc jockey contest on KYW in 1957 between personalities Joe Finan and Wes Hopkins. That year Mr. Hopkins won a luxury trip to Miami Beach.

This year, as in 1957, the two disc jockeys carried on a campaign on behalf of their respective sponsors, Spitzer Ford (Finan) and Spitzer Dodge-Plymouth (Hopkins). According to KYW, they coupled the standard on-the-air announcements with a constant flow "of repartee, kidding and brickbat tossing," and personal appearances on each other's programs in the studios and during remote broadcasts from the car dealers' showrooms.

The station points out that these remotes were begun in 1957 to aid Spitzer in identifying the various dealerships, and have now become a standby with at least one remote each weekend during the year. According to Harold Stann, Spitzer executive vice president and advertising manager, many customers are attracted to the showrooms because of the disc jockeys' presence. He states that salesmen make a point of introducing prospects to the personalities as part of the sales presentation.

Because July and August are considered slow months for new car sales, each of the two Spitzer agencies was given a quota, according to KYW. The disc jockey whose dealer sold the highest percentage of this quota received a \$900 all-expense paid trip for two to Acapulco, Mex. With Spitzer Ford reaching 104.5 percent of its quota compared to Spitzer Dodge-Plymouth's 96.6 percent, disc jockey Finan won the prize.

KYW states that the Ford agency's July sales were up 31 percent over July 1958, while Mr. Hopkins' dealer had an increase of 23 percent. During the month of August sales were up 19 percent and 21 percent, respectively.

Irv Brown, account executive of Spitzer's advertising agency, Axelband-Brown & Associates of Cleveland, states that the key to the campaign's success was the tremendous interest instilled in listeners which

"caused a booming traffic in the showrooms."

According to Mr. Stann, "This year's contest was so successful, sales were upped so dramatically, that we definitely intend to repeat it on KYW, possibly next year, instead of skipping a year. It will more or less cap our year-around advertising campaign (an average of 50 to 70 spot announcements per week over KYW) and help boost sales in traditionally slow late summer." • • •

NONE FINER *

WPBC

ADULT
RADIO

MINNEAPOLIS-ST. PAUL

* award winning
personalities

with

ADVENTURES IN...

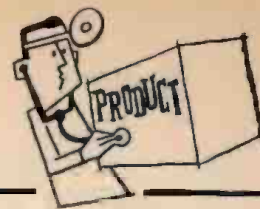
BETTER music
news
ideas
thought
sound

HIGH RATINGS

See Latest Nielsen

William V. Stewart, President, Daren F. McGavren Corp. Representatives

commercial clinic



Music and Humor Underscore Commercials Listeners Remember

Like bacon and eggs, music and humor appear to be a pleasing pair to the American public, at least as its two favorite ingredients in radio commercials. In radio, however, the two do not necessarily go together.

Of the top 10 spot radio commercials—in a recent survey sponsored by John Blair & Co.—nine of the 10 contained music and five of the 10 featured humor.

This compares favorably with the previous Blair survey released late last spring. At that time, seven of the 10 included music and six of the 10 used humorous approaches (see *What Makes a Commercial Effective?* August 1959).

Honor Roll

The latest study, which is the firm's fifth report on commercials, produced the following winners. Listed in order with their agencies, they are:

- Clark's Super 100 Gas (Tatham-Laird Inc., Chicago)
- Coca-Cola (McCann-Erickson Inc., New York)
- Ford Motor Cars (J. Walter Thompson Co., New York)
- Ballantine Beer (William Esty Co., New York)
- Hoffman Soda (Grey Advertising Inc., New York)
- Pepsi-Cola (Kenyon & Eckhardt Inc., New York)
- Eastside Lager (Young & Rubicam Inc., Los Angeles)
- Piel's Beer (Young & Rubicam Inc., New York)
- L&M Cigarettes (Dancer-Fitzgerald-Sample Inc., New York)
- Hamm's Beer (Campbell-Mithun Inc., Minneapolis)

Comparing the results with the previous Blair poll, there are three

repeat winners in the top 10—Piel's, L&M and Clark's. Four advertising agencies step into the winner's circle for the second consecutive time—McCann-Erickson, Tatham-Laird, Dancer-Fitzgerald-Sample and Young & Rubicam.

Because the interviews for the most recent survey were held in August, hot advertising months for liquid refreshers, seven of the 10 winners were beverages.

Young & Rubicam appears to have the sterling touch with golden brew. The agency's Los Angeles and New York offices were cited for their commercial efforts on behalf of the West Coast's Eastside lager and the East's Piel's beer.

This fifth survey represents a significant departure in technique. In prior Blair polls, the Pulse Co. distributed about 3,000 interviews primarily among agencies, advertisers and listeners. This time, Pulse surveyed only the listening public, conducting 1,500 interviews in New York, Chicago, Los Angeles, Phila-

delphia and Detroit. The number of families surveyed was in proportion to the population of each city.

For the poll, Pulse did not use its usual aided-recall technique. Instead, interviewers asked this question:

"Which radio commercials do you remember hearing in the past week?"

Art McCoy, executive vice president of John Blair & Co., states that the markets selected are not only the five largest markets, but also the key markets for most national advertisers.

"They are the great marketing battlegrounds, where consumers are exposed every day to the heaviest advertising barrage. So any radio commercial winning attention and top recognition in these cities has to be outstanding," declares Mr. McCoy.

Winning Ways

Here is a capsule rundown of the techniques used in these award-winning spot radio commercials. The first-place winner, Clark's, is the only one that used dialogue completely, except for musical punctuation at the close. Its spot series involves humorous repartee.

Coca-Cola used music and humor as did Ford cars. Ballantine's winning commercial used music. Hoffman employed music and humor. Pepsi-Cola featured music and dialogue. Eastside Lager used music only, while Piel's presented music and humor.

L&M employed music and dialogue, as did Hamm's.

The Blair organization points out that Clark Oil & Refining Corp., the top commercial choice among listeners, used only spot radio in its advertising. • • •



Jerry Birn (right), head of the creative group developing the winning Clark Oil commercials at Tatham-Laird Inc., Chicago, receives transistor radio from Tom Harrison, vice president and manager of John Blair & Co., Chicago. Tom Cinquina (center), Blair account executive, beams approval. A special plaque also was awarded to the winning first-place spot.

station log



► **News;**

Hurricane Gracie afforded two stations—based on reports from WBT Charlotte, N. C., and WTMA Charleston, S. C.—with an opportunity to provide both local communities and the nation with news coverage.

WBT states that during the hurricane it served as an information relay point between coastal areas which were struck and the rest of the country. Virgil Evans Jr., WBT managing director, says that "WBT fed the entire Southwestern 'log' of the CBS Radio network day and night via KISA San Antonio, along with occasional transmissions to the New England states via WEEI Boston."

Up-to-the-minute reports by the station's complete task force of reporters were sent to the station's engineering control area regularly through the day of the hurricane.

WTMA states that it remained on the air throughout the hurricane, and that it was the only means of mass communication in the Charleston area.

David Jefferies, WTMA chief engineer, kept WTMA on the air by moving all the broadcast operations to a transmitter out of the danger

area. The station declares that it was the clearing house for all information, from the weather bureau, Civil Defense, National Guard, Red Cross and other disaster units.

► **Public Service:**

Over 150 candidates for political offices in a 10-county area of Virginia were individually invited by WWSA Harrisonburg to take part in a series of programs titled *Meet Your Candidate*.

The programs were heard at six scheduled times each Monday through Friday, and each five-minute program presented one candidate.

WSB Atlanta staged its First Annual News Broadcasting Conference on November 5 in association with the Henry W. Grady School of Journalism of the University of Georgia. The station says that the annual conference is being initiated to give high school journalists and those teaching high school journalism or supervising school newspapers a "close-up view of how news is handled by broadcasting stations, both radio and tv."

