

U.S. RADIO

FEBRUARY

1959

35 CENTS



MENT ON SPOT

...ational Cam...
... Hard Sell Year

page 24

RATION BARRAGE

...ation: How
... and Check: How

page 30

DVD MARKS BACK

... Food Returns With
... Budget to Radio

page 34

9 HAS PREVIEW

... of Streamlined
... pattern Under War

page 38



S. E. Cowell

... mitted Radio Boys
... in the Iron City Area
... First Sound Decoder

page 44



TWO
FIRST PLACE
BLUE RIBBONS
that's the NEW
KIOA STORY!



AND

FIRST IN IOWA

PROVED BY NEW 70 COUNTY AREA PULSE—NOV., 1958!

FIRST IN DES MOINES

FOR 22 CONSECUTIVE MONTHS ACCORDING TO HOOPER!

FIRST IN LOWEST COST PER 1,000

SEE YOUR WEED REPRESENTATIVE FOR FULL INFORMATION. HE'LL GIVE YOU PROOF THE NEW KIOA HAS THE LOWEST COST PER 1,000 OF ANY MEDIA (AIR OR PRINT!) COVERING THE STATE OF IOWA!

YOUR BLUE RIBBON BUY IN IOWA!

The New **KIOA**

THE STATION THAT IOWA LOVES—BECAUSE WE LOVE IOWA
940 KC • DES MOINES, IOWA • JIM DOWELL, V.P. And Gen. Mgr.



Public Radio Corp.

THE NEW KIOA

10,000 WATTS • FIRST IN DES MOINES

THE NEW KAKC

1,000 WATTS • FIRST IN TULSA

LESTER KAMIN, PRESIDENT



MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

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

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

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

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

GLEN A. HARMON, 1240 MARKET STREET

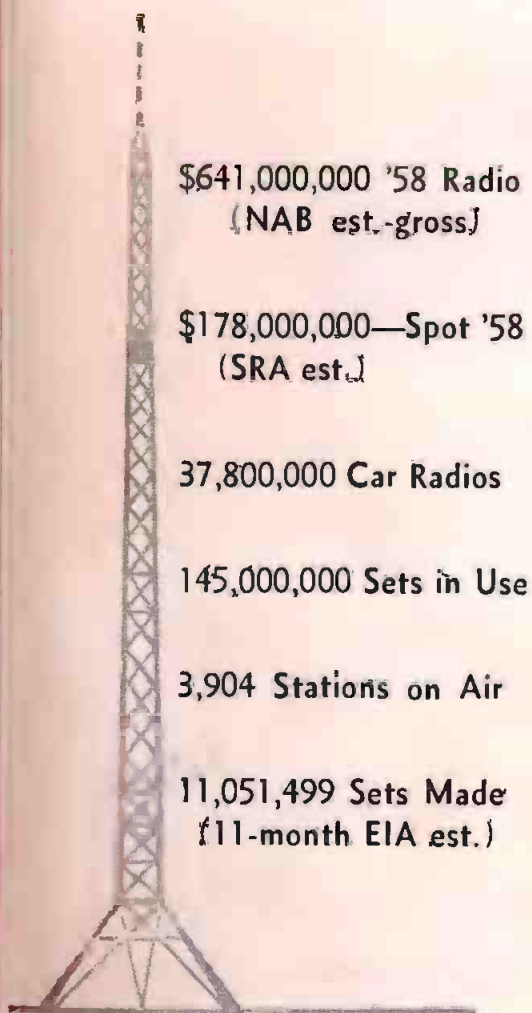
WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

OPERATED BY
ROBERT HNOBEL



Radio's Barometer



Spot: In light of opinions by some to the contrary, Lawrence Webb, managing director of Station Representatives Association, believes that spot radio in 1958 will be about five percent above 1957. He estimates that when final figures are in spot radio will gross \$178 million (see *Accent on Spot*, p. 23). SRA also estimates that spot business for the first nine months of 1958 totaled \$126,010,000 compared with \$122,060,000 for the same 1957 period.

Network: NBC Radio, CBS Radio and ABC Radio have reported new business for varying periods. NBC has announced \$7,240,000 in net business since November 1, with about \$4 million having been signed since mid-December. CBS has reported \$350,000 in new business in a week to add to the \$4.5 million in sales since it announced its PCP format. ABC reports that sponsored time in 1958 was 23 percent ahead of 1957. (See *Report from Networks*, p. 59.)

Local: Four stations—KNX Los Angeles, WABC and WQXR New York, and KALI Pasadena, Calif.—have reported winding up 1958 with increasing sales. KNX says it set a near all-time record of \$108,000 in net billings for a single week in mid-December. WABC reports that local radio sales in the fourth quarter of 1958 were 52 percent ahead of the same 1957 period. KALI declares that during the final quarter of 1958 billings increased more than 40 percent due in part to the station's new 24-hour operating schedule. WQXR reports that 1958 sales hit an all-time high—about six percent higher than 1957.

Stations: The number of am and fm stations on the air as of mid-January totals 3,904, an increase of 18 (11 am and seven fm) over the prior month.

	Commercial AM	Commercial FM
Stations on the air	3,326	578
Applications pending	470	44
Under construction	114	117

Sets: Total radio set production including car radios for November was 1,545,606 (for 11 months, 11,051,499); total auto radio production for November was 476,977 (for 11 months, 3,156,595). Total radio set sales for November excluding car radios were 1,031,574 (for 11 months, 6,686,506). Transistor sales for November were 5,440,981 with dollar value of \$12,441,759 (for 11 months, 41,423,114 with dollar value of \$96,133,811). Also see *Report on Fm* (p. 60) for fm figures.



Now Operating
**24
 HOURS
 A DAY**

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

Western Michigan's
 Most Powerful
 Independent

MUSIC and NEWS



for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY - 1959

VOL. 3 - NO. 2

... IN THIS ISSUE ...

Accent on Spot	23
Breakdown of Representatives' Budgets Shows Growth of Services to Industry	
Thrive Comes Barking Back	26
After a 15-Year Absence, Radio Pioneer Rebuilds Sales With Entire Budget in Sound	
Operation Barrage	30
RAB Salesmen 'Hit the Road' to Demonstrate Radio's Effectiveness to Regional Clients	
A Head for Radio	34
Iron City Beer, 20 Years in the Medium, Devotes 50 Percent of Budget to Radio	
How '59 Convention Will Differ	38
Under New 'Streamlined' Format, NAB Plans Annual Gathering for 'Owners, Managers'	
Dedicated Radio or Propaganda?	42
NBC's Jerry Danzig Reports on U.S.S.R. Trip To Study Broadcasting for State Department	
Weekend Bonanza	44
New Nielsen 'Duplication' Study Indicates Worth of Saturday or Sunday Spot Purchases	

... DEPARTMENTS ...

Airwaves	1	Report from Canada	61
BPA Memo	54	Report on FM	60
Commercial Clinic	52	Report from Networks	59
Editorial	64	Report from RAB	56
Focus on Radio	46	Report from Representatives	57
Hometown U.S.A.	49	Silver Mike	18
Letters to Editor	20	Soundings	9
Names and Faces	63	Station Log	53
Radio Registers	55	Time Buys	8
Radio Research	62	Washington	15
Report from Agencies	58		

ARNOLD ALPERT
Editor and Publisher

CATHERINE SCOTT ROSE
Business Manager

JONAH GITLITZ
Managing Editor

ROLLIE DEVENDORF
Art Editor

CAROL MURDOCK
Senior Editor

MICHAEL G. SILVER
Assistant Editor

PATTY KIRSCH
Assistant Editor

PATRICIA MORAN
 (Washington, D. C.) *Assistant Editor*

WILLIAM B. BIRDSALL
Advertising Manager

JEAN L. ENGEL
Production-Sales Service Manager

SARA R. SILON
Secretary to Publisher

Member of Business Publications
 Audit of Circulations Inc.



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

U. S. RADIO • February 1959

Q uestion:

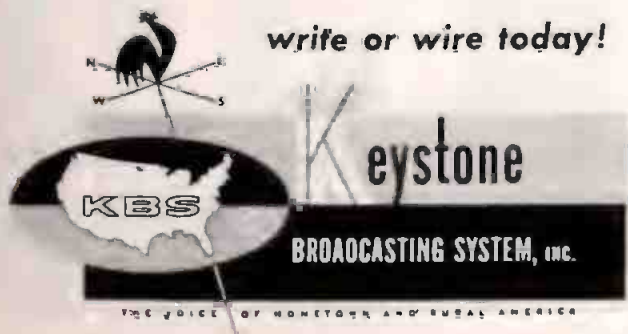
Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

A nswer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

- Keystone's complete station list, or
- Details on Keystone's farm market coverage



Keystone Broadcasting System, Inc. Dept. US-2
111 West Washington St., Chicago 2, Ill.

- Please send me copy of up-to-date Farm Market Analysis.
- Keystone's entire station list.

Name _____

Address _____

City _____ State _____ Zone _____

**IF YOU ARE AN
ADVERTISER OR ADVERTISING AGENCY,
THIS BOOKLET WILL INTEREST YOU!**

**This is the
first motivational
research study ever
made on radio
listening.**

Should you like further information on this revealing Dichter Probe ask your Petry Man, or, wire, write or phone, KPRC, NBC in Houston, and your booklet will be forwarded to you.

**EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES**

**THE PEOPLE
TALK BACK
TO RADIO**

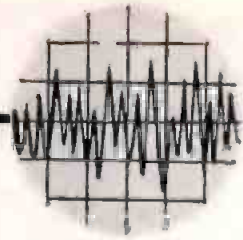
A
Motivational Research Study of the
Houston Radio Audience



Conducted by
Institute for Motivational Research Inc.
Croton-on-Hudson New York

KPRC

NBC IN HOUSTON



'Personality Plus' Is Trend for 1959

In a swing to putting the distinctive local touch to programming, stations across the country appear bent on building "personality" and "talk" shows during the coming year. The prospective pay-off: Increased advertising. WCCO Minneapolis, adjusting to CBS Radio's Program Consolidation Plan, reports it presently has more business on the books for 1959 than it had for the same period in 1958. (See *How CBS Stations are Adjusting to PCP*, p. 19.)

Post Mortem: Liquor Ads Do Fade on Radio

Finally yielding to the wishes of the National Association of Broadcasters, WCRB Waltham, Mass., is reportedly the last of the NAB-member stations to go along with the ban on hard-liquor advertising on the airwaves. WCRB does it reluctantly, however. Before putting the cork on the bottle, Ted Jones, president, termed it "hypocritical" to allow beer and wine advertising and to disallow the harder beverages. He said the situation is "discriminatory against broadcasting." About half of the 26-week contract with Nyens Vodka, through the Sackel Agency, Boston, was cancelled (see *Commercial Clinic*, December 1958).

... Station Survey Claims Support for Ban

Another chapter in the controversial story on radio liquor advertising has been written by WDOK Cleveland. After being approached by a Vodka manufacturer, Fred Wolf, general manager, decided to place the issue before his listeners. A one-week listener survey, WDOK reports, produced over 1,500 letters with the vote going eight to one against hard-liquor advertising on the air.

Behind Newspaper Headlines There's a Radio Story

The battle between radio and newspapers threatens to stay hot. Days after the ANPA's Bureau of Advertising released an anti-radio barrage on the effects of the newspaper strike in New York, Radio Advertising Bureau issued a documented study on the same subject. RAB quoted glowing sales reports from various stores who were forced to do without newspapers for the Christmas season (Macy's, Gimbel's, Abraham & Straus, Stern Bros., Sunset Appliance Stores). In fact, RAB states, New York business showed a greater increase than many parts of the nation.

... WQXR Documents Its Role in Strike

In an eight-page study, WQXR reveals that during the 19-day newspaper strike in New York it aired 4,920 minutes of news in 10- and 15-minute segments every hour on the hour and at a number of half-hour intervals. Owned by the *New York Times*, the station used many of the newspaper's reporters and editors who were idle because of the strike.

McGavren-Quinn Corp. is CBC'S First American Representative

McGavren-Quinn Corp., appointed U. S. representative for the Canadian Broadcasting Co.'s two networks (Dominion and Trans-Canada) and its 12 owned and operated stations, is the CBC's first American representative, the firm says. McGavren-Quinn will handle spot sales for the networks and network sales for the Dominion and Trans-Canada networks.

Is There Trend To Single-Rate Cards?

Move by three Balaban Stations and KTUL Tulsa to offer rates for *all* advertisers is being applauded by that segment of the industry that is pressing for more complete acceptance of single-rate structure by radio stations. These stations have adopted same rates for national, regional and local advertisers. (See *Accent on Spot*, p. 23.)

Continuity and
peace, Frank Morgan

Lu'Carin



Our finest awards

ward
ellars
wards

Thank you for the toys
you sent me when I
was in the hospital
I still have them.

Mike

ainment

NEWS



is written in pencil

Of course we're proud of the silver and bronze plaques, the medals, the handsomely lettered scrolls that make up the more than 100 major awards won by Crosley Broadcasting Corporation.

But our finest award is written in a child's hand on lined paper. It simply says, "Thank you for the toys you sent me when I was in the hospital. I still have them."

In our 36 years of broadcasting and over 10 years of telecasting, we have been privileged to make many contributions to the progress of the industry. Our public services, our showmanship and technical skills are widely known. But our finest achievement, acknowledged by a child, is keeping heart and humanity in broadcasting and telecasting.

Wherever there is a WLW—Indianapolis, Cincinnati, Columbus, Dayton, Atlanta—there is also the warm and friendly spirit of a station that puts service to the community above all other considerations.



Crosley Broadcasting Corporation, a division of Arco Manufacturing Corporation



Way out Front!

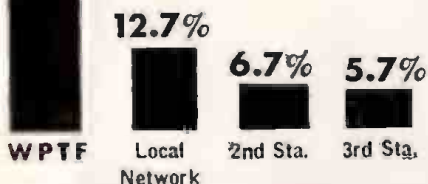


WPTF is way out front with listeners both at home (Metropolitan Raleigh) and throughout its 32-County Area Pulse. 70 out of 72 quarter hours at home... and every single quarter hour throughout the area! And here's the share of audience story:

Metropolitan Raleigh (Wake County)

WPTF	31.4%
"B"	24
"C"	16.7
"D"	9
"E"	5.3
All Others	8

35% Share of Audience
1958
Area Pulse 32 Counties



**NATION'S
28th RADIO
MARKET**
NIELSEN #2

WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys



Bon Ami Co.

Agency: *Cole, Fischer and Rogers, New York*

Product: **HOUSEHOLD CLEANSERS**

Within the next eight weeks this company will launch a saturation radio campaign in many markets, spreading out from the 10 cities and 25 stations currently on its schedule. The firm tested radio last fall, found the medium and the merchandising it offered so advantageous that the cleanser has stayed on the air non-stop during what is normally a mid-winter "silence" for this type of product. Jackson Dube is in charge of timebuying.

Bristol-Myers Products Division

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

Product: **MUM**

Availabilities are being lined up for a 21-week radio campaign to start the first of March for this deodorant. Daytime minutes are being scheduled in 60 markets for an average frequency of 17 to 20 announcements a week. Ed Green is timebuyer.

Chemical Specialties Co., Health Products Division

Agency: *Kenneth Rader Co., New York*

Product: **SPRA-O-MED**

Prospects for branching out into other markets for this new push-button vaporizer for colds and nasal allergies depend on results from the current campaign, which will run a minimum of 13 weeks over metropolitan-area New York stations, then "stop back" until September when advertising will resume. The firm is currently using more than 200 spots a week in the New York market. Kenneth Rader, agency owner, handles the account.

Donovan Coffee Co.

Agency: *Frank M. Taylor Advertising, Birmingham*

Extending from West Georgia to East Mississippi and including the entire state of Alabama, radio cover-

age for this coffee market is on a current monthly schedule of 1,800 announcements over 24 stations, using 30-second spots on an ROS daytime basis. One station is carrying 12 daily "instant newscasts" promoting Donovan's Red Diamond Instant coffee. The company buys monthly "to keep it flexible." Joan Ordway handles timebuying.

Dro Inc.

Agency: *Kenneth Rader Co., New York*

Products: **DRO AND NO. 49 INSECTICIDES**

A note of warning to bugdom! Both insecticides will be stepping up their aerial campaigns in mid-May, going from the present 140 spots a week (averaging 20 each on seven stations in the Washington, D. C.-to-Connecticut belt) to 220 a week through the summer months. The company puts 80 percent of its advertising budget into radio, on a 48-week schedule running from mid-January to mid-December. Kenneth Rader, agency owner, handles the account.

Food Bank Stores

Agency: *Jimmy Fritz & Associates, Hollywood*

Initial radio buys for the client by its newly-appointed agency include a total of more than 15,000 spots on five Fresno stations—KYNO, KFRE, KMJ, KEAP and KMAK—available to suppliers on a package co-op basis. The saturation campaign for the 24 Food Bank stores in the San Joaquin Valley will include special in-store promotions and tie-ins. Bob Oyster is manager of the agency's Fresno office.

V. LaRosa & Sons Inc.

Agency: *Hicks & Greist Inc., New York*

Product: **MACARONI, SPAGHETTI AND ITALIAN-STYLE SAUCES**

A partly educational, partly "hard sell" campaign in Florida may continue indefinitely in that area, where

(Cont'd on p. 10)

**for jacksonville time buys
WZOK[®] appoints EASTMAN**

WZOK

JACKSONVILLE, FLORIDA

**ALL JACKSONVILLE IS JUMPING FOR JOY
OVER THE WONDERFUL WZOK**

**HOOPER INCREASE FROM
JUNE, AUG. 1958 TO OCT., NOV. 1958**

**A.M. RATINGS UP 339%!
P.M. RATINGS UP 388%!**



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:

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

CHICAGO:

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

SAN FRANCISCO:

Russ Bldg.
San Francisco, Cal.
YUkon 2-9760

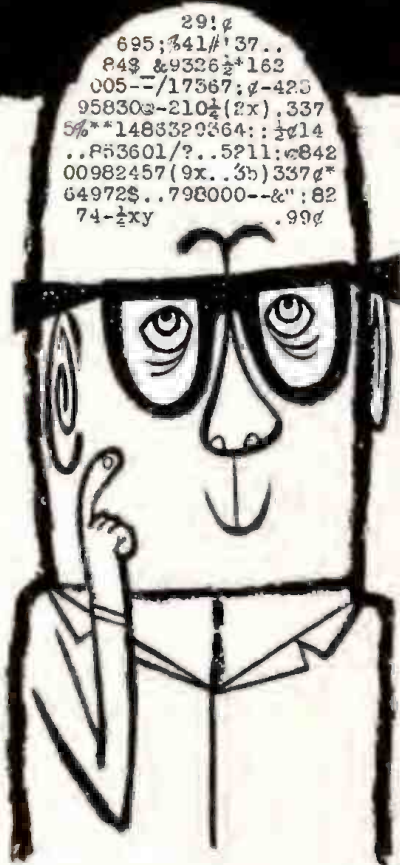
DALLAS:

211 North Ervay Bldg.
Dallas, Texas
Riverside 7-2417

ST. LOUIS:

Syndicate Trust Bldg.
915 Olive St.
St. Louis, Missouri
Central 1-6055

BEFORE YOU BUY ANY RADIO IN SAN ANTONIO



Let the facts on San Antonio's radio market speak for themselves . . . in one of the industry's most searching reports on purchasing power of San Antonio's radio audiences . . . based on FACTS compiled by PULSE. Get a free copy BEFORE you buy another spot. No obligation, of course. Ask for

"An Evaluation of Radio Audience Purchasing Power in San Antonio"

See your **H-R** REPRESENTATIVE
of Clarke Brown man
or write direct to

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

time buys

(Cont'd from p. 8)

the company is expanding its marketing operations. The schedule, which started January 8, adds St. Petersburg, Miami, Palm Beach, Tampa and Ft. Lauderdale to a radio coverage that presently includes major markets in New England, the Atlantic states south to Maryland, and west to Chicago.

Liggett & Myers Tobacco Co.

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

Product: OASIS MENTHOL CIGARETTES

Currently on the air in 14 markets, Oasis is using 20 to 40 announcements a week on an average of three stations per market. The campaign, which started January 12, will continue for 8 to 16 weeks. Daytime minute and 20-second ET's constitute the aerial advertising. Gini Conway is timebuyer.

Mister Softee Inc.

Agency: *Gresh and Kramex, Philadelphia*

Product: SOFT ICE CREAM PRODUCTS

Distributors and dealers across the country are now buying available spot time before and after *The Story Princess*, ABC network program being sponsored by the parent firm starting March 7. More than 100 stations have been lined up so far in this co-op arrangement. Dealer and distributorships currently being sought in the West are expected to bring in additional spot radio coverage. The company itself is conducting a bi-weekly teaser spot campaign at present, promoting the network program. Soft ice cream season starts in March, continues approximately eight months. Janice Branco is associate timebuyer for agency.

Pharmaceuticals Inc.

Agency: *Parkson Advertising Agency Inc., New York*

Product: SKOL SUN TAN LOTION

Down south for the winter (via a heavy schedule of spots on two Miami stations), this product will migrate to a wider range of radio in

mid-April or shortly after. Ruth Bayer is all-media buyer.

Pierce's Proprietaries Inc.

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

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

Continuing through the end of April, an average of five announcements a week over 50 stations is being broadcast for this stomach preparation. The campaign, which started in January, is comprised of one-minute ET's. Joyce Peters is timebuyer.

Richfield Oil Corp.

Agency: *Hixson & Jorgensen Inc., Los Angeles*

Richfield Reporter, going into its 28th year as a West Coast newscast, has been renewed for its second 52 weeks on CBS Radio Pacific network. It is broadcast over 29 network stations from 10 to 10:15 p.m., Sundays through Fridays; John Wald is now in his 21st year as "reporter."

