

for buyers and sellers of radio advertising

VOL. 2—NC

MARCH

1958

35 CENTS



U.S.

RADIO

NIGHTTIME RADIO

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Prospects

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Programming
for the 'Attentive Ear'

page 30



**"our news
makes news...
makes listeners"**

This is something we can't be modest about. Our news service is outstanding.

Our news departments are staffed with top local people who have national reputations. In our Volkswagen Newsmobiles, they're on the scene of action as swiftly as the police, or the fire department. They do remote from every part of our coverage area.

Naturally, this kind of coverage pays off with listeners. They stay with us to get more news... more weathercasts—more often.

There's a full report on our news operations in a new color film. It makes clear why, in both Akron and Providence Greater Metropolitan Areas we deliver more listeners per dollar than competing stations. A note or call is all it takes to arrange a showing.

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

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

REPRESENTED BY OVERSEAS-KNOX

WCUE
AKRON, OHIO

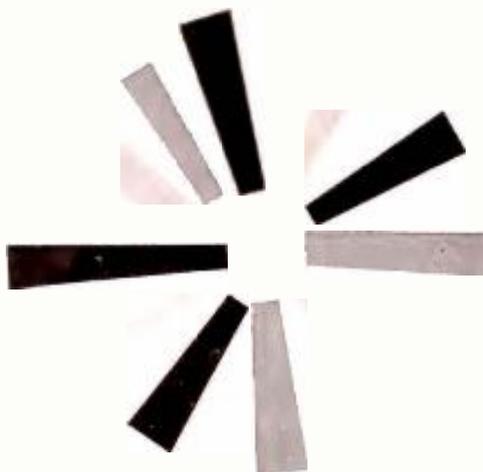
PROVIDENCE, R. I.
WICE



E. B. Byrge

Weekend Radio
to Sales

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Here's what happened in St. Louis when a dynamic team of young Balaban Radio Executives, took over the reigns of WIL, the oldest commercial radio station in St. Louis now in its 37th year of community service.

INSTANTANEOUS COMBUSTION

- * It was instantaneous! That's the way St. Louis accepted wonderful WIL radio. The first 30 days brought an unprecedented, 30,000 pieces of mail. (Ask our mailmen!)
- * Advertisers and advertising agencies re-acted instantaneously, too. They made Jan. '58 the biggest new business month in this station's 37 year history. (List of "blue chip" sponsors available on request.)
- * WIL is setting this great midwestern market on fire. (The Fire Captain said . . . "it was INSTANTANEOUS COMBUSTION!")
- * Get hot with wonderful WIL radio . . . with bright happy personalities . . . enjoyable music . . . complete news . . . 24-hours a day. For instantaneous action call John Box or your Adam Young man.

Sell St. Louis with the
"hottest" station in the midwest . . .

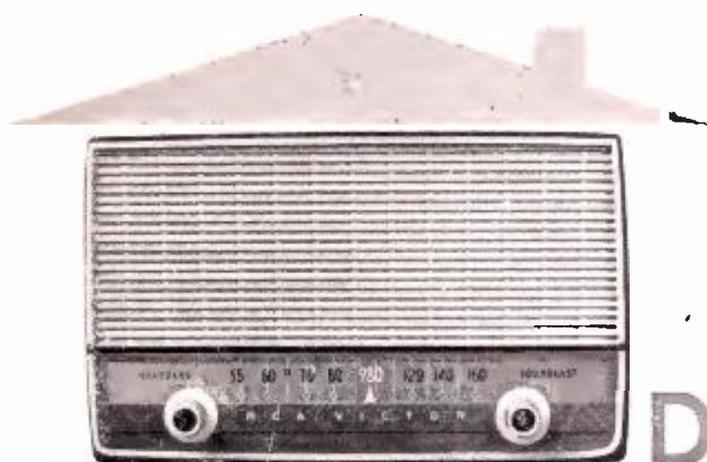
WONDERFUL
JOHN F. BOX, JR.
Executive Vice-President



ST. LOUIS, MO.
Sold Nationally By
ADAM YOUNG, INC.

ONE OF THE BALABAN STATIONS . . . IN TEMPO WITH THE TIMES
Copyright 1958 The Balaban Stations

In Washington **WRC**
IS
THE
SPEAKER
OF
THE
HOUSE



DAY & NIGHT
ALL WEEK LONG

And the most recent Nielsen* proves it: WRC's 26.4% average share-of-audience for the total week tops all of the 16 other radio stations in the nation's Capital!

WRC's roster of outstanding local talent—Washington's most popular entertainers and personalities—is responsible in large measure for this position of leadership. Al Ross, Gene Archer, Patty Cavin, Ed Walker, Bill Sprague, Bryson Rash, Jim Simpson and Art Lamb are richly endowed with listener loyalty, the kind that's easily turned into *brand* loyalty.

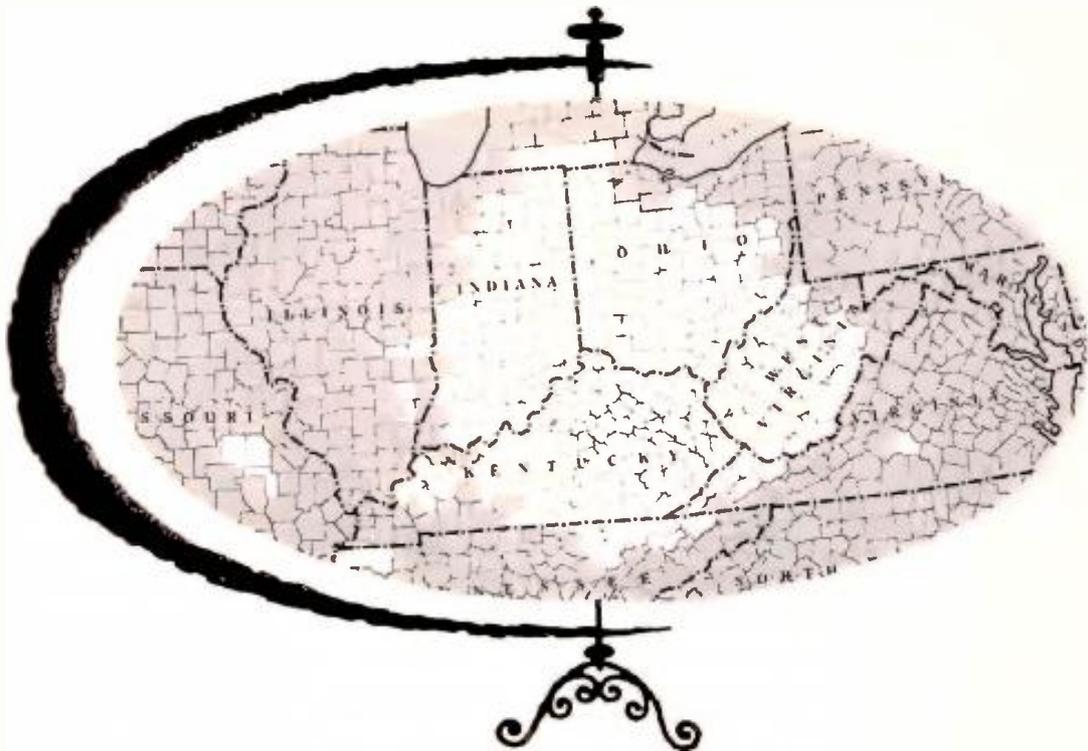
If Washington's Number One Radio Station isn't already speaking for *your* brand, WRC or NBC Spot Sales will arrange a sound selling schedule for you immediately. **WRC-980**

*NSI Report—Washington, D.C. Area—November 1957

WASHINGTON, D.C. SOLD BY **NBC** SPOT SALES

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

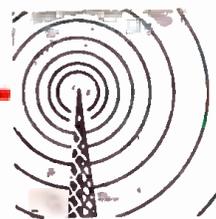
MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION PER WEEK

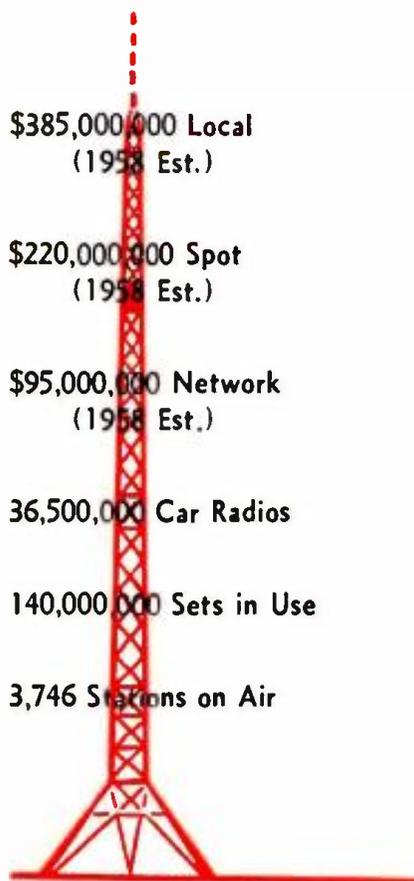
	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

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



Radio's Barometer



Spot: Adam Young Inc., station representative, reports a 73 percent rise in volume of radio business for the first two months of 1958. Excluding Young's new clients, billings on stations represented by the firm are up an average of 40 percent over the same period last year.

Networks: The 1957 index of national advertising by *Printers' Ink* rose an overall four percent above 1956. Network radio showed the sharpest gain—11 percent. The magazine does not tabulate spot buying in its national index.

CBS Radio had an important year in 1957, with revenue up for the first time since 1950. The increase registered was both in dollars and in number of sponsored quarter hours. The last quarter of 1957 was 56 percent ahead of the previous year. (See p. 30.)

Stations. Total stations on the air, both am and fm, increased again in February — to 3,746, up 14 over January:

	Commercial AM	Commercial FM
Stations on the air	3,210	536
Applications pending	397	39
Under construction	94	62

WGN Chicago reports that it is presently enjoying the largest billings in its history. Revenue for January 1958 showed a 15 percent increase over January 1957; and the station anticipates a seven percent increase in February over January 1958, which would be 23 percent over February 1957.

KNX Los Angeles states that on August 17 total gross billings for the day set a new KNX mark with \$75,000. This figure was exceeded on December 12 with a single day's total of \$92,000.

Sets: RAB reports that approximately 5.5 million auto radios went to consumers last year, compared to 5 million in 1956. Electronic Industries Association figures for November 1957 show auto radio production at 563,000. For December 1957 the total was 570,000.

RAB figures on set sales for the past decade point out that 1957 was a record year:

1947	20,000,000	1952	10,935,000
1948	16,500,000	1953	13,369,000
1949	11,400,000	1954	10,401,000
1950	14,590,000	1955	14,900,000
1951	12,627,000	1956	13,982,000
	1957	15,300,000	

RANKS

11th

IN THE NATION

in per family income
(\$7,339.00)

Source: 1957 Survey
of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL



TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

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

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES
DELIVERED BY **55%**

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

WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.

for buyers and sellers of radio advertising

U.S. RADIO

MARCH - 1958

VOL. 2 - NO. 3

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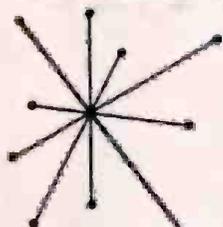
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INTRODUCING



the Star stations

KOIL

**Number one
in Omaha**

HOOPER 43.3 share
Dec., '57 - Jan. '58, 8 A.M. - 10 P.M.

PULSE 7.1 average rating
Dec., 1957 - 7 A.M. - 6 P.M.

TRENDEX 40.8 share
Dec., 1957, 8 A.M. - 6 P.M.

Check With AVERY-KNODEL

KMYR*

**No. 1 in the 15
Station Denver
Market**

HOOPER - Jan. 1958
8 A.M. - 6 P.M.

Check with ADAM YOUNG

KWIK

More listeners than all other
Pocatello stations combined
according to the most recent
Hooper.