► **Programming:**

KDAL Duluth has revamped its community service programming to

utilize the one-minute format entirely, according to the station. Replacing its former five- to 15-minute service, KDAL now uses a schedule of spots called: *Town Crier*, community news feature; *VIP Time*, featuring interviews with visiting dignitaries; *Road Reports* of traffic conditions; *KDAL Scoreboard*, giving the latest sports; *KDAL Salutes* the outstanding achievement on the local scene, and the *Work Sheet*, which gives employment opportunities as secured from the Minnesota Employment Office.

WZIP Cincinnati has launched a series of music and drama spectacles which will be heard every other Sunday. The shows, varying in length from one to two hours, will include such features as "60 Years of Music America Loves" and "Peter Pan."

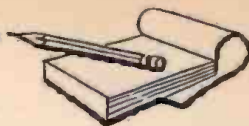
Don Tuttle, WGY Schenectady, N. Y., farm director, spent two weeks in the British Isles last month as a guest of the British Broadcasting Corp. He taped interviews with leading British agriculturists which were broadcast by the BBC in London to their New York offices for re-taping. These tapes were then used by WGY. ● ● ●



Executives from ABC o&o stations meeting in Detroit are (seated, l. to r.) WXYZ Manager Harold Neal; James Riddell, West Coast v.p.; Stephen Riddleberger, v.p. for o&o's; Manager John Mitchell, KGO San Francisco; (standing) Manager John Pace, KABC Los Angeles; Manager Ralph Beudin, KQV Pittsburgh; Sales Manager Jack Stahle, KGO; Charles De Baro, ABC Legal Dept.; Manager Ben Hoberman, WABC New York. Business highlighted meeting.



Cincinnati Mayor Donald Clancy (seated) proclaims "Helicopter Traffic Control Safety Day" on first anniversary of WLW traffic service. Observers are (l. to r.) William Geoghan, president, Ohio Valley Airways Inc.; Police Chief Stanley R. Schrotel; R. E. Dunville, president, Crosley Broadcasting Corp.; Police Lt. Arthur H. Mehring, traffic reporter from aloft; Jack DeVise, helicopter pilot for WLW flights. Helicopter is fast becoming a radio tool.



Marathon Broadcasts Have Their Rattles and Rolls

A believer in continuous broadcasting—as well as listening—KIMN Denver has conducted the latest in a series of marathon shows. Disc jockey Pogo Poge has conducted a marathon broadcast from the window of a downtown jewelry store. In addition to attracting many on-lookers, Pogo Poge was not alone in the window. He was accompanied by an assortment of snakes—rattlers, cotton-mouth moccasins, a boa constrictor, among others.

With the assistance of two professional snake handlers, the KIMN disc jockey broadcast with the snakes weaving and rolling over his arms.

'Listen to a Story' Is Made Into a Book

Scripts from a 16-year-old program for children, *Let's Listen to a Story*, heard on WMCA New York, have been published in book form. Written by WMCA director-writer Lilian Okun, the book contains a foreword by Helen Sachs Straus, who with her husband, Nathan, bought control of the station in 1943.

Mrs. Straus explains that when the series was founded, she believed that "programs based on the simple story-telling technique of the mother or friend or teacher reading to a group of children would also be successful on the air," just as it is in the home and at school.

This "read me a story" idea produced the program and now the book. Miss Okun's work contains scripts of children's stories that have been adapted to radio.

Radio Personalities Lead Sheltered Lives

A newsmen and a "musicaster" from two stations—KMGM Albuquerque, N. M., and KTUL Tulsa—ran for shelter last month as part of promotion campaigns by their stations at state fairs.

Don Jackson, KMGM newsmen, was sealed inside a Civil Defense fallout shelter in the interest of civil defense, according to the station.

Living on emergency rations, he stayed in the shelter for seven days and nights during the New Mexico State Fair.

Mr. Jackson made hourly reports to KMGM and talked with people attending the fair through an inter-communication system at the shelter.

Lee Parsons, KTUL "musicaster," was placed in a storm shelter for six days and nights during the Tulsa State Fair held last month. Preceding the opening of the fair was a parade which included two KTUL mobile units, one of them carrying Mr. Parsons and six models. Upon arrival at the site of shelter, the models escorted him to his new "home" with a promise to be on hand when he came out six days later.

Mr. Parsons broadcast from 6 to 11 p.m. each evening while in the shelter. Telephone facilities enabled KTUL's listeners to call him and ask questions concerning his adventure.

Best Ad-Lib Commercial Wins Disc Jockey Prize

Disc jockeys on 180 radio stations in 40 major markets competed with each other in creating original one-minute commercials for "Trig" roll-on deodorant in a nationwide contest sponsored by the Products Division of Bristol-Myers Co. The contest was conducted on the basis of copy-points which were supplied by the manufacturer.

Doug Pledger, KNBC San Francisco disc jockey, won the first prize of \$500 for doing the best ad-lib commercial for the product. He was also named "Trig Radio Salesman of the Year—1959."

Midnight Golf Game Creates Listener Interest

According to WCAU* Philadelphia, Ed Harvey, its morning personality, may go down in history as the man who invented nighttime golf.

Mr. Harvey, an avid golfer who normally shoots in the low 80's, found his golf game suffering be-

cause his early morning show kept him in the studios six days a week until 9 a.m. When he finally got to the golf course, it was usually too overcrowded. Because of this, he decided to take to the greens at midnight, and recently teed off on the Presidential Golf Course in Philadelphia. Phosphorescent golf balls and four caddies helped him navigate his course. Also, a professional golfer accompanied him.

Listeners to the *Ed Harvey Show* were asked to send in cards telling what they thought his score would be and at what time he would complete the game. Periodic reports were relayed back to the station and were reported to the late night audience. Many fans were on hand to watch the game. Mr. Harvey finished the 18 holes in two hours and 25 minutes with a score of 88. One entry predicted the score and was only five minutes off. The highest score guessed was 253. WCAU awarded 100 winners with a dozen luminous golf balls each as prizes.

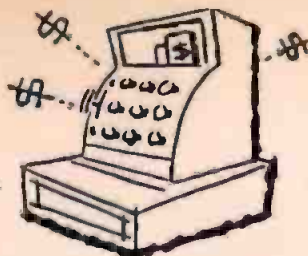
Listeners Given Means Of Curbing D. J. Chatter

In an attempt to curb chatter and give more platter to listeners, WCAE Pittsburgh Program Director Paul Ruhle has installed an automatic talk-stopper. A remote control switch was placed at the desk of the station's chief engineer. Turning the switch on starts an automatic tape player which comes in over the announcer's chatter with four words—"All Right, All Right." Upon hearing this, the announcer stops talking and plays more music.

WCAE has invited listeners to "tab the gab." A special phone line was installed in the studio and listeners are given the opportunity of calling the special number and repeating the "silencer," "All Right, All Right." The station says that during the first hour, 50 people called the disc jockey who was on the air. He took the hint.

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

radio registers



SUPERMARKET

Schulenbergs Fairway Super Market in Wells, Minn., used 35 announcements over KATE Albert Lea in a one-day promotion of its "crazy sale" kicking off Jet Trading Stamps. One hour of the three-hour sale consisted of a remote from the store, and during this time, reports KATE, the store ran out of the leaders used in its radio advertising. In the one hour, 500 loaves of bread were sold in addition to 600 bags of sugar and 60 boxes of chocolate bars.

AUTO DEALER

Airway Motors of Rensselaer, N. Y., turned to WPTR Albany in an effort to sell 106 (its entire stock) of 1959 Plymouth automobiles. At the urging of the station, the auto agency, a regular sponsor, increased its spot schedule to 100 per week and cancelled all other forms of advertising entirely, according to WPTR. The agency purchased the station's "personality package" which gave it spots scheduled equally over all time periods, 24 hours a day. Using ad-lib personal endorsements in the spot announcements, the agency sold its entire stock of 106 cars plus many higher priced cars in 10 days. WPTR states that Airway is now continuing the 100 spot per week package.