Sinclair Refining Co.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: SINCLAIR PETROLEUM PRODUCTS

Pending final approval of the 1959 advertising budget (yet to come at presstime), the firm has been renewing its extensive spot schedules on a two-week basis. As of January 5, it launched another year of Mutual network "quickies," broadcast EST 8:30 a.m., 5:30 and 7:30 p.m. five days a week. 1958 spot schedules were in 500 cities on 1,000 stations, with close to 12,000 announcements aired weekly. Timebuyer is Kay Shanahan.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*
Product: BLUE BONNET MARGARINE

In a spread of approximately 80 markets, this firm is on the air for Blue Bonnet with 30 to 40 spots a week via multiple stations per market. The four-week campaign which started in mid-January may extend indefinitely. Timebuyer is Len Soglio.



HAVE YOU SEEN OUR FIGURES LATELY?

12
53
40
CPM .73
91
6
3
CPM .84

KSO Audience and Billing Figures are easy on the eye.

Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!

Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as \$.73 per Mmmmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO

or contact **H-R REPS**

LARRY BENTSON President TONY MOE Vice-Pres.-Gen. Mgr. JOE FLOYD Vice-Pres.

Stromberg-Carlson Co.,
Division of General Dynamics Corp.

Agency: *The Runrill Co.,*
Rochester, N. Y.

Product: **RADIOS, PHONO-
GRAPHS, SOUND
EQUIPMENT**

Two half-hour musical programs a week are being sponsored by the company over WQXR New York and the 13 fm stations of the WXQR network, for 13 weeks starting February 2. *The Pops Concert*, originating in the New York station, will be carried by WFLY-FM Albany-Troy-Schenectady; WRRR-FM Ithaca-Elmira; WJTN-FM Jamestown; WRRR-FM Mohawk Valley; WHDL-FM Olean; WHFM and WRRE-FM Rochester; WSYR-FM and WRRD-FM Syracuse, and WRUN-FM Utica. Richard Shepard, radio-tv director, located at the agency's Buffalo office, supervises the buying.

Thrivo Co.

Agency: *The Clements Co.,*
Philadelphia

Product: **THRIVO DOG FOOD**

Back on the air after a 15-year hiatus, this pet food company, under new ownership, is pouring 100 percent of its advertising budget into radio to help boost the product to its pre-World War II eminence. Currently in its initial 13-week schedule, Thrivo is using an average of 20 announcements per station (600 announcements altogether) each week on 33 stations in 26 cities, from New York south to Washington, D. C., and west to Pittsburgh. (See *Thrivo Comes Barking Back*, p. 34.) Media buyer is A. L. King.

United Fruit Co.

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

Product: **BANANAS**

Chiquita Banana swings into "bananaslang" in her 1959 radio campaign due to start about April 20. In flights of 8, 10 and 13 weeks in the spring and similar scheduling in the fall, announcements will be aired at the rate of about 20 a week in approximately 49 markets, between 7 a.m. and 6 p.m. five to six days a week. Timebuyer is Ted Wallower.

We're No. 1 in Jacksonville

"but that's not enough!" says



Robert R. Feagin
General Manager
WPDQ
Jacksonville, Fla.

"For over two years the two major rating services have found WPDQ Jacksonville's top station. This is gratifying to us — but we know agency Time Buyers and Advertisers want to know more than the rating story before placing a schedule in Jacksonville. To get results a station must have listeners, true—enough to get good ratings—but those listeners must be alert, loyal, and active in the community. Alert to catch your commercial message—loyal enough to accept the station's implied endorsement of your product and act on it.

Here at WPDQ we consider community stature of equal importance with ratings. A station with community acceptance attracts citizens of stature as listeners—alert listeners — loyal listeners — buying listeners!"

COMMUNITY STATURE BUILDING FEATURES AT WPDQ INCLUDE:

- Ten times daily News Director Ed Grant broadcasts the answers to important community questions through the actual voice of local authorities.
- WPDQ News Correspondents report local, state and national news directly from the spot where news is happening, while it is happening.
- 24 Hour Service—Jacksonville listeners keep up with the best in music, late news and weather anytime of the day or night on WPDQ, Jacksonville's only full time radio station.
- WPDQ is owned, operated and staffed by mature, professional people—leaders in community affairs.

Represented by

Venard, Rintoul and McConnell
James S. Ayers, Southeast

5000 Watts

600 KC

WPDQ

Where alert listeners tune by choice,
not by chance

**Since CBS Radio
announced PCP,
U.S. advertisers
have invested
\$4,136,000 in
new and expanded
schedules on the
CBS Radio Network.**

Program Consolidation Plan, effective January 5, is the first major forward step to assure network advertisers of larger national audiences. These greater values are created through uniform station clearances, news every hour on the hour and more effective sequencing of entertainment programs. Full details on request.

New multi-million dollar investment in CBS Radio Network from industry leaders like: Bristol-Myers Co., California Packing, Fram (Filter) Corporation, General Electric (Lamp Division), Lever Brothers, Lewis-Howe Co., Q-Tips Sales Corp., Standard Packaging Corp., Stewart-Warner Corp. (Alemite Division), and many others.

**Greatest sales
period of any
radio network
in years.**

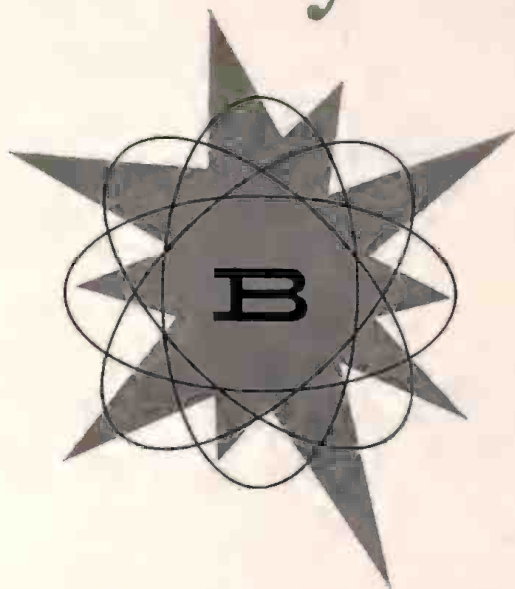


Bartell Family

Radio

Is

Radio-Active



It is not a background, but seeks constantly to motivate participation, response. That's why the alert local news coverage, the thoughtful editorial capsules, the thorough traffic and weather services. Activity is the essence of family radio.

Bartell it . . . and sell it!



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.



FCC Chairman Doerfer Cites Radio Advances . . .

The Federal Communications Commission enters the new year with more than 2,100,000 current authorizations in the field of radio, Chairman John C. Doerfer tells U. S. RADIO. Radio permits and licenses increased by approximately 200,000 during 1958. The present total, he states, represents the use of approximately 1,500,000 transmitters, which is 250,000 more than at the close of 1957.

. . . Technical Problems Caused by Growth . . .

"The phenomenal growth of radio," Chairman Doerfer continues, "is, of course, accompanied by many technical problems. They involve finding spectrum space for new and expanding services, obtaining more economical use of available frequencies, and controlling interference not only between stations but also from the mounting use of non-communication electronic devices."

. . . He Outlines The Job Ahead in '59

Among the more pressing problems facing the FCC in 1959, Chairman Doerfer cites these: "Considering the recommendations of the commission's special staff study on network broadcasting; whether more standard am stations can use channels which bring programs from distant stations to remote areas at nighttime; the extent daytime standard stations can operate longer hours without serious interference to other stations rendering nighttime service, and whether fm stations can engage in additional supplemental services to augment their income."

Legislative Ball Gets Rolling in the Senate . . .

Members of the House and Senate have completed the humdrum details of setting up housekeeping on the Hill for the 86th session of Congress and have buckled down to work. Among the countless legislative headaches with which the nation's lawmakers must cope in the coming months is broadcasting in both its practical and academic aspects.

. . . Spotlight Expected On Code of Ethics . . .

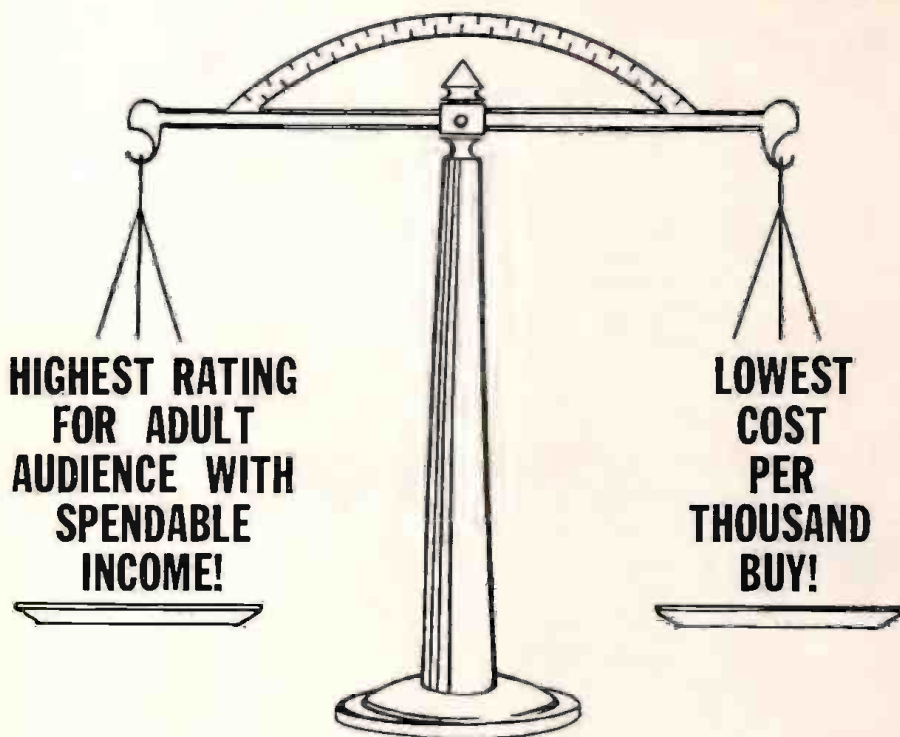
Based on the furor caused by hearings held last session before the House Subcommittee on Legislative Oversight, broadcasters may expect a flood of bills recommending a code of ethics for federal regulatory agencies—namely, the FCC. The focal point for airing the shortcomings of the FCC in this session is likely to switch from the House to the Senate Commerce Committee. Senator Warren Magnuson (D-Wash.), chairman of the Senate group, has already announced he intends to hold hearings on the administration of regulatory agencies although no schedule has been announced.

. . . Harris Calls For Further Probes . . .

Chairman Orin Harris (D-Ark.) of the Legislative Oversight subcommittee fully concurs. Before his subcommittee drew its final breath on January 3 with the expiration of its budget, a final report listed numerous corrective measures previously advanced by the subcommittee and some drastic changes in the workings of the FCC. In a request for a new lease

the Balance is in your favor when you buy

K-NUZ... No. 1 in HOUSTON!



*74% of K-NUZ Audience is Middle and Upper Income
Special Pulse Survey (Apr.-May, 1958)*

*84% of this Audience is ADULT Men and Women
Nielsen (June, 1958)*

CONSISTENT TOP RATINGS YEAR AFTER YEAR
... Still the **LOWEST COST** per Thousand Homes!

(Sources: Average ¼ hr. rating 6 AM-6 PM Mon.-Fri., Pulse, Apr.-May, 1958. SRDS One-Time One-Minute Rate for Each Station.)



K-NUZ	\$1.13
Sta. "A".....	\$1.36
Sta. "B".....	\$1.30
Sta. "C".....	\$2.48
Sta. "D".....	\$2.53
Sta. "E".....	\$3.11
Sta. "F".....	\$1.33
Sta. "G".....	\$1.59
Sta. "H".....	\$9.88

Kay-News

K-NUZ

Radio Center

Houston's 24-Hour
Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

WASHINGTON (Cont'd)

on life, the subcommittee report pointed to the clear channel issue as one broadcast problem in need of a congressional hearing.

... Other Matters Harris Unit Would Like to Probe

Other facets of the radio industry which the subcommittee intends to probe should it be given the authority and wherewithal to do so are a thorough study of the radio spectrum, network regulation, and multiple ownership. Although the report was concerned with five other regulatory arms of the government in addition to the FCC, the latter group was taken to task more severely than any of the other agencies.

Dill Urges Elimination Of Clear Channels

A call to eliminate clear channel outlets altogether has been sounded by Clarence Dill, one-time senator from the state of Washington who was a moving force in the enactment of both the Radio Act of 1927 and the Communications Act of 1934. In a letter to the FCC, Mr. Dill termed clear channels "a tremendous waste of radio facilities." Mr. Dill was most recently back in the broadcasting spotlight with a plan advanced last spring to abolish the FCC and replace it with a Federal Communications Administration. The idea is still under consideration by the Senate Commerce Committee, of which Mr. Dill was once chairman.

FCC Lends an Ear To New DBA Proposal

A new proposal from the Daytime Broadcasters Association has captured the FCC ear. The commission has asked for comments by April 8 on the new DBA plan to allow daytime stations to broadcast from 6 a.m. or local sunrise to 6 p.m. or local sunset. The FCC blamed a lack of data for its inability to make a decision on DBA's 6 a.m. to 6 p.m. proposal. According to the FCC, the information it has requested by April may justify "some form of extended hours of operation" for daytimers. • • •

Millions

heard this news first on ABC RADIO

FIRST!

ABC Radio News brings first word of Pope John's election to American public.



FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.



FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.



1958: Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John

Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

ABC RADIO NETWORK

**According to the A. C. Nielsen Company*

WGH
 COLOR Channel...131
RADIO

in
**NORFOLK
 PORTSMOUTH
 NEWPORT NEWS**
 and
**HAMPTON
 VIRGINIA**
INJECTS
 streamlineability
 in
 your
**SALES
 MESSAGE**
 with
mobilty-plus

WGH News Satellites bring the news as it happens where it happens



WGH DJ's broadcast from all over Tidewater from this beautiful mobile studio



WGH is radio on the go broadcasting from one of Virginia's largest shopping centers

WGH
RADIO
 Color Channel...131

Nationally
 Represented
 by

**JOHN
 BLAIR
 & Company**

* PULSE - TRENDX

the *Silver Mike*



THIS MONTH:

ERIC SEVAREID

Chief, CBS News, Washington

Master of 'Oral Essay'

Wins Accolade From SDX

Writing news for the ear is a very special talent that has earned for Eric Sevareid, chief Washington correspondent for CBS News, worldwide respect from the public and radio industry alike. Most recently, he has received an accolade from members of his own profession who elected him a fellow in Sigma Delta Chi, professional journalism fraternity.

Mr. Sevareid's forte in radio reporting is the "oral essay," a timely three- to four-minute news commentary where every word and every second must be used to build a concise, clear and non-discursive story from beginning to middle to end.

It is a talent that did not come easily to Mr. Sevareid. He recalls that when he joined CBS Radio News in Paris in 1939 after a decade of newspaper and wire service reporting the premium on time and clarity in radio was a terrific challenge. But the reverse is not true. Mr. Sevareid believes that having mastered the techniques of radio writing, a good reporter will be even better for having done so when he writes for print media.

Mr. Sevareid, born in Velva, N. D., in 1912, has covered the news in Europe, Asia, Africa, South America and the U. S. for CBS since he joined

the network 20 years ago. He is the author of four books, two of them anthologies of his "oral essays," and has been the recipient of numerous awards from both professional and civic groups for excellence in radio reporting. The most recent accolade to come Mr. Sevareid's way was his election last November as a fellow in Sigma Delta Chi, professional journalism fraternity, "for his distinguished commentaries . . . and the brilliance of his depth reporting and analyses."

He is a staunch backer of the broadcaster who editorializes on the air and is "delighted" that the number of broadcasters who have adopted editorializing as station policy is on the increase. The trial and error method will improve the quality of air editorials, he points out, "because the only way to get good at editorializing is to keep trying."

Mr. Sevareid is married and the father of twin boys. He is a graduate of the University of Minnesota, and holds honorary degrees from two other colleges. He is a former president of the Radio Correspondents Association and holds membership in that organization as well as the National Press Club, Overseas Writers Club and, of course, Sigma Delta Chi. * * *

POWER PLUS...

In the 20 counties which make up the Greater Washington Area, more people listen to WTOP than any other radio station.* Clear proof that in Washington the IMPORTANT one is . . .

wtop radio

WASHINGTON, D. C.

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

**Pulse: 20 county Washington area study*

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, Washington, D.C.

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

WJXT, Channel 4, Jacksonville, Florida

www.americanradiohistory.com

the harried housewife's alter ego

Globe trotting Jean Colbert is known from Hartford to Hiroshima . . . from New Haven to New Delhi . . . from Springfield to Singapore. And the excitement of her travels is shared by thousands of harried housewives who listen to her daily **WTIC** broadcasts. What's more, they purchase what she advertises . . . whether it be food or furniture . . . drugs or detergents. Contact your Henry I. Christal man and start Jean selling for you in rich, rich Southern New England.

WTIC

50,000 watts



LETTERS TO THE EDITOR

Continuing Values

Radio gives us a continuous yet flexible basis of advertising, and is available even in the most remote territories. This medium is a permanent and important part of our advertising plans for our client, the Donovan Coffee Co. Its radio coverage extends to West Georgia, East Mississippi as well as the state of Alabama. (See *Time Buys*, p. 8.)

Joan Ordway
Frank M. Toyler Adv. Inc.
Birmingham

Tuning Up

We have a client who is in the market for a selling jingle, identifying his food products, for use on both radio and television. The use of this singing commercial would be confined to the state of Arkansas. We would appreciate any information you can send us as regards costs.

Ross Filion
Tv & Radio Director
Braks-Pollard Co.
Little Rock, Ark.

Ed. Note: Referred to Robert E. Swanson Productions (*Commercial Clinic*, January 1959).

Power of Secretary

I have been following your book since its inception at the end of 1957 and have been a subscriber (just renewed). In my new job here, I began letting my boss read my copy . . . with obvious results. Please enter a subscription for Peter Frank.

Arlene Friedman
Secretary
Stars International Inc.
Hollywood 28

Thoughtful Comment

1959 Commercials: Hard Sell With Velvet Touch (January 1959) is very well written. . . . It reads smoothly and interestingly and almost makes one forget how much work you had to put in to produce it.

Marjorie Greenbaum
Vice Pres., Copy Group Head
Foote, Cone & Belding
New York

How Much?

We noticed that the Cook Paint & Varnish Co. was listed in *Review of 1958 Spot Advertisers* (January 1959). We are interested in learning approximately the amount of money this company spends on radio advertising. If you have any information that would answer our question, we would greatly appreciate receiving it.

Jack Engel
Brod Wright Smith Adv. Inc.
Cleveland 15

Food for Thought

Radio: The Way to Food Shopper's Heart (January 1959) provides the sales ammunition with which we can do a really effective job of selling local food stores. We shall appreciate your sending us 25 reprints of the article at your earliest convenience.

Glasco P. Branson
General Manager
KMCM McMinnville, Ore.

Thought your article (*Radio: The Way to Food Shopper's Heart*, January 1959) was excellent. If reprints are available would you please rush 50 copies?

Elliott Motschenbacher
Manager
KWJN Ashland, Ore.

Ed. Note: Reprints are available.

Radio Test

Since the reprints of *Putting Radio to the Test* are (no longer) available, send me three copies of the November 1958 issue. I'm looking forward to being a regular subscriber to your magazine. Every issue is packed full of ideas that I can use.

Bob Akin
Account Executive
WMAK Nashville

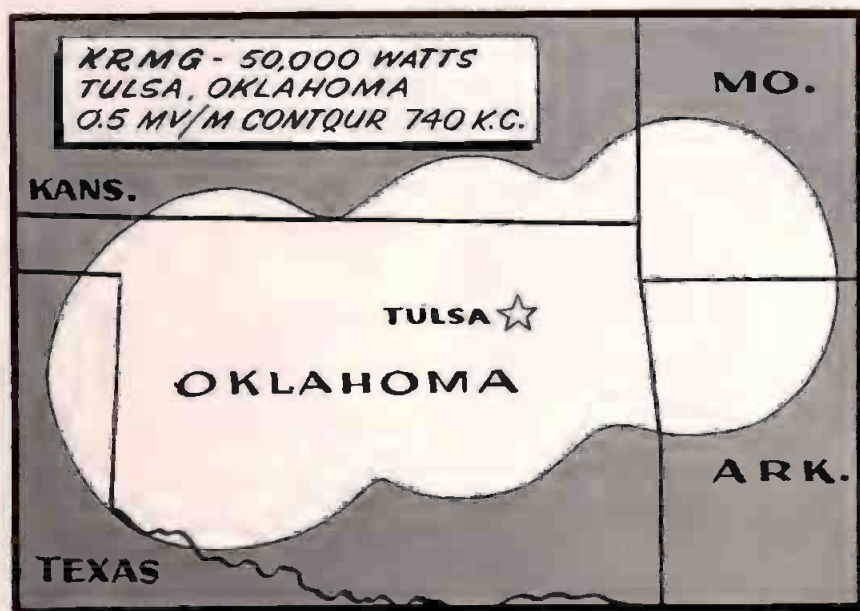
Brioschi Needed

We are interested in obtaining 200 reprints of the article *Brioschi Battles the Giants* appearing in your December 1958 issue.

L. J. Kennedy
Manager
Stephens & Townsend Ltd.
Montreal

KRMG gives you more for your money

than any other Tulsa advertising medium!



These days, astute time-buyers (like nearly everyone else!) want more for their money. You get it when you buy Regional KRMG in Tulsa, the rich oil capital of the world. KRMG's big coverage, audience responsiveness and superior salesmanship are seen in one success story after another. Example: a recent one-week promotion pulled 87,312 postcards! More facts? Contact General Manager Frank Lane or your nearest John Blair representative.

PRIMARY MARKET DATA

(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	1955 Population	1955 Radio Families	1955 Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	\$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

The
SALESMAN
makes a
difference.....

and so does the
STATION!

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

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

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

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



WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Affiliate

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



Peters, Griffin, Woodward, Inc., National Representatives

U. S. RADIO • February 1959

Where Representative Expenditures Go

Sales and Sales Administration	54.8%
Fixed Costs	10.8
Sales Development and Research (inc. advertising and promotion)	9.8
Communications	8.4
Station Relations	7.1
Bookkeeping	4.6
Station Solicitation	4.5



Accent on Spot

**Representatives are widening
area of expenditures
to mount vigorous sales
effort for agencies, clients**



"People told me when I got into this business that a representative is a guy who sits around waiting for the phone to ring, and if it doesn't ring he heads for the saloon. People were misinformed about that, just as they're misinformed about so many other aspects of the national spot radio business.