Check with AVERY-KNODEL

KOIL - Omaha

NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR* - Denver

REPRESENTED NATIONALLY BY
ADAM J. YOUNG, JR.

KWIK - Pocatello

NATIONAL REPRESENTATIVE
AVERY-KNODEL

DON W. BURDEN, *President*

* Subject to FCC Approval



(Dominance for the station . . . dominance for your message)

In each of these major markets . . .
 more radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all day average. Proof: Pulse. See Blair, or General Manager Jack Thayer.

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

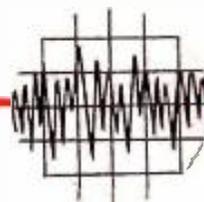
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.6%) —a new high . . . Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (+10 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

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

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

soundings



GE Plant Prepares For Transistor Expansion

The General Electric Co. has announced a new organization of its transistor plant to meet the changing demands of "present . . . production rates of hundreds of thousands a month to several million predicted in the next few years for the Buffalo plant." GE states that the industry made about 27 million transistors in 1957 and by 1965 about 360 to 400 million a year will be produced.

Politz Study for Christal Shows Out-of-Home Strength

The total out-of-home radio audience has assumed vast proportions, according to the latest Alfred Politz Inc. study which was conducted for the Henry I. Christal Co., station representative. The study shows that 7,550,000 people 15 years old and over listen out of home between 7 and 10 a.m. on an average day, with seven million listening between four and seven p.m. At no time during the course of the day does the out-of-home audience fall below 1,650,000 people. This occurs between 10 p.m. and midnight.

Top 15 Advertisers Are Back in the Fold

With the signing of the American Tobacco Co. and the Campbell Soup Co., the 15 advertisers who dominated network radio in the pre-tv days have now returned to one or more of the networks. NBC has announced that those two companies have signed for total participations amounting to \$300,000, according to Matthew J. Culligan, vice president in charge of the network. The tobacco firm has purchased for Lucky Strike 13 weeks of Bob and Ray vignettes, while the soup company has bought eight weeks of announcements on daytime programs.

Broadcasters Prepare Good Practice Symbols

Broadcasters this month are starting a new program to promote the use of good practice symbols, which will be in both the audio and visual forms. The Standards of Good Practice Committee of the National Association of Broadcasters will circulate among its members this month "pledges of adherence." When the broadcaster signs and returns the pledge, his station will receive a complete kit of promotional material.

Pulse to List Programs by Stations

The Pulse Inc. is coming out with a new format which will report the names of the programs by individual stations at hourly periods. The new report, to be issued semi-annually, will be the first time Pulse has listed program titles to this extent.

Young to Analyze Nighttime Listening

Adam Young Inc., station representative, is working on a nighttime radio study, analyzing the top 25 markets for after-dark listening (see *Dialing After Dark*, p. 15). This is the third in a series of radio studies conducted by the representative.

Hammer Becomes President Of Mutual Broadcasting

Armand Hammer, chairman of the board of MBS, has assumed the presidency, with George Vogel becoming executive vice president. This team replaces Paul Roberts, a chief stockholder, and Bertram J. Hauser, respectively. Although MBS states no major changes will result in this shift, it is reported that there will be a greater emphasis on news-and-music concept.

Years Ahead

BARTELL FAMILY RADIO

FORTUNE magazine this month gives recognition to Bartell Family Radio leadership in scientific research for achievement of maximum audience. Continual sampling and experimentation keeps Bartell Family Radio years ahead.

Years ahead in enrichment of audience composition.
 Years ahead in constant audience participation and response.
 Years ahead in community leadership.

Success of Bartell Family Radio, as FORTUNE indicates, is the product of scholarship, showmanship, salesmanship.

Bartell It... and Sell It!

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency



Inquiry Continues But With Changes Made

The FCC is still taking it on the chin. Clouded by name-calling, contradictions in testimony, internal bickering and more than its share of newspaper headlines, the hearings of the House Legislative Oversight Subcommittee continue to dominate interest on Capitol Hill. Former chief counsel Bernard Schwartz is, in a word, gone but not forgotten. Information, sought out and compiled under his direction, on alleged misconduct in federal regulatory agencies—particularly the FCC—is a lasting memento from Dr. Schwartz to the crusade to clean up administrative agencies.

FCC is Still The Prime Target

The entire proceeding—confused as it is—makes it difficult to distinguish fact from innuendo. One point seems certain: the judgment and foresight of public officials whose conduct in office is under scrutiny has not been altogether 20/20. If, as certain evidence indicates, the FCC is subject to “pressure tactics” then a revision in the law is to be desired. Commissioners are by existing law subject to “pressure” from any number of sources—including the Congress.

Positive Legislation May be the Outcome

Legislation, to immunize the FCC from “influences” on its decisions, is a possible outcome of this inquiry. Among the more frequently suggested cure-alls for regulatory agency woes in general and the FCC’s in particular are: to forbid a commissioner by law to accept any compensation for outside activity; to require the FCC to adopt a code of ethics which would make it possible for the Commission to be truly independent of pressure and influence from outside sources; to increase the seven-man FCC to a body of nine, thus developing a panel operation that does not exist at present, and to lengthen a commissioner’s time in office beyond the current seven-year term.

Normal Workload Forced to Wait Its Turn

So harassed is the FCC in keeping up with demands of the inquiry, there is little or no time left to tend to the urgent problems that confront the broadcast industry. Such matters, for example, as the Daytime Broadcasters Association’s petition for a longer broadcast day gather dust on the FCC shelf.

Debate on the Barrow Study Gets Underway

Hill involvements have spelled a virtual work standstill at the Commission with one major exception. Hearings on the Barrow report, issued last October by the FCC network study group, got underway March 3. Though the report concerned itself primarily with tv network practices, recommendation was made to conduct an “exhaustive study” of radio as soon as personnel and money for such a project becomes available. The list of witnesses yet to testify at the hearing is extensive. Every major interest in the broadcasting industry will get a word in before this series of hearings terminates.

House Joins Senate In Music Licensing Probes

Congressional interest in music licensing problems continues to mount. Senate hearings on a bill to outlaw ownership by networks and stations in record companies and music licensing firms start March 11. In late February at hearings of a special subcommittee of the House Small Business Committee the position of ASCAP in the music field came into focus. The subcommittee heard out certain members of the music industry who



**THE
BEST
IS
TERRIFIC
IN
SAN ANTONIO**



... and KONO is far and away the best buy in the San Antonio market — by ANY standard. Best by rating... best by cost-per-1000... and the best by results. Try KONO on your next schedule... see for yourself why more national and local advertisers buy KONO than any other TWO San Antonio stations.

Get the facts today... call your

**H-R Representative
or Clarke Brown man**

860 kc 5000 watts



SAN ANTONIO

RADIO

washington (cont'd)

claim they will be out of business unless some legislative controls are imposed on ASCAP as well as a group of major publishing firms who, they say, control ASCAP. Representatives of the music society, denying the charges, also testified before the subcommittee, which is headed by Representative James Roosevelt (D-Calif.). Since charges fell into the area of anti-trust, testimony developed at the hearings was passed on to the Justice Department for further study.

**Alcoholic Advertising
Again on Senate Agenda**

The evils of alcohol—more specifically the advertising of it—will be aired in the Senate hearings starting April 14 when the Committee on Interstate & Foreign Commerce begins consideration of a bill introduced in the first session of the 85th Congress by Senator William Langer (R-N. D.). Senator Langer would like to make it unlawful to advertise alcoholic beverages in interstate commerce. Liquor advertising is, of course, not aired on radio. But should the Senator's bill (and one identical to it in the House) be enacted, beer and wine advertising would be withdrawn from the air. On the House side, the bill has been referred to the Commerce Committee but no hearings have been scheduled. This is a cause that is forever being brought before Congress.

**A Negative Nod
For Pay-tv**

Pay-tv got the red light from the House Commerce Committee after hearing out proponents and opponents of the proposed system which the FCC intended to authorize on a trial basis starting this month. Prodded into action by broadcasters across the nation, constituents by the thousands flooded their representatives with mail recommending, in the overwhelming majority, that pay-tv be nipped in the bud. The mail indicates that broadcasters, through their own channels of communication, played a decisive role in arousing public interest. The question of pay-tv is as much of a concern for commercial radio as it is for commercial tv.

the *Silver Mike*



THIS MONTH:

DONALD H. MCGANNON

President of
Westinghouse Broadcasting Co.

**Public Service Campaign
Gains National Spotlight**

Since Donald H. McGannon became president of Westinghouse Broadcasting Co., the station group has been a bulwark in public service programming.

This activity has extended beyond Westinghouse's six owned radio stations. The broadcasting company, a wholly-owned subsidiary of Westinghouse Electric Corp., has embarked on a public service effort that is attracting national—even international—recognition.

Under Mr. McGannon's guidance, WBC's first truly national effort along these lines was held in late February 1957, when the group invited representatives of the entire broadcasting industry as well as government officials to a three-day Boston Conference on local public service programming. The second such conference was just completed in Baltimore early this month.

Underlying this interest, Mr. McGannon states, is the feeling that a local station should be an "integral part of the area it serves." He says, "Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve."

Mr. McGannon's link with community affairs stems to a large degree from his training as a lawyer. After World War II service as an Army major in the Aleutian Islands and Alaska, Mr. McGannon prac-

ticed law in New York and Norwalk, Conn. He then entered broadcasting and from 1952 to 1955 served with the DuMont Television Network as an executive and as general manager of the DuMont owned and operated stations.

He joined WBC in January 1955 as vice president and general executive and was named president the following November. Born in New York in 1920, Mr. McGannon received a Bachelor of Arts degree from Fordham College in 1940 and later a Bachelor of Laws degree from Fordham Law School.

His alma mater took cognizance of his contributions to broadcasting in 1956 by saluting him as the Fordham alumnus who had contributed most to the communications arts during 1955.

WBC's increasing interest in public service activity has reached international proportions. Through its sponsorship, American jazz artist Benny Goodman will present a series of concerts at the World's Fair at Brussels at the end of May.

Under Mr. McGannon's direction, several important awards have accrued to WBC. Among these are: the School Bell Award, special citation by the Institute for Education by Radio & Television at Ohio State University, and awards from the Thomas Alva Edison and American Heritage Foundations. • • •

**TOLEDO'S FIRST
RADIO STATION**
... since 1921

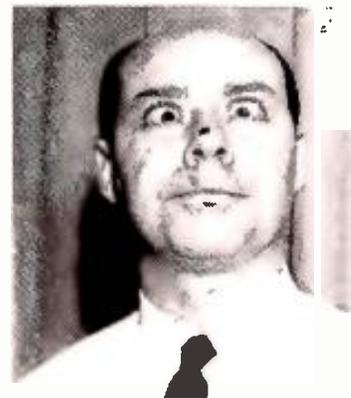
• **FIRST** in audience ratings since 1921

• **FIRST** in coverage since 1921

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio



WATCH THIS SPOT!

Take a close look at the Topeka market . . . and you'll like what you find. WREN delivers 42 per cent of all Topeka homes every single day. And WREN gives you the whole market at a reasonable price. Check with George P. Hollingbery and see why WREN is your best Topeka buy.

5000 WATTS • TOPEKA, KANSAS



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

...



* U.S. RADIO

for the buyers and sellers of
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

LETTERS TO THE EDITOR

Ratings

Dr. E. L. Deckinger, vice president in charge of media, Grey Advertising, has written a very fine piece and is to be commended (January 1958). I do want to take exception with one of his major conclusions—that [ratings firms] have made absolutely no progress [in audience measurement] in the last eight years. I should like to point out that in the past eight years Pulse has contributed significant methods and facts to an extent beyond any dollars and cents evaluation.

Specifically, I should like to point out the following: measurement of out-of-home radio audience; measurement of the fm radio audience; measurement of the post-midnight radio audience; qualitative research on audience composition going beyond sex delineation into such things as occupation, economic status, family size, product purchase, attitude towards products and brands; circulation measurement on an annual basis employing adequate techniques, and area surveys encompassing the total coverage area of the station and presenting quarter hour ratings and homes delivered.