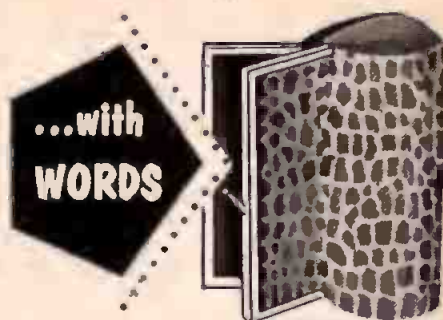
APPLIANCE STORE

Barr Appliance Centre in London, Ont., ran a two and one-half week grand opening campaign over CFPL featuring General Electric appliances, in particular. The promotion—with the first five days consisting of a teaser campaign—used 10 one-minute spots per day over CFPL. The station reports that the appliance store sold 15 refrigerator-freezer combination units in the first 10 days using only radio advertising. The store is now on a yearly contract for regular advertising, according to CFPL.

SPORTING GOODS

The Winston Sales Co. of Chicago used the Sports Notebook program starring Don Klein over KCBS San Francisco to promote its fishing kit. The campaign ran for three days and offered the kit for \$8.98. The company stated that 150 responses would make the buy very successful, and KCBS states that in just three programs, it received over 185 requests. The station points out that Winston is now in its second renewal and the total responses have reached 330.

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

GOOD WILL BUILDER

In a letter to Phil Peterson, Eastern Division Manager of Community Club Services, Inc., Mr. Joseph A. Pinna, Manager of Radio Station WUSJ in Lockport, New York, wrote: "Our first CCA Campaign was a huge success. The sponsors were very happy and 99%—an unbelievable figure—have committed themselves for our next campaign, which will begin February 1, 1960. In the soft drink category, more than three-quarters of a ton of bottle caps were turned in by the club women participating. One club received awards totaling as high as \$620 during the first campaign. The good will created by WUSJ and CCA sponsors with women's organizations in our market cannot be measured in dollars and cents."



Joseph A. Pinna

COMMUNITY CLUB AWARDS



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

**RCA
THESAURUS
TURNED
THE TOWN
UPSIDE
DOWN!**



KDBS (Alexandria, La.) and Sears and Roebuck are having the best time these days. And RCA Thesaurus Commercial Library brought them together! As Commercial Manager D. Ed Pebbles tells the happy tale:

"Sold Dept. Store Campaign to Sears and 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 we were unable to sell before."

If you are flirting with a department store in your home town, why not let RCA Thesaurus Commercial Library act as cupid for you? Write now for details.

RCA THESAURUS

165 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

report from RAB

What's the Best Time To Visit Agency Offices?

Radio station executives who make the journey to New York to cage extra national business often complain that much of their valuable, carefully scheduled time is eaten up reading *Playboy* in the waiting rooms of Madison Avenue.

RAB's interviewing unearths the fact that February, which unfortunately includes some of the city's seediest weather, is the month radio station personnel stand the best chance of getting a fair and hospitable reception for their pitch. "Our budgets are set then," is a typical timebuyer explanation. "We can afford to sit back and give you some time."

September, when the weather is a good deal better and New York is still gamely celebrating its "Summer Festival," is called the worst time of the year to see agency people, caught in the crush of preparing budgets. August and October are similarly brisk times for agencies. A radio station executive arriving during these hectic days might, because of the heavy agency workload, get less time than he'd like.

RAB's research was a factor in its decision to re-schedule its annual radio station-agency meeting—the National Radio Advertising Clinic—usually held in the fall.

RAB's President Kevin B. Sweeney recently announced that the NRAC will be held sometime in mid-February.

"We have been holding our meet-

ings in the fall," said Mr. Sweeney. "Despite this, we've been drawing some 600 to 700 agency and advertising executives. We think we can raise attendance to perhaps 1,000 key advertising executives if we fit our meeting time to the pattern of the advertising business. And this will be a better time for station executives to come to New York both to attend NRAC and call on agencies."

RAB carried the survey another few steps, arrived at a precise timetable for the station manager. Calls on a Monday or a Friday are as far out as a maraschino in a Martini. A scant 2.8 percent of the agency personnel questioned considered Friday the best day for a station sales call. Nobody at all selected Monday, Wednesday, Thursday and Tuesday, in that order, were the days most media men thought the radio executives had the best chance to get a fair hearing.

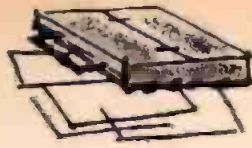
Appointments aren't vital. Only 9.2 percent of the media buyers declared a pre-arranged date was important, while 25.6 percent said, "come anytime." Mornings were called the best time of the day. But almost as many (25.6 percent) said to come between two and five.

In any case, if many station men take RAB's findings to heart, come next February, Wednesday mornings should be a busy time for New York ad agencies. • • •

SALES TREND OF THE MONTH

RAB's new radio listening habits studies are being given careful scrutiny by a number of manufacturers—including two of the nation's food giants. RAB's national account executives are finding sharp interest in a considerable growth in radio listening over the past two years. In 1958, for example, Sindlinger figures showed radio's daily audience was greater than tv's for only a single week of the year. This year, Sindlinger research had radio ahead of tv for eight straight summer weeks. RAB's new concept—a tangible proposal at the tail end of every call on an agency or national manufacturer—has already produced several tests in major markets. More food manufacturers are employing radio's economy, range and selectivity, realizing that you don't really need a visual image. "All coffee looks the same," one national food processor admitted to an RAB executive.

report from representatives



PGW's Teter Asks Radio To Meet Challenges Ahead

If radio is to fulfill its proper destiny, it is going to have to face up to several challenges, in the opinion of Robert H. Teter, vice president and director of radio for Peters, Griffin, Woodward Inc.

He suggests that the road ahead for radio must find a way to meet the following needs:

- To sell the *real* values of stations and of radio.
- To truly *measure* the radio audience rather than merely survey it.
- To make sure that programming and promotional policies are utilizing the basic resources of radio.
- In selling, talk about the totality of the radio audience, the phenomenon that makes radio the strongest,

'Mind's Eye'

Mr. Teter declares there are two "basic natural resources" of radio that cannot be found in any other advertising medium. "First, the one that we have always had—the ability through words, music and sound effects to entertain and inform people with the magic of the *mind's eye* perceiving thoughts and ideas that would not be possible to convey in the limited area of print or pictures. This is the magic of radio." Mr. Teter explains that a listener interprets the radio sound in a personal way and therefore builds a mental image motivating desire in an individual way that shades realism.

"The second natural resource," he continues, "and a new one to the radio industry since the arrival of television, is the ability for people to be entertained and informed literally any place under almost any imaginable set of conditions."

The PGW radio director, who made these remarks late last month before the Missouri Broadcasters Association, believes that radio needs a good dose of positive selling. "We

have segmented ourselves, not so much in fact as in appearance. Selling tactics have been all too often designed to sell one against the other." He underlines this idea with the thought that this type of selling is not practiced by any other advertising medium.

'Audience Action'

"It is imperative that we find ways and means of transmitting to the national level what the local advertisers know so well," Mr. Teter states. "Let's sell the most important thing we have to offer an advertiser—namely, 'Audience Action.' . . .

"If we program, promote and sell the 'Audience Action' we create out of these two natural resources, your station, individually, and radio, as an industry, will eventually become a need—an in-demand medium by national advertisers."

On the subject of surveys and measurements, Mr. Teter points to radio's great car audience of nearly 38 million sets as an example of an area of radio that advertisers know little about, "Radio listening in automobiles is big enough to be a separate medium all by itself. In fact, radio is America's biggest outdoor advertising medium."