"And this is the year when we must get the facts to them."

In these terms, Arthur H. McCoy, executive vice president of John Blair & Co., expresses the almost universally held opinion among leaders of this \$178 million industry (five

Check List of Representatives — 1959

- ✓ Building of spot radio image.
- ✓ Marketing and sales development.
- ✓ Program counseling.
- ✓ Research activity (especially qualitative).
- ✓ Advertising and promotion.

percent above 1957, SRA estimates) that now is the time to "accentuate the positive and eliminate the negative."

This will be a year of hard and imaginative selling, they predict. A year in which the representative, having expanded his service to agencies, advertisers and stations in almost every area, will concentrate on his primary function: Increasing revenue for spot radio and, in particular, for his station list.

Without exception, representatives reporting to U. S. RADIO are planning new sales presentations which, they claim, represent their heaviest effort to date to sell spot.

With few exceptions, these firms have added programming consultants or assigned members of their staffs to full-time jobs in an attempt to improve the output and rankings of their represented stations.

And all agree that 1959 must be a period of a sharp attack on the national ad dollar from every level: Station Representatives Association, representative firms and individual stations.

Station representatives indicate that as competition toughens, expenses and services hardly imagined 20 years ago are being multiplied and added. The representative spends his money in the following ways, according to budget breakdowns submitted to U. S. RADIO by more than a dozen nationwide representative firms:

- Sales and sales administration—54.8 percent.
- Fixed costs—10.8 percent.
- Sales development and research (including advertising and promotion)—9.8 percent.
- Communications—8.4 percent.
- Station relations—7.1 percent.
- Bookkeeping—4.6 percent.
- Station solicitation—4.5 percent.

The sales and sales administration category, which includes salaries and expenses of sales personnel, remains the obviously large expenditure of the representative firms. The category encompassing sales development, research, advertising and promotion is the newest and the fastest growing. It will expand even more this year as a result of a raft of sales presentations now in preparation.

Spot Radio Image

The lights are burning long into the evenings and more money is being spent than ever before to clarify the representative's job and establish a spot radio image. The means are in-depth surveys, advertising campaigns and persuasive presentations; the end is sales; the targets are advertisers and agencies. And most representatives feel that anything that helps bring money into spot will eventually bring money to their stations.

"Remember," says Blair's Mr. McCoy, "that any new type of research, any exciting and imaginative presentation that brings money into the

spot medium, will eventually mean more business for our individual station lists—and vice versa."

This is the theory behind the presentations being prepared by Station Representatives Association, the trade group with 17 radio representatives in its ranks. In the works is a slide-tape demonstration to be presented at luncheon meetings for specific accounts. Various members of SRA, along with Lawrence Webb, managing director of the association, will deliver the sales message.

"We hope to present our story to as many advertisers as possible," says Mr. Webb, "and we are hopeful of giving it at vital industry gatherings. The important thing is that we are out to see that spot radio is understood and not under-subscribed."

SRA is also considering a heavy trade paper campaign in 1959 in its effort to get results for spot radio and to assert itself as a major industry group.

The individual presentations of the representatives, in a majority of cases, are designed to sell national spot by highlighting its strong points and spotlighting the contention that best results are achieved for the advertiser by "buying through the front door."

In a hard-sell year, most indicate that they will wage a strong fight against the practice of buying at local rates through brokers or distributors. They will also work to clarify the differences in the advantages offered by spot and network radio.

"Spot radio's challenge of 1959 can be answered by a dynamic sales effort," declares Robert H. Teter, vice president and director of radio at Peters, Griffin, Woodward Inc. "The industry must continue to increase its educational activities so that the medium can be properly understood, appreciated and recommended by the men who count the advertising dollars."

Robert E. Eastman concurs in Mr. Teter's views, and asserts that "the selling of spot radio in the past has been too all-encompassing. Now it must be refined and narrowed down," the president of the Robert E. Eastman Co. suggests, "to illustrate the manner in which its application can

be most effective, particularly in relation to other media.

"Representatives are thinking and working on this matter, realizing that it is important that the spot radio medium be sold as a 52-week efficiency buy which has a constant reminder value and, thereby, will effectively complement and tie together the once-a-week tv show or the occasional magazine ad. Spot must be sold more on a long-range basis and, with creative selling."

Marketing-Sales Development

Important steps are being taken by most of the representative firms to make "creative selling" a reality by offering extensive services to advertisers and agencies. Edward Petry & Co., as an example, has recognized this need and combined its various services to advertisers and agencies into a new Marketing Division.

"The efforts of this department will be concentrated on increasing the use of spot radio," says Ben Holmes, vice president in charge of radio, "by providing advertisers and agencies with the most complete usable market information possible to assemble. While sales development has always been an essential operation, the activity has now been concentrated to meet the increasing demand for this type of service."

James M. Alspaugh, vice president in charge of radio for H-R Representatives Inc., cites his company's services to advertisers and agencies as containing everything "from a sales and market analysis to the number of chickens within WXXX's 'A' contour.

"We furnish complete market information with evaluation of the market potential in terms of industry sales trends, the general level of business and the station's potential," he explains. "We suggest station line-ups for a product, advise on its strong points for radio, supply coverage data to timebuyers and duplication studies.

"Often," he adds, "we assist agencies in making decisions in regard to markets in which H-R is not involved."

Blair's formula of supplying specific marketing plans to agencies and advertisers for their products has been embodied in its sales develop-

ment department, now 18 months old. "We present prospects with 10 to 30 pages of facts from research we've done on their type of business," reveals Mr. McCoy, "which detail the exact manner of putting their products on the air, show shortcuts to the agency and make spot easier to buy.

"The head of this department came from our sales force and he and those under him are proven salesmen. In 1958 alone, from our 10 offices, we made a minimum of 541 presentations. Our new 'Operation Target' presentation will be our greatest effort yet, employing what we consider revolutionary methods and utilizing the services of six persons including John Blair.

"With 'Operation Target,'" he continues, "we will invite the cooperation of all stations in hitting the same target account to insure that the advertiser is reached on every level. We feel that it will make a big impression where it will do the most good because there is no one we will fail to cover."

Adam Young Inc. reports that it is in the process of developing a series of manuals for use by agency buyers and research people. "Our concentration in 1959," says Frank G. Boehm, vice president, "will be in the area of making ratings easier to interpret and developing spot schedules for maximum sales influence."

The attitude of the representatives toward sales development this year is summed up by Robert Meeker, president of The Meeker Co., when



Dramatic selling puts accent on spot as H-R's Don Donahue wears wrist alarm watch to assure McCann-Erickson, N. Y., timebuyer Gini Conway that he realizes how busy they both are.

he says that 1959 will call for "aggressive selling of spot radio with a stress on serving the individual needs of specific accounts.

"The more we meet these individual needs, the more obvious the great advantages of spot radio as a whole will become to sellers and buyers alike."

Programming

All the salesmanship in the world is worthless if the product is inferior, however, so representatives have taken out "insurance policies" by branching into station programming and counseling.

"The reason is obvious," says H-R's Mr. Alspaugh. "National sales depend on the size of a station's audience." H-R offers its stations, on a request basis, advice on building a sound image, how best to fit into the market, what to do about network affiliation and how to develop a music formula.

Station visitation by programming consultants is perhaps the most dramatic example of how deeply the representative has become involved in every aspect of his stations' activities.

For more than a year now, The Katz Agency—as just one example—has provided a complex of services. They range from consultation on the acquisition of programming tools and techniques (jingles, syndicated shows, talent management, personnel, technical equipment) to the availability of George Skinner, veteran broadcast personality and Katz consultant, to visit markets and evaluate programming of its represented stations and their competitors, according to Katz Vice President Morris Kellner.

Mr. Kellner cites the recent instance of a request from WKY Oklahoma City for a visit by Mr. Skinner to help plan an expansion of local programming.

"The results of this cooperative venture included the formulation of a new music policy, an augmented news service, tightening of production, increased promotion including contests, modification of the approach of on-the-air personalities, and a streamlining of WKY's farm service programming.

(Cont'd on p. 48)



Thrivo Comes Barking Back

1959 marks return to radio of this pioneer sound user after a 15-year absence. 100 percent of budget is dog-tagged for radio in coming year



Remember when the trees were taller, the ground was closer, 20 cents was a fortune, and all the boys on your block wore knickerbockers with glen plaid socks?

"Remember when," a favorite sport of almost anyone over 16, has prompted the Clements Co. of Philadelphia to initiate an unusual radio campaign in behalf of Thrivo Co., which recently appointed the agency to handle its advertising account. Based on nostalgic reminiscence, the campaign is a "total recall" of what *Life Magazine* has described as the first commercial jingle on the air waves. And the client is now devoting 100 percent of its consumer advertising budget—"several hundred thousand dollars a year"—to returning Thrivo to radio eminence.

Twenty years ago, says R. H. Smith, agency account executive, two little girls (the Moylan sisters) and a piano tuned up for the premiere of what was to become a memorable Sunday afternoon program. Sponsor: Modern Food Process Co., manufacturers at that time of Thrivo dog

food. Producer: The Clements agency. Time slot: 3 to 3:15 p.m. at first, then 5 to 5:15 p.m., over what was then the N.B.C. "Blue" network. Theme song: "We feed our doggie Thrivo, he's very much alive-o . . ."

Now the Moylan sisters are back on the air, and seemingly they haven't aged a bit. Their voices, taken from the original live programs of yore, are singing the same lyrics today—under different circumstances, but with what the client and agency believe will be an even more golden sales note than before.

Present Schedule

The girls are currently heard close to 20 times a week, Monday through Friday, over 33 stations in 26 cities, according to Mr. Smith. The present 13-week saturation campaign of 600 announcements a week, which started in January, is expected to be extended indefinitely, he adds. (See *Time Buys*, p. 8.)

What prompted the revival of a long-ago commercial? Three reasons, the agency points out: First,

the nostalgic remembrance it evokes in the children-now-grown-up as well as the parents-now-become-grand-parents who were the Moylan sisters' principal audience 20 years ago (and are now the principal buyers of dog food); second, the already existing awareness of the product and its association with the little girls' voices which this remembrance brings out; third, the quality of the commercial and its presentation.

"In calling up memories, we're reminding a large number of adults of a program and a product that were very well known 20 years ago," Mr. Smith elaborates. "The show was extremely popular with both children and adults back in the late 1930's and early 1940's, according to surveys at that time. It left the air when the product itself became a wartime 'casualty.' With tin unavailable for canned goods, Thrivo's manufacturer turned to making a dry product which didn't prove successful, and eventually the whole company (a meat-packing firm) went out of business."

Now under new ownership, Thrivo



is making a strong comeback, he says. The present firm, which actually came into existence some half-dozen years ago, has re-established the quality of its product, dog food exclusively. This year, with radio as its sole consumer advertising medium, the company expects to move ahead in re-establishing pre-war markets and customer demand for the canned goods.

Prospects for the future, in the eyes of company executives, include an expansion of the present market area (from New York to Washington, D. C., west to Pittsburgh) to Thrivo's previous scale (from the

Canadian border to Virginia, west to Detroit)—and beyond.

The firm's eight distribution areas at present, and the radio stations being used to reach those markets, include:

Philadelphia area—WCAU, WIP and WRCV Philadelphia; WDEL Wilmington, Del.; WMVB Millville, N. J., and WTTM Trenton, N. J.
Baltimore—WCAO and WFBR Baltimore.

District of Columbia—WTOP and WRC Washington.

"Dutch Belt" area—WKAP Allentown, WEST Easton, WEEU Reading, WLBR Lebanon, WGAL Lan-

caster, WSBA and WORK York, and WKBO Harrisburg, all in Pennsylvania.

Pittsburgh area—KDKA Pittsburgh and WWVA Wheeling, W. Va.

Northeast Pennsylvania—WSCR Scranton, WBRE Wilkes-Barre, WRAK Williamsport and WAZL Hazleton.

Central Pennsylvania—WFBG and WRTA Altoona, and WCRO Johnstown.

Metropolitan New York-New Jersey area—WOR New York, WVNJ and WNTA Newark, WHLI Hempstead, Long Island, WPAT Paterson and WCTC New Brunswick.



Sounding the "recall" on radio's first commercial jingle, Louis Rosenberg, Thrivo president (seated) discusses saturation campaign with (l. to r.) Martin Schultz, assistant marketing director, and Clements Co. agency's Robert H. Smith, vice president and account executive; David S. Roberts, treasurer; Elizabeth M. Zindel, vice president and copy director, who authored lyrics for the Thrivo jingle first popularized by the Moylan sisters 20 years ago.

"The new president of the firm, Louis Rosenberg, is well acquainted with both our agency and the Moylan sisters from the initial days," Mr. Smith remarks, "and our three-way reunion of product, agency and commercial is proving to be a happy one from every angle.

"The hope of the company is, of course, to expand gradually and reasonably into a much wider sales area. Radio will help us accomplish this in several ways in particular. For one thing, Thrivo is one of the very few pet food manufacturers which currently uses radio, so we have little product competition for our listeners' attention. Another thing, our daytime spots (30 seconds of jingle, with a brief spoken close) will reach the adult household shopper at a favorable time—and that shopper is most likely, we hope, to be one whose recollection of a commercial popular 15 to 20 years ago will prompt her to buy Thrivo from 'memory.'"

In discussing this use of the listener's medium, Mr. Rosenberg says, "The fact that people remember the Moylan sisters and the Thrivo song with keen interest after two decades is dramatic evidence of the 'depth-of-impression' power of radio.

"We are certain that this power, which is now more effective than ever because of today's greater than ever radio listenership, will create an increased awareness of Thrivo dog food."

Long Memory

Furthering the impact of the Moylan sisters—and Thrivo's—return to the air via commercials, the agency plans to conduct a publicity campaign at the consumer level to heighten the "awareness and association" factor of the jingle.

"We have discovered a tremendous product-remembrance at the media and grocery trade levels alone," Mr. Smith continues. "The word 'Thrivo' sets people to singing the lyrics even though they haven't heard them on the air in more than 15 years.

"We went into one radio station, for example, and when we identified our client as Thrivo the whole sales force jokingly started singing 'We feed our doggie Thrivo' from mem-

Thrivo on the Air

The company's eight distribution areas, and the radio stations used to cover them, are:

Philadelphia area:

WCAU PHILADELPHIA
WIP PHILADELPHIA
WRCV PHILADELPHIA
WDEL WILMINGTON, DEL.
WMVB MILLVILLE, N. J.
WTTM TRENTON, N. J.

Baltimore:

WCAO and WFBR

District of Columbia:

WTOP WASHINGTON
WRC WASHINGTON

"Dutch Belt" (Pennsylvania) area:

WKAP ALLENTOWN, PA.
WEST EASTON, PA.
WEEU READING, PA.
WLBR LEBANON, PA.
W GAL LANCASTER, PA.
WSBA YORK, PA.
WORK YORK, PA.

WKBO HARRISBURG, PA.

Pittsburgh area:

KDKA PITTSBURGH
WWVA WHEELING, W. VA.

Northeast Pennsylvania:

WSCR SCRANTON
WBRE WILKES-BARRE
WRAC WILLIAMSPORT
WAZL HAZLETON

Central Pennsylvania:

WFBG ALTOONA
WRTA ALTOONA
WCRO JOHNSTOWN

Metropolitan New York-New Jersey:

WOR NEW YORK
WV NJ NEWARK, N. J.
WNTA NEWARK
WHLI HEMPSTEAD, L. I.
WPAT PATERSON, N. J.
WCTC NEW BRUNSWICK

ory, before they even knew we were going to use those lyrics in our current campaign. Similar 'songbursts' have popped up with other people, too.

"In addition, the company has received a number of unsolicited orders for the product from stores whose executives have heard the Thrivo song on radio and sent in their requests for a supply. They haven't even waited to be contacted by Thrivo's sales representatives."

Many of the stations broadcasting the announcements are working closely with the company in building a promotional campaign, he adds. They are initiating and coordinating tie-ins with stores, point-of-purchase displays and other merchandising devices.

The commercial itself was the opening theme of the Moylan sisters' program for the four years they were on the air "live." The complete lyrics are:

We feed our doggie
Thrivo, he's very much
alive-o,
Full of pep and vim;
If you want a peppy pup,
then you'd better hurry
up—

Buy Thrivo for him.

"As sung by the little girls—Marianne was seven and Peggy Joan was

five when their program was introduced—the words and music of this commercial have a decided additional selling impact by virtue of the angelic quality of the children's voices," Mr. Smith explains.

"Known as the 'angels of the airwaves,' the girls had an amazing voice range which gave rise to their ability to sing 'three-part harmony' between the two of them. That is, one would start out singing contralto, the other alto; then the alto would switch key and range to soprano, and the contralto would move into alto. They'd shift back and forth like this, actually giving the effect of three voices instead of two."

Clements Discovery

Originally discovered by Mrs. Alice Clements, president and head of the Clements agency, the sisters first appeared on her *Horn & Hardart Children's Hour*, one of the earliest commercial shows on radio. (Mrs. Clements, as "Aunt Alice," produced and conducted this program in New York for some 30 years altogether.) Today the two girls are married, rearing children of their own, living on Long Island, N. Y., and—both client and agency trust—moved to buy Thrivo at hearing their own childish voices singing its praises.●●●

Four Major Steps:

1. Selecting the area.
2. Orienting the salesmen.
3. Getting project off the ground.
4. The presentation.



1. Kevin Sweeny, RAB president, studies the map with Bob Alter, regional sales manager (l), and Jack Hardesty, vice president. After choosing regions to cover, bureau top management pinpoints 3,000 prospects to contact.

Operation Barrage:

RAB Shows Regional Advertisers 'How'



Stepping briskly to front stage center, Radio Advertising Bureau is belting out a continuing performance of one-night stands across the country, demonstrating to regional advertisers how aerial campaigns can be effective for them.

The performance, says RAB in an exclusive report to U. S. RADIO on the sales promotion project, has moved an estimated one of every three audiences to "get into the act," too—that is, to use a substantial chunk of radio advertising, frequently for the first time.

RAB's presentations, entitled "Operation Barrage," are now in their third season on nationwide tour, playing principally to selected audiences of regional and local advertisers who previously gave little or no recognition to the listener's medium. Coordinated with RAB's national sales effort, "Barrage" constitutes half of the organization's sales program. Last year, the bureau's staff put on an estimated 1,500 performances in more than 60 cities; this year, the "cast" plans to reach from 1,600 to 1,900 separate audiences with its information about the

advertiser's own business and local market and media conditions, plus tapes of successful commercials used by advertisers of similar products elsewhere in the country.

The show has a history of try-outs and revisions that dates back several years before its 1956 debut as "Operation Barrage." It originated in 1953, a modest venture of 29 individual presentations (almost all to department store executives) in five cities. The next two years, keeping appointments set up by committees of RAB member stations in their home cities, the bureau made a re-



2. In briefings, salesmen learn economic details about companies, regions to be visited. Mr. Hardesty (l) directs session with (l to r): Mr. Alter, Bob Coppinger, Don Anderson, Jack Brennan, Row Varley and Don MacDonald. 'On tour,' they average 12 presentations a week.

ported 110 local appearances annually.

"Results were excellent," says Kevin B. Sweeney, RAB president, "but on a scale with the small number of showings. We wanted to demonstrate radio's value to a much wider audience, to top management of local and regional advertisers across the country who were tone-deaf to the medium only because they hadn't opened their ears to its sales tune."

In 1956, RAB took what it terms a giant step ahead—into a trial run, first in Boston, then Chicago and San Francisco, of a new technique called "Operation Barrage."

Presentations were extended to 28 other cities within 12 months; today the program includes more than 60 markets.

The "barrage" method of promoting radio is unique to this medium, according to RAB, which holds that no other field of communications has attempted such an "individualized," comprehensive presentation to specific regional and local firms.

Mr. Sweeney and Jack Hardesty, vice president and general manager,

devised the system with the help of the entire RAB staff.

The technique itself is simple, the bureau explains: Send a team of men into a city to call, more or less simultaneously, on a number of important regional advertisers and agencies. Two to four men, equipped with material designed especially for each locality and product, make 20 to 60 presentations in a pinpointed "barrage" of the area, calling on not only retailers but every type of prospect who can benefit from radio.

Preparation

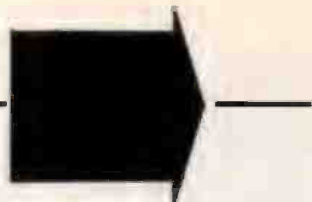
Not so simple as the idea behind it is the detailed preparation and coordination required for each "road show" performance. But in two years of trouping, with a third year underway, RAB believes it has developed a system of research, selection, contact and follow-through that promises a continuing effectiveness for its program.

Even, as this case history illustrates, in the inauspicious setting of a damp cellar:

Arriving to make his presentation to the president of a large appliance distribution company in the Midwest, an RAB representative found the handsome office quarters of the firm undergoing another "barrage"—of paint. His audience of top executives therefore gathered apologetically (wearing overcoats) in the one available location—a chilly basement—and sat doggedly through the underground performance.

Afterwards the group didn't linger to ask questions, the way most who see the presentation do, and RAB's staff member repaired to his hotel room feeling understandably depressed. A short while later, however, the telephone rang: "You really presented the case for radio!" exclaimed the caller, manager of a local RAB-member station. "That firm just phoned to okay a proposed radio campaign we submitted months ago and have been trying unsuccessfully ever since to persuade its management to use."

In most instances, of course, the RAB presentation is given in highly amenable surroundings—the president's office, for example. In 50 cases out of 100, says the bureau, its



representative meets with the president himself; the other 50 times he meets with other high-ranking officers of the organization. All this is in accord with RAB's design to demonstrate radio's performance to the policy-maker, who frequently is unacquainted with the medium's present-day capabilities and unaware of its potential value to his company.