Most of the research is done for individual clients, for the solution of specific problems, and thus receives no wide-spread distribution.

Sydney Roslow
Director
The Pulse Inc.
New York

The particular emphasis that we were trying to make was not in any way a criticism of the ratings people, of which [Pulse is] certainly an important representative. By and large they have shown imagination, originality and a willingness to do new things.

We were directing our observations largely at the advertisers and the agencies, and probably to some extent to the broadcasters. It is from them that the incentive for improvements should come. They have to pay for any experimental work (except for that which you and the other ratings people . . . in the interest of research progress, can and are willing to finance out of your own pockets).

E. L. Deckinger
Vice President
Grey Advertising
New York

Robert Hall

I think you handled the article on Robert Hall very well (February 1958). My only suggestion would have been to

caption the story "Robert Hall Reaches the Family on Wheels," instead of the "Man on Wheels."

Robert W. Weisenberg
Advertising Director
Robert Hall Clothes
New York

Satisfied Customer

We think the Ray-O-Vac Co. has had unusual success with its spot radio advertising, and maybe you will think so too after looking over the enclosed clippings and materials.

The thing that has amazed us the most is the enthusiastic and outstanding way the stations have cooperated in helping to merchandise our schedule. If you think this might be a suitable subject for an article in U. S. RADIO we'd be happy to put together complete details on how "Ray-O-Vac Gets Extra Mileage From Its Spot Radio Advertising."

Arthur R. Karstaedt
Customer Relations Manager
Ray-O-Vac Co.
Madison, Wisc.

Canadian Ratings

Must compliment you on the excellent production of editorial content.

J. Myles Leckie
Vice President
Elliott-Haynes Ltd.
Toronto

Department Store

I think you missed a point of the M. E. Blatt story (*Station Log*, February 1958).

Blatt's was the first large department store in any area to use radio heavily and, because of this, the old Broadcast Advertising Bureau publicized it widely, as did the National Retail Dry Goods Association.

The fact that they have returned to the medium is important news. The fact that they are on 19 times a day is equally important.

Jerome Sill
President
WFPG Atlantic City, N. J.

Need Filled

Your fine magazine is filling a long felt need in the radio broadcasting industry.

J. Paul McCaslin
Manager
KFPW Fort Smith, Ark.

We at WALT were most happy to see U. S. RADIO appear on the scene. We find it interesting and gratifying reading.

L. Y. Loughinghouse
Continuity Director
WALT Tampa, Fla.

MUSIC
AFTER DARK
 with
ROGER CARTER
 WEEK NIGHTS 10³⁰ PM

Radio for
 Grown-Ups
 ...of ALL AGES

WGAR DIAL
1220



**We offer you a large share of
 Northeastern Ohio's buying audience**

You reach Northeastern Ohio's buying audience through WGAR. Because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups, . . . of all ages.

For example, WGAR presents "After Dark," a program of the finest in popular and semiclassical music, each week night from 10:30 p.m. to 1:00 a.m. It's one of Northeastern

Ohio's most popular nighttime shows . . . hosted by Roger Carter, who stacks his records with discriminating taste—for those who appreciate top-notch musical programming.

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

So reach your real buying audience through WGAR.

**Radio for grown-ups
 . . . of all ages**

WGAR
DIAL 1220

More different people*
listen to **Program PM**
than to any other program
at any time on any other
Boston radio station.

WBZ+WBZA

BOSTON + SPRINGFIELD

Program PM: 8-10 p.m., nightly

*A. C. Nielsen 4-week cum., Oct.-Nov. 1957



SETS IN USE RATINGS MONDAY THRU FRIDAY 6 P.M. TO 12 A.M.

Summertime		Wintertime
18.6	ATLANTA	18.3
16.4	PHILADELPHIA	16.8
17.8	BOSTON	19.1
19.3	CHICAGO	18.3
18.2	PITTSBURGH	18.0
21.9	CLEVELAND	21.8

Source: Pulse figures.



Dialing After Dark

*Advertiser interest is being spurred
by new evidence on total
listening and low cost figures*



AVERAGE QUARTER HOUR METRO HOMES DELIVERED 6 P.M.-12 MIDNIGHT, MON.-FRI.



Nighttime radio — forced to reside in the dark without attention in recent years — is beginning to attract advertiser interest once more.

Dialing after dark has been a growing development on the local scene for some time. Retailers have found the nighttime vehicle a potent sales weapon, with the evidence just beginning to get back to national radio buyers.

During a seven-day week, total nighttime listening reaches a staggering 37.1 million homes. About 29.7 million of these account for in-home listening.

From city-to-city, the story is similar: nighttime ratings are substantial enough to indicate a loyal and continuous following each evening. In many cases, these ratings are not very far below daytime figures, with the difference narrowing on the weekend.

Sets in Use

In Cleveland, for example, the total sets-in-use rating last June to July, Monday to Friday, came to 23.7 from 6 a.m. to noon; 26, noon to 6 p.m., and 21.9, 6 p.m. to midnight. (Pulse figures.)

There is also a mounting list of local advertisers who are using nighttime radio and are proving the sound medium's effectiveness at this time of the day.

National advertisers are beginning to bite also. Westinghouse Broadcasting Co., which last summer started a new two-hour nighttime format called *Program PM* on its own radio stations, reports that in the past 40 days more than 15 new national accounts have signed for segments.

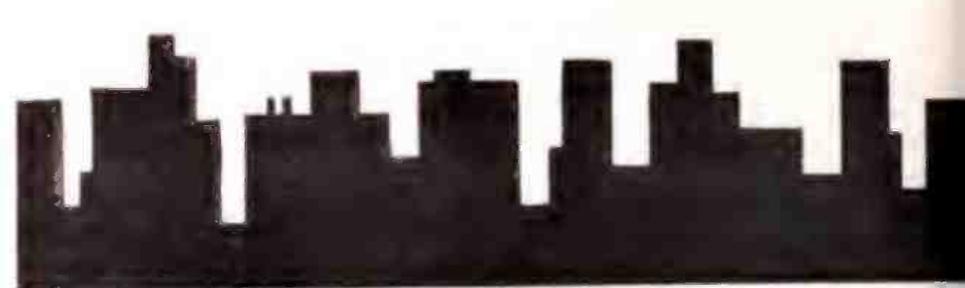
One of the national agencies that has consistently demonstrated its faith in nighttime radio's pulling power has been Cunningham & Walsh Inc., New York.

A C&W account, Texaco, devotes about one third of its radio budget

NEW YORK	
Leading Radio Station	128,930
3 N.Y. Tv Stations	151,000 each

LOS ANGELES	
Leading Radio Station	62,095
1 L.A. Tv Station	68,588

Source: Adam Young, Inc.



to nighttime. Another one third goes to weekend radio and the balance is spent during peak traffic times.

Some of the advantages of evening radio are summed up by Jerry Sprague, chief timebuyer for C&W:

"The audience is substantial, male listening is proportionately higher than at other times of the day and rates are lower," Mr. Sprague states.

"There appears to be a trend toward increased use of nighttime radio at our agency," he continues.

As to why he thinks some agencies are not making greater use of nighttime, Mr. Sprague comments, "It's difficult to speak for other agencies, but it would appear that many are reluctant to change their thinking in the light of new evidence."

A nighttime buy also stacks up well when examined in the light of that favorite tool of agency media buyers, cost-per-thousand. In many cases the increase in cost of nighttime over daytime is not great; in

some cases it is even lower. A special analysis of the top 10 markets by Adam Young Inc., New York, shows that nighttime c-p-t averages only 12 percent higher than daytime on the top-rated station in each market. (Daytime is defined as 6 a.m. to 6 p.m.)

Increased Coverage

In this analysis, no consideration was given to coverage outside the metropolitan area. With many stations having increased coverage at night, the actual c-p-t at this time would be even lower.

Some of the cities where cost-per-thousand homes delivered is lower at night than during the day are: New York, 69 cents to 81 cents; Philadelphia, Pa., \$1.07 to \$1.13; Pittsburgh, Pa., \$2.31 to \$2.56, and St. Louis, Mo., \$1.06 to \$1.25.

In other cities the c-p-t on the top-rated station is only slightly higher at night than during the day: Chicago, 56 cents to 43 cents; Los An-

Nighttime Costs Are Low

Cost Per Thousand Homes Delivered*

	Day	Night
New York	\$.81	\$.69
Chicago	.43	.56
Los Angeles	.50	.77
Philadelphia	1.13	1.07
Detroit	1.16	1.17
Boston	1.14	1.33
Pittsburgh	2.56	2.31
St. Louis	1.25	1.06
Washington	2.01	2.54
San Francisco	.77	1.15

*Based on leading radio station, minute rate.

Cost	Radio Families	Cost Per Minute
\$628.74	786,611	80c
\$475.71	650,511	73c

Source: PGW study of 23 markets; one-minute, 260-time rate.



geles, 77 cents to 50 cents, and Detroit, \$1.17 to \$1.16.

Further evidence of nighttime's favorable cost situation comes from Peters, Griffin, Woodward Inc., station representative, which did a cost survey in 23 markets. It showed that in these markets the cost per minute is actually lower at night than during the day. The report declares that the cost from 6 to 10 p.m. is 73 cents, while from 6:30 to 9 a.m. it is 80 cents.

Using the yardstick of the top-rated radio station, the number of metropolitan homes delivered on an average quarter-hour basis, Monday through Friday, 6 p.m. to midnight, shows up fairly well when compared to possible television buys.

In New York, the number of metro radio homes delivered is 128,930, compared with 151,000 for each of three tv stations. And in Los Angeles, the number of radio homes is 62,095, compared with 68,588 for one tv station there.

The increase in radio listening in television homes is a point that was confirmed in the latest Videotown study, conducted annually by Cunningham & Walsh. The study, released last December, showed that evening radio tune-in is definitely on the rise. In 1951, when tv struck its hardest blow at what was then radio's choicest time, radio listening in tv homes accounted for only five percent of the people. Since then, there has been a gradual return to listening. In 1952, eight percent of the people in tv homes listened during weekday evenings; 1953, nine percent; 1954, 10 percent; 1955, 10 percent; 1956, 12 percent and 1957, 16 percent.

In the light of modern saturation buying practices by national agencies, nighttime radio has much to offer because of a relatively high sets-in-use figure for each market. Last November-December, sets-in-use rating in Atlanta from 6 p.m. to midnight came to 18.3, Monday

through Friday. In Los Angeles, the same figure for last January to February was 19.5.

But more than just quantity, there is considerable evidence to show that the audience that dials after dark has certain qualitative aspects of interest to the advertiser. The reason for this is two-fold: first, the percentage of male listening is high at night and second, the trend in nighttime programming today is towards public affairs and news-and-information shows which attract an audience that is listening attentively.

Audience Quality

A study by NBC Spot Sales shows that there is a remarkable similarity between the quality of the daytime and nighttime audience. Examining such points as socio-economic level and educational achievement, the study reveals that the difference between the two audiences is extremely negligible. The survey was conducted

(Cont'd on p. 50)



Rambler

American Motors credits weekend plan with sales gains. Spends \$450,000 in network radio



Get more miles to the gallon . . .
"Rambler set a new, official Nascar record . . . over 35 miles per gallon."



Save time, trouble and headaches . . .
"Rambler parks and handles easier than any other car made in America."



Don't buy a garage crowder . . .
get "Real good looks on a 100-inch wheelbase."

Excerpts from radio copy

Buys Radio's Economy

 What sort of sling shot does it take for a 20th century David to wound three goliaths from Detroit?

As recently as two years ago this was the question that the automotive industry's fourth-place manufacturer had to lick. Faced with a burgeoning debt from consolidation, a limited advertising budget and a mark to make in America's most fiercely competitive industry, American Motors set out to prove that "you don't need to be the biggest to be the best."