He offers this analysis of radio's "numbers" problem:

"Print media, for years, have been providing the kind of numbers I am talking about—not ratings or page readership, but qualitative information that provides an accurate and meaningful profile of their audiences. They know how much money their audiences make, where they live, the kind of cars they drive, the age of their children, and everything from how much tooth paste to how much nail polish they buy. And they use these numbers to sell in a positive manner those advertisers whose customer profile matches that of their own audiences." • • •

Before you buy any radio
time in Charlotte

Check these two reports



(NSI Nov-Dec '58 and Apr-May '59)

... you'll discover why scores
of national and regional adver-
tisers have followed the trend
to WIST!

Seeing is believing. Take
a look — see for yourself!

Your PGW Colonel will be
glad to show you copies

they'll tell you why ...

WIST is the
best
radio buy
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION



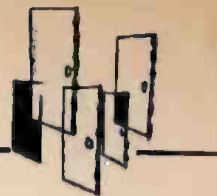
**My Mommy
Listens to KFWB**

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 HO 3-5156
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

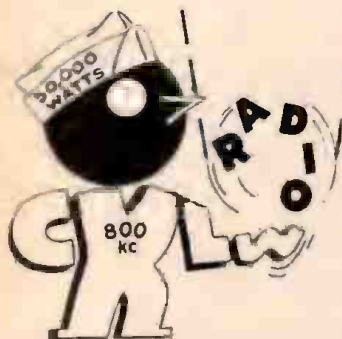
report from agencies



**MORE
REACH
in the
DETROIT
AREA!**

**with
50,000
WATT
POWER**

**Means
MORE
PEOPLE
REACH FOR
YOUR
PRODUCT!**



GUARDIAN BLDG., DETROIT

J. E. CAMBEAU President

ROBERT E. EASTMAN & CO., INC.
Nat'l Radio Rep.

BBDO's Kruh Cites Pluses Of In-Store Displays

In-store display advertising is perhaps the single merchandising aid most appreciated by agencies and their clients, according to the director of media merchandising at BBDO.

Louis Kruh, who works as liaison between client and station on the merchandising level, believes that the best help a radio outlet can offer is "at the point of sale where proper display can often make the difference between selling a product and letting it gather dust on the shelf."

Other merchandising boosts, Mr. Kruh adds, often are also extremely useful to a client, but "the station that does an effective job in the retail outlet will always win the gratitude—and perhaps the business—of the advertiser."

Merchandising support is not, however, a frequent factor in station selection, he hastens to point out, except "in cases where other things are equal." It does sometimes play a part, Mr. Kruh thinks, in retaining business once given.

Pet Peeve

On the other side of the ledger, the BBDO executive warns that his pet peeve is the station which promises "extensive" merchandising aid and then ends up by including the client on a list of station advertisers and mailing it out to a few hundred persons. "This may publicize the station," says Mr. Kruh, "but it does very little for the client."

"Fortunately, I find that most radio stations are very cooperative in regard to merchandising. They usually do what they can in relation to their size."

To make the most of merchandising pluses, Mr. Kruh feels that the agency and client should draw up a list of problems and then custom-tailor the merchandising plan to meet the advertiser's individual requirements.

"We don't leave it up to the station, in other words," Mr. Kruh states. "We try to guide them as much as we can and also to supply them with whatever banners and point-of-sale material the client may have available. This way it's easier on the station and it does us more good, too."

Mr. Kruh often works directly with the station in question, and otherwise with the representative. He does not hesitate to "go after" a station which has not offered merchandising aid in the past. As an example of personalized merchandising attention, he cites the hypothetical case of a soft drink manufacturer who may be introducing a new flavor on the market. "In this instance, it might be a lot more useful to the client to have the station do a sampling on audience reaction to the drink rather than have them get out the usual mailing."

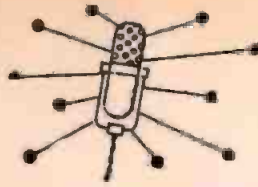
BBDO not only views media merchandising as sufficiently important to merit a department of its own (perhaps the only one of its kind), but also to warrant a full-scale survey to determine which radio and tv stations can be counted on for in-store display space.

The department has compiled such a list for the past three years, but is offering it for sale to other interested parties for the first time this year.

The 279-page report lists 185 radio and 81 television stations whose merchandising plans include super-market display space for their advertisers. In a few instances, drug stores are also included.

"I cannot over-emphasize the significance of these in-store aids," Mr. Kruh declares. "Even if all a station has is a roll of scotch tape with its call letters on it, someone should canvas the retail merchants and persuade them to stick the tape on the products advertised on that station. It will help make sales." ● ● ●

report from networks



► NBC:

Bolstered by the approval of its affiliates, NBC Radio is expected to launch this January its new network programming pattern.

Under the plan, the regular network schedule will comprise news, informational and public service programs, including such features as *Monitor*, *News on the Hour*, the *Image* series, the *World Series*, *Gillette Cavalcade of Sports* and 15-minute shows of news and analysis, according to Matthew J. Culligan, executive vice president.

Entertainment shows, like *My True Story*, *NBC Radio Theater* and *It's Network Time*, will be made available to affiliates on a fee basis from the NBC Program Service department.

Mr. Culligan states that under the new plan the network will actually be offering more total programming. The network's five-minute news programs will be increased 50 percent with the addition of eight new analysis and commentary shows.

► CBS:

The purchase of almost \$1 million worth of time on CBS Radio by the Kellogg Co. marks the firm's return to network radio, having been absent since May 1957, according to George J. Arkedis, vice president in charge of network sales.

In addition to a sizable order for *Arthur Godfrey Time*, Kellogg has bought, for All-Bran cereal, 12 weekly two-and-a-half-minute units of the network's *House Party*, and a group of daytime dramas as well as eight weekly five-minute dramatic program segments. The 52-week buys were placed through Leo Burnett Co., Chicago.

In affiliation news, John S. Hayes, WTOP Washington, D. C., has assumed chairmanship of the board of directors of the CBS Radio Affiliates Association for the 1959-1960 term.

► ABC:

With the signing of four new adver-

tisers last month, Don McNeill's *Breakfast Club* on ABC Radio is between 90 and 93 percent sold out, states Edward DeGray, president.

The new sponsors are: E. L. Bruce Co. (floor wax), through Christianesen Advertising Agency Inc.; Grosset & Dunlap Inc. (book publishers) and Levelor Lorentzen Inc. (venetian blinds), both through Friend-Reiss Advertising Inc., and the Watchmakers of Switzerland, through Cunningham & Walsh Inc.

In affiliation news, four stations have joined the network: WICU Erie, Pa.; KWEB Rochester, Minn.; WPCF Panama City, Fla., and KCKC San Bernardino, Calif.

► MBS:

Veteran radio personality Galen Drake becomes a mid-morning commentator on the Mutual Broadcasting System beginning November 30, according to Robert F. Hurleigh, president.

Currently featured on Mutual's New York affiliate, WOR, Mr. Drake will be heard from coast to coast on weekdays from 11:30 to 11:35 a.m.

In affiliation news, Mutual announces the signing of four independent stations: WJET Erie, Pa.; WNOW York, Pa.; WKYR Cumberland, Md.; WMNF Richwood, W.Va.

► Keystone:

The addition of 18 new affiliates has been reported by Charlotte Tucker, director of station relations for the Keystone Broadcasting System: WIOI Portsmouth, O.; WMIE Miami, Fla.; WELK Charlottesville, Va.; WMFT Terre Haute Ind.; WLAS Jacksonville, N. C.; KCHV Indio, Calif.; WKTG Thomasville, Ga.; WRIP Chattanooga; KJAM Madison, S. D.; KXLL Missoula, Mont.; WPRN Butler, Ala.; WMNG Richwood, W. Va.; WSUG Clewiston, Fla.; WBBK Blakely, Ga.; WRMS Beardstown, Ill.; KPAP Redding, Calif.; WGAT Gate City, Va.; WRKM Carthage, Tenn. • • •

this is Wright -



this is the Wright Way -

On the "Dave Wright Show" mornings, and "Push Button One" afternoons, listeners get a happy earful from an entertaining personality . . . from plain news to fancy impersonations, Dave knows how to hold an audience. AND he is a seasoned air salesman with a long, successful background in selling for national accounts.