Lining up appointments with key people is an important aspect of RAB's procedure. Preliminary to this step, however, is the selection of markets to be visited by RAB teams, which are comprised of two to four staff members sent out directly from the New York office. The bureau says between 15 and 20 of its executives last year traveled approximately 500,000 miles (chiefly by plane) to reach more than 60 markets. Inter-city itineraries are expected to remain much the same this year, but with a substantial increase in the number of calls planned for areas deemed by RAB to require a heavier barrage. At least one team is scheduled to be "on the road" each of 41 weeks of this year, during which time every team member expects to make approximately four calls a day an average of three times a week.

Occupational Hazard

That's a pretty fast pace, as one representative in particular can vouchsafe. Last year, still engrossed in thoughts about his most recent presentation, he stepped off a plane for the second time in a single day—and couldn't remember where he was. (He referred to his RAB schedule for re-orientation.)

After the markets have been selected by RAB's top management—and the dates for proposed visits have been coordinated with the bureau's national sales efforts as well—a team headed by Robert Alter, manager of regional sales, determines which firms will be contacted in each area. Team members study nominations submitted by stations,

records of regional advertisers, trade journals, directories and other sources of information before choosing 3,000 potential candidates—generally companies with advertising budgets exceeding \$75,000 a year and radio expenditures totaling less than 25 percent of that figure. (When a firm is spending a sizeable amount—perhaps 75 percent or more of its budget—in radio, says Mr. Alter, it may also be included in order to refortify the company's reasons for buying more air time.)

Diversified List

Striving to include all important advertising accounts in a city, the bureau also tries to achieve a diversified list from which about 30 or 40 (currently not less than 18 or more than 60) are chosen for RAB calls.

Compilation then begins of a dossier on each of the 3,000 "finalists." Describing the process, RAB explains that samples of each prospect's current advertising are collected (including a month's tearsheets from local newspapers), along with information on budget distribution, marketing, policies, practices and other details pertinent to the firm. Special slides and recordings are produced and reviewed for each specific type of account, and the team assigned to a given market begins briefing sessions on subjects ranging from the media situation for the region to the local economic picture.

Four weeks before opening a barrage locally, RAB mails letters to the presidents of all selected prospects in the area—breweries, appliance distributing firms, dairies, banks, advertising agencies, to name some of the 19 categories of business and industry listed by RAB. Each letter requests an appointment with the addressee, explains the nature of the presentation and mentions that RAB will make a personal telephone call to ascertain a suitable date to meet.

Within four days the barrage team

begins placing the person-to-person long-distance calls which RAB credits with the "highly gratifying" number (about 75 percent) of appointments that are established initially—and kept. A confirming letter and, later, a confirming telephone call made as soon as the RAB representative arrives in town serves further to assure the date with the company executive.

Nine pieces of luggage accompany the team on its travels—in addition, that is, to each man's personal toothbrush-and-socks requirements. Included in the equipment are materials for 31 different presentations plus selections from RAB's library of hundreds of basic slides. Before embarking on a day's calls, the men study the background information on each prospect, then choose the presentation to give in each case.

Appointments are generally scheduled for each man for 9:30 a.m., 11 a.m., 2 p.m. and 3:30 p.m., RAB says, and average about 30 minutes of presentation time plus an additional 20 to 25 minutes of questions and further discussion. At the conclusion, the representative leaves a list of source materials and the names of local RAB member stations to contact for more help and material.

Top Level

"Many of the top executives we meet have never seen—or heard—a radio presentation before," says Mr. Alter. "A president may say 'I never see media people,' mainly because he doesn't want to be deluged with calls from every media man in the area. But he is willing to see the representative of an industry organization—and once he sees our presentation, he is usually receptive to more radio information and eager to see us again."

After each day's calls, according to the RAB schedule, team members file a brief report with the New York office, which in turn compiles a summary to be mailed as soon as possible

to RAB member stations in the market area for follow-up locally.

In taking its curtain calls for "Operation Barrage," RAB shares the spotlight by urging prospective radio advertisers to contact local member stations for detailed help in planning and executing an effective aerial campaign. "This is one of the most important parts of our presentation," Mr. Alter adds, "getting the client actively acquainted with the valuable radio facilities available on his doorstep."

Results to date, the bureau claims, have been excellent. Because the follow-up is done locally, a precise accounting is difficult from the national level, it points out, but a growing volume of letters from advertisers, agencies and stations indicates the value of the barrage.

Eagle-United Inc., a food chain in the Midwest, credits the RAB showing with convincing the company to increase its spot schedule. So does the Texas National Bank, and a regional telephone company.

The Piedmont Natural Gas Co. last year undertook a \$10,000 spot campaign on 14 stations after seeing the presentation; radio proved such a successful medium, reports a company executive, that the campaign may be expanded in 1959.

First National Bank of Portland (Ore.) officials were sufficiently impressed with the presentation, RAB reports, to write asking for reproductions of the information it included—and offering to pay for any costs involved. (The bureau was pleased to send the material—sans bill—as part of its services.)

From the station side of the mailbag, a broadcaster in Milwaukee wrote a hasty note to the New York office asking for a fresh supply of materials furnished by RAB. Following the presentation locally, he explained, advertisers had deluged him with requests for information and he'd run out of RAB's prepared documentation.

The executive vice president of a large food manufacturer in the West



3. Taking to the air, team of Messrs. MacDonald, Copping and Alter awaits its flight to next appointment. Teams travel with nine pieces of "presentation" luggage.



4. Presentation by Mr. Varley to prospect is hand-tailored to suit the advertiser's needs. RAB uses 31 separate presentations plus hundreds of supplementary slides and tapes.

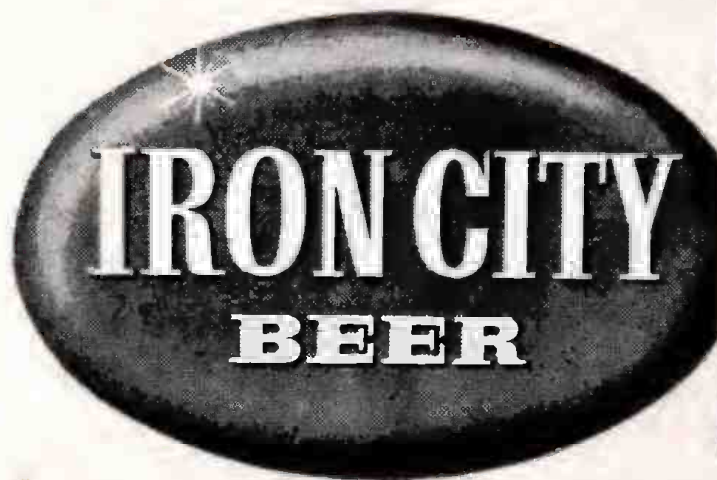
suggests the value of the presentation to both advertiser and agency (one in every three RAB calls is to an agency alone; occasionally clients call in agency representatives to see the showing along with company executives): "I was happy to have our advertising agency see your material because I feel they have had a tendency to slip away from the use of radio."


A particularly enthusiastic reception of "Operation Barrage," says

RAB, is evident in the case of the president who wouldn't stop listening. Reportedly, the head of a major coffee making firm in New England became deeply engrossed in the presentation and follow-up discussion. Wishing to continue the conversation, he invited the equally enthusiastic RAB representative home to dinner for just that purpose.

Final scene: After-dinner coffee with another advertiser sold on using radio. • • •

Two Sound Decades With A Head



 Raising its glass to a new year in radio, the Pittsburgh Brewing Co. is setting up its 20th annual round of aerial time with a 1959 budget that allocates an estimated 50 percent to the sound medium.

One of the oldest and largest regional breweries in the country, Pittsburgh has increased its radio coverage in the last two decades from two stations in one market to 63 stations in 30 markets, with most of this growth occurring since 1953 when

the stations used numbered approximately 18.

Iron City now claims to be by far the largest selling beer in the Pittsburgh area and has ranked in or near the nation's top 25 beers for the past 20 years.

"Radio has played a major part in the success of this brewery," declares Leslie B. Sterne, radio director for the brewery's principle agency, Smith, Taylor & Jenkins Inc., Pittsburgh. Ronald Taylor, the agency's president, is account executive.

Embracing both spot announcements and program sponsorships, Iron City, which markets in eight states, adopts more than a third of its advertising budget to the sound medium, Mr. Sterne says. This percentage does not, he states, include the special seasonal expenditures for the radio sponsorship of the Pittsburgh Pirates' baseball games, which is handled by the Pittsburgh office of Ketchum, MacLeod & Grove, Inc.

Bill Kroske, KM&G account executive, reports that the brewery picks

for Radio

Iron City beer, devoting estimated 50 percent of budget to radio, has been steady user for 20 years. Formula: traffic spots, news and baseball sponsorship

up a \$60,000 tab for the radio end of these games. It is estimated that the baseball expenditures when added to the rest of Iron City's radio schedule would bring the sound medium's portion of the total ad budget close to the 50 percent mark. The beer company divides its other advertising equally between print, outdoor and television.

Meant for Males

In all of its radio work, Mr. Sterne reports, Iron City aims its advertising arrows straight at the palate of the male consumer. "This is true of our spot copy and also is an important cause of our buying sports and news shows," he says.

In addition to its spot schedule, averaging approximately 20 announcements per week per station in flights of three weeks on and two weeks off (including the baseball season), Iron City sponsors a series of programs over KDKA Pittsburgh. These are two daily 10-minute news strips and, a weekly sports roundup. The Pirate games also originate with

KDKA and are heard on 20 other stations, principally in the Tri-State area of Pennsylvania, Ohio and West Virginia.

"Our emphasis on the masculine customer and his interest in news and sports is directly related to Iron City's product image," Mr. Sterne explains, "a product image we feel is unusual in today's beer advertising.

"While the general trend is toward highlighting the lightness of beer, we go in the opposite direction and concentrate on building an image of a hearty, robust product. We believe a man wants a full-bodied beer, not a light, feminine-type brew, and this is what we give him."

To reach this "masculine man," Iron City buys traffic times heavily for its spot schedule, concentrating in all markets on the hours between 7 and 9 a.m. and 4 and 7 p.m.

In its KDKA schedule, too, the firm reaches out for the men principally during these hours, but also carries an 11 p.m. news show of which it is particularly proud. According to Mr. Sterne, "Iron City has been the largest single advertiser

on KDKA for most of the past 20 years and we are especially delighted with the 11 o'clock news. It is certainly one of the oldest programs if not the oldest program, under one continuous sponsorship today.

"It went on the air in 1945 and has remained ever since on the same station at the same time for the same sponsor and handled by the same newscaster, Paul Long."

Mr. Long also helps to do the play-by-play for the Pirate games, which will be starting their third season under Iron City sponsorship on April 9. He shares honors with Jim Woods and Bob Prince.

Pleased Pirates

Prior to 1957, the ball club would not accept beer advertising, but once the ice was broken, Mr. Kroske says, the broadcasts and telecasts have met with enthusiastic response. Iron City shares its sponsorship equally with the Atlantic Refining Co. and Phillies Cigars.

The \$60,000 radio sponsorship is larger by far than the tv outlay, Mr.



Sterne explains, because of the bigger radio network (22 stations as opposed to only 4 for tv) and the fact that radio carries the entire 154-game Buc schedule. Only 30 games are televised.

Also, he notes, the radio outlets are very carefully selected—according to their power and ability to clear all games—so that listeners will not be confused by hearing day games on one station in an area and night games on another.

Pioneering in another direction,

rebroadcast a multiplex signal.

Commercials on the Pirate games are done live for Iron City, but the techniques vary for the rest of the beer's radio schedule. "During an average 26-week cycle, the spots will include, in addition to straight live copy," Mr. Sterne says, "transcribed straight commercials, transcribed dramatizations and integrated canned and live copy with the occasional use of musical jingles.

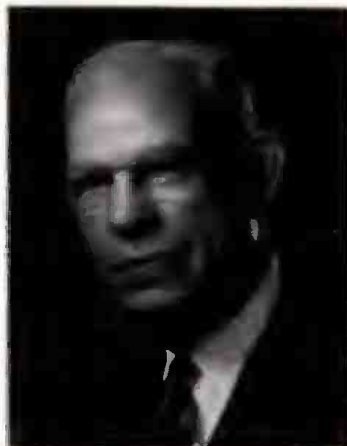
These techniques are employed for the sake of variety and to suit the

Special American Beers.' Additional stations were added to our regular schedule to publicize this honor, as well as on another occasion in the early fall to spread the information that Iron City was one of only two American beers to receive the highest award for quality at the Brussels World's Fair."

The stations were most cooperative on these occasions, Mr. Sterne says, in getting out extra mailings and promotional pieces to taverns and other Iron City outlets. As a



John De Coux, Iron City ad mgr.



S. E. Cowell, president of Iron City.



Leslie Sterne, ST&J radio director.

Iron City with its co-sponsors and KDKA experimented last year with a new multiplex transmitting system enabling the station to originate the Pirate broadcasts on am while continuing its good music schedule on its fm band. Previously, because KDKA was the originating station for the 22-station baseball network, it had been necessary to carry the games on fm, which afforded static-free reception for the other stations re-transmitting on their own signals.

This experiment, which proved successful and will be reinstated this year, represented the first time the Federal Communications Commission had permitted stations to

particular sales theme of the moment. S. E. Cowell, president of Iron City, believes, according to Mr. Sterne, that radio spots should sell by performing a two-fold purpose: Creating a product image, and, when the occasion arises, keeping the Iron City customer and potential customer informed of new developments about the product.

"Aside from our normal product promotion," Mr. Sterne says, "we use spots to let the market know when Iron City has achieved some outstanding recognition, such as the recent *House Beautiful* article by Poppy Cannon in which Iron City was mentioned as one of 'Nine Very

wise, however, merchandising support from the stations consists of routine mailings and placement of window cards around town.

The dignified, hearty, robust product image of Iron City so carefully cultivated through commercials and merchandising throughout the year falls flat on its face, however, at Christmas time when the froth k.o.'s the body and lightness takes over.

Each year from Thanksgiving until Christmas the Pittsburgh Brewing Co. uses half its radio schedule to promote a brand of beer with the unusual name of Olde Frothingshlosh. With the blessing of the client, the agency copywriters are given a field

Iron City Beer's Radio Log

Spot and Program Outlets

STATION	MARKET	STATION	MARKET
KDKA	Pittsburgh	WARK	Hagerstown, Md.
KQV	Pittsburgh	WKBO	Harrisburg, Pa.
WWSW	Pittsburgh	WCMB	Harrisburg, Pa.
WEEP	Pittsburgh	WHGB	Harrisburg, Pa.
WKJF-FM	Pittsburgh	WCRO	Johnstown, Pa.
WCUE	Akron, O.	WJAC	Johnstown, Pa.
WADC	Akron, O.	WKYR	Keyser, W. Va.
WHKK	Akron, O.	WBCB	Levittown, Pa.
WAKR	Akron, O.	WKVA	Lewistown, Pa.
WFBC	Altoona, Pa.	WIMA	Lima, O.
WRTA	Altoona, Pa.	WJTN	Jamestown, N. Y.
WVAM	Altoona, Pa.	WMOA	Marietta, O.
WLDB	Atlantic City, N. J.	WEPM	Martinsburg, W. Va.
WOND	Atlantic City, N. J.	WMGW	Meadville, Pa.
WESB	Bradford, Pa.	WMIC	Monroe, Mich.
WHBC	Canton, O.	WCTC	New Brunswick, N. J.
WCHA	Chambersburg, Pa.	WKST	New Castle, Pa.
WELK	Charlottesville, Va.	WETZ	New Martinsville, W. Va.
WHK	Cleveland	WEEU	Reading, Pa.
WJW	Cleveland	WPIC	Sharon, Pa.
WTBO	Cumberland, Md.	WMAJ	State College, Pa.
WONW	Defiance, O.	WTON	Staunton, Va.
WJER	Dover, O.	WTOL	Toledo, O.
WDOE	Dunkirk, N. Y.	WOHO	Toledo, O.
WEOL	Elyria, O.	WMBS	Uniontown, Pa.
WICU	Erie, Pa.	WHHH	Warren, O.
WJET	Erie, Pa.	WKWK	Wheeling, W. Va.
WLEU	Erie, Pa.	WWVA	Wheeling, W. Va.
WMMN	Fairmont, W. Va.	WKBN	Youngstown, O.
WFIN	Findlay, O.	WHOT	Youngstown, O.
WFOB	Fostoria, O.	WFMJ	Youngstown, O.
WFRO	Fremont, O.		

Steady Growth

For Iron City itself, however, the supply keeps increasing with the demand. The Iron City brewery was built in 1861, and in 1899 became one of the 16 area breweries which were merged to form the Pittsburgh Brewing Co., then reportedly the largest in the nation.

At the turn of the century, the total capacity of these breweries was well over a million barrels a year. Today, the Iron City plant alone has a greater capacity than all of these combined.

The firm, which also produces a second and lighter beer, Tech Premium Pilsener, has outlets in Pennsylvania, Ohio, West Virginia, New York, New Jersey, Maryland, Michigan and Virginia.

Expanding regularly, Iron City generally uses radio, along with newspapers, to introduce the beer into new territories, Mr. Sterne says. Television and outdoor, he adds, are only brought into the picture "after the pioneering work has acquired a good distribution for the beer." • • •

Pittsburgh Pirate Radio Network

STATION	MARKET	STATION	MARKET
KDKA	Pittsburgh (originating)	WJAC	Johnstown, Pa.
WFBC	Altoona, Pa.	WMGW	Meadville, Pa.
WBVP	Beaver Falls, Pa.	WAJR	Morgantown, W. Va.
WBOY	Clarksburg, W. Va. (day and weekend)	WKRZ	Oil City, Pa.
WHAR	Clarksburg, W. Va. (night)	WKBI	St. Mary's, Pa.
WTBO	Cumberland, Md.	WPIC	Sharon, Pa.
WCEB	Du Bois, Pa.	WMAJ	State College, Pa.
WLEM	Emporium, Pa.	WTRN	Tyrone, Pa.
WMMN	Fairmont, W. Va.	WMBS	Uniontown, Pa.
WHUN	Huntingdon, Pa.	WNAE	Warren, Pa.
		WJPA	Washington, Pa.
		WWVA	Wheeling, W. Va.

How '59 Convention

Plans for this year's NAB meeting

are first under new 'streamlined' format:


Less time, less display, just as much to do

NAB 1959 Board Convention Committee

CO-CHAIRMEN:	Robert T. Mason	WMRN	Marion, O.
	G. Richard Shafto	WIS-TV	Columbia, S.C.
Engineering Liaison—Radio	Joseph E. Baudino	Westinghouse Bestg. Co.	Washington, D.C.
	John H. DeWitt	WSM	Nashville, Tenn.
	William Hofm	WLPO	LaSalle, Ill.
	J. Frank Jarmar	WDNC	Durham, N. C.
	Fred A. Kurr	WKMH	Dearborn, Mich.
	C. Howard Lane	KOPN-TV	Portland, Ore.
	C. Wrede Peterssteyer	Corinthian Bestg. Corp.	New York
	Engineering Liaison— Television	James D. Russell	KKTV

Will Differ



 Radio broadcasters who attend the annual convention of the National Association of Broadcasters next month will spend a shorter time at the yearly conclave than they have in the past, but will be no less busy for their briefer stay. That is the word from NAB headquarters as plans for the 37th annual convention begin to take final form. (See *Editorial* p. 64.)

This year, broadcasters will meet in Chicago at the Conrad Hilton Hotel, March 16 through 18, with delegates starting to check in at the registration desk on Sunday, March 15. The three-day format adopted by the NAB board of directors at a semi-annual meeting last June replaces the usual four-day agenda.

Another significant change which will be introduced at the 1959 annual meeting is a limited exhibition plan. Such organizations as transcription firms have traditionally had their products on display at NAB conventions, as have heavy equipment manufacturers. Although equipment exhibits are unaffected in 1959, program service exhibits have been eliminated. Delegates from these firms may still attend the con-

vention but without their wares. And they may, according to the new convention format, entertain broadcasters in "hospitality" suites as station representative firms have done for years.

The 13th annual Broadcast Engineering Conference, held concurrently with the convention, will stress "how to" presentations at this year's session. A new NAB award for engineering contributions to the technical development of broadcasting will make its debut at the 1959 BEC meeting, with John T. Winer, vice president of engineering for Hearst Corp. stations, as first recipient. The presentation will be made at a BEC luncheon on Wednesday March 18.

Award to Sarnoff

NAB's Keynote Award for Distinguished Service, presented for the first time in 1953, will go to NBC Board Chairman Robert W. Sarnoff this year. The award is given annually to the person who has made "a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service."

Mr. Sarnoff will deliver the Keynote address at the award luncheon March 16.

Although a detailed agenda was not available at press time, general plans for the radio sessions indicate a full schedule for radio delegates. John F. Meagher, NAB vice president for radio, says these sessions will be held Monday afternoon (March 16), Tuesday morning (March 17) and Wednesday afternoon (March 18), with a special fm panel scheduled for Monday morning.

The radio conference will be opened by J. Frank Jarman, WDNC Durham, N. C., chairman of the NAB radio board. Among subjects which will be considered are programming standards of good practice for radio broadcasters, music licensing, audience research, a forecast of radio's immediate future, editorializing on the air, a legislative report and automation trends.

Radio Advertising Bureau will participate in the convention with a sales presentation.

To further streamline this year's conclave, the over-all convention has been divided into (1) general sessions and (2) separate radio and

television management meetings. The welcome mat is out for all delegates who wish to attend luncheon meetings and general assemblies, but radio and television management meetings will be "off limits" to all but bona fide station owners and executives of NAB member stations and networks.

Luncheon speakers in addition to Mr. Sarnoff will be FCC Chairman John Doerfer, who will address the convention on Tuesday, and NAB President Harold E. Fellows, who will speak to the delegates on Wednesday. The annual banquet on Wednesday night will close the convention. Broadcast Music Inc. will handle the entertainment.

President Fellows indicates that emphasis will be on major management problems, "reflecting the serious problems facing the broadcasting industry which require the intensive study and concerted action of top

executives." He says the "continuing growth of radio and television is bringing about rapid changes which the leaders of the industry must be fully informed about and prepared to act upon."

Survey Made

The streamlined agenda aimed at top management problems is based on desires of the membership as expressed through questionnaires circulated by NAB recently, the association states. Co-chairmen of the NAB convention committee are G. Richard Shafto, WIS-TV Columbia, S. C., and Robert T. Mason, WMRN Marion, O.