AM pondered many possibilities in an effort to maintain national advertising penetration. It finally decided to divert a portion of its budget to network radio on a weekend program plan. The decision to channel \$450,000 per year into network radio—at the rate of \$8,500 per week-

end—represented a major change in AM advertising policy and a three-fold increase in funds previously allotted to the senior air medium.

As 1958 moves into high gear, the car company can chalk up nearly 200,000 new Rambler owners "who have been convinced in the last two years that they do get the best for their money with a Rambler." Moreover, AM showed a \$5 million profit for the first quarter of the 1957-58 fiscal year—the first profit since 1955.

NBC's weekend *Monitor*—slated for the \$450,000 slice of AM's advertising budget this year—can hang up a new plaque, just received from their automotive sponsor, citing the program for "exceptional ingenuity and resourcefulness in radio advertising." The award citation continues, "Be it hereby acknowledged that *Monitor* was one of the important factors in placing Rambler sales 81 percent ahead of this date last year."

Although Rambler had been in radio on an irregular spot basis since 1950, "we were looking for a way in 1956 to reach the most prospective Rambler buyers at the least possible cost," according to E. B. Brogan, AM's advertising manager. "With a limited budget it is very difficult to gain frequency of impact, but network radio in general, and *Monitor* in particular, looked as though they would give us the most for our money."

AM and their agency, Geyer Advertising Inc., New York, put most of their radio eggs in this basket because they felt the weekend time slot was ideal for car advertising. According to Ray J. Mauer, Geyer vice president and assistant creative director in charge of radio-tv, "Car radio listeners not only make up a sizeable audience but also a most receptive, psychologically conditioned audience. What better time could you approach a prospect about a new car than when he is driving his old one?" (*Monitor* claims that in the summer 45 percent of its audience is car-borne and in the winter 30 percent of its listeners are on wheels.)

Mr. Mauer also points out that "not only does the great mobile audience listen to the program, but so does the great outdoor audience. Wherever I go on a weekend it goes with me—even out to sea on my sailboat."

"American Motors chose *Monitor* for another reason, too," Mr. Mauer states. "Its format forsook the idea of fixed time slots of 15, 30 or 60 minutes. It came up with a kaleidoscope of three to five-minute segments."

"People don't look to radio for lengthy programs as they used to before tv fulfilled that function. We believed that more people would tune in *Monitor* both because of its varied, short segments and because, quite frankly, it was on the air all the time. People almost have to hear



Avoid the big car bill nightmare ...
"Get European small car economy ...
... with American big car comfort."



it at some time over the weekend, if they're going to listen to the radio at all."

According to AM's Mr. Brogan, "Each weekend we spend \$8,500 in radio. How do we know we're getting our money's worth? One weekend we advertised on *Monitor*—and in no other media—that listeners could get from Rambler dealers a gadget to measure gas consumption on their present car, and compare it to a Rambler's gas consumption. Our dealers all over the country were so swamped with requests for the 'Mile-O-Dial' that we couldn't begin to meet the demand. Thousands of persons were pulled into our showrooms as a result of the promotion. Now, in our opinion, if you can cause this or anything else to happen all over the country for only \$8,500 you have a good buy."

While economy was the motive behind AM's original interest in network radio, Mr. Brogan now says, "Regardless of how much budget we might have available, we would always regard the *Monitor* buy as a very, very fine one. In no other medium could we get so merchandiseable an advertising program for a similar expenditure. Were we to have a larger budget, our experience with network radio would lead us to intensity what we are doing now."

What AM does now is to air 20-22 announcements each weekend on a

co-sponsorship of five-minute newscasts. Minute and half-minute commercials alternate. Often some of AM's 2,300 dealers band together locally to buy spot adjacencies to the parent company commercials. (The dealers are on their own as far as advertising goes, and may choose the media they think will result in most sales in their areas. Geyer provides suggested copy as well as certain counseling.)

The car company and its agency emphasize the importance of merchandising promotions that can be tied in with their national sponsorship as a boost for their dealers throughout the country.

"Although by all ordinary standards, American Motors is a big advertiser," Mr. Brogan says, "the immense size of our competitors' budget—the sheer weight of their advertising—makes it doubly important for us to be able to take advantage immediately of every sales opportunity.

"The very first time we were on *Monitor* in 1956 on a trial basis we bought into the program to publicize our coast-to-coast economy run," Mr. Brogan says. "We ran a car from Los Angeles to New York to illustrate how much mileage you get to a gallon of gas in a Rambler. All weekend we broadcast a play-by-play report of the progress of the car. People actually began to line

up and wait for us to come into the next town."

Geyer's Ray Mauer adds, "We did the same sort of thing again last year, running from Winnipeg in Canada to Monterey, Mexico, and again *Monitor* treated it as a news feature. When the car got caught in the Texas floods the water was up to the floor boards, but the Rambler kept going and made it to Monterey, getting a terrific amount of mileage to the gallon in spite of rough going. This is the kind of on-the-spot promotion it's hard to get in any other medium and it gives our advertising the flavor of the news we sponsor."

Just as radio's economy sold AM, so the Rambler's economy is selling the public. One of AM's biggest commercial sales points on radio has been the relatively small amount of money the company claims it takes to run and keep up a Rambler. "Get American big-car room and comfort. Get European small-car economy and handling ease. Get the best of both . . . go Rambler!" has been one of AM's most successful radio slogans and, indeed, was the concept behind American Motors revival of the Rambler in 1950.

Geyer has been stressing the compact car concept in its commercials since the Rambler lines were introduced, and has sub-divided this concept into the following major selling points for its radio commercials:

- More maneuverability — easier to handle and park,
- More miles to the gallon than any other car made in America,
- Interior roominess compared with exterior compactness,
- Safety (single-unit construction).

"In selling Rambler's advantages to radio listeners we use a commercial format that is packed with 'painless' sell," Mr. Mauer explains. "The framework consists of powerful but pleasant appeals, on to which we weave the most persuasive and hard-boiled sales psychology we can. The



E. B. Brogan, AM's ad manager.



Ray J. Mauer, Geyer vice pres.



American Motors and NBC mark a year of successful teamwork with the car company's citation to *Monitor*. Fred W. Adams, director of automotive advertising, holds plaque for "Miss Monitor" and Al Capstaff, the program's executive producer.

format has been extremely successful in other media as well. Personalities who make this format come off in radio include: Ben Grauer, Morgan Beatty, Teddi Thurman, 'Miss Monitor,' Eddie Lawrence, 'The Old Philosopher,' and Arnold Stang. Right now our commercials are done by Al Pierce as 'Elmer Blurt, the world's lowest pressure salesman.'

The agency makes good use of humor. Eddie Lawrence's spoofing of the big-car concept has brought in floods of fan letters, Geyer reports.

"In a market ready for a compact car," Mr. Brogan states, "our use of *Monitor* has enabled us to present our sales message with consistent frequency and effectiveness." Since the company has a rather complex, dual message to get across to the public—small-car economy, big-car comfort, and the only car to give both—"radio has given us ample time to expound this concept," Mr. Brogan declares. "We get the advantages of the extra product identification of opening and closing billboards. We

get prestige as the provider of a desired and valuable news service, and merchandiseable coverage of virtually the entire country at a very low cost."

Although the present Rambler's compact size is something new in both the American big-car picture and in commercial sales pitches, the Rambler itself has a tradition as old as the automotive industry.

The company claims that the Rambler was the world's second mass-produced car. The first model was offered to the public in 1902. Even then it was known for its economy. *The Motor World*, on March 6, 1902, reported, "Here is rare value for the money."

The Rambler name on the early models soon gave place to that of its inventor, Thomas B. Jeffery, and Jeffery cars travelled America's roads until Charles W. Nash bought the Jeffery Co., after retiring as president of General Motors in 1916. In the fall of 1917 the first Nash rolled off the assembly line.

Nash Motors manufactured Nashes and LaFayettes (having purchased that firm in 1924). In 1936 the automobile company and the Kelvinator appliance company merged to become the Nash-Kelvinator Corp.

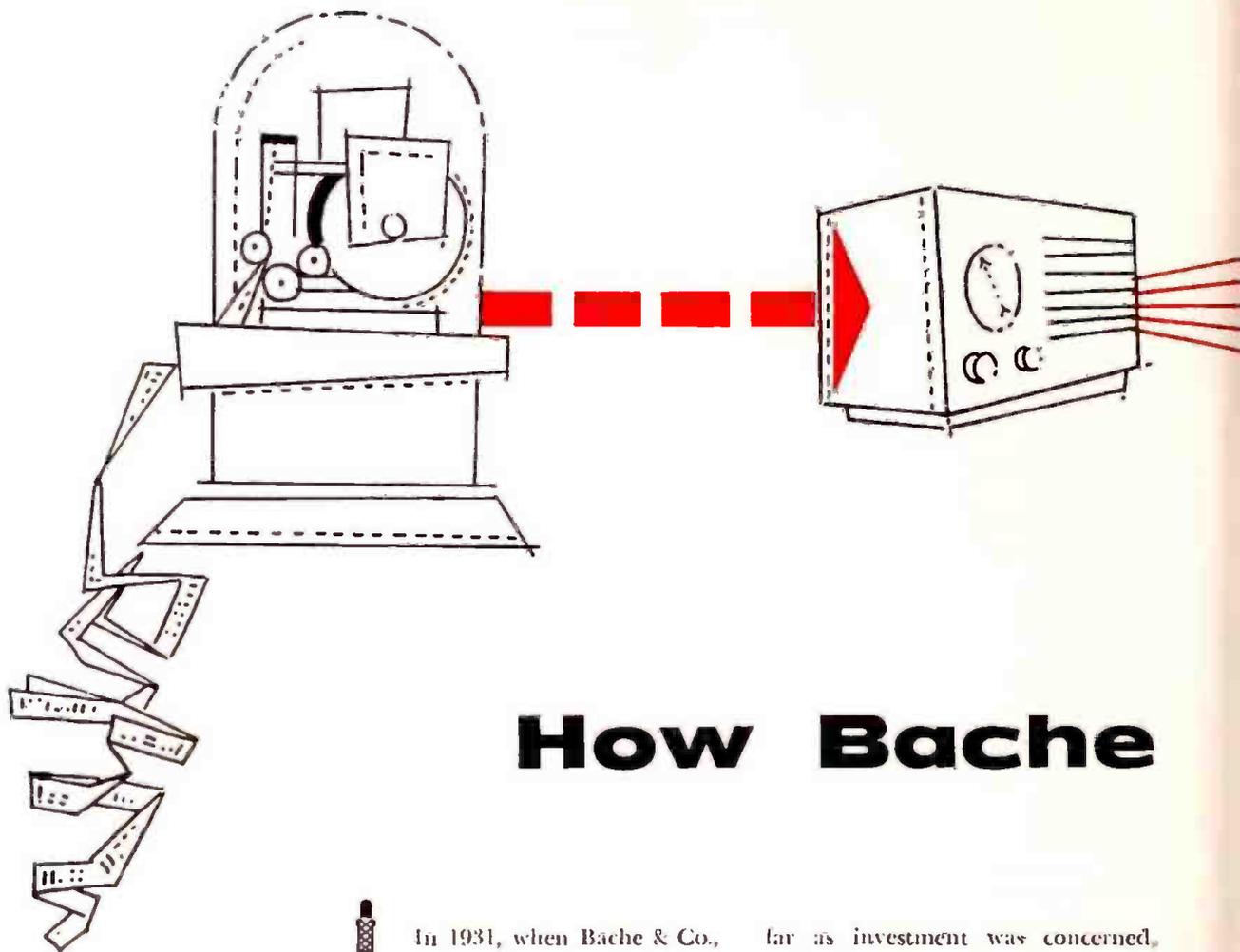
Geyer, who had had the Kelvinator account for several years, then acquired the Nash car business, and later the Metropolitan and Rambler business when the latter name was revived in 1950.