Get Wright on the right station WIS

For full details on selling the bustling central S. C. market call your PGW Colonel.

WIS

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

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

IT TELLS YOU WHERE THE MONEY IS.

SRDS November issues reflect estimates of July 1, 1959 market conditions

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 . . . *all in one place.*

Actually, for your convenience the complete data is repeated, every month, in *three* places. . .

. . . starting with the November issues of SRDS Spot Radio, Spot TV, and Newspaper books you will find July 1, 1959 data on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The new estimates reflect recently revised as well as added metropolitan statistical areas as defined by the U. S. Bureau of the Budget.

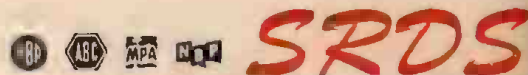
The Farm Section of the Consumer Magazine book also contains up-dated market informa-

tion. Farm data, which now appears in the Newspaper, Radio, TV and Consumer Magazine books, now covers 100 additional counties . . . 400 in all.

What's your market story?

Every time an advertising professional turns to SRDS he is taking one of the 101 buying actions that lead to media decisions. Any *one* may be the *final* one.

But whether the buying step is final or preliminary, it makes sense for a medium to *be there* with Service-Ads capsuling its *whole* sales story . . . selling market and coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.



NOW

UP-DATED
consumer
market information—
now ready to use

ALABAMA

State, County, City, Metro Area Data

State	County	City	Metro Area	Population	Rank	% of U.S.
ALABAMA	BALDWIN	Bay Minors	Bay Minors	1,000	100	0.0001
ALABAMA	BALDWIN	Orange Beach	Orange Beach	1,000	100	0.0001
ALABAMA	BALDWIN	Orange Beach	Orange Beach	1,000	100	0.0001
ALABAMA	BALDWIN	Orange Beach	Orange Beach	1,000	100	0.0001

400 Leading Farm Counties—Farm Population, Rank, Percent of U.S.

State	County	Farm Population	Rank	% of U.S.
ALABAMA	BALDWIN	1,000	100	0.0001
ALABAMA	BALDWIN	1,000	100	0.0001
ALABAMA	BALDWIN	1,000	100	0.0001
ALABAMA	BALDWIN	1,000	100	0.0001



Metro Area Population and Rank, Percent of U.S.

January 1, 1959

Metro Area	Population	Rank	% of U.S.
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001

U.S. TOTAL POPULATION - 174,994,000

Metro Area Consumer Spendable Income and Rank, Percent of U.S.

January 1, 1958 to January 1, 1959

Metro Area	Income	Rank	% of U.S.
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001
ALABAMA	1,000	100	0.0001

New SRDS 4-column format permits additional market data: percentage of U. S. population—percentage of U. S. consumer spendable income—percentage of U. S. retail sales—total retail sales per household—passenger car registrations—all by states, counties and metropolitan areas.

In the metropolitan ranking tables, passenger car registrations are now listed.

Farm market data pages now cover 100 more counties, 400 in all. A new U. S. farm map locates the 400 leading counties by states.

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, *Publisher*
5201 Old Orchard Road, Skokie, Illinois

Sales Offices:
Skokie, New York, Los Angeles, Atlanta

ative individuality' between stations. Radio was meant for something better than top 40 records and station promotion jingles."

R. L. Dellow, vice president and director of media at Grant Advertising Inc., Chicago, says, "Station personality, especially when a variety of stations are available, needs clearer definition."

The suggestion of Marvin Richfield, media director at Erwin Wesley, Ruthrauff & Ryan Inc., New York, is for "greater emphasis on interpretation of news and current events rather than the mere statement of headlines."

Maintaining that the advertiser "needs a better climate for his product," Marvin S. Cantz of Tilds & Cantz Advertising, Los Angeles, directs his remarks specifically at programming. "Too many [stations] have forgotten their responsibilities to the community. They cater entirely to the wants of the listener; they care nothing about his needs."

"Radio, in general, must develop a more constructive sound—it must appeal to mature minds of all ages—it must create listener respect and confidence."

On the question of research, comments range from requests for specific material to a general plea for reliable findings.

Says Thomas A. Wright Jr., vice president in charge of media, Leo Burnett Co., Chicago, "We want basic research on how radio is being listened to these days; a study of turnover in the 6 to 8 a.m. period; how long the radio is used per time tuned in."

Arthur S. Pardoll, group media director, Foote, Cone & Belding Inc., New York, asks for research concerning spot radio "which will measure total radio listening more accurately. In addition, audience profiles revealing characteristics according to age, income, sex, occupation and so on would do much to sell radio."

The suggestion of C. M. Anderson, media research supervisor at Campbell-Mithun Inc., Minneapolis, is for research to find out what the listening and non-listening audience wants. "Radio should be intensively researching its actual and potential

audience and itself," he says. "It should do so with a view to giving the audience (both listening and non-listening) what it wants, not what the station and network thinks it wants."

"Such research should be a continuous process, not a one-time proposition."

In the opinion of William E. Wright, president of Wright-Campbell & Suitt Inc., Chicago, radio must tidy up its operation in the area of audience research. "There is far too much distortion, sloppy figuring and muddled thinking."

Do you think radio programming shows imagination, or does it all sound the same?

- Shows imagination . . . 7.7%
- In some instances . . . 19.2%
- Does not show imagination . . . 23%
- All sounds the same . . . 46.2%
- A lot sounds the same . . . 19.2%
- Varies by station . . . 7.7%

(Total of percentages adds up to more than 100% because of multiple answers in some cases.)

Taking note of an agency's share in the responsibility for developing good radio, Mr. Ritz of Klau-Van Pietersom-Dunlap says, "I feel that all too often the radio medium is purchased on the basis of ratings and numbers, with little or no consideration for the qualitative aspects of the radio audience." On the other hand, he continues, "Many stations, I feel, give only lip service to programming and research, and all too often become involved in invidious competitive market comparisons. Many stations do very little in the way of public service programming which I feel is highly important in helping to establish a station's image and profile."

In like vein, Jerry Hoeck, vice president of Miller, MacKay, Hoeck & Hartung Inc., Seattle, says, "Radio should clean up its own house on all three counts of programming, sales effectiveness and research, and throw in rates, too. Then go out and sell advertisers on the merits of the medium."

From a sales standpoint, Mr. Sehafer of Needham, Louis & Brorby has this to say:

"Improved selling stems directly from better radio sales management, and a carefully conceived master sales plan is essential. This defines objectives, prospects, seasonal sales strategy, follow-up and the like. Good radio sales management also stimulates enthusiastic radio time salesmen. Good salesmen live with radio—wake up to a clock radio, get off to work by radio's time signals, snap on their car radios automatically, and aren't too embarrassed to use their transistor sets on the streets and in public places other than at World Series time.

"Alert radio sales management can take many additional steps in support of the salesman on the street. One is the simple device of using the station to promote itself as an advertising medium. Here special commercials on the specifics of the station's audience size, audience composition, share, and the vast out-of-home audience should prove more effective than glittering generalities about radio as an advertising medium."

Basic Medium

Says Thomas L. Blosl, radio-tv director at Botsford, Constantine & Gardner Inc., Seattle, "Radio needs applied imagination and more creative thinking and selling to prosper."

The apparent keen interest of agencies in radio's prospects and possibilities which underlies their outspoken complaints about its imperfections is exemplified in the words of Harry K. Renfro, director of radio/television at D'Arcy Advertising Co., St. Louis:

"Radio must consider itself a basic medium and shoot for basic money."

"Radio must sell against its real competition and not other radio stations." • • •



Detroit and Minneapolis Studies

Join Bandwagon of Fm Research

Joining the bandwagon of fm research that is attempting to provide listener profiles of the medium are two studies in the Detroit and Minneapolis areas.