When radio delegates aren't engrossed in the problems of broadcasting under discussion in their management sessions, they will be free to inspect the largest display of broadcast equipment ever to be on exhibit

at an NAB convention. Everett Revercomb, NAB secretary-treasurer and convention manager, reports that contracts are cut for 18,570 square feet of exhibition space, making the over-all exhibit 1,500 square feet larger than ever before, and 4,000 square feet larger than that of the 1958 Los Angeles meeting. At press time, the following heavy equipment manufacturers had made space reservations to display their products at the NAB Chicago meeting:

Adler Electronics Inc., Alford Manufacturing Co., Ampex Corp., Caterpillar Tractor Co., Century Lighting Inc., Collins Radio Co., CONRAC Inc., Continental Electronics Manufacturing Co., Dresser-Idoco Co., Gates Radio Co., General Electric Co., General Electronic Laboratories, General Precision Laboratory, General Radio Co., Harwald Co., Hughey & Phillips Inc., Industrial Transmitters & Antennas Inc., Kahn Research Laboratories, Kleigl Bros., Minneapolis-Honeywell Co., Phelps Dodge Copper Products, Radio Corp. of America, Raytheon Manufacturing Co., Schafer Custom Engineering, Sarkes Tarzian Inc., Telechrome Manufacturing Corp., TelePrompter Corp., Telescript-CSP Inc., Tower Construction Co., Utility Tower Co. and Visual Electronics Corp.

Highlights of the agenda include:

Monday—Morning: FM radio session, labor clinic led by G. Maynard Smith, an Atlanta attorney who specializes in labor-management law, and exhibits; noon: General assembly and the luncheon featuring the keynote award and address by Mr. Sarnoff; afternoon: Separate radio and tv management and ownership conferences.


Tuesday—Morning: Management and ownership conferences continued; noon: General assembly and luncheon with address by Mr. Doerfer; afternoon, open for visits to exhibits or hospitality suites.

Wednesday—Morning: General assembly with FCC panel; noon: President Fellows' address to general assembly luncheon, followed by annual business session; afternoon: Management and ownership conferences; evening: Annual convention banquet. • • •



Civil Service Commissioner Barbara Gundersen presents the commission's Diamond Anniversary award plaque to Harold E. Fellows, president of the National Association of Broadcasters, at NAB's headquarters in Washington, D. C. The award was established by CSC in connection with its current observance of the 75th anniversary of the Civil Service Act to give recognition to certain national organizations for their "outstanding cooperation in support of the federal civil service." NAB and its member radio and tv stations were cited for materially helping Government meet its civilian personnel needs by broadcasting "manpower spot announcements."

'Look for a Room With a Radio'

 "A small hotel with a wishing well is swell . . . but you'll enjoy any hotel or motel even more if there's a radio in your room. Look for a room with a radio."

That's the advice America-on-the-go is getting these days from radio stations across the country as part of a nation-wide campaign to extend further the reach of radio from the home, the office and the automobile to motel and hotel rooms everywhere.

Radio Tested

The drive, which has put the power of radio to the test in its own behalf, will continue as long as a need for it exists, according to John F. Meagher, vice president for radio, National Association of Broadcasters. But evidence of the immediate success of the campaign from an industry standpoint was piling up on Mr. Meagher's desk in an impressive stack within a month of its introduction by NAB in early December.

Shortly after the first of the year, the NAB radio department tabulated broadcaster reaction to the new "look for a room with a radio" promotion. In a month's time, 600 stations had pledged a total of 11,040 spots a week to the campaign—an average of 19 spots per station. And the pledges are continuing to come in. Mr. Meagher feels that by the end of this month, the total spots being aired each week in the newest of NAB's radio promotions will rise to the 15,000 mark.

Original Decision

Decision to undertake the promotion was made last November by the NAB am radio committee. Spot announcements of varied lengths subsequently drafted at NAB and sent to all radio stations call attention to the advantages of radio-equipped hotels and motels: The music and entertainment available on radio are perfect tonics for a travel-weary hotel guest, one advises. Another

stresses the up-to-the minute news that radio offers. Still another reminds the motorist that "radio reports on weather and road conditions help you get where you're going more quickly and safely."

Obvious purpose of the drive is to convince motel and hotel interests that it's good business to equip all their rooms with radios. A motorist's dependence on radio for relaxation and essential information is now the rule rather than the exception and should not be cut off with the ignition, Mr. Meagher points out.

He also stresses that the radio broadcaster and motel or hotel operator have more in common than may immediately meet the eye: Both are local business men; both are engaged in the business of serving the public and building business in their own community. Each could—and should—work for the betterment of the other, Mr. Meagher believes.

Hotel Interest

The "look for a room with a radio" drive is NAB's attempt to foster greater cooperation between the hotel and radio industries. Although no formal discussions have as yet been planned with representatives of the former group, Mr. Meagher says he has already heard that the campaign has stimulated great interest in hotel circles in certain local instances. He expects that NAB will ultimately meet with hotel industry executives to explore ways in which radio service can be assured the traveling public.

The campaign has drawn some quick approval from hotel-motel groups. The Florida Motel Association, largest such group in the country, expressed immediate interest in taking part.

Executive Vice President J. Pendleton Gaines wrote the NAB that "we are very much interested in . . . this project because we have many angles that can be developed, including a program at the manufacturers' end to create a central radio system for



This built-in wall radio, adaptable to hotel and motel use, is produced by Phillips Radio Div. of B-W Manufacturers Inc., Kokomo, Ind., one of several firms interested in NAB's project.

motel rooms with a number of selections of local stations plus one selection for an fm station."

The campaign also has received formal pledges of support from two state broadcasting associations—Tennessee and New Jersey.

Until more meetings can be arranged, NAB will continue to build a strong case for the desirability of having a radio in every hotel room.

Specific Reactions

To feel out specific broadcaster reaction to the campaign, NAB sent a fill-in questionnaire to all stations asking the extent of the support the outlet was giving to the drive. Many broadcasters, in returning the information to NAB, have commented on their personal reaction to the promotion. From a Rhode Island station manager comes this opinion: "We feel that this is an excellent promotion, not only for the stimulation of local business but for the station, too." A Texas broadcaster writes: "We will step up the number of spots per week if you keep us supplied with copy." The idea has prompted one North Dakota station to work on a "combination package deal to offer motels and hotels for joint promotion." • • •



Russian Radio:

A Voice Dedicated To the State



This special report is by Jerry A. Danzig, NBC vice president, from observations of Russian broadcasting while a member of a five-man team under State Department auspices. Mr. Danzig, formerly vice president, NBC Radio network programs, has recently been named vice president, participating programs, NBC Tv network.



Radio in Russia is a *dedicated* medium. It reflects the dedication that the Russian Government expects of its people.

After traveling through the U.S.S.R. inspecting its radio facilities, one comes away with the utmost respect for the universal use of the aural medium.

After all, radio—like any communications medium—mirrors the society or culture of a particular people. In the U.S., the airwaves are free for most forms and shades of programming—leaving room, of course, for certain overseeing by the Federal Communications Commission.

Stations here are free to program any type of music, discussion, cou-

trovery, political rhubarb, social drama or what have you. The only real restrictions are in the area of good taste, and the requiring of equal time for both sides of the fence.

We were candidly told that in the Russian scheme of things "Each program broadcast should improve the human being."

In Russia, there is what can be called programming and artistic dedication to the causes of the State.



This affects the Russians' fine music, drama and certainly their news.

Take, for example, the field of satire and comedy. Such program material comes under the watchful eye of the Satire Department, organized a year ago. One of the most popular programs in this area is called *Merry Sputnik*. In addition to humor and entertainment, the series is designed to attack "selfishness, drunkenness and hooliganism."

The program itself comprises chiefly satiric commentary with the central character, Becky Thatcher, fashioned after Mark Twain's character, traveling around the world visiting the American art exhibit in Brussels, dating young General Trujillo in Hollywood and having tea with Madame Chiang.

In another area, the Satire Department directs its efforts against the self-interested individual, such as the truck driver who carries bricks carelessly at work, but when building a country house of his own is very careful not to break or drop a single block.

This self-correction approach can also be directed against "minor" Government officials such as the Ministry of Trade official who blooped by sending shoes of only one size to a city.

It is interesting to note that the Russians do have commercials or, as they call them, "paid informa-

tion." With some exceptions, the paid information also supports the government role.

An example of paid announcements are those of the Ministry of Trade on what products are available; what stores have overcoats; what factories need workers; what colleges have room for students, and what movies are showing where.

The cost for the paid information varies from republic to republic. In the Georgian Republic, for example, the cost is one ruble per word for ordinary announcements or two rubles a word if the announcement is specially produced (e. g. music background). The index on the rate of exchange is four rubles equal one dollar. The Georgian Republic allows radio 30 minutes of commercials daily, of which 15 minutes are in the morning and 15 in the evening.

In Kiev (Ukrainian Republic), there are 15 to 20 minutes of commercials daily at the rate of one ruble per word for ordinary announcements. By the way of special agreement, the Ministry of Trade pays 40 to 50 kopeks for a minute or a minute-and-a-half announcement. (100 kopeks equal a ruble).

An interesting similarity exists between Russian radio and ours in the area of programming ingredients. Heavy emphasis is placed on music and news. I would estimate that between 60 and 70 percent of the programming is music. In Moscow, for example, where there are three Government radio services, the music played is divided equally among Russian folk, foreign and classical. Radio is very much relied upon for its news. In fact, it is common for people to get the "top" of the news from television and turn to the radio for complete details.

There are two tv news programs a day in Moscow compared with 11 a day on radio.

Financial remuneration for those employed in the radio art in Russia is favorable when compared with the salary of the average worker, who is paid between 800 and 900 rubles a month. A staff musician or singer receives 2,000 rubles a month. A radio producer gets between 1,500 and 2,000 rubles; in addition, he can earn an additional 3,000 rubles by working overtime to prepare a special 30- to 40-minute program.

Radio writers receive about 3,000 rubles for adaptation of a play for the aural medium. There are no royalties if a play has been published, in which case it is considered as being in the public domain.

The average dramatic show on radio costs about 7,000 rubles a half-hour to produce. The *Merry Sputnik* costs only 1,500 to 2,000 to produce each episode, presumably because of the permanent staff of the Satire Department which has an editor-in-chief, four editors, an assistant producer and other employees.

From a technical point of view, Russian radio has much to say for itself. Use is made of a wired radio set (compared with a standard receiver) which is capable of receiving the first of the three services only. The other two services can be heard on standard receivers only. The wired service is very popular. In Georgia, for example, there are 250,000 standard radio sets and 500,000 wired sets with the one radio channel. The license fees that listeners have to pay also vary by set. A family in Georgia pays 32 rubles



a month for a standard set and five rubles a month for the wired receiver.

Three weeks spent in the Soviet is a short time. Certain impressions, however, are inevitable. By way of conclusion I would say that Russian radio is comparably professional by our standards. There is one basic difference, though, and this deals with the primary aim of the Soviet government controlled radio system.

We pride ourselves on entertainment and news. They, too, pride themselves on entertainment but, above all, on their skill in using radio to further the aims of the Government and the Party. Call it dedicated radio or call it—as I do—propaganda. • • •

Weekend Bonanza



The problem of juggling a spot radio schedule throughout the week for maximum coverage and penetration has long been a vexing problem for timebuyers.

A new study by the A. C. Nielsen Co. comparing a Monday through Friday spot campaign with one that includes Saturday and/or Sunday throws a bright spotlight on the effectiveness of weekend radio in media planning.

For example, 10 spots Monday through Friday (6 to 9 a.m.) on a typical station in a major city will reach 5.9 percent of the homes (or 251,700 homes). The Nielsen study then substitutes Saturday and/or Sunday for midweek days. This 10-spot schedule, substituting Sunday for Wednesday, yields 6.7 percent of the homes (or 285,900 homes). Home impressions are similarly increased from 478,230 in the first schedule to 543,210 in the second.

In the study, *episodes* are defined as 15-minute periods in which the spots are carried. Between 6 and 9 a.m., there are 12 episodes (from Monday through Friday, there are 60). For the purposes of this study, the episodes for each day were numbered 1 through 12. Distribution of the schedules and the episodes in which the spots were carried follow:

Schedules A, B and C

Run a five-day come on a 10, 20 and 40 spot schedule. Spots as follows:

A. 10-spot 6-9 a.m.:

Monday, episodes	1, 11
Tuesday	6, 8
Wednesday	3, 5
Thursday	10, 12
Friday	2, 9

Weekly Results

Description	Weekly Cumulative Audience			
	%	Homes	Epi-sodes	Home Impressions
Mon.-Fri. 6-9 A.M. 60 Quarter hours a week	9.5	409,610	6.9	2,826,310
Schedule A 10 spots M-F	5.9	251,700	1.9	478,230
Schedule B A plus 10 spots	7.1	302,900	3.1	938,990
Schedule C B plus 20 spots	8.5	362,700	4.9	1,777,230
6-9 A.M. Mon.-Fri. Combined With Sat.-Sun. 9-12 Noon				
Schedule D 10 spots (see explanation)	6.7	285,900	1.9	543,210
Schedule E D plus 10 spots	8.1	345,600	3.1	1,071,360
Schedule F E plus 20 spots	12.1	516,300	4.3	2,220,090

Source: A. C. Nielsen Co. (based on May-June Report for a station in a major city).

Four-Week Results

Description	Four-Week Cumulative Audience			
	%	Homes	Epi-sodes	Home Impressions
Mon.-Fri. 6-9 A.M. 60 Quarter hours a week (240)	20.9	891,760	12.2	10,879,470
Schedule A 10 spots M-F (40)	15.4	657,100	3.0	1,971,300
Schedule B A plus 10 spots (80)	18.0	768,000	4.9	3,763,200
Schedule C B plus 20 spots (160)	19.7	840,600	8.5	7,145,100
6-9 A.M. Mon.-Fri. Combined With Sat.-Sun. 9-12 Noon				
Schedule D 10 spots (see explanation) (40)	20.2	861,900	2.5	2,154,750
Schedule E D plus 10 spots (80)	21.2	904,600	4.7	4,251,620
Schedule F E plus 20 spots (160)	24.8	1,058,200	8.4	8,888,880

New Nielsen 'duplication' study shows effectiveness of including Saturday and/or Sunday in weekly spot radio buys

B. 20-spot 6-9 a.m.: To 10 spot schedule above add;

Monday	4, 7
Tuesday	3, 12
Wednesday	9, 10
Thursday	2, 5
Friday	6, 8

C. 40-spot 6-9 a.m.: To the 20 spot schedule add:

Monday	2, 5, 8, 10
Tuesday	1, 4, 7, 9
Wednesday	2, 6, 8, 12
Thursday	1, 4, 7, 11
Friday	3, 5, 11, 12

Schedules D, E and F

Using the same basic schedule but now crossing into weekend time periods, Nielsen demonstrates how the substitution of Saturday and/or Sunday affects the dimensions of audience over a five-day period.

10-spot schedule: Use same schedule as weekly A, but substitute the sixth and eighth episode during the 9-12 noon block Sunday for the two Wednesday spots.

20-spot schedule: Same as weekly B, but substitute 6, 8, 9, 10 episodes of 9 to 12 noon Sunday for all Wednesday spots.

40-spot schedule: Same as in weekly C, but substitute 1, 3, 4, 6, 7, 8, 9, 11 episodes of the three-hour block from 9 to 12 noon Saturday for all Tuesday spots.

Following the results of this weekly study, Nielsen then calculated the affect of Saturday and/or Sunday on a four-week basis. The results are just as meaningful.

The percentage of homes reached by 10 spots, for example, increase from 15.4 percent to 20.2 percent when Sunday is substituted for Wednesday. • • •

Radio Facts Updated

Total Homes (Millions)		Radio Homes (Millions)	
Fall Each Year			
1950	43.9		42.1
1952	45.7		44.8
1954	47.1		45.4
1956	49.4		47.6
1958	51.1		49.2

Radio Ownership: October 1958

% Total Radio Homes

Territory	County Size
NE	97%
EC	97
WC	97
S	95
PAC	96
A	97%
B	96
C	96
D	95

Hours of Radio Use: October 1958

Total U. S. Radio Homes 1:58

Territory	County Size
NE	1:46
EC	1:52
WC	2:24
S	1:46
PAC	2:08
A	2:11
B	1:55
C	1:48
D	1:42

Source: A. C. Nielsen Co.

Out of Home Listening

Homes per Minute

July 1958

	Morning Mon.-Fri.	Afternoon Mon.-Fri.	Night 7 Days
Total (Millions)	6.5	6.9	4.7
Auto Plus	1.4	1.5	1.4
In-Home	5.1	5.4	3.3

Based on NRF-NSI Measurements of Auto Radio Usage



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



MOTHER MINDS MONEY, as usual, while her husband is congratulated by police officers after finding a check for \$50,000. The Jess Slate family had just won the KYA San Francisco Treasure Hunt, which also meant a new car and free auto repairs for life. Police were called out to control hunters, estimated by KYA at more than 100,000, after final clue was broadcast.



HELPING OUT, Seattle disc jockey Frosty Fowler (bottom) does his bit to help build new multi-million dollar freeway. Fowler told KING listeners that if each of Seattle's 500,000 citizens would dig 10 shovels-full, freeway would be almost completed. Engineers report he did no serious damage to the project.

NAME IN LIGHTS over Broadway on Fedders sign and a trip to Rio via TSA Transcontinental Airlines is prize for Mr. & Mrs. Albert Drapeau (center) in WABC New York "Mystery Personality" contest. Congratulating the couple are (far left) Ross Mulholland, WABC disc jockey, Bob Higgins, TSA general manager, and (far right) Eleanor Herling of Mr. Mulholland's staff and U. V. Musico, vice pres. of Fedders.



SCREAM OF DELIGHT is broadcast into WHBQ Memphis microphone by Mrs. Joan True. She won \$100 because she was listening to the station's "Shadow," who is actually Charley Sullivan, when he announced he was in front of her house. "Shadow" tours city in unmarked car, talking to his listeners, chiefly motorists and housewives. If they are listening and can locate him, they win \$100



OVER AND ABOVE all other newsgathering functions of WICE Providence is new "News-copter" which is shown as it was reporting its first local event—a parade. The broadcast from the whirlybird, WICE claims, was the first time a helicopter had been used by a Rhode Island station for news or special events.

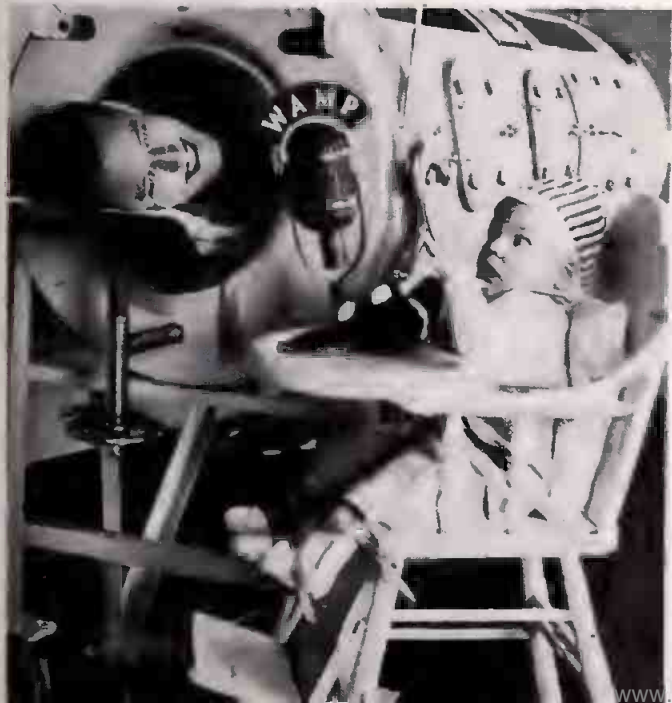


IMAGINATION AND DARING are needed by the ad profession, according to Jules Dundes, CBS Radio vice pres. (center). He delivered message on accepting St. Louis Ad Club's "Brass Hat Award." Hosts are Bill McDade, club's president (right), and Bob Hyland, KMOX gen'l mgr., who attended luncheon.



PRIZES AT STEAK are more than \$400 worth of Armour Star meats in WOW Omaha "beef weight estimation" contest. Customers in Kilpatrick's department store were asked to guess total weight of edible meat on a half-beef displayed in case. In six days, WOW says, 7,000 entries were received.

HELPING BREATHE LIFE into March of Dimes campaign, WAMP Pittsburgh disc jockey Rex Hale broadcasts from iron lung in display window of downtown store. He asked audience to contribute \$2,100, price of the lung. Watching is a sponsor, Duane Hagan, representing the Watson Home for Crippled Children. Mr. Hale spent three days in store window.



GROWN IN FLORIDA, short, medium and tall "GRO Girls" advertise grand opening of WGRO Lake City by passing out souvenirs and invitations to dance featuring Ray McKinley's Glen Miller orchestra. Dance raised \$1,000 for a teenagers' center. The station also reports that "hundreds of listeners" attended open house, more gathered in park to hear McKinley show.



SPOT (Cont'd from p. 25)

"To insure the impact of the new music policy, the WKY-Katz team worked out an original music selection formula based on local and national statistics, designed to determine as accurately as possible the musical preference of people in the Oklahoma area."

Research

Another major project on the representatives' agenda for 1959 is the expansion of qualitative, in-depth research into stations' audiences. Blair's financing of the Eugene Gilbert Co. study on the Dallas market for KLIF (*Radio Research*, November 1958), and the KONO San Antonio-Pulse study of the audience in terms of what H-R Representatives call "a measure of income and discretionary buying power" (*Radio Research*, January 1959) are fore-runners of many to come.

The study that has caused perhaps the most stir recently has come out of KPRC Houston, where Edward Petry & Co. is working closely with that outlet in what Mr. Holmes calls "a pioneering motivational research study."

The study has attempted to learn the basic needs and desires of radio audiences today, and especially how the various Houston stations fulfill them. It also attempts to discover, through "depth interviewing," the attitudes of the listening audience and the effects these attitudes have toward the advertisements carried.