Four years later Nash-Kelvinator bought the Hudson Motor Car Co. to become American Motors.

The Nash and Hudson lines have now been discontinued, and American Motors is producing four Rambler series, plus the smaller Metropolitan, which is made in England to AM specifications.

All of the Ramblers take their turn in *Monitor* commercials.

"All told, our experience with network radio has been rather exiting," Mr. Brogan concludes, "We like what we've got, and we'd like to have a lot more of it." • • •



How Bache

***Investment broker has
been in radio since 1931.
Now devotes 55 percent
of budget to medium***



In 1931, when Bache & Co., New York, placed its first announcement over WGY Schenectady, N. Y., nobody thought that it would take 20 years for the company to find the proper radio format.

"It not only took all that time," says Henry Gellerman, advertising director of the investment firm, "but quite a lot of money and man hours. The format we finally hit upon must be the right one, however, as it's been copied pretty much around the country."

The format since 1952 has been simply a five-minute program of market news with integrated commercials. And six stations around the country earn \$250,000—or more than 50 percent of Bache's total ad budget—from the series. This year, Bache plans a 12 percent rise in its radio budget to put the five-minute shows on stations in more of the 60 cities where it has branch offices.

"Before 1952 we had been sponsoring general information and entertainment programs," says Mr. Gellerman, "but we found that as

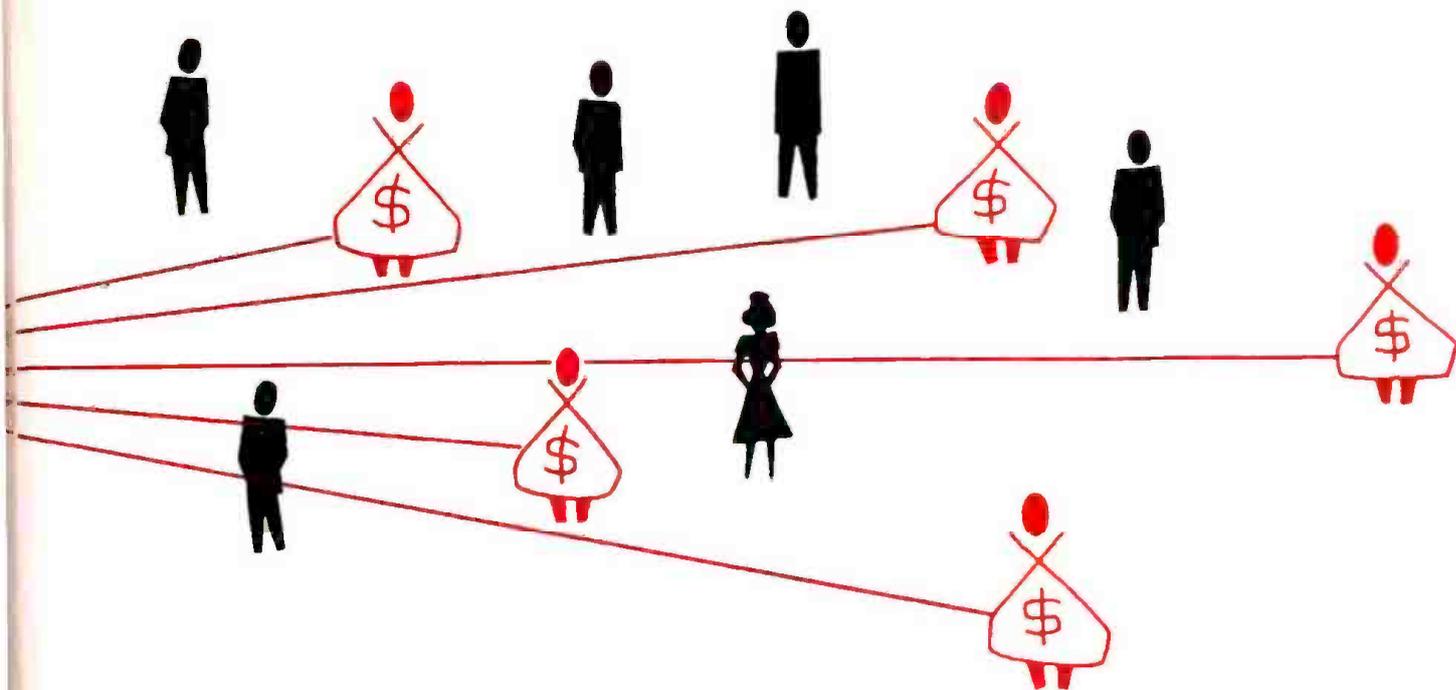
far as investment was concerned, certain personalities produced a great deal of mail but not much business. Clearly, we had to find another approach."

The Bache people took the problem to their agency, Albert Frank-Guenther Law Inc., New York, and together the new approach was worked out.

"Our problem," says Robert W. Day, the agency's vice president in charge of radio and tv, "was to reach people seriously interested in investing. We solved this in two ways: by using a good music station and by setting up our own program and putting it on mail-pull stations."

The Bache market report is now carried over WOR New York, WFIL Philadelphia, Pa., WGN Chicago, WOAI San Antonio, Tex., and KNX Los Angeles—plus spots on WQXR New York. The stations were chosen by virtue of program adjacencies, among other things, states Mr. Day.

"The important departure here was setting up our own program



Pre-selects Audience

and, in a sense, culling out the curiosity seekers by the very nature of the program. In other words, by presenting a program for people interested in financial news and nothing else—people whose interest could be converted into eventual business—we virtually pre-selected our audience."

Along with *how* to present market news, the question of *when* had been an enigma. "The selection of proper time slots," says Howard C. Liebl, agency vice president and Bache account supervisor, "was an important part of this operation."

"Our type of commercial is only effective when the listener has the chance to sit down and write. For instance, we found in tests on the West Coast that using radio for our type of business while people are in their automobiles is a complete waste. Offer the driver a cold drink on a hot day and he'll stop his car. But he's not about to stop to write for investment information."

Mr. Liebl points out that each program is geared to the best available time in each city, with the news

content teletyped from New York. San Antonio hears the report at 5:30 p.m., Philadelphia at 6:15 p.m., Cleveland and Chicago at 6:25 p.m., and New York at 7:15 p.m. All of the above are local times.

"The one exception is our KNX Los Angeles broadcast," Mr. Liebl reveals. "When the market opens in New York it's 7 a.m. on the West

Coast, so we give them a morning show at 7:30, featuring opening quotations."

Bache's expanding use of radio is seconded by Albert Frank-Guenther Law, an agency whose faith in radio is indicated by a planned 100 percent hike in radio billings in 1958 over 1957.

"We are so keen on radio," says



Henry Gelferman, Bache ad director.



Robert W. Day, agency radio v.p.



Howard C. Liebl, v.p.-acct. supv.



Bache Checks Radio Inquiries

All of the interest generated by the radio market reports would be wasted without proper follow-up. With telephone calls to Bache representatives reaching as many as 100 within 20 minutes after broadcasts and mail inquiries varying from 500 to 2,000 per week, the customer relations department establishes immediate personal contact.

Anneliese Quilitz, head of the department, estimates that an average of 7.1 percent of the leads are converted into business. "Research opinion on individual stocks and portfolios are offered free to listeners," says Miss Quilitz. "All Bache facilities are offered in covering letters and cards."

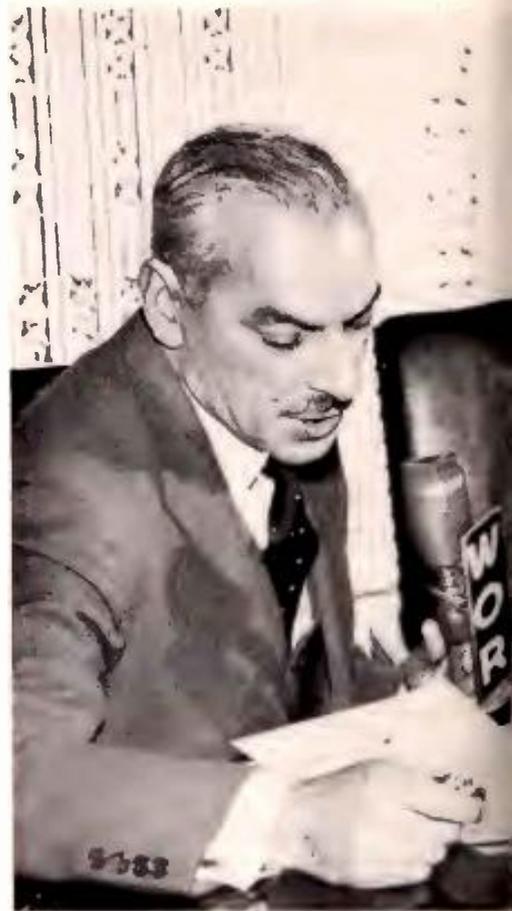
Many case histories in the files of the department attest to the credibility and pulling power of the broadcasts. Recent contacts have included everything from an investor who transferred \$230,000 in securities to Bache after hearing the programs, to a 10-year-old boy who wrote for enough information to get on a quiz program.

Last summer, a lady listener contacted Bache and began investing on a small scale. Six months later she revealed her complete portfolio amounting to almost \$500,000. The trust officers at her bank will meet soon with a Bache representative.

The WOR New York show changed the financial outlook of a New Jersey listener, who originally contacted Bache by postcard. He had been in the market several times since 1907 but, because of some bad experiences, considered brokers to be "a bunch of fakers." Within three months, a Bache representative had a \$50,000 customer, \$40,000 of which had been kept in safe deposit boxes throughout the metropolitan area "in case of atomic attack."

One listener enjoyed the broadcasts so much that, while reluctant to leave his own broker, recommended his friend who opened an account with orders amounting to \$45,000.

"These are all colorful examples, of course," says Miss Quilitz, "but the important measure of the broadcast's pulling-power is the thousands of inquiries from people who will become small, steady investors."



Mr. Day, "because of its great flexibility in program content. You can't beat radio for creating the proper atmosphere and setting in which to integrate your commercials.

"The flexibility actually makes some of the shows dramatic. For example, if the Federal Reserve comes out with a statement that will effect the market tomorrow, in a matter of minutes we can not only change the news content but the commercial copy as well.

"For an advertiser with a service," Mr. Day claims, "radio's got it all over tv, because the latter does not offer to that advertiser anything that is needed visually. And radio on a cost-per-thousand basis and in terms of mail-pulling is far stronger."

As far as the commercial copy is concerned, Bache feels that whatever advice it gives the listener, the absolute truth must be told. "The element of risk must be stressed along

Bache market reporter Henry Gladstone interviews (left to right) Harold A. Bache, president of the firm; Edward McCormick, president of the American Stock Exchange, and G. Keith Funston, president of the New York Stock Exchange, as a special feature of the investment news show.



with the possible returns," Mr. Gellerman asserts.

The credit for Bache's original plunge into radio belongs to A. Charles Schwartz, partner in charge of the company's public relations department.

"Radio," says Mr. Schwartz, "establishes an immediate contact between the sponsor and the potential customer to a greater degree than any other medium: and, also, because it performs an important educational and public service. Business-wise, the results have proven us right."

The results, according to Mr. Day, are "incredible." Inquiries directly attributable to radio, he reveals, "have exceeded even those through the *New York Times* in overall results in New York. And by results, I mean business."

The agency estimates that since May 1952, a whopping 165,000 re-

plies have been received to offers of various investment material. "It's safe to assume," states Mr. Liebl, "that many of these people are now clients of Bache."

In 1957, inquiries increased on a national average of 80 per week over 1956 in the face of a poor market. 1956 inquiries were more than 40 per week over 1955.

"Of course, when the stock market is on the rise and up on the front page," Mr. Liebl points out, "we naturally get more interest in a financial program of this kind. When the market is really bad, it's the quality rather than the quantity of the commercials that will get people interested."