The latest surveys — one for WLDM Detroit and the other for WLOL-FM Minneapolis — offer factual data on fm audience make-up, programming preferences, listening habits and sponsor loyalty.

The "Fm Radio Receivers Study" was conducted for WLDM by Market-Opinion Research Co., Detroit, during the month of July 1959. Its purpose was to determine: The type of people who comprise an fm station's audience; how frequently they listen, and what they particularly like about fm stations to which they listen.

The survey among fm listeners showed that 80.8 percent of the people have one fm receiver while 16.6 percent have two receivers. Concerning the location of the fm set, 49.8 percent stated that it was in the living room, while 14.4 percent had it in the bedroom and 13.3 had it in the kitchen.

Based upon 370 mail interviews, the study resulted from a June 1959 mailing of 1,000 letters and questionnaires to persons known to be fm listeners.

The survey indicates that there are "no marked peak times for fm listening except for a slight increase at night—listeners use fm constantly from 7 a.m. thru midnight." From 7 to 8 a.m., 22.2 percent of the fm audience listen to their radios. The percentage steadily rises throughout the day, with the highest being 52.7 percent between 9 and 10 p.m., and 52.2 percent for two hours, 5 to 7 p.m.

Individual fm listening among persons described as fm listeners in Detroit, according to the survey, is on the average of five hours and 19 minutes per day, compared with the average am listening of one hour and 17 minutes.

This survey also shows that the fm medium reaches a higher occupation level. It states that "By occupation, the largest percentage is in the professional, technical, executive and semi-professional groups." Similarly, the family income is in the upper brackets.

The WLOL-FM survey was undertaken during the summer to determine its listeners' composition and to show advertising results.

It revealed that 70 percent of the station's listeners had patronized sponsors within the past year of the survey; 58 percent had patronized the advertisers within the last month of the survey, and 26 percent had done so within a week of the survey.

The average amount of listening per day by the WLOL-FM audience is three and one-half hours, and, says the station, "many women listeners indicated eight- to 16-hour listening periods."

The evening classics portion of the station's daily schedule was preferred by 10 percent of the audience, while other favorites included: Dinner music, afternoon classics, afternoon jazz, great albums of music and dance party.

WLOL-FM states that 63.5 percent of its listeners are in scientific, professional and managerial positions. College students or persons working toward higher degrees comprise 20.8 percent of the audience and 66 percent have one or more college degrees. The average income, including students, is \$7,800 per year.

The appeal of the medium in general and the station specifically is shown by percentages of listeners in various age groups. Of the total audience: 9.9 percent are between the ages of 10 and 20 years; 35 percent are between 21 and 30 years; 24 percent are between 31 and 40 years; 18.5 percent are between 41 and 50 years, and 12.5 percent are 51 years of age or older. • • •

KUDL
NOW
#2
In Kansas City
Share of Audience
 Hooper, July-Aug., 1959
 Mon. - Fri., Noon to 6 PM

MORE LISTENERS PER DOLLAR!

BEST BUY BY FAR
KUDL
 Irv Schwartz V.P. and Gen'l Mgr. Adam Young, Inc. Nat'l Rep.



This is Forest Cooke, WHBF-TV program director in conference with members of production staff.

His Decisions are Based on 30 Years Experience in Building Audiences for WHBF—and its Advertisers

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

A tip to Timebuyers—

... There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands ... More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell ... sell ... SELL! That's what KFAL has—SELL! ... with a day by day program that's "hot" for Missourians ... keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story now from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

report from Canada



First Nielsen Canadian Coverage Study Takes Shape

Canadian broadcasting is about to receive the first nationwide coverage study performed by the A. C. Nielsen Co. of Canada Ltd.

The field work has been in progress for some time, surveying all 239 counties in Canada's 11 provinces. County-by-county radio and tv ownership figures will be available to subscribers this month, Nielsen states. Station circulation data will be released in "early 1960."

George Ralph, vice president and Canadian broadcast division manager, states:

"Favorable reaction to the Ontario Nielsen Coverage Study done last year and industry acceptance of the Nielsen Broadcast Index (counterpart of the U.S. Nielsen Station Index) for the Toronto area has encouraged us to provide these expanded services.

"The nationwide NCS not only will supply up-to-date coverage and circulation data badly needed by stations, advertisers and agencies, but will be a sound basis for determining the new NBI measurement areas."

The NCS of Canada, similar to the U.S. version, will "measure and report for each county the number and percent of receiver homes tuning to each station over various broad spans of time, indicative of over-all programming of each station. Such measurements are designed as the counterpart of print media's delivered circulations. They represent the accumulated listeners to a station without specific reference to the program features that attract them. Program audiences for stations in leading markets will be continuously measured and reported separately by the Nielsen Broadcast Index."

Basic Advantages

The basic advantages of radio, according to Charles W. Fenton, radio sales director of the Canadian Asso-

ciation of Broadcasters, are coverage, cost and flexibility. He outlined these three in an address before the Ontario Carbonated Beverage Association.

"Radio is unsurpassed when it comes to coverage. Over 96 percent of all homes in Canada have at least one radio and 30 percent have two or more sets. Nearly 50 percent of all the cars on our streets and highways have a radio—a total of 1,500,000 cars in Canada whose drivers and passengers listen to radio while they ride.

"Last year in New York I saw a showing of ladies' handbags with built-in radios and I understand the Bulova Watch Co. is getting ready to produce an attache case fitted with a radio. The number of radios being listened to by Canadians is growing by leaps and bounds. Last year, 983,000 radios were sold in Canada and set sales so far this year are up 45 percent, so there will be over a million sets sold this year ... We estimate there are over nine million radios being used in Canada and that figure is greater than the combined circulation of all daily newspapers and magazines in Canada."

Mr. Fenton further states that "you just cannot beat the low cost of radio." He says, "Anyway you want to measure it, radio reaches more homes or people per advertising dollar than any other medium."

On the subject of flexibility, Mr. Fenton explains that this has three aspects:

- Flexibility in regard to the seasons and varying weather conditions.
- Flexibility in regard to the times that can be bought—morning, afternoon and evening.
- Flexibility in the way these time periods can be filled—spots, newscasts, sportscasts, musical programs.

here is... modern radio

Facts on Formulae for Further Fortune! Proven Sales Success Plan uses famous RADIO HUCKSTERS and AIRLIFTS to increase Your Profits. Write for new "SHOWCASE" disc, Today! or Phone Now!

LANG-WORTH
FEATURE PROGRAMS, INC.
 1755 BROADWAY N.Y. 19, N.Y.
 TELEPHONE: JUDSON 6-5700

radio research



How Do Listeners

Rate Popular Music?

One station's rejoinder to critics who claim radio is humming the wrong tune (*Is Radio Playing Music in a Single Groove?* September 1959) can be found in the current project of KING Seattle to remold its programming nearer to the public desire.

Acting on the results of a recent survey of popular music tastes in its listening area, KING says it is now taking "the necessary steps" to reflect those tastes in its programming.

Of primary significance in its study, according to the station, is the revelation that "raucous rock 'n roll" is at the bottom of the heap so far as its listeners as a whole are concerned—and plays second fiddle to other current hits in the preference of teenagers themselves. This type of music drew an expression of "strong dislike" from 33 percent of respondents to the survey and "dislike" from 21 percent for an over-all unfavorable reaction of 54 percent, KING states. Among teenagers, it ranked second to such calmer hits as "What A Difference A Day Makes" by Dinah Washington.

At the same time, the station reports, an overwhelming majority of people answering the poll list as first choice the tunes which KING classifies as "Golden Records" (ones which have sold a million copies or more, excluding those with a heavy rock 'n roll beat). A total of 75 percent of the respondents said they either "like" (39 percent) or "strongly like" (36 percent) these.