"This forward step by KPRC, we feel, will start a trend toward many similar studies throughout the country," says Mr. Holmes, "and will enable stations to add new and greater services for the benefit of listeners. It was done in response to the advertisers' need for more qualitative information about media and to loosen their dependence on purely quantitative measurements.

"The most important new activity at the Petry company this year," he predicts, "will be the extension and dissemination of qualitative audience promotion for radio."

Rate Cards

One other area of controversy that representatives indicate they will tackle this year is the rate cards. On the positive side, the firms are seeking the simplification of rate cards by means of streamlining individual station cards or the implementation of plans and packages sold in station groups (*The Rate Card Riddle*, September 1958).

Even more important, the representatives are on the attack against multiple rates, which they claim are hampering the development of spot. In their presentations, they will point out that the advantages of buying through a distributor or broker at "fringe prices" can backfire—especially on the agency, which may lose control of appropriations.

The double rates also hurt the broadcasting industry, they say, often causing an advertiser to lose faith in the medium when he sees that a competitor is getting the same coverage at lower rates.

"It is a known fact," says SRA's Mr. Webb, "that quite a number of national spot advertisers do not buy spot radio advertising at the national level because they have learned that there are a number of doors open for them at the local level that enable them to buy radio time at so-called 'local rates.'"

"Not only is there this double rate system, says Mr. Webb, but also stations that have triple and quadruple rate cards. Which means that such stations operate on the basis of 'how much money does the advertiser have to spend in the market, and let's work out a deal.'"

"There is an answer to this thorny problem, and the most logical and sensible one is a single rate card for all advertisers," he asserts.

"If a broadcaster conscientiously feels that he cannot operate on the single rate, for reasons peculiar to his market, then the next best practice is to eliminate the words 'national' and 'local' from his rate card structure, substitute the words 'general' and 'retail' rates, define such

categories of rates with a sound workable definition, base his rates on what he knows his product is worth, and make up his mind to live with it."

A breakthrough was scored against multiple rates recently with the almost simultaneous announcements by the three Balaban Stations (WIL St. Louis, WRIT Milwaukee and KBOX Dallas) and by KTUL Tulsa that they would adopt single rates for all advertisers—local, regional and national.

Mr. Eastman, whose firm represents The Balaban Stations, goes even further than Mr. Webb in condemning multiple rates:

"Efforts to define the application of a local rate and thereby police it more effectively have not worked out. Thus even though the spot medium may be most desirable for certain products it is not only conceivable but a positive fact," he says, "that in certain instances an agency will recommend other media simply to avoid the possibility of losing portions of its budget. The agency is 'safe' on national media such as magazines and network television.

"The local rate matter is really the biggest single problem, in my opinion, in the broadcasting industry."

Advertising-Promotion

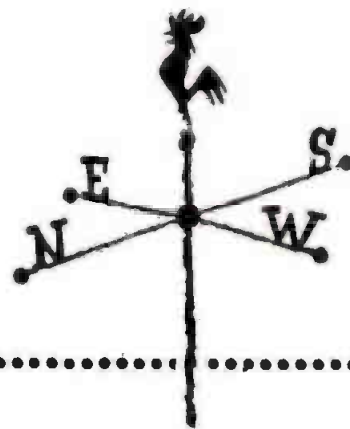
In this hard-sell year, several representatives indicate that they will recommend heavy audience and sales promotion, and advertising campaigns on the part of individual outlets. Their participation, however, will not end there.

Advertising department heads and consultants from the representative firms are ready to advise stations in all aspects of consumer and trade advertising, including story lines, papers and magazines to be used, and recommended costs.

Whether the task be the implementation of an advertising campaign or in any other function, there is no area of station management where creative services of the national representative cannot be helpful and often vital, states Daren F. McGavren, president of McGavren-Quinn Corp. "The representative is, in fact, an important part of the station team and as such should increase his services whenever there is the need." • • •


hometown USA

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



How CBS Stations Are Adjusting to PCP

**Reports from CBS-owned and affiliated
stations emphasize personality and talk
shows as they adjust to network changes**

 As any woman can tell you, tossing out an item or two and moving the furniture around may transform the living room—and lead to buying wall-to-wall carpeting to suit the new decor.

CBS owned and affiliated stations are finding much the same truth applies in revamping program schedules. As of January 5, when the network's Program Consolidation Plan went into effect, they've been living with a variety of arrangements of the basic "furniture"—minimum 30 hours of network plus existing local shows—to which they've added a wide range of embellishments according to their own particular tastes.

Program emphasis, judging from

reports, is in the direction of personality, talk and opinion shows.

Prior to PCP, network stations were expected to carry at least 50 hours of a total of 90 programmed by CBS. With last month's consolidation, CBS has canceled approximately 40 hours of network time and lowered its basic requirement for member stations to 30 hours.

The effect of PCP has varied from one station to another.

Some, like WCCO Minneapolis (an affiliate), report very little change in programming. Others, like KCBS San Francisco (CBS-owned), are tackling the job of replacing locally major portions of the hours canceled by CBS. Still others are considering the merits of

local versus network shows for the 20 hours of CBS time available to them beyond the minimum requirement.

WCAU Philadelphia, an affiliate which was bought by the network last September, has intensified local news and public affairs programming and added "an important new personality" to replace approximately 20 hours of network. CBS-owned KNX Los Angeles, which has dropped about 25 hours of network, is developing a range of local features, from a five-nights-a-week *Opinion Please* to a Saturday night show by Russell Arms (formerly on tv's *Hit Parade*). Affiliate WBT Charlotte, N. C., has shifted only slightly in network time—from 42

hours to 37½—but is programming a new basic weekend schedule called *Tempo*.

KCBS San Francisco (c-o) has adopted a number of new shows and a considerably altered time schedule. Previously it had carried 75 hours of CBS and CRPN; now it has 52 hours, 15 minutes. WRVA Richmond (affiliate), switching from 56 hours of network to 44, has lengthened several local shows and added a new one in keeping with its concept of programming for "adults of all ages;" KMOX (c-o) plans, among other features, an increased schedule of public affairs programs—on such subjects as old age, alcoholism and mentally retarded children—in addition to its editorializing *KMOX Radio Takes a Stand* and topical *The Right to Know*. WTOP Washington (affiliate) is promoting a "Power Plus concept" of programming utilizing close to the maximum 50 hours of network available. WCBS New York (c-o) has added seven personalities to its local roster—Westbrook Van Voorhis, Johnny Desmond, Johnnie Ray, Emily Kimbrough, Louis Nye and "new talent" Lee Jordan and Portia Nelson.

Little Change

CBS' Minneapolis affiliate, WCCO, has been relatively unaffected by PCP, says Larry Haeg, general manager, because it did "a thorough housecleaning" on its whole schedule in June 1957.

"At that time, we went to the block-type programming which has now been adopted by the network," Mr. Haeg explains. "We were using 31½ hours of network according to this pattern; now we're using the minimum 30. Our changes amount to little more than dropping *Our Gal Sunday* and picking up *Whispering Streets* instead; picking up Arthur Godfrey at 9 a.m., a half hour earlier than before, and switching Art Linkletter from afternoon to morning, starting at 10 a.m. We also expanded our public discussion program, *Open Mike*, and put it in

the hands of George Rice, veteran newsman.

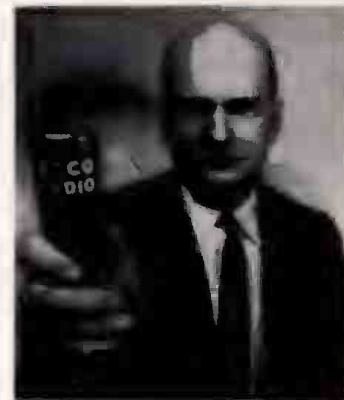
"The listener forms an 'audio image' of the day's pattern which is best served by consolidated units of programming," says Mr. Haeg. "We reorganized our schedule with this in mind.

WCCO, which stresses personality and service ("A station is more than sound, it's a companion to people"), reports sales in the last quarter of 1958 were off slightly from record 1957 figures, but the year as a whole about matched the previous one; and business now on the books for 1959 exceeds that for the same period last year.

Fred Ruegg, general manager of KNX, describes the Los Angeles station as "experimenting with local programming we've wanted to try for quite a while but haven't had time available for it." A major innovation, the program *Opinion Please*, accounts for 55 minutes of approximately two hours an evening of network time dropped on January 5. The show invites listeners to telephone the station and go on the air with their comments about meaningful local topics such as smog, traffic congestion and education.

"We were confronted with a number of technical problems in getting the show on the air," Mr. Ruegg says, "but I think we've solved them now. This type of program requires a very talented personality to deal adroitly with people. The first couple of nights, we put *Opinion Please* on unannounced just to see how things would go. It's still a little early to gauge results, but we're very enthusiastic about it."

In addition to signing Russell Arms to do a Saturday night music show, KNX plans to experiment with weekend programming (Saturday is now entirely local with the exception of the Metropolitan Opera on network). "Our *Sports Scene* is an established, popular feature that covers a multitude of activities that interest southern Californians—trout fishing, auto racing, deep sea



George Rice, host and moderator on WCCO Minneapolis *Open Mike* show, talks in person or by phone with wide array of radio guests.

fishing, tennis, golf and the like," Mr. Ruegg adds. "We'd like to try more things like that, using our mobile units."

In Philadelphia, WCAU has switched from 35 hours of network to 50, then back to 30, all since last September 1. In changing its role from an affiliate to a CBS-owned station on that date, it added 15 hours of network time. "However," says Joe Connolly, general manager, "we didn't drop any of our staff then, so we've been in a good position to pick up on local programming in adopting PCP."

Adding Doug Arthur to its staff in one major change, WCAU is capitalizing on a name known to Philadelphia radio for the past 15 years, states Mr. Connolly. Mr. Arthur will be on the air from 12:05 to 12:30 p.m. and 3:30 to 5:30 p.m. weekdays.

Other standing local features include the *Hi Neighbor Party Time* each afternoon, attended by a reported audience of 200 club women every weekday. "We pioneered this type of service for club groups eight years ago," Mr. Connolly says. "We provide a group with a complete program by way of the show and a tour of our facilities, plus merchandising gifts to be used by the club for bridge tournaments or other fund-raising events. Ralph Collier emcees the party, assisted by several musicians and other station personnel."

Saturday night's *Surprise Party* is also a point of pride for WCAU. Now 10 years old, it has been playing to "standing room only" from the start, Mr. Connolly declares, even though the station is now located six miles from downtown Philadelphia.

Down south, the schedule of affiliate WBT Charlotte, N. C., is affected by PCP chiefly on weekends. Apart from reorganizing program times, the station has retained much the same weekday format as before, says Paul Marion, general sales manager, with emphasis on personalities and talent.

The big change is in Saturday and Sunday programming, he explains. With the inauguration of *Tempo*, WBT plans to provide a flexible format of music, news and features throughout the weekend.

"Four men on the air are backed by a staff of 12 to 13 people who gather material on tape throughout the week for use in 'talk' sequences that are limited to two minutes at a time," says Mr. Marion. "For instance, we taped an 18-minute interview with Harry Golden, author of *Only in America*, and edited it into two-minute segments that were interspersed throughout a weekend.

"We've taped a number of other rignette-type interviews and events, using up to 70 or more tapes for a whole weekend. Audience response has been very good. A number of people even call the station just to inquire when a segment involving them or their friends will go on."

In San Francisco, CBS-owned KCBS has expanded several local shows, introduced new ones and added an occasional extra "ingredient" to existing programs.

"We are emphasizing personality shows with features which attract 'active' listening," says Maurie Webster, general manager. "The theme of our audience campaign has been built around the phrase 'more to talk about.'"

The station's news staff is adding six additional five-minute local news

programs a day to the schedule, supplementing the network's hourly reports.

New to San Franciscans, Owen Spann is appearing on the expanded morning show with humorous features (including dramatic readings from the comic strips, and depictions of an "on-the-spot reporter" who is accident-prone) and frequent weather, commuting and time signal information. Two afternoon personalities—Dave McElhatton and Wanda Ramey—have combined their programs: together now, they comment on the news, converse about anything from how to mop floors to what's opening on Broadway, and phone people in the news. (A list of the couple's "phone guests" for the first week of their show includes Eleanor Roosevelt, Richard Rodgers and a Bay area council woman.)

Altogether, the station is presenting a total of 27 entertainers in the 60 percent of program time between 6 a.m. and midnight that is devoted to local shows. Midnight to 6 a.m. continues to be *American Airlines Music til Dawn*.

KMOX (c-o) considers its 1959 schedule the most diversified in its 33-year history. Along with network daily features, the St. Louis station is continuing its coverage of major regional sports events, its farm show by Ted Mangner, the morning *Clockwatcher Show* with Jim Butler,



Teaming up, Wanda Ramey and Dave McElhatton conduct a two-hour "conversation piece" every weekday on KCBS San Francisco.

and the afternoon *Bruce Hayward Show*.

New to its listeners as of January 5 is *Words and Music*, which Robert Hyland, general manager, describes as "unblushingly romantic in approach." Poetry by John McCornick against a background of music is a Monday-through-Friday feature from 12:15 to 12:30 p.m.

Three Documentaries

In public affairs programming, the station is planning three documentaries: Old age, and how to enjoy it; alcoholism, and its effect on society, and the tragic problem of mentally retarded children.

WRVA Richmond (affiliate) has increased its news coverage to 35 local and 10 network newscasts each 24-hour weekday. The three-man news staff is aided, says General Manager John Tansey, by wire services, 27 correspondents throughout the Virginia and Washington, D. C., area, a mobile news unit with two-way radio, an airplane at the municipal airport, a power-boat docked on the James River and "walkie-talkies."

Replacing 12 hours of network with local time, the station has instituted *The Lyle Bradley Show* ("planned music format" plus news and weather) and lengthened *The Frank Brooks Show*, *The Housewives Protective League* and *The Carl Stutz Show*.

At WTOP Washington, D. C. (affiliate), two new programs have been introduced to supplement the local schedule plus approximately 50 hours of network. A 55-minute recorded music show on Monday, Wednesday and Friday nights and a Sunday morning session are presented by personality Robert Cromwell. Jim Meyers, pianist and arranger, is playing nightly from 10:05 to 11 on *Sugar 'N Spice*.

Lloyd W. Dennis Jr., general manager, terms the station's combination of local network programming a "power plus" of personalities and news and sports coverage. • • •

commercial clinic



Singspiel, Musical Story

Techniques Provide F&S&R

With 'Pleasant Hard Sell'

In every copywriter's reverie, it would seem, is the commercial that listeners *want* to hear again and again. The creative people at Fuller & Smith & Ross Inc., New York, believe they have produced it.

Hitting the air this month is a new series of 60-second spots for the Sterling Silversmiths Guild of America, an organization of 13 brand-name advertisers and silver suppliers. Their purpose is to instill in young women the image of solid silver as an essential part of their marriage and future.

"The commercials are of two types," says Peter S. Cardozo, vice president and creative director for radio and tv. "Some are 'singspiel,' an operatic technique popularized most recently by Rex Harrison in *My Fair Lady*. The others employ a musical motif to tell a story, after the fashion of *Peter and the Wolf*."

Singspiel is a technique that forces you to listen, according to Robert Elwell, the copywriter. "The music is used to re-enforce the words throughout, and the words—actually spoken lyrics—are designed so that you don't quite get them all the first time. Of great importance is that the music is pleasant and melodious so that the listener wants to hear it again."

The musical motif method employs a different mood and tune for each character or point introduced into the spoken story. "In *Peter and the Wolf*, you remember, each character had his own very distinct musical identification," says Mr. Elwell. "So do 'mother,' 'daughter' and 'husband' in our commercials.

"Also," he notes, "key phrases such as 'beautiful,' 'practical,' 'pride of possession,' and 'moucy' (a sour

chord) are highlighted by the music. And, of course, 'sterling silver' has its individual motif."

Motivation behind these commercials was the guild's desire to get a harder sell into its messages. In 1958, its first year on radio, the job was to "create awareness for sterling silver in the minds of women by registering its image as desirable and important in the modern concept of living." In 1959, the guild felt it was time to tell them "why's"



Peter Cardozo



Robert Elwell

"All of the new commercials, although pleasant, are hard sell in terms of the amount of facts and reasons contained in them," Mr. Cardozo asserts. "They *must* be pleasant because we are dealing with an image, not a specific product name. The 16-year-old girls who hear the spots today won't be buying for perhaps four years."

There is another reason for the stress on "enjoyable" music, according to Mr. Elwell. "The spots are designed to fit into the kind of show they play on; namely, the music and disc jockey programs to which young women would most likely listen."

The following is an excerpt from one of the singspiel spots. "The copy points are the *strength* of the musical message with singspiel," Mr. Elwell

states, "as opposed to the usual jingles which are heard only for their tune after steady repetition."

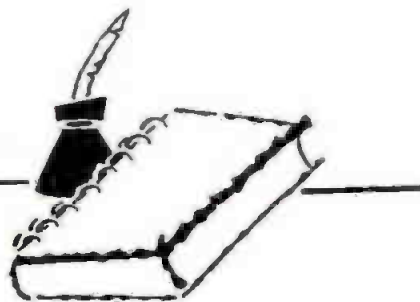
ANNOUNCER: From your very first dinner
There's a sparkle to marriage
When you're dining with Sterling Silver.
Your meals are elegant—They're lovely—fun
When you serve them all with Sterling.
If you only have Settings for two—
So what! You'll build toward more—
You've pride in your home—
You own the best—
Sterling lasts through your marriage!
Every day . . . it's always bright; It grows more lovely with every use—
That's Solid Silver!
Costs so little . . . lasts your life;
And never goes out of fashion—
That's Solid Silver!
Make your marriage a Sterling marriage
Start out with Sterling Silver!

"Too many commercials on the radio today remind me of the Vermonter's reaction to a loud politician's election harangue," declares Mr. Cardozo. "When a companion asked 'What's he talking about?' he answered 'He didn't say!'"

"We are more interested in what we say than in how loud we say it." • • •



station log



Human Interest Stories

Reveal Radio's Penetration

The almost instantaneous impact of radio on the local community is dramatically illustrated this month in stories of tragedy and human interest.

The news that four teenage boys were killed in a head-on, high-speed collision in Morristown, N. J., late one night—an item that would be given in news summaries — was turned into a documentary for safety by the WMTR news staff. And repercussions from the broadcast are still coming in from all over the state, the station reports.

Parent's Viewpoint

The program was written from the viewpoint of a parent who has spent 17 years doing his best to raise his son only to have "a few violent moments" take the boy away. It was broadcast three times during the day following the accident in response to "a flood of phone calls," and fed through intercom systems at several Morris County high schools.

Plans are now under way, WMTR states, to use the broadcast as a pilot program in selected high schools throughout the state "to learn its effect on student attitudes about driving." If successful, tapes will be sent to all New Jersey high schools.

A happier climax to an unhappy story was provided by KOKY Little Rock and WLIB New York, two outlets programming to Negro listeners. A Little Rock woman who had been separated from her two brothers in New York for 17 years, and had tried numerous means of finding them, asked KOKY for help. KOKY sent off a letter to WLIB.

On the morning the letter arrived in New York, WLIB staffers made a routine but unsuccessful check of the brothers' last known addresses, then placed two 20-second announcements on the air. At 11 a.m., after the second announcement, the brothers were in contact with the station, which arranged a long-distance phone call to their sister in Little Rock.

Berlin, N. H., in searching for community leaders to take over sponsorship of its amateur hockey team, the *Maroons*, found two—WKCB and WKCQ (FM). The sister stations report that to their knowledge this is the first time a radio station has assumed active management of a hockey team.

A quick-witted service station attendant, a telephone, 1260 kilocycles and two sturdy lug nuts may have saved the lives of a Des Plaines, Ill.,

couple. The attendant, at a gas station in Kankakee, Ill., discovered that he had replaced only two of the five lug nuts on the right front wheel of the couple's car. He remembered their comment that they were going to Indiana, and placed a long-distance call to WFBM Indianapolis. The station notified the state police and also aired warnings to the couple. A relative of the two heard WFBM and contacted them just before their return trip from New Harmony, Ind.

RADIO ACTIVITY

• Vincent Michaels Inc., a radio and tv advertising and promotion firm, is offering to radio stations an ad mat service. The ads—in a series of 20 — are completely prepared, leaving room for insertion of call letters. More than 160 stations have signed for the service since the beginning of December, according to Mike Bogen, president of Vincent Michaels.

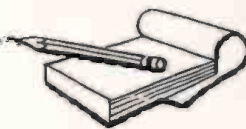
• WOW and WOW-TV Omaha, Neb., will be combined in a new and modern building, according to their parent firm, Meredith Publishing Co. Property for the new structure has been purchased and work is scheduled to begin soon. • • •



Three 25th anniversaries are observed in these pictures. At left, KSD St. Louis "premier disc jockey" Ed Wilson receives a plaque from senior girl scout Susan Trampe honoring his anniversary and for work on behalf of girl scouts. In center, seven of the 12 original staff members of WAVE Louisville still with the station celebrate WAVE's "Silver Jubilee." They are (front row from left): Wilbur Hudson, chief

engineer; Charles C. Leonard, sec.-treas.; George W. Norton Jr., president; Clifford Shaw, music clearance mgr.; (top row from left) Nathan Lord, vice pres. and gen. mgr.; George Patterson, tv program mgr., and Burt Blackwell, chief tv director. At right, Jack Nedell, senior account exec., is honored with a gift from Mrs. M. E. Megargee, president of WGBI Scranton, for a quarter-century of service.

BPA memo



\$20,000 at the End Of KIMN 'Treasure Trail'

A luxury home or \$20,000 cash awaited the lucky listener at the end of the KIMN Denver "Treasure Trail." It all started last June when the station, through a series of promotions and stunts, gave away a Ford Fairlane hardtop, a complete electric kitchen with all appliances, a mink stole and other prizes. The final stage of the six-month promotion featured a "DJ Wake-a-Thon." The prize: A new home in suburban Broomfield Heights or the cash equivalent.