Although obviously pleased with radio, Bache's Gellerman voices some marked criticisms about the sound medium. "Radio could help itself," he says, "by eliminating a tendency to oversell and by broaden-

ing its research.

"While searching for the proper stations and format," he notes, "we ran up against several problems along these lines. For instance, the representative firm which, in endeavoring to get you on the air overestimates its stations' pulling ability, is doing a disservice to the industry."

Research Problem

"Research is another problem. There is not enough effort made to study what program fits into what time period. We practically had to do our own research with the help of our agency to find the right stations and format.

"Let me stress, however, that radio has been terrific for us. We consider ourselves the first financial house ever to use radio, and our present programs have proved to deliver more productive leads per dollar than any other media." • • •

WNEW
\$7,500,000

WDIA
\$1,000,000

WIND
\$3,800,000

KOWH
\$822,000

Brokers Look Ahead to Trading

Station brokers anticipate active radio dealing. There are more buyers than sellers



With 1957's flurry in radio station trading behind them, station brokers are looking for clues to 1958 business in the light of the present national economy.

Most of them, according to a U. S. RADIO survey, are relatively optimistic over the outlook in trading for the year ahead. Some even predict a record year, while others believe that radio station trading will be just as active—no more, no less—than last year.

Industry estimates on radio and tv station trading for 1958 approximate \$80 million.

Some of the factors that enter into an analysis of future dealings are cited by the brokers surveyed. These are:

- Station earnings.

WJAS
\$725,000

KGA
\$250,000

KQV
\$700,000

KRMG
\$700,000

WMYR
\$250,000

WVDA
\$252,500

WHOO
\$250,000



- Nominal investment needed for radio.
- More buyers than sellers in radio.
- Stock market conditions.
- Overall health of economy.
- Tax laws.
- Liberal radio station terms.

Reasonable Buys

The chief trading activity has been in radio recently because of the great expense of tv, one broker notes, and the fact that most large tv operations are in the hands of groups that have no inclination to sell. And, most important, because there are still good and reasonable buys in radio.

The many people with a desire to invest in the industry, and \$50,000 to \$100,000 with which to do it, will buy radio. The greater number of stations, easier and more liberal terms, and more buyers make for a broader market.

As for the economy, most brokers believe that value, to a great extent, depends on earnings, and that the market does not always determine value.

"During our recent bear market," says William T. Stubblefield of Hamilton, Stubblefield, Twining & Associates, Washington, D. C., "the economy of our country was worth just as much as when the market was at its peak.

"The depressed market in no way reflected any decrease in a station's

value, because it had the same plant, the same real estate, the same equipment, towers, people, production; as a matter of fact, during this same 'depressed' time, retail sales in all goods and lines were setting new records.

"When the market is up," he continues, "most broadcasters assume that their station is worth more because of the increased stock values. We do not believe this to be true."

Real Yardstick

The real yardstick to the value of stations is earnings, as most buyers relate the price of a station to a multiple of earnings. Of course, earnings in many cases reflect the state of the economy.

trading



"So far, and to our surprise," declares James Blackburn of Blackburn & Co., Washington, D. C., "we have not noticed a change in the station trading market. Although business may be off generally, radio has not been materially affected by the slump."

Howard E. Stark, New York station broker, agrees that radio has not yet felt the pinch, but predicts that any worsening in the general economy will pass on to the sound medium.

"There are still lots of potential buyers, and rates are still pretty low. But the recession hasn't scared anyone into selling his property."

Tight Money

"It's really too early to tell how the state of the economy has affected the trading market," Mr. Stark says. "As a matter of fact, the recent tight money policy hurt more than the present recession."

Even more optimistic is Walter Grimes of Allen Kander & Co., Washington, who sees no change in the trading picture since last year. "We are just as active in radio today as we have ever been," he reports.

"As of now, prices of stations have not come down, and I have not noticed a decline in buyers. There's no panic; there's no softening in sales of stations. Radio is still an even market."

In seeking brokers' opinions as to what the overall 1958 trading pattern will be, U. S. RADIO ran into a divergence of opinion ranging from optimistic to cautious.

Mr. Stubblefield sees a steady rise in the price of stations concurrent with a rise in the economy over the next five years. "At the end of that time," he predicts, "there should be a great new boom—greater than that of the past decade."

Radio trading will be greater in 1958, according to Mr. Blackburn. "I can't give any precise figures yet, but that's the way it looks so far."

"I would say," he adds, "that most favorable radio properties are as much in demand as ever. We have far more potential buyers than sellers—particularly in radio."

As an example, Mr. Blackburn points to the Washington, D. C., market. "There are 16 radio stations in the area, and they are all making money. That hasn't always been the case."

Mr. Grimes, although positive that "radio will improve and will continue to grow at about the same rate as it has maintained in the past few years," is wary of a prediction for 1958. "I cannot estimate the extent of this year's trading. It depends entirely on whether top stations in major markets change hands."

Too Early to Tell

Also keeping big station sales in mind, Mr. Stark is less hopeful about another peak year in station trading.

"It is, of course, too early to tell," he says, "but it is possible that volume in station trading may not be as big as in 1957. First of all, there are just not enough good properties left. Secondly, there may be some reluc-

tance on the part of buyers—who would be more aware of an economic pinch. But the economy hasn't hurt trading yet."

Mr. Stark indicates that although these conditions would slow top-station trading, "smaller stations, selling for less than \$100,000, will not be affected at all. Business will be just as brisk here."

Tax Problem

Another problem bearing on the trading market is tax regulation. At present there is a government proposal to disallow depreciation of network contracts.

"This is one of the most oft-asked questions of our firm," reports Mr. Stubblefield, "and it is—or should be—one of the greatest concerns of broadcasting today."

"In short, the Treasury Department has come up with a proposal to disallow the capitalization and depreciation of network affiliation contracts."

"The industry's position in depreciation of network contracts," according to Mr. Stubblefield, "is not a plea for tax relief, but rather a full confirmation of nothing more than is right."

"In our growing economy, our industry must have these economic benefits that will enable our financial picture to remain healthy and allow our industry, both radio and tv, to continue to move and sell the goods and products that support the entire economy of the nation."

Station Trading

Among the radio stations sold in 1957 were:

WNEW* NEW YORK	\$7,500,000
WIND CHICAGO	3,800,000
WDIA MEMPHIS, TENN.	1,000,000
KOWH OMAHA, NEB.	822,000
WJAS PITTSBURGH, PA. (am, fm)	725,000
KQV PITTSBURGH, PA.	700,000
KRMG TULSA, OKLA.	700,000
KWFT WICHITA FALLS, TEX.	300,000
WVDA BOSTON	252,000
KGA SPOKANE, WASH.	250,000
WMYR NEW ORLEANS, LA.	250,000
WHOO ORLANDO, FLA. (am, fm)	250,000
KREM SPOKANE, WASH.	225,000
KSEI POCATELLO, IDA.	213,362
WTMV E. ST. LOUIS, ILL.	212,500
KITO SAN BERNARDINO, CAL.	200,000

*Largest individual radio station sale on record.

Another question often asked by potential buyers and sellers concerns the future of radio and tv from an economic standpoint. Mr. Stubblefield answers with six facts which, he claims, "almost assure the next boom."

The boom, he states, will start around 1962 or 1963 after "steady growth for the next five years." And his reasons are these:

"First, the extra high birth rate of the 1940's and 1950's, which will produce a population bulge of young men and women, ready to marry or just married, who will buy homes—and homes make business.

"Second, the momentum of new products and new ideas to keep up with these same people.

"Third, the rise in total goods and services that statistically is measurable with this gross national product.

"Fourth, and perhaps most important, the government policy which is true in both major parties: the fact that they are committed mainly and fully to full employment.

"Fifth (a little bit of a bad note), continued inflation and ever higher prices.

"Sixth, population. Where we today have 171 million people, in 25 years we will have 250 million, or 40 percent more than today.

"All of which leads us to believe that prices of radio and tv stations will continue to increase with the general economy." • • •

*One of a series in an analysis
Of network programming and sales*



Arthur H. Hayes, president.



James M. Seward, exec. v.p.



Lou Hausman, advertising v.p.



John J. Karol, sales vice pres.

CBS

Backs Traditional Program Format

*Network claims it reaches
the 'attentive ear.' Last quarter
showed 56 percent increase above 1956*

In an era that has seen several changes in network programming practices, CBS Radio continues to play the role of the traditionalist.

"We have not given up the idea of programming programs," Lon Hausman, vice president in charge of advertising and promotion, explains.

Within this format, however, CBS Radio has remained flexible and has allowed for the changing requirements of networking. This has included a host of new programs as well as new approaches to sales problems.

Having fought an up-hill battle against the declining network revenues of the early 1950's, CBS Radio refused to desert the concept that people listen to radio for programs.

For many years this meant carrying shows on a sustaining basis. The corner was finally turned in 1957 when CBS Radio revenue went up for the first time since 1950. The increase registered was both in dollars and in the number of sponsored quarter hours. The last quarter of 1957 also was 56 percent ahead of the previous year. It is estimated that 1957 total revenue approached \$35 million.

The 1957 increases bolster CBS Radio's position as the network leader in sales volume.

New Sponsor Plans

In the past two years, the great majority of sales has been accomplished through new sponsor plans that are based on the idea of segmented selling. For while CBS Radio has been programming in the traditional form, it has been compelled to make its wares more flexible for the advertiser. This flexibility adds up to providing the sponsor with greater net reach for each advertising dollar.

One of the chief plans along these lines is called Impact. It provides the advertiser with a chance to spread his dollar across the network week during the night and on weekends by buying five-minute segments of programs that contain one minute of commercial time.

The idea for this actually goes back to 1951 when two sponsors of daytime serials decided to split their programs into 2 seven and one-half



Rosemary Clooney and Bing Crosby.



Freeman Gosden (left) and Charles Correll, 'Amos 'n Andy' for 30 years.



Edward R. Murrow and the news.



Arthur Godfrey on his radio-only show.



Jack Benny's birthday cake.



Julie Stevens and Dave Gothard in 'The Romance of Helen Trent.'



Jules Dundes, sta. adm. v.p.

minute periods and alternate their sponsorship. It is interesting to note that CBS Radio's daytime serial dramas are still purchased today in these seven and one-half minute segments, allowing one and one-half minutes for commercial time each.

For the impact plan, there are 26 programs available—22 on Saturday and Sunday and four Monday through Friday, 7:05 to 9:25 p.m. If an advertiser bought an entire schedule of five-minute segments, CBS Radio claims, he would reach 10 million different families, 3.2 times each, for a total of 31.6 million commercial minute family impressions. The cost would be \$20,800, or 66 cents per thousand families.

Last year was an important one for the network, and the feeling is that 1958 will be even brighter. Some of the elements that enter into this are outlined by Arthur Hull Hayes, president of CBS Radio.

When advertisers left network radio it was not because of a lack of value, he says. One of the reasons is that buying network radio simply went out of fashion. Now that advertisers are beginning to look around once more they are finding the value that was always there.

Another factor Mr. Hayes cites has been "aggressive selling" on the part of the network that has sparked new advertiser interest. CBS Radio also emphasizes that through the very lean years it didn't let its programs fall by the wayside. This was done often at great cost to the network, Mr. Hayes notes.

'Attentive Ear'

A major point Mr. Hayes makes—and one that CBS Radio will be talking about for many months to come—is that his network's programming is beamed to the "attentive ear." By this, the network refers to certain qualitative aspects of its listening audience and the point that such listening is selective.

This concern for the "attentive ear" prompted CBS Radio to do a motivational analysis study to meas-

ure certain qualitative dimensions of a station. One of the results of the survey, CBS claims, is that its stations had considerable authority and believability in the minds of its listeners.

The study was conducted by Motivational Analysis Inc. under the guidance of Jules Dundes, CBS Radio vice president in charge of station administration. The analysis involved six cities where CBS owns stations.

A total of 1,202 people were covered in the interviews, which lasted for an hour and one-half each. The survey was originally performed for management use. But since its publication, Mr. Dundes notes, almost 4,000 agency and advertiser personnel have seen a presentation based on the study.