The survey netted 10,000 postcard responses from a mailing to 100,000 residents in western Washington, the station says.

Details of the project were supervised by Dr. Stuart Carter Dodd, director of the Washington Public Opinion Laboratory and research professor at the University of Washington. They included a system for culling out irresponsible replies and for giving an objective presentation

of selected music, according to Earl Reilly Jr., station manager.

"Each respondent was required to listen at a scheduled time for one of 70 survey broadcasts," he explains, "and rate 10 tunes representing five areas of popular music."

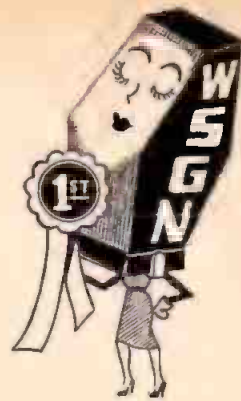
Category 1 ("Current hits with raucous rock 'n roll beat or 'screaming' rhythm and blues lyrics") proves to be low scorer with the group as a whole and each of four age groups except the 12-to 16-year-olds. It collected 6,036 expressions of strong dislike (all other categories combined netted only 5,621 votes of "thumbs down," the station notes). In second place among the under-16's, it is "strongly liked" by 49 percent, "liked" by 25 percent. Among respondents in the next age bracket, 17 to 21, this category dives from second to fourth place, with almost as many "strongly disliking" (23 percent) as "strongly liking" it (24 percent). Among respondents over 22, this category runs a poor fifth.

Category 2 ("Current hits excluding raucous rock 'n roll") is third on the list of the respondents as a group, first with 12-to 16-year-olds and second with 17- to 21-year-olds.

Category 3 ("Familiar 'standards' arranged in such a way that the melody line is easy to follow; for example, 'Tenderly' by Pat Boone") ranks second with the group at large and respondents over 21, third with the 17-21 group and fourth with the 12-16 group.

Category 4 ("Unfamiliar tunes plus familiar tunes with arrangements that make them difficult to recognize") makes an unimpressive showing with all age groups.

Category 5 ("Gold Records, all million-sellers excluding raucous rock 'n roll type") is tops with the group as a whole, and with every age group over 16. It's also, according to the survey, a strong third with the so-called rock 'n roll set. • • •



First In The Hearts of Birmingham Housewives Says August "PULSE"

National Representative:
Venard, Rintoul & McConnell, Inc.

Southern Representative:
James S. Ayers Company

WSGN



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

1. Will the Cash Register Ring for Fm?

A special U.S. RADIO report, based on a station questionnaire, covering studies fm is making in selling itself to agencies and in selling advertisers' products to listeners

2. Style Guide for Fm

Fm manufacturers are optimistic about the medium's outlook as they watch increasing sales. A two-part study covering fm transmitting and receiving

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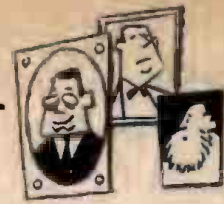
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50 West 57th Street
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names and faces

Noting the Changes Among The People of the Industry



AGENCIES

Roy Danish, formerly v.p., McCann-Erickson's Marschalk & Pratt Division, New York, named v.p. Smith/Greenland Co.

F. Winslow Stetson Jr., formerly v.p., Needham, Louis & Brorby Inc., and S. Cecil Bernsley, formerly marketing dept., Ted Bates & Co., join C. J. LaRoche & Co., New York, as v.p.-marketing dir. and marketing exec., respectively.

Lee R. Teeman, formerly art dir., John Shaw-Advertising, Chicago, named v.p., radio-tv graphics, Ladd, Southward & Bentley Inc.

Rochelle Segal, formerly with Compton Advertising,

New York, named timebuyer, Wermen & Schorr Inc., Philadelphia.

Stephen A. Gardner, formerly with George Patton Advertising, Hollywood, named merchandising dir., Beckman, Koblitz Inc.

John Griese Jr., formerly associate account exec., Benton & Bowles Inc., New York, named account exec., Ogilvy, Benson & Mather Inc.

Hermina Lukacsy, formerly media dir., M. B. Scott Agency, Los Angeles, named to similar post, Cole Fischer Rogow Inc.

James E. Kovach, formerly program mgr., WBAL-TV Baltimore, named v.p., radio-tv operations, Waltjen Associates Inc., Baltimore.

STATIONS

John O. Gilbert, formerly sales mgr., WKMH Detroit, named sales mgr. WBZ-WBZA Boston-Springfield.

Harold S. Cranton, formerly dir. of sales development and research, ABC Radio, appointed dir. of adv. and promo., Metropolitan Broadcasting Corp.

Calvin H. Mann, assistant mgr., KVOB Bellingham, Wash., promoted to station mgr.

Gil Wellington, formerly commercial mgr., KXA Seattle, named gen. sales mgr., KTIX.

William Sherry, formerly account exec., WRCB Philadelphia, appointed mgr., WVOX New Rochelle, N. Y.;

Wallace Dunlap, formerly gen. mgr., WTAO-AM and WXHR (FM) Boston, named mgr., WFYI Mineola, N. Y.; Fred Beck, former WVOX mgr., promoted to regional sales mgr., Herald Tribune Radio Network; Marvin Seller named acting sales mgr., WFYI.

Four gen. mgr.'s of Air Trails Network stations elected v.p.'s: Arthur E. Haley, WEZE Boston; William H. Spencer, WKLO Louisville; Dale Moudy, WING Dayton; Collis A. Young, WCOL Columbus, O.

Three appointments have been made at KWK St. Louis: Gil Newsome, program dir., to station mgr.; Don Hamel, Headley-Reed Co., Chicago, to gen. sales mgr.; Gene Davis, air personality, to program dir.

Lawrence B. Krasner, formerly v.p.-gen. mgr., Forjoe Inc., Los Angeles, named mgr., KQDE Seattle and national sales mgr., KQDE and KQTY Everett, Wash.

William Decker, formerly mgr. of national and local sales, WNBQ (TV) Chicago, named mgr., WMAQ.

Steve Shepard, gen. mgr., KOIL Omaha, elected v.p.

Buck Buchanan, formerly with KDON Salinas, Calif., to dir. of station relations, KOMY Watsonville.

Ira Morton, formerly sales mgr., Schubert Liquor Co., Phoenix, named sales mgr., KBUZ-AM-FM Phoenix.

Richard S. Mulford, advertising consultant, appointed

dir. of advertising, Crowell-Collier Broadcast Div.

James P. Hensley, formerly v.p.-gen. mgr., WEEP Pittsburgh, named exec. dir., KROY Sacramento.

Arthur Wittum, audience promotion mgr., WBBM-TV Chicago, named advertising-sales promotion mgr., KNX Los Angeles and the CBS Radio Pacific Network.

George W. Mamas, local sales mgr., WCUE Akron, O., promoted to v.p.-gen. sales mgr.

Herbert I. Fields, formerly display salesman, *Philadelphia Bulletin*, named to the sales staff, WPEN Philadelphia.

Jack B. Prince, salesman, WTAR Norfolk, promoted to assistant sales mgr.

REPRESENTATIVES

Wilbur M. Fromm, mgr., advertising-promotion, NBC Spot Sales, appointed mgr., New Business & Promotion Dept.; Joseph J. Casola, senior promotion and presentation writer, NBC Radio, named mgr. of sales development, NBC Spot Sales.

Thomas C. Hetherington, formerly timebuyer, Gardner Advertising Co., St. Louis, named to the sales staff, Katz Agency Inc., St. Louis.

Arthur W. Bagge, midwest sales mgr., Peters, Griffin, Woodward Inc., elected v.p.; Sidney Carter, formerly sales exec., WEAW Evanston, Ill., named account exec., PGW, Chicago; Ransom Y. Place Jr., formerly account exec., Robert E. Eastman & Co., New York, to similar post, PGW, New York.