Listeners had to guess the total number of days, hours, minutes and seconds that six KIMN disc jockeys could broadcast continuously from a bed located in the prize "Treasure Trail" home. Entry blanks were available at the home and Del Teet Furniture Co., and were printed in the *Rocky Mountain News*. On one day, KIMN reports, entries were recorded at the rate of 43 per minute. The winner, a mechanical engineering student at the University of Colorado who has been married six months, chose the cash award. His guess of 16 days, 20 hours, 30 minutes and 45 seconds was off ever so slightly from the recorded time of 16 days, 20 hours, 31 minutes and 10 seconds.

Five runners-up have been given holiday vacations in Las Vegas, including \$200 worth of accommodations plus \$100 in cash each for spending money.

Tom Dooley Tried And Pardoned on Radio

A legend in folklore and music, Tom Dooley has been tried by public opinion through the medium of radio and has been pardoned.

Reports from three stations—WTIX New Orleans, KOMA Oklahoma City and CKNW New West-

minster, B. C.—indicate that they have given the benefits of 20th century justice to Tom Dooley.

WTIX disc jockey Rid Boudreaux spent three weeks pleading with his listeners to send in letters and cards to form a petition that would eventually free this character of song and story. It wasn't until the day of the execution, WTIX states, that the response from the public made itself known through the mail, telegrams and even long distance telephone calls. The station estimates that about three times the required 5,000 names came in.

Escape

Unaware of his pardon, Tom Dooley escaped from the mythical jail minutes before his planned hanging. Again WTIX went to work asking listeners to phone the station immediately if they had any clues as to Tom Dooley's whereabouts. A listener in El Paso, Tex., finally reported that Tom was on his way back to his native Tennessee "grateful that he could again walk the streets as a free man because of the voice of the people."

KOMA disc jockey Lou Miller made a similar public appeal for a petition that would grant a reprieve for the legendary character. The response, KOMA states, was brought to the attention of Oklahoma Governor Raymond Gary, who issued an official reprieve.

The fame of this Tennessee hero also has spread to Canada. CKNW New Westminster arranged a mock trial in Vancouver. A prominent lawyer, CKNW states, was retained to defend Tom. Listeners sent in their alibis for his defense along with 25 cents for the defense fund. The money, which was to reimburse the lawyer, was turned over by him to the station's orphan fund. A transistor radio was awarded to the listener submitting the best alibi.

Traveling Salesmen At Home With Radio

For the salesman on the road, radio can be his best friend. Two stations—WIP* Philadelphia and WKY Oklahoma City—have started new services to befriend the man with the traveling wares. WIP, through the initiation of disc jockey Jack Pyle, has started a Traveling Salesmen of America club. It came about when Mr. Pyle (whose daily show is heard from 11 a.m. to 3 p.m.) got a letter from a traveling salesman asking why Jack aimed his talk at women only. The salesman offered evidence of a male listenership as well. Seconds after Mr. Pyle read the letter on the air, WIP reports, the switchboard—and later the mail—produced response from other traveling businessmen who said they, too, listened.

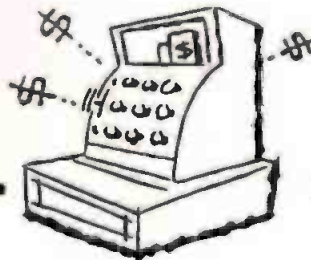
Mr. Pyle suggested that these men send in five dollars for a get-acquainted dinner. Within two days, WIP declares, the capacity for the dinner of 150 had been reached. Mr. Pyle consequently incorporated a traveling salesman's "corner" in his daily show at 2:45 p.m.

More than 300 companies (many of them the blue chip variety) were represented at the first meeting, where membership cards were distributed and temporary officers elected. The idea of the "Pyle-drivers" is spreading, WIP states, to other parts of the country.

In a public service vein, WKY has inaugurated a "Service for Salesmen." It will permit wives of traveling salesmen to reach their husbands with emergency messages which will be broadcast every weekday at 8:20 a.m., 12:30 p.m., 5:30 p.m. and 9:30 p.m. WKY expects its new service to be of comfort and aid to salesmen who travel Oklahoma and parts of Kansas and Texas. • • •

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

radio registers



CONSTRUCTION CO.

Rand-Powell Construction Co., faced with lagging sales, decided to test radio in an effort to sell homes in its Roselle Manor sub-division in San Diego, Calif. At a total cost of \$180, Rand-Powell purchased 40 announcements in a KGB package plan which spread them evenly over one weekend. No other medium was used. Despite three windy and rainy days, five homes were sold in the three-day period, which Hal Rand, the firm's president, attributes directly to the announcements on KGB.

WOMEN'S APPAREL

Hy-Lo-Fashions, a women's apparel shop in Seattle, ran a 12-day sale of coats and dresses, promoting it exclusively on KJR. Hy-Lo contracted for five announcements per day for the 12-day period. At the end of the sale, says Sidney Meltzer, Hy-Lo-president, "we sold 10 times the number of items . . . than were sold in a comparable period of time prior to the advertisement." Total cost of the 60 announcements was \$510.

REAL ESTATE FIRM

R. A. Gall Co. used WDOK Cleveland in an attempt to see if radio could sell Florida homesites to Cleveland residents. Spending a total of \$400 for the one-week test, Gall was so pleased with sales of his \$5,000 to \$10,000 homesites, according to WDOK, that he allotted \$300 weekly to continue the campaign. The original one-week trial lasted for almost eight months.

SPECIALTY SHOP

The Dream Shop, a ladies' specialty shop located in Bridgeport, O., had been a steady advertiser on WHLL Wheeling, W. Va., for several years when it decided to test a saturation campaign. Instead of its usual four to six "institutional type" spots a week, Dream Shop purchased 10 spots a day for three days in an attempt to move out remaining merchandise from the previous season. According to Ruth Thompson, owner of the shop, "We sold practically to the bare walls." Of 75 girdles in stock, she reports, all were sold.

WMIL
MEANS MILWAUKEE

1290 on the dial
And in MILWAUKEE
OUR OLD TIME MUSIC
formula produces
RATINGS and ADVERTISING
RESULTS at the lowest
cost per thousand!

WMIL
home of
"FRITZ THE PLUMBER"

For top rated
¼ hours call

Gill-Perna, Inc.

here is... modern radio

"We are batting 100% on all presentations so far and think RADIO HUCKSTERS will make 1959 a banner year." Chet Miller, WVPO, Stroudsburg, Pa.

"These extra sales in one week will almost pay for our use of Lang-Worth for a year!" Chas. Seebeck, WTON, Staunton, Va.

You get results from Radio — Modern Radio — with RADIO HUCKSTERS jingle service. Inquire today!

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

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



● **First all day** . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Best news coverage . . . local, plus world-wide through exclusive Washington News Bureau.

Top personalities attracting large, loyal audiences. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

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

*C. E. Hooper, Inc.

(7 a.m.-6 p.m.) June 19, 1958

Represented by the KATZ Agency

report from RAB

Rab Quickens Pace Of Research Activity For Coming Year

In a year that finds radio literally on its way to the moon, thanks to scientific advances in rocketry, Radio Advertising Bureau is aiming in another direction as well: At a "down to earth" program of both specialized and general research projects.

Two studies recently completed by RAB—one of frozen food purchasers, the other of gasoline station customers—are a forerunner to new techniques in "customer-oriented," adaptable research which RAB plans to develop in 1959. The findings, shedding new light on the listening habits and buying patterns of actual purchasers, are the result of on-the-spot interviews with customers who either are about to buy or have already made their purchase.

The first series of interviews, made among 500 housewives who had just bought frozen foods in the super market, discredit a concept that for years has plagued just about every advertising agency with a food product. The concept: That between 7:30 and 8 a.m. is necessarily a must-buy period on radio for food product marketers.

Actually, among those frozen food buyers interviewed, the 7:30 to 8 a.m. period ranks 15th among the 24 half-hour segments between 6 a.m. and 6 p.m. The 3 to 3:30 p.m. period, interestingly enough, is almost 20 times as valuable for reaching these actual purchasers of frozen food products.

RAB's second such project (on the listening habits of buyers of automotive products) resulted from interviews with more than 9,000 gasoline station customers—all at the point of purchase.

Radio, this survey reveals, occupies 61 percent of the total time spent by these customers with all media on the day of purchase of gasoline station products. That's nearly double the time spent with newspapers and magazines combined.

Indicative of the broader research

projects planned by RAB is its recent 12-page report on the listening habits of the adult audience. This particular study, a Pulse-conducted report on 27 major markets, makes these points:

- Television's major adult audience strength lies in a concentrated peak of nighttime viewing (67 percent of all adult tv-viewing comes after 6 p.m.); radio delivers a consistently strong adult audience throughout the day.
- In an hour-by-hour breakdown, radio's adult audience tops tv's for two thirds of the broadcast day—its average adult audience during this period is nearly twice as high as tv's.
- Day or night, more than 85 out of every 100 radio listeners are adults. Among tv viewers, adults comprise less than 52 percent in the morning; 59 percent in the afternoon, and 76 percent in the peak evening hours.

Expenditure Breakdown

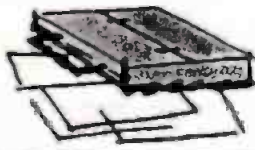
RAB continues, of course, to publish periodic expenditure breakdowns of various radio users. The latest compares how advertisers use spot and network radio by leading product categories for the second and third quarters of 1958.

Drug advertisers ranked first in network radio use, accounting for 19 percent of total time purchased. They were followed by automotive at 17.2 percent, food and grocery at 10.4 percent, and tobacco at 9.6 percent.

Topping the spot list were food and grocery advertisers at 22 percent, followed by gasoline and lubricants at 14.9 percent and tobacco products at 12 percent. Drug advertisers placed sixth in spot with 6.3 percent.

The studies described are only a few of those done recently by RAB. Ones to be developed during 1959 will serve to give added momentum to the medium RAB President Kevin Sweeney describes as "barely off the launching pad." ● ● ●

report from representatives



Katz Guide to Spot

Rate Costs Shows 'Only

Slight' Change in '57-'58

The Katz Agency's guide to spot rate costs for 1959, which is now in the hands of agency timebuyers, reveals that national spot radio costs changed "only slightly" in 1958 compared with 1957.

Costs for the top 150 markets were up 1.5 percent for "traffic times," down 6.4 percent for nighttime, and about the same as 1957 for other daytime hours.

The Spot Radio Budget Estimator, based on the cost of one-minute announcements in 150 markets, "is designed for figuring quick estimates of spot radio budgets," according to the representative firm. The guide does not, however, take the place of individual station rate cards for specific rates.

Costs are shown by markets, based on the use of one station in each market. "The markets are ranked," the firm explains, "in order of the largest daytime weekly circulation in each based on NCS #2 as furnished in a special tabulation by the A.C. Nielsen Co.

"Since the rates tabulated for each market are those of the station with the largest daytime weekly circulation, they

tend to reflect, in most cases, the highest cost station."

The summary shows for each of the 150 markets the cost-per-announcement, based on a weekday schedule, of 12 one-minute announcements per week for 13 weeks in each of three time periods:

- **Early Morning—Late Afternoon**, which refers to 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m. Where the rates for the two periods differed, they were averaged.
- **Daytime**, which refers to the rate in effect for the most hours between 9 a.m. and 4 p.m.
- **Evening**, which refers to the rate in effect for the most hours between 6 and 11 p.m.

In addition to the summary, Katz supplies a formula (below) for estimating the cost of schedules of 24 announcements per week, and for more than 13 weeks.

The formula is derived from tabulation of the rates of the top 50 market stations. • • •

SPOT RADIO ESTIMATING FORMULA

Based on One-Minute Announcement Rates
100% = One-Time Daytime Rate

COST PER ANNOUNCEMENT

	Daytime	Early Morning— Late Afternoon	Evening
--	---------	----------------------------------	---------

One-Time Rate	100%	111%	92%
---------------	------	------	-----

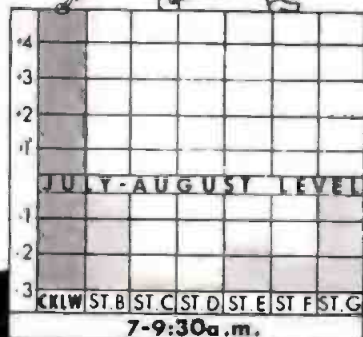
12 anncts. per week	Daytime	Early Morning— Late Afternoon	Evening
13 weeks	75%	88%	66%
26 weeks	71	83	62
39 weeks	70	82	62
52 weeks	69	80	60

24 anncts. per week	Daytime	Early Morning— Late Afternoon	Evening
13 weeks	64%	78%	56%
26 weeks	62	75	54
39 weeks	62	75	54
52 weeks	61	73	53

The rates used in this summary and formula are those published in the November 1958 SRDS Spot Radio Rates and Data.

MORE Listeners! MORE Sales!

TOBY DAVID
MON thru FRI
6:45 9:30 a.m.



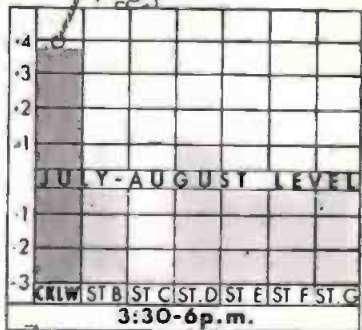
**CKLW radio has
greatest listener increase*
of all Detroit Stations**

7-9:30 a.m.

3:30-6 p.m.

*September-October Pulse

EDDIE CHASE
MON thru FRI
11:30 9:00 a.m.



Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!

50,000 WATTS

CKLW

radio

GUARDIAN BLDG., DETROIT

J. E. Compeau, Pres.

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



**"Sunny"
Knows**

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programed for service . . . and for sales, and has been making friends in Florida for 31 years.

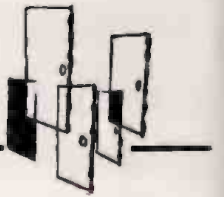


WSUN 620 KC
Tampa St. Petersburg

National Rep:
VENARD, RINTOUL & McCONNELL
Southeastern Rep.:
JAMES S. AYRES

ANC 3

report from agencies



How Saturation Radio

Can Mean Increased Sales

For Competitive Coffee Line

What is saturation radio? How can it be used most effectively?

Joseph Scheideler, executive vice president of Bryan Houston Inc., answers these questions from an agency background of knowledge acquired in conducting Nescafe's series of saturation campaigns during the past five years. (See *Nescafe Uses Radio to Ease "Instant" Market Pressures*, October 1958.)

Mr. Scheideler, who discussed saturation radio for 1959 in a recent speech before the Radio-Television Executives Society, gives this definition of the subject:

"Saturation radio schedules are measured by the number of stations per market that are required, with adequate frequency, to penetrate the total radio audience over a short period of time. The radio weight depends on the product type, frequency of use or of purchase, and competitive advertising and marketing factors."

Five years ago, he explains, saturation radio could mean 20 announcements weekly on one station. Today, it is likely to require 100 or more announcements weekly, perhaps for shorter runs but over markedly increased numbers of stations.

Giving Nescafe as an example of a product whose sales have been materially boosted by the development of saturation radio techniques, Mr. Scheideler says the company's initial use of 100 announcements weekly on WLW Cincinnati in 1954 "reversed a declining sales curve in what was then a trouble market." The campaign required between \$3,000 and \$4,000 a week for several months in radio; all other advertising efforts remained constant.

Now in its sixth year of utilizing saturation radio for its client, Bryan Houston is paying heed to four specific questions which confronted media research and copy people in planning 1959 radio buys. The questions, and the agency's answers, include:

Q. When does saturation radio reach a point of diminishing returns and at

the same time increase its built-in efficiency?

A. A probability curve developed by the agency in cooperation with the John Blair Co. indicates that the audience growth curve begins to level off at 120 announcements per week, but may continue to pick up appreciably through 180 per week. Saturation also becomes economically impractical at a point between 120 and 180, according to the agency's findings. Optimum frequency can vary from station to station and from one season to the next, Mr. Scheideler further explains.

Q. How long does the audience remember radio announcements after a saturation campaign has gone off the air?

A. The agency tried a pattern of buying—two weeks on and two weeks off—and found that listeners thought the campaign was continuous. Nescafe's curve continued upward throughout the interrupted schedule.

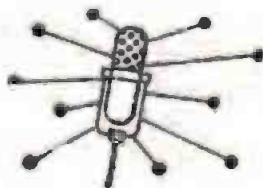
Q. Does use of saturation radio tend down the life span of a commercial, and when does audience boredom or irritation set in?

A. "We think a good commercial probably keeps gaining by repetition and increasing the penetration of individual copy points," says Mr. Scheideler. There are ways of keeping commercials fresh by playing variations on a basic theme, he adds, using music, interesting voices and other techniques.

Q. How can you keep the frequency up and the client's budget down?

A. Going into a market with short and spaced flurries of saturation schedules rather than 13- or 26-week campaigns is one way, according to Bryan Houston. Saturation radio should be budgeted within an over-all product budget, the same as money is reserved for any media campaign, the agency believes. . . .

report from networks



► ABC:

ABC Radio closed out 1958 with a 23 percent gain in sponsored time over 1957, according to Edward J. DeGray, vice president in charge, and "will begin 1959 with the brightest prospects in the past five years.

"New advertisers signed in recent weeks and many renewals lead me to believe that ABC Radio will follow the general upward trend," says Mr. DeGray. In his report for 1958, he lists three items as ABC's strong points going into 1959:

- News, "our greatest forte in recent months, will achieve greater importance."

- Stereophonic broadcasting, "launched this past fall by ABC, offers new horizons for radio networks."

- Strong affiliate line-up, "brought about by the realization of stations that one way to achieve balanced programming is through network affiliation."

The Parker Pen Co., in "one of the largest purchases of time for Don McNeill's *Breakfast Club* in the past two years," has signed to sponsor two segments daily, Monday through Friday, starting March 16. ABC has announced.

In addition, 10 other advertisers purchased segments of *Breakfast Club* as January recorded "the largest number of sales in recent network history," Mr. DeGray says.

KOME Tulsa has joined ABC as an affiliate.

► NBC:

In a compilation of new and renewed business since November 1, 1958, NBC has announced that more than \$7,240,000 in net revenue has been signed. This includes \$4 million in net revenue from mid-December to mid-January.

NBC breaks down its 52-week orders in the following way: Brown & Williamson Tobacco Corp., \$1,050,000; Lewis-Howe Co., \$1,050,000; Bristol-Myers Co., \$404,600; Sun Oil Co., \$418,652; North American Van Lines Inc., \$125,000; American Motors Corp., \$577,000; R. J. Reynolds Tobacco Co., \$352,627; Allis-Chalmers Manufacturing Co., \$295,776, and Waverly Fabrics, \$141,830. A 39-week order placed by Ex-Lax Inc. amounted to \$508,000.

Matthew J. Culligan, executive vice president in charge of NBC Radio, credits what he calls "NBC's well-established programming patterns" during the day, evening and weekends for attracting "the giants of industry and small companies with limited budgets."

NBC now claims to have "nearly half of all network radio sponsored hours."

NBC has added two more outlets. They are WKNE Keene, N. H., and WDSM Superior, Wisc.

► CBS:

In 45 days following announcement of its Program Consolidation Plan, CBS contracted for \$4,736,000 in new and renewed business, according to John Karol, vice president in charge of CBS Radio network sales.

Mr. Karol declares that "a large group of leading advertisers reaffirmed, in a most realistic manner through these buys, their faith in network radio" and in CBS since PCP. (See *How CBS Stations are Adjusting to PCP*, p. 49.)

Among the advertisers are Lever Brothers Co., Sterling Drug Inc., California Packing Corp., Ex-Lax Inc., Mutual of Omaha, Bristol-Myers Co., Lewis-Howe Co., Stewart-Warner Corp., General Electric, Fram Corp., Standard Packaging Corp. and Q-Tips Sales Corp.

► MBS:

Mutual has initiated a regional news feeding service to its 453 affiliated stations designed to make their own locally originated and locally sponsored news programs more comprehensive. MBS News Vice President Robert F. Hurleigh has announced.

Eight regional news desks set up in New York and Washington, D. C., are feeding news to MBS outlets twice daily via closed-circuits. "All of the material," Mr. Hurleigh reports, "is completely devoid of network identification. This is so that the station can announce that the material was specially obtained for it as a station service to its area."

On the business side, Executive Vice President Blair Walliser has announced that Tangee beauty products has joined The Bon Ami Co. as co-sponsor of *The Walter Winchell Show*. Tangee is a brand name of the George E. Luft Co., New York. Two new advertisers signed recently are Standard Brands Inc. for Instant Chase & Sanborn Coffee and *Popular Science*.

New Mutual affiliates are WJQS Jackson, Miss., and WEW St. Louis. • • •

WKYW STARTS CCA #2

In a letter to Mr. Boyd Lawlor, Midwest Sales Manager of Community Club Services, Inc., Mr. F. Eugene Sandford of Radio Station WKYW, Louisville, Kentucky, stated:—

"We have finally completed our tabulations of our last Community Club Awards Campaign. The grand total bonus value, as indicated on our weekly tally sheets, was \$23,337,548. The actual dollar value of proofs-of-purchase from sponsors tabulated from our weekly tally sheets totalled \$1,577,357.

We are planning the kick-off party for our new Campaign on January 15th and are sure that we shall have as much success as we did with the first one. In fact, all indications point to an even bigger Campaign than our first."



F. Eugene Sandford

COMMUNITY CLUB

AWARDS

PENTHOUSE SUITE

527 Madison Ave.
New York 22, N. Y.

Phone: PLaza 3-2842



NAB

ASSOCIATE MEMBER

WDBJ RADIO NEWS STAFF NOW IN ITS 13th YEAR!



HARRY KEIVAN
News Editor



FORREST M. LANDON
Radio News Director



ART GLOVER
News Editor

Authoritative news every hour of the day and night, broadcast by full-time professional newsmen, is another reason why WDBJ is preferred by its loyal audience.

WDBJ'S New Special Events Mobile Studio



For availabilities, Call Peters, Griffin, Woodward, Inc.