Deliberate Advertiser

One area where CBS Radio is confident it is building for the future is in its appeal to the deliberate advertiser—the sponsor who makes a buy only after careful screening of the advertising values as well as a comparison of alternate plans. Mr. Hayes states that it is the deliberate advertiser who attracts others. He points to such sponsors as Chevrolet and Ford as indicative of this group.

In fact, the network has more motor business signed now than it had in the pre-TV years.

Mr. Hayes states, "When a manufacturer like Chevrolet renews its news sponsorship again and again, you know he is buying value."

One of the big questions radio networks face today is trying to determine the future scope of their operations.

"We are urging advertisers to get back to full sponsorship of programs," John J. Karol, vice president in charge of sales, states.

"Many advertisers are becoming aware that the framework of the program in which their commercial message is placed is an important factor. There's a great deal of 'sell' available through radio advertising for the



William Schudt, sta. rel. v.p.

Howard Barnes, program v.p.



company which capitalizes on this."

As a result of the present squeeze on profits, Mr. Karol notes, many advertisers cannot make the long-term commitments that are involved in use of other national media.

"With the basic value that network radio offers, there is a tremendous opportunity for us today," he declares.

One of the great needs of radio today, Mr. Karol asserts, is to have creative people in advertising agencies who understand the potentialities of the medium.

As an example of the way agencies can stimulate ideas, the CBS Radio vice president points out that the J. Walter Thompson Co., New York, was instrumental in conceiving the *Ford Road Show* buy. And Erwin Wasey, Ruthrauff & Ryan, Chicago, was largely responsible for the Peter Lind Hayes-Mary Healy program for A. E. Staley Manufacturing Co. The *Peter and Mary Show* originates from their home.

Hard Selling

Network radio today offers more than mere exposure, Mr. Hausman, advertising vice president, declares. "It's efficient and economical," he says.

"Advertisers are beginning to realize that they can use network radio for hard selling. This can be accomplished through the use of reasonable copy."

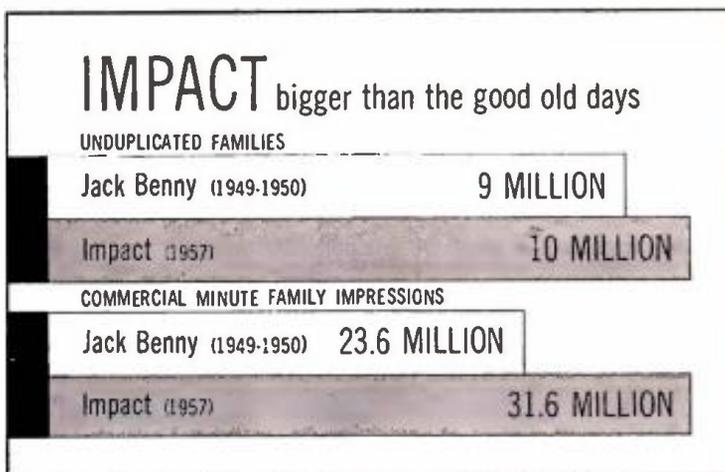
In promoting the network, Mr. Hausman states that the biggest chunk of the promotion budget is for daytime serials. Next in outlays is the news and public affairs operation, followed by special pushes for a sponsor of a show.

Actually, he states, the network has three primary areas that must be reached through promotion. These are: the public, the advertiser and the affiliate.

In the field of programming, Howard G. Barnes, vice president in charge of programming for the network, declares, "What we try to achieve is the production of shows that are identifiable—programs with a beginning, a middle and an end."

Mr. Barnes claims that according to a December ratings report 27 of the top 29 programs were on CBS Radio.

The network programming day is



divided into several types of shows. The morning begins with news and then features personality programs to noon. From 12:15 to 2:45 is a solid block of daytime serials. These are followed by personality shows again, which run until early evening. After this are news and sports. The evening schedule is composed of strip programming and runs until midnight. Amos 'n Andy kick off the latter segment, from 7:05 to 7:30 p.m.

News Shows

At many points of the day there is news on the hour, which is sponsored. In fact, CBS Radio presents weekly 130 newscasts plus 12 business news shows.

A current development in programming has been the conversion of the Arthur Godfrey daytime series into separate radio and tv versions. The move has been hailed by affiliates, who commended the action in a resolution: "This represents a real benefit and basic recognition of the unique values of the audio medium of network radio."

One of the radio programming areas which is coming in for greater attention at CBS is the public affairs department of CBS News. This department, headed by Irving Gitlin, contributed 600 half-hours of programming in 1957. This amounted to seven percent of the total schedule.

Public affairs programming is getting a greater play today than ever, especially at nighttime. There is also a special effort on the sales side to gain sponsorship for these programs because of their growing appeal.

Mr. Gitlin, who also handles this type of programming for television, states that radio has several significant advantages.

One such value is that radio has great anonymity in that many people will talk for a tape recorder but are reluctant to appear before a camera. Public affairs programming in radio, Mr. Gitlin states, has flexibility and can go anywhere. It is also low in cost and has speed.

As a final advantage, Mr. Gitlin says, it is easier to deal with an idea on radio.

Radio-Only Project

CBS News has recently started a special radio-only project called Unit 1. It is designed to produce programs that will attract national attention and is based on the premise that "there has been a sharp increase of listener interest in programs of information on radio."

The CBS Radio network is composed of 214 affiliates, of which 201 are in the continental limits of the U. S. The network states that 80 to 90 percent of sales are for the full line-up. In addition, CBS Radio notes that compensation for affiliates was higher in 1957 than in 1956.

As compared with a decade ago when programs were sold by the half-hour or hour, the economics of present-day networking have dictated a more flexible course. The primary approach to programming and sales at CBS Radio today is to make the network purchase easier to buy and to give the advertiser value. • • •

Console Thinking For Transistor Listeners



Paul G. Gumbinner comments on radio today

 When I go to large luncheons and meetings for radio, I'm impressed by seeing the preponderance of young people in the industry. My memory of the young days of radio encompasses the crystal set. And I recall our first family radio set.

You had to be an engineer to pull in stations. There were at least half-a-dozen knobs to be twirled and adjusted.

In those days, boys wore knee pants and I graduated out of mine about the time we replaced the radio box and table with a big console set.

Radio as a medium was evolving, too, out of the loud-speaker horn. We began to have networks, although a "big" buy was 10 or 15 stations.

The console in the living room became the focal point for family entertainment. The programs were designed for group listening. Commercials were group commercials.

Radio was general—to hold everyone's attention. And so it remained through all its wonderful palmy years.

Then came the bleak days. Radio seemed to be relegated to a symbolic attic. The agencies and advertisers had a new glamor medium to which they devoted time and attention and budgets. Nobody listened to radio—except millions of people.

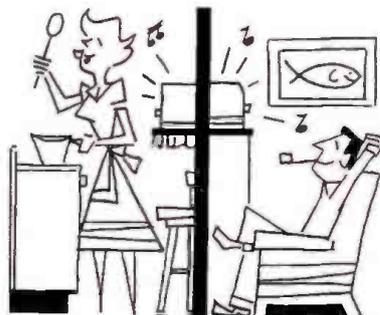
Meanwhile, back at the labora-

tory, the engineers were at work. They achieved smaller and smaller sets. Radios became so portable they went everywhere. And now before our eyes, radio has come into a new palmy era.

It is now a personal medium. Mama has hers in the kitchen. The kids have their own in their rooms. Papa has his in his workroom or den—certainly in his bedroom. The set in the car is probably the only one listened to by the family group—if the group ever gets together at all. (Togetherness seldom includes the teen-ager!)

Radio requires and should be getting new thinking for its new stations. But I wonder if the bright young people I see at the luncheons have ever studied radio?

They've been trained and brought up for television. They write visually, for sight, not sound. The timebuyers are impressed by the greater percentage of the budgets



eaten up for television—and are apt to consider a radio schedule an “easy” buy.

And so we find some radio commercials that imitate the old—that copy outmoded patterns meant for days that no longer exist.

Practically vanished from the radio scene are solely-sponsored weekly half hours, or five-a-week daily strips. Of course they exist as programs, but they are co-sponsored or bought on a participation basis, so the advertiser can get multiple commercials during the week.

The spot buyer wants many broadcasts, too. Where five spots a week were once good coverage, he now reaches for 12, or 30 or 100.

The reasoning behind this kind of buying is simple. People listen a lot, but in a different way. They listen alone. They are apt to tune in at fairly similar times each day—while they’re cooking, or ironing or driving to meet trains. You reach fewer at any one time than formerly. So, to reach multitudes, you’d best be on frequently. And if you



require full family coverage, be heard a number of different times a day: early morning for the kids, after school for the high school set, around dinner time for the man.

Finally, with so much advertising being thrown at the public in so many media, repetition is needed to register. Which brings up the kinds of commercials that will register—or won’t.

Formerly, when the advertiser had his own show, the format could successfully be the straight announcer or announcer plus small trick, or an-

nouncer plus jingle or the “dramatized” commercial.

But today it isn’t his show. He doesn’t get product loyalty because of entertainment. His message is one of several, perhaps one of several in a row. It must therefore compete for attention, fight for memorability, dig for effectiveness.

And much as I admire announcers (some of my best friends are announcers), the lone voice crying in the wilderness can’t do it all. It has to be supplemented by a different sound, an off-beat approach.

The local stations were probably first to realize the need for fresh thinking. They saw twilight descending on the “sincere” spielers, the pear-shaped-tone salesmen, the folksy philosophers. They developed or discovered unusual staff personalities—the men or teams who became the zany morning boys (crazy like foxes), the specialized disc jockeys.

Then a few agencies and advertisers followed suit and some commercials were “different.” The public picked up its collective ears at the unusual, and picked up its feet to hie to the stores.

Some dramatized commercials became plausible, rather than a collection of clichés. Comedians of repute were occasionally used and dared poke fun at the listener, even the product.

The jingle is becoming less of a sacred cow. It gets arranged and rearranged into new rhythms, new musical colorings. It gets fitted out with new words. It even ceases to be just a jingle and becomes a musical message utilizing currently popular hit tunes, played and sung by top non-commercial stars.

But the deviations are still exceptional. Too much of the stuff that’s heard is uninspired and run-of-the-



mill. There are too many straight, recorded announcers pounding away—particularly for drug products or others whose legal terms and phraseology must be controlled.

Occasionally we hear a commercial that’s the sound track of a tv film. How much less imagination can there be than that?

And many advertisers with heavy spot schedules, perhaps 50 or more a week, are content to repeat two or three transcriptions *ad nauseam*. Can you blame the audience for turning off its ears to this?

All of these lead one (this one) to think that radio is still too frequently getting a stepchild treatment. “Commercials needed? Let one of the copy cubs adapt something.”

Great buys in time availabilities have been known to be passed up because an agency didn’t want to bother with radio! A station manager told me of an account open to change because its agency had bought radio schedules but didn’t know how to write good radio copy.

There are agencies which recognize radio’s new importance—and can sell that idea to their clients. They have radio writers, radio producers—specialists who study radio with the intensity it deserves.

It’s a sound new medium—product of the transistor age. Let’s use it accordingly! • • •

Mr. Gumbinner is vice president, radio-tv director, Lawrence C. Gumbinner Advertising Agency Inc., New York. Current radio advertisers are: Filter Tip Tareyton Cigarettes, Manischewitz Wine, Q-Tips, Chap Stick, Rem, Omega Oil, Minipoo, Sacramento Tomato Juice and Cherry Kijafa Wine.



A HAPPY BIRTHDAY to Richard M. Klaus (center) of WERE Cleveland, O. Staff members gather to congratulate their vice president and general manager, who was as surprised as U. S. Radio at the unique cake.