Harry J. Cannon, regional station representative, named southeastern mgr., newly-opened Atlanta office, Gill-Perna Inc.

NETWORKS

Louis Dorfman, dir. of art, advertising and promotion, CBS Radio, elected v.p. in charge of advertising, promotion and press information.



Fromm



Gilbert



Mann



Danish



Stetson



Cranton



Teeman

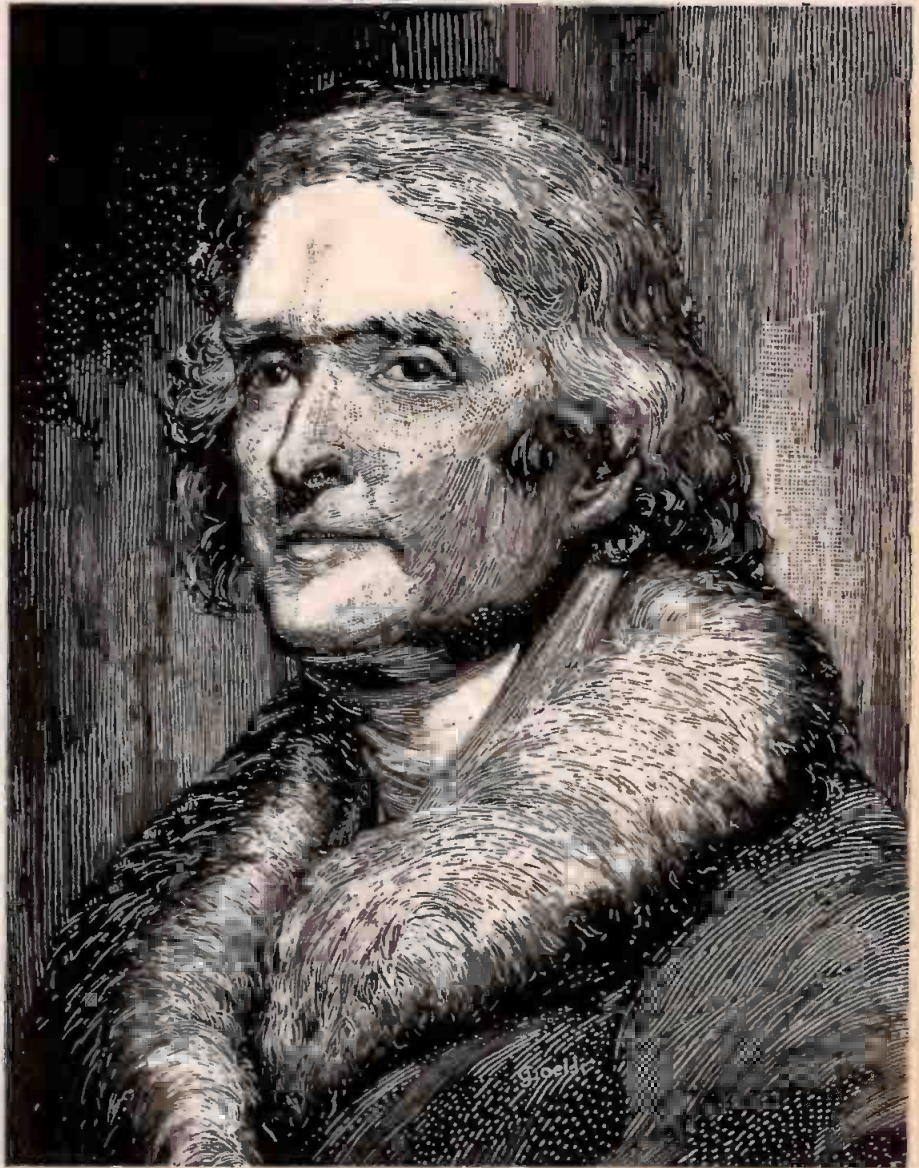


Hetherington

Lasting Impressions

"When a man assumes a public trust, he should consider himself as public property."

Thomas Jefferson (1743-1826). Brilliant figure in American History who helped frame the Declaration of Independence and later became the third President of the United States.



Important to advertisers is the extreme trust Detroit-area listeners have in WWJ. Here, responsibility to the public is always the order of the day. WWJ newscasts are completely reliable. WWJ music, sports and special features always reflect the station's integrity. So does the advertising WWJ puts on the air. This is the kind of radio station your client and your product deserve — for lasting impressions. Call your PGW Colonel today.

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



... double vision

VIEW FROM THE TOP

The question of whether or not agencies have been underselling radio has long been asked by people in the radio business. And revealing this attitude is a U. S. RADIO survey of 27 advertising agencies from coast to coast. Overwhelmingly, these admakers admit that agencies are selling radio short (see p. 23).

But what is so surprising is that these agencies, also overwhelmingly, say they believe radio is an effective advertising medium. Needless to say, the challenge ahead is to try to balance these two halves of the equation.

In commenting on the view from Ad Row, it is interesting to note that agencies seem to be harsher critics of radio than the men who actually pay the bills (in the October issue, a similar survey of advertisers was taken; see *What Do Advertisers Think of Radio?*).

PROBLEMS INVOLVED

The problem areas in radio that agencies point to are programming and research. In the area of programming, greater imagination is urged. This is surely sound advice for any business.

But the area of research remains a puzzle. There was a time when radio lacked a great deal in terms of surveys and projects. But the argument that radio suffers for lack of adequate quantitative and qualitative percentages seems to us less realistic than the argument that radio is over-researched.

It is difficult to understand in this competitive age how some agencies can describe a medium as effective and then admit to underselling it. Can it be that these agencies have evolved such slick advertising formulae that they can afford

to sell short a medium they describe as effective? We think not.

We urge agencies to take a fresh look at today's radio. Perhaps a good way to start is to examine the success local advertisers and agencies are experiencing with radio. Local business today represents more radio dollars than spot and network combined. These hometown clients and agencies are close to their points of sale; they know the pulling power of radio.

Of course, many national and regional agencies continue to do imaginative and new things in radio, and employ the medium on a fulltime basis.

But for those agencies that are not wholeheartedly promoting radio to advertisers, we suggest they take fresh stimulation from radio's local sales effectiveness story. An agency with branch offices should have its bureaus submit the case histories of advertisers who are successfully meeting local and national competition with radio.

GATHERING STRENGTH

At its fourth annual convention in Philadelphia at the beginning of this month, the Broadcasters Promotion Association gave testimony to the constructive efforts the industry has been expecting from the group. The meetings and discussion groups were well planned, well executed and stimulating. Some of these sessions will be analyzed in the December U. S. RADIO. We know the industry's promotion men and women, who are charged with the responsibility of communicating a station's image and activities to listeners and advertisers, came away with more than a hatful of new ideas and approaches.

in

RADIO

you
know
where
you're
going
with

STORER

The stations with the accent on sell... right through to merchandising and promotion. In short, we don't weigh you down with promises. We build you up with performance. That's why nearly every advertiser in radio is on Storer. With Storer you always know where your sales are going — definitely up!

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WJW

CLEVELAND

NBC network.
Tops in local
Personalities,
News and Music.
Call KATZ

WJBK

DETROIT

WJBK-RADIO *is* Detroit.
First from noon
until midnight.
Call KATZ

KPOP

LOS ANGELES

Covers nation's 2nd market.
Call PETERS, GRIFFIN,
WOODWARD

WGBS

MIAMI

50,000 watts — CBS
Covering ALL of
South Florida.
Call KATZ

WIBG

PHILADELPHIA

The happy 50,000
watt station.
First in all surveys.
Call KATZ

WSPD

TOLEDO

It takes only one to reach
ALL Toledo. First by far.
NBC • Call KATZ

WWVA

WHEELING

First by far. Pittsburgh-
Wheeling area.
Only full-time CBS station.
50,000 watts • Call BLAIR



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

BINGHAMTON
 R 5-19-39-1 75-219
 SUB 1

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.