WDBJ CBS RADIO Roanoke, Virginia

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



WeeReBel

STATIONS . . . a steady
listening habit . . . at home . . .
on the go

WRBL 30 Years

WRBL-FM 12 Years

THE QUALITY TONE OF
THE
TWIN STATIONS
DELIVERS
MAXIMUM AUDIENCE
in the
**COLUMBUS, GA.
MARKET**

WRBL

AM - FM
1420 - 93.3

COLUMBUS, GA.

NATIONAL REPRESENTATIVES

Geo. P. Hollingbery Co.

NEW YORK - CHICAGO - ATLANTA
DETROIT - SEATTLE
LOS ANGELES - SAN FRANCISCO

report on



Research and Sales Efforts

Bring Results for Fm

Says Concert Network's Wynn

"Go out and preach the gospel of fm," Lawrence W. Wynn, general manager of Concert Network Inc., New York, urges fm salesmen, "and you are bound to get results.

"Our biggest breakthrough," says Mr. Wynn, "was the recently announced purchase by P. Ballantine & Sons of a saturation spot schedule for its ale over our four stations—WNCN New York, WBCN Boston, WHCN Hartford and WXCN Providence." The contract calls for forty 20-second announcements per week over each station. William Esty Co. is the agency.

"We have been working on this and other accounts for more than seven months," he reveals, "visiting research directors at one advertising agency after the other, and this is a big indication to us that fm is now ready to serve national and regional advertisers. We hope the Ballantine contract will be a spur to the rest of the industry to continue the effort to get national business."

Mr. Wynn agrees with most other fm operators when he admits that the lack of suitable audience measurement figures—both qualitative and quantitative—is holding up the progress of fm as an ad medium.

"In our effort to prove that there is a large and extremely interested segment of the population listening to fm," he reports, "we scheduled a periodic spot over WNCN asking listeners to write in their opinion of the station's programming.

"The announcements ran for just one week, and we received well over 5,000 pieces of mail. What surprised us is that they came from so many places; to be exact, an 80-mile radius around New York City, including towns and cities in New Jersey, Connecticut and Pennsylvania."

Mr. Wynn declares that not only did the amount of mail surprise him, but the type of letters he received. "People wrote long letters about their loyalty to fm. When I go to agencies now, I take

along satchels with the 5,000 letters and cards in them and let the agency people reach in and choose at random."

Fm operators must continue with their "education and missionary job," says Mr. Wynn, whose firm indicates its own faith in the medium with the disclosure that Concert Network "fully expects to add stations in Philadelphia, Baltimore and Washington before the year is out."

Stereo Growth

Reports of additional growth of stereophonic broadcasting continue to come in. KPAM and KPFM Portland, Ore., for example, have added an hour of stereo on Saturday afternoons for "family listening." The outlets now program 12 hours a week stereophonically.

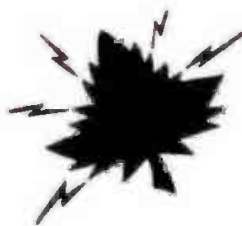
Jazz, Voices and Strings, the first stereophonic program of WRCA-AM-FM New York, is utilizing specially prepared sound effects and pre-recorded songs by host Bob Haymes to heighten the stereo effect. The station also reports it has suggested that sponsors record commercial transcriptions in stereophonic sound.

Also in New York, Zenith Radio Corp. has begun sponsorship of daytime stereophonic broadcasts to enable its more than 1,200 dealers in that area to demonstrate the sound reception in their stores. Sponsorship of WQXR-AM-FM's *Midday Symphony* on Wednesdays and Saturdays at 1:05 to 2 p.m. is heard at a peak traffic time for radio retailers and for Zenith's own Fifth Avenue display salon, the station says.

Fm Factory Production

Fm factory production for November totaled 68,161 sets, according to Electronics Industries Association—up 8,575 over September. Total reported set production for 1958 to that date stands at 303,808. ● ● ●

report from Canada



MacKay Credits Selling and Services of Representatives For 15 Percent Spot Increase

"In the final analysis, there is no substitute for selling," says J. Stuart MacKay, newly appointed vice president and managing director of All-Canada Radio & Television Ltd. "The numerous services that Canadian representative firms perform are all keyed to selling."

While dollar figures for Canadian spot radio are not generally available, Mr. MacKay estimates that the total finished approximately 15 percent ahead of last year, and predicts that the medium's sales figures will be another 10 to 15 percent higher when the 1959 figures are in. "So far," he says, "there is nothing on the immediate horizon that would contradict this thinking."

Mr. MacKay, who had been general manager of All-Canada for the past five years, reports that representatives north of the border are "constantly striving to develop new and better ways of selling and servicing—all of which add to the improving spot radio picture in Canada" (see *Accent on Spot*, p. 23).

The increase is due in large measure, he suggests, to the constant efforts of representative firms to promote the spot radio medium. To illustrate, he notes the services of All-Canada to advertisers, agencies and stations.

"Apart from the work of our major department—time sales—there are several other important services we perform. Our Broadcast Services Division, which came into being about two years ago, provides research and a creative approach to day-to-day selling on behalf of not only our salesmen, but also advertising agencies and their clients.

"Recently," he continues, "the broadcast division has taken on a new duty, that of supervising many of our stations regarding their publication advertising, designing of brochures and even letterheads.

"We find also that most of our stations have long been aware of the importance of marketing, and this division is now showing them how to get best results with this vital activity."

Confidential Tapes

Mr. MacKay also reports a phase of All-Canada's activity which he believes to be unique. This is the "confidential taping" of comment from agencies and clients in connection with the problems that representatives and stations are facing. Such questions as "How far should a station go in promotion and merchandising?" and "What is the outlook of broadcast advertising in 1959?" are discussed.

"Because participants realize that the tapes will not be broadcast on the air," says Mr. MacKay, "some straight talk and off-the-cuff opinion has been recorded, proving to be of great value and interest not only to our firm but to each station we represent.

"Once the master tape has been cut, we duplicate tapes—one for each of our stations. They are used at regular sales and management meetings. The response has been terrific," he declares, "and most of the questions are now being submitted by the stations themselves."

Another service of All-Canada is a regular weekly report that gives stations a first-hand check of Canadian time buys, whether the stations are on the agencies' lists or not.

"Representation, like broadcasting, covers a multitude of levels of activity," Mr. MacKay states, "and in today's specialized advertising and marketing set-up the agency is not the only area in which advertising is sold. Successful selling begins in the client's office and covers every link in the chain of media buying from top executives to field representatives." ■ ■ ■

U. S. RADIO

Looks
forward
to seeing
you at the

NAB CONVENTION at CHICAGO MARCH 15-18

*We'll be there, of course . . .
Come on up to the room, our
staff sure would like to meet
all of you. And if you can't
make the convention, re-
member — RADIO will have
top coverage. Be sure to see
our Convention Issue . . . it'll
be loaded with full conven-
tion data about RADIO . . .
in addition to all our regular
features.**

*Closing date for Convention Issue advertising space is Feb. 20.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to
four principal cities
of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

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

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

Represented by John E. Pearson Co.

KFAL RADIO Tel.: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts



My Mommy Listens to KFWB

Your clients' sales messages are delivered to more mommies, more daddies, more everybodies . . . when you buy KFWB . . . first in Los Angeles.

Check Pulse and Hooper—(November-December 1958).



6419 Hollywood Blvd., Hollywood 28 / HO 3 5951

ROBERT M. PURCELL, President and Gen. Manager

MILTON H. KLEIN, Sales Manager

Represented nationally by JOHN BLAIR & CO.

radio research



Pitfalls Seen in

Measuring Audience

By 'Head Count' Alone

Dependence on only one type of audience measurement is a major factor in the decline in number of newspapers alive today. This is the belief of Dr. Sydney Roslow, director of The Pulse Inc., who warns that the same type of "head counting" would be "the surest way for broadcasting to commit suicide."

Dr. Roslow, in a talk before the Advertising Club at Washington, D.C., has taken to task those persons in the industry pressing for a single set of broadcast measurement figures. He charges that "head counting kills competition because it ignores all other facts about the quality of the audience.

"And just one industry-supported method of research," he adds, "invariably becomes nothing but head counting."

Granting that population shifts and rising costs have hurt many newspapers, Dr. Roslow declares that the "one great difference" in factors causing the growth of broadcasting and the decline of newspapers "is the differing approach to research of the two media."

National income, he points out, is up about 50 percent from 1950 to 1957, with population rising 13 percent. In this same period, he says, daily newspapers are down one percent in number and am-tv stations are up 60 percent.

The significant factor, in his opinion, is that "the number of stations has increased and the competition for the same advertising dollar—on the local as well as on the national level—has also increased."

In newspaper measurement, Dr. Roslow says, "you are either first or a poor second and in trouble. In radio and tv, even the last station in a market has an audience and does a job for its advertisers.

"Every station can find time periods when it is first with some segment of the audience and can show that its audience is a valuable buy to some advertisers.

"This ability to use research for more than just head counting has helped

make radio and tv the valuable advertising media they are to the new as well as the established product and to the local as well as the national advertiser."

If radio and tv time were sold on the basis of numbers alone, Dr. Roslow says, the smaller stations "would soon be out of business." Should broadcasting return to the days of one industry-supported research organization, such as the Cooperative Analysis of Broadcasting of the early 1930's, he declares, "then I am afraid it will begin to repeat the newspaper history."

Out-of-Home High

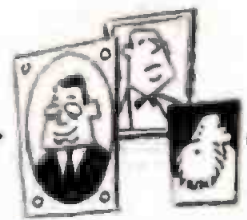
Pulse has come out with figures showing that out-of-home listening hit a new high during the summer of 1958 in terms of both "the level of listening and the importance of this segment of the audience in the over-all broadcast picture."

Pulse figures indicate that during the past summer out-of-home listening added 28.3 percent to the in-home audience compared with 25.7 percent a year ago (which represented a new high at that time). The importance of this segment in the over-all radio picture is further underlined by a comparison with the summer of 1951 when out-of-home listening added only 17.3 percent to the in-home totals, according to Pulse.

Between 6 a.m. and midnight in the 27 major markets measured, an average of 4.9 percent of all radio families per quarter hour reported listening in automobiles, at work or in other away-from-home places compared with 4.5 percent a year ago.

"If these results are projected nationally," Dr. Roslow points out, "the out-of-home audience during the past summer added an average of 2,384,800 families to the listening audience during the average quarter hour of the day." The 27 markets surveyed by Pulse contain 18,671,500 radio families—38.4 percent of the U.S. total. . . .

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

JOHN PEACE, chairman of the operations committee at William Esty Co., New York, elected first vice president.

E. A. GUMPERT, formerly with Colgate-Palmolive Co., has joined Geyer, Morey, Madden & Ballant Inc., as vice president and chairman of the marketing plans committee, New York. Also **ARTHUR L. TERRY**, director of the media department at Kudner Agency Inc., Detroit, named to a similar post at GMM&B in that city.

THOMAS C. DILLON, manager of BBDO's Los Angeles office, named treasurer, head of marketing-research-media and a member of the agency's executive committee. Also, **CLAYTON HUFF**, assistant treasurer of BBDO, elected a vice president.

CARVEL NELSON, manager of the Portland, Ore., office of Compton Advertising Inc., elected a vice president.

DANIEL J. DUFFIN promoted from public relations director at EWR&R, Philadelphia, to vice president in charge of client public relations for the agency's eastern division.

ELSWORTH L. TIMBERMAN, New York account executive, and **ANDREW J. SHEPARD**, Detroit account executive, named vice presidents of Kenyon & Eckhardt Inc. Also, **LAWRENCE C. PUCHTA**, former senior account executive at McCann-Erickson, named to a like position at K&E.

GEORGE BARRETT, formerly with Calkins & Holden Inc., appointed production manager for Norman, Craig & Kummel Inc., New York.

STATIONS

HUGH M. O'NEILL, president of Anchor Motor Freight Inc. and Searles Lake Chemical Co., elected chairman of the board of Cleveland Broadcasting Inc., owners of WERE.

WILLIAM B. CASKEY, executive vice president of WPEN-AM-FM, elected to the board of directors of Sun Ray Drug Co., parent company of WPEN.

WILLIAM B. QUARTON elected executive vice president and a member of the board of directors of American Broadcasting Stations Inc.

WILLIAM H. GRUMBLES, former manager of WHBQ-AM-TV Memphis, named vice president of RKO Teleradio Pictures Inc. to handle special assignments for its owned and operated stations.

EDD ROUTH promoted from manager to vice president and general manager of KNOE Monroe, La.

LLOYD B. TAFT, former executive vice president of the Cincinnati *Times-Star*, named general manager of WBRC Birmingham, Ala.

WILLIAM L. JONES Jr. promoted from general sales manager to general manager of KWK St. Louis.

WILLIAM E. McCLENAHAN, former general sales manager of WKOW-AM-TV Madison, Wisc., appointed executive vice president and general manager of WQUB Galesburg, Ill.

MORT SILVERMAN, previously general manager of WJMR-AM-TV New Orleans, named general manager of WJBO and WBRL-FM Baton Rouge, La.

RALPH RADETSKY promoted from assistant general manager to station manager of KOA-AM-TV Denver.

RICHARD W. EVANS promoted from commercial manager to station manager of KCMO Kansas City, Mo.

CALVIN W. ADAMS, formerly commercial manager at KELP El Paso, Tex., appointed manager of KWYK Farmington, N. M.

CLIFTON KIRK appointed manager of KFSD-FM San Diego.

REPRESENTATIVES

EDWARD E. VOYNOW, former executive vice president, named president of Edward Petry & Co. succeeding **EDWARD PETRY**, named board chairman. Also, **ERNEST LEE JAHNCKE Jr.** named vice president and assistant to the board chairman and Miss **BETTY DOYLE** secretary-treasurer.

ROBERT W. JENSEN, formerly account executive with WGST Atlanta, named manager of the southern sales division of Forjoe & Co., with headquarters in Atlanta.

JAMES A. BROWN Jr., former assistant media director at Grant Advertising Inc., Detroit, appointed manager of the Detroit office of Venard, Rintoul & McConnell Inc.

JOHN T. BRAY, formerly a timebuyer with Cunningham & Walsh Inc., New York, named to the New York sales staff of Robert E. Eastman & Co. Also, **AL CARRELL**, formerly vice president and account executive at Sanders Advertising Agency, Dallas, named to supervise the newly opened Dallas office.

JAMES P. SMITH promoted from radio salesman to assistant to the executive vice president of Adam Young Inc.

BOB LEFKO, formerly local sales manager of WTAP-TV Parkersburg, W. Va., has joined Rambeau, Vance, Hopple Inc., New York, as an account executive.

NETWORKS

ALBERT L. CAPSTAFF, director of *Monitor* and special programs for NBC Radio, appointed director of NBC Radio network programs.

JAMES A. STABILE, director of talent and program contract administration for NBC, promoted and given full responsibility for the operation of this department.

INDUSTRY-WIDE

MARGARET K. MacCOLL, formerly with N. W. Ayer & Son, New York, and **FRAN RILEY**, formerly with Ted Bates & Co., New York, and previously manager of information for NAB, have formed MacColl-Riley Associates, a New York public relations firm.



Jones



Smith



Peace



Taft



Caskey



Brown



Bray



Gumpert



... setting sights on '59

THE SPOT CHALLENGE

Discounting an earlier report on the outcome of spot radio for 1958, Lawrence Webb, managing director of Station Representatives Association, estimates that 1958 gross spot sales will reach \$178 million. This is an increase of about five percent over \$169,511,000 in 1957 (see *Accent on Spot*, p. 23).

While noting these advances, Mr. Webb adds a word of caution: "While we feel sure that the final figures for (1958) will run slightly ahead of 1957, when national spot set an all-time high, the sales curve took a turn downward during the last six months of 1958, and left us out in left field with our predictions of another tremendous increase in spot radio sales."

WHAT WILL BE DONE

The situation in the spot radio field, as outlined by Mr. Webb, has been interpreted by representatives as a challenge. They have set their sights on a "big" year in 1959 and are ready to spend time, effort and money to prove their point that spot is one of the most efficient and effective advertising vehicles.

As outlined to us by many leading representative firms, there are chiefly six areas of activity that will receive a great deal of attention in 1959 by spot salesmen:

Developing a spot radio image; marketing and sales development; station program counseling; research (especially qualitative); advertising and promotion, and rate cards.

These activities are not listed in order of importance. On the contrary, Mr. Webb and

many representatives feel that the rate card "dilemma" is a major hole in the spot dike.

These representatives urge the adoption of a single-rate structure by stations interested in attracting national spot business.

"It is a known fact," states Mr. Webb, "that quite a number of national spot advertisers do not buy spot radio advertising at the national level because they have learned that there are a number of doors open for them at the local level that enable them to buy radio time at so-called 'local rates.'"

The over-all blueprints planned by spot forces for 1959 are wisely conceived. If they are translated into action, spot will come home a winner in the coming months.

STREAMLINED CONVENTION

Next month, a large segment of the radio business will attend the new streamlined National Association of Broadcasters' convention (March 15 through 18). It is streamlined because it has been cut down by a full day and because business sessions will be limited to owners and managers (see *How '59 Convention Will Differ*, p. 38).

Some quarters of the industry hail this move because it will make the annual gathering shorter (but supposedly with just as much to do) and more businesslike. Others feel that the new version will strip the meeting of "color and excitement" which are necessary ingredients of any annual convention.

The final test of the pudding is in the tasting. It will be best to reserve judgment until March 19.

WIL PLACE and SHOW

...in St. Louis with

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

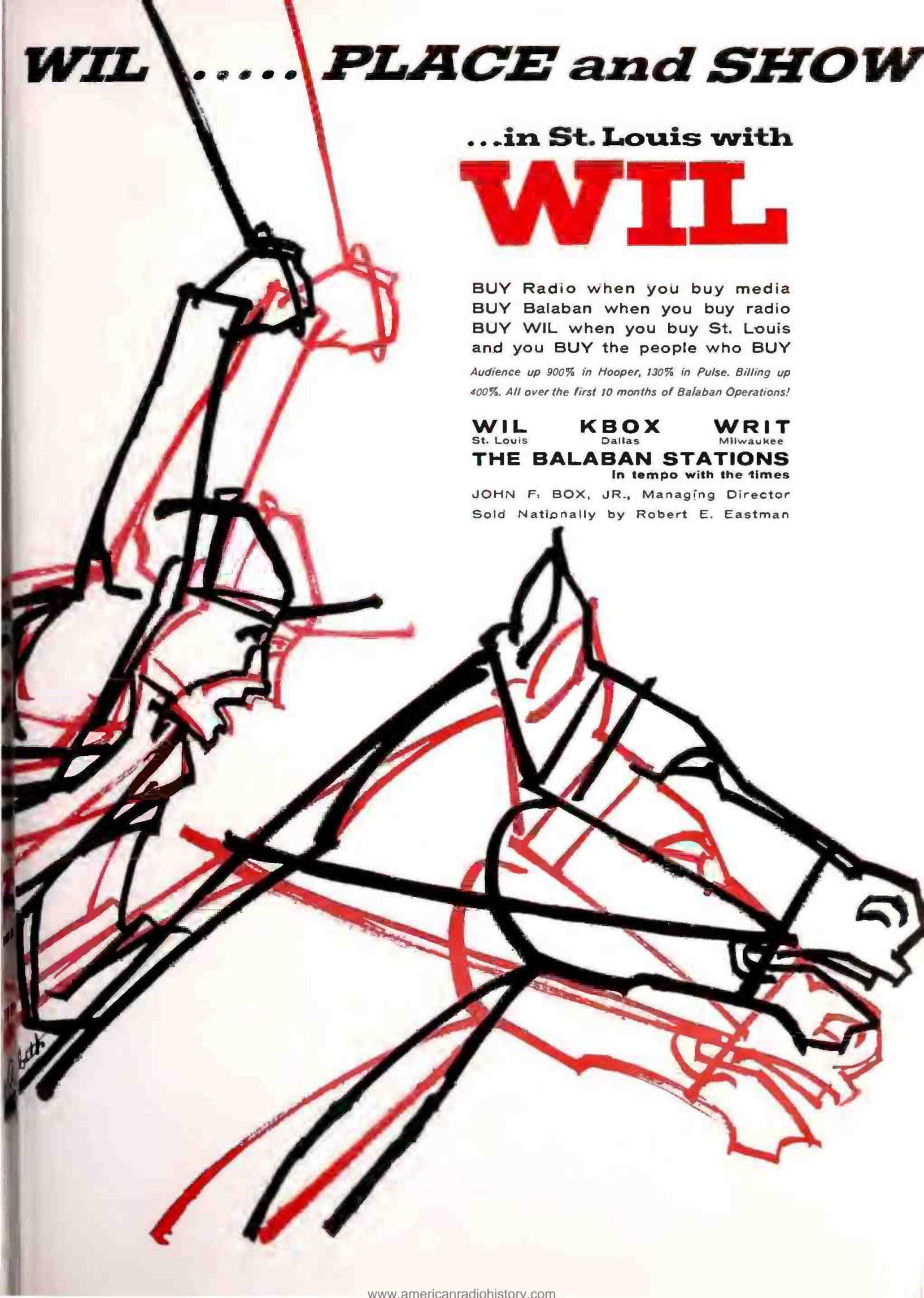
*Audience up 900% in Hooper, 130% in Pulse. Billing up
400%. All over the first 10 months of Balaban Operations!*

WIL **KBOX** **WRIT**
St. Louis Dallas Milwaukee

THE BALABAN STATIONS
In tempo with the times

JOHN F. BOX, JR., Managing Director

Sold Nationally by Robert E. Eastman



ONE SPOT -ONE TIME!

2,170 REPLIES!

That's the capsule case history of WJBK Radio's Tom Clay and his recent watch offer test on his "Jack the Bellboy Show." Tom offered his nighttime audience five watches to the first five listeners who correctly timed down to the exact second the new recording of "How Time Flies." This offer was made only once, and from that one announcement came 2,170 replies! This test is proof that Detroit is listening—and responding—to WJBK Radio and that it is solid number ONE across the board at night. It is also another illustration that Storer Radio sells with the impact of integrity. Represented by the KATZ AGENCY, INC.

Storer Radio



WJBK **WJW** **WSPD** **WIBO** **WAGA** **WWVA** **WOL**
Detroit Cleveland Toledo Philadelphia Atlanta Wilmington