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



FAN MY BROW says John McVeigh, exhausted treasurer of WFBR Baltimore, Md., who spent two days signing \$50 checks for 104 winners who brought in serial numbers on a dollar bill ending with the station's frequency, 1300. Jeanne Lambert, receptionist, helps him recover.



WINS NEW YORK goes camping as general manager Jock Fearnhead and happy camper demonstrate paddling technique in canoe donated by the station. More than 15,000 listeners wrote letters competing for the canoe, which was won by a fresh air fund camp director.



KNUZ CELEBRATES ANNIVERSARY while the founders and owners of the Houston, Tex., station contemplate 10 radio years. They are (left to right) Leon Green; Bailey Swenson; Max H. Jacobs, managing partner; Douglas Hicks, and Dave Morris, general manager.

Radio in Public Service



"SLOW DOWN AND LIVE" is the motto in the traffic safety campaign jointly sponsored by WRR Dallas, Tex., and Cabell's Inc. Radio's public service promotion features car stickers like the one being presented to John Dunlap (left), chairman of the Citizens' Traffic Commission, by Joe De Pasqual, Cabell's vice pres.

MARCH OF DIMES benefits from public service promotion by WIBC Indianapolis, Ind. Station personality Jim Shelton (center) climbed into iron lung on his noontime show in a theater lobby and invited Indiana's Lt. Governor Crawford Parker (foreground) and Indianapolis Mayor Phillip Bayt (background) to join him.



RADIO LINKS SCOUTS and WIL St. Louis, Mo., as three Eagle Scouts take over station's management for a day as part of Boy Scout Citizenship day. Cooperating in the public service is WIL's news director, Bob Hardy.



RADIO DIVES DEEP to aid the March of Dimes in St. Petersburg, Fla. Leeds Scofield, program director for station WTSP, performs public service "above and beyond the call of duty" by broadcasting underwater for 12 hours. Program raised about \$1,000 for the drive.

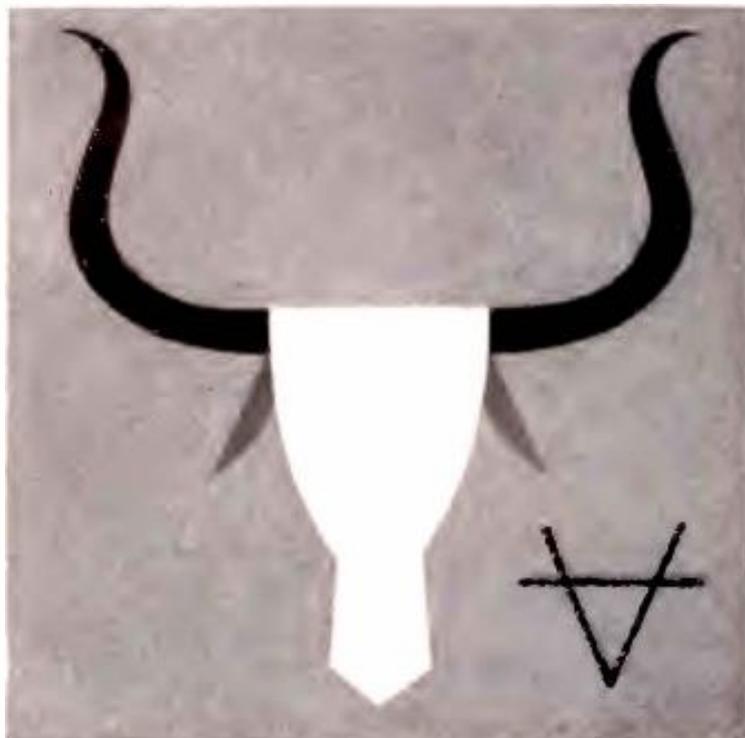


RADIO JOINS RETAILER in public service promotion for the March of Dimes as KOIL Omaha, Neb., stages marathon broadcast in window of local department store, J. L. Brandeis & Sons. The 60-hour program raised nearly \$4,000 for polio rehabilitation.



RADIO EXECUTIVE SUPPORTS the March of Dimes in Pittsburgh, Pa., cooking contest. Part of a civic group invited to prepare their favorite dishes was H. W. Shepard, general manager of WAMP (above). Executives sold their meals to invited guests at \$10 a person.

as basic as the alphabet



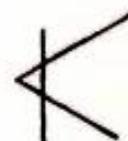
EGYPTIAN

Ancient ancestor of our letter A was probably an Egyptian picture of an ox or of Apis, the sacred bull.



PHOENICIAN

With the passage of time, sea-traders took over the ox letter, tipped it, and let it stand for the first sound in 'aleph (ox).



GREEK

Later, the Greeks tipped the letter again, making it represent the first sound in alpha.



ROMAN

Adopting the A from the Etruscans, the Romans carved it on their monuments in the graceful form we know today.

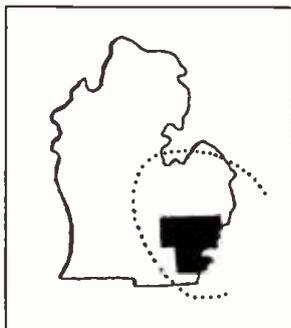


Historical data by

Dr. Donald J. Lloyd, Wayne State University

Successful radio advertising in the Detroit-southeastern Michigan market begins with WWJ. A veteran in years of service, youthful in programming and operation, WWJ holds a unique place in the hearts and loyalties of listeners of all ages.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!



A ALWAYS EASY TO REACH MOST MICHIGAN CONSUMERS

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

WWJ RADIO

AM and FM

WORLD'S FIRST RADIO STATION

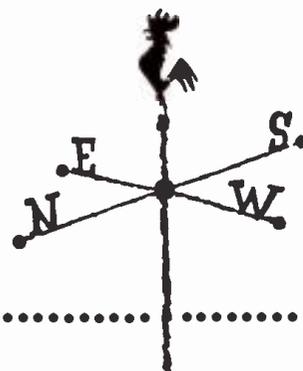
Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

hometown USA

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



How to Measure Total Radio Audience

*New research report, prepared
for NAB, outlines methods
that can be applied*

 A partial answer to radio's own \$64,000 question—how to measure the listening audience more completely and more accurately—can be found in a new report on "Radio Audience Measurement," issued by the National Association of Broadcasters.

The study, which sheds new light on both the aims and present techniques of audience measurement, is expected to attract the attention of all those concerned with radio—from timebuyers and their clients, to station salesmen and the ratings services themselves.

One of the things the report

stresses in measuring radio today is the necessity of gauging the out-of-home audience. Another important element is the need to measure the listening of each member of the household.

Prepared for NAB by Robert T. Bower, director of the Bureau of Social Science Research Inc., Washington, D. C., the study was presented to the association's Radio Board by E. K. Hartenbower, general manager, KCMO Kansas City, Mo. Mr. Hartenbower is chairman of NAB's Radio Research Committee.

There are three basic requirements, the report states, for measur-

ing the total radio audience:

- A method must be found to combine out-of-home measurements with in-home measurements to form an integrated picture of all listening.
- For the sake of accuracy and completeness, the individual (instead of sets-in-use or families) should be used as the unit of measurement.
- The individual should be surveyed as part of a household, with final estimates based on total households in an area.

"Undoubtedly the most difficult part of radio listening to measure is

that which occurs out of the house," the report states. "With the evidence that out-of-home listening is becoming an increasingly large part of the total, a solution is clearly needed."

Mechanical measuring devices attached to some out-of-home sets (car radios) are feasible, the report says, since most cars are attached to homes, and the findings could be added to home measurements. However, this method is costly, it states.

"We are clearly left with the necessity of using some sort of recall technique—diary, questionnaire or interview," the study points out. "The only procedure now being used in an attempt to measure the total out-of-home audience on a regular basis uses the recall interview."

"The interviewers go to the sample homes during the evening hours and obtain data on radio listening, wherever done, for the whole day up until 6 p.m. In addition, they obtain data for the 6 p.m. to midnight period of the previous day."

In addition to combining out-of-home listening with in-home listening, the report cites the need for using the individual as the unit for measurement even though the household is used as the unit of analysis or reporting.

"Many persons in networks and agencies state that the household is needed as the unit of analysis . . . because it is the basic purchasing and consuming unit for many products. Further, the advertiser is primarily interested in the number of households reached."

"There are strong reasons, however, for collecting listening behavior data from individuals," the report continues. "The person listening to the radio out of the home is acting as an individual. Even though he is a member of the household, only he, or a device attached to a radio where he is, can report his behavior. Obviously, any valid out-of-home measurement must collect data concerning the individual who has done the listening."

Even in the home, listening should be measured on an individual basis (instead of contacting only one member of the household with questions about all members' listening habits), according to the NAB study.

"With the increase in multi-radio homes, plus the invasion of the living room by television, there has undoubtedly been a decentralization of radio listening in the home. The more listening is dispersed throughout a household of more than one person, the less reliable would be one person's report on any other

person's in-home listening.

"In addition to these methodological considerations, there can be certain advantages to having figures on individuals available," the study continues.

"First of all, audience composition figures must be compiled from reports on the behavior of individuals. Such audience composition data as age, sex and race are only reliable if samples of individuals are obtained, since these are, obviously, characteristics of persons."

"Secondly, some products advertised on the air are of the sort where we can assume that it is the individual rather than the household or family that is the purchasing unit—both in the sense that it is an individual rather than a joint decision, and in the sense that it is the individual himself who goes to the store. Advertisers of items like this should be interested in reliable estimates of individual listeners," the report states.

"Finally, figures compiled on an individual basis can be tabulated so as to tell where the listening is done, and could be useful in selling time on the point-of-use argument. The recent use of radio advertising by automotive companies at peak auto listening times suggest the usefulness of such data." • • •



Interviewer and family demonstrate recall technique.



Audimeter measures listening mechanically.

commercial clinic



Grey's Leokum Cites

Values of Local Copywriting

A New York agency executive speculates that it is easier in some respects for the local copywriter to produce fresh, exciting commercials than for his big-city colleague in New York or Chicago.

The man in an agency or station concentrating on local advertising has an excellent opportunity to do an original and effective writing job, both because he is closer to his market and client, and also because he may not have to contend with the inevitable red tape of a large organization, according to Arkady Leokum, vice president and creative director, Grey Advertising Inc.

Interesting Things

Mr. Leokum points out that "the local radio writer has a great many opportunities to break out and do interesting things, because he is not likely to be bogged down in procedures with plans boards and committees. Also he is closer to his customers than the big agency man, who may only have a memo to work from."

The copywriter working on national accounts, however, has the advantage of extensive research facilities, Mr. Leokum says, as well as having at his disposal a large pool of brainpower.

Both the local and national copywriter should rely heavily on market research, Mr. Leokum states, regardless of whether this research is done in a small town through personal contact and observation or in a big city through charts and statistics.

"Here at Grey we believe that

creative people cannot work in a vacuum. The copywriter and his supervisors must know the whole marketing problem and the goals for a particular campaign, so that before he ever sits down at his desk the writer has a specific objective in mind," Mr. Leokum comments.

It is no longer sufficient in many cases for a copywriter to come up with a brilliant radio commercial, Mr. Leokum states. He must also be able to integrate his idea with those being written for other media so that each ad or commercial builds momentum for the whole campaign.

"The radio writer must have an ear for human speech, a certain 'naturalness,' and the ability to present his material dramatically," Mr. Leokum comments. "But a good copywriter should be able to write for all media."

Mr. Leokum believes good copywriting requires a specialized talent all its own. When he is hiring a

young copywriter he often asks him to make up a sample book of his work. He suggests that he choose two examples of current commercial campaigns, one good and one bad in his opinion. The prospective employee then writes another commercial in each series, pointing out the merits of the good campaign and the faults of the bad.

Special Bailiwick

Radio's special bailiwick, Mr. Leokum believes, includes the wide area of products that are bought on impulse, that do not need visual demonstration, and that lend themselves to "reminder" messages.

The man who writes these—or any other commercials—must be "dedicated" to copywriting, Mr. Leokum says.

"I don't want to sound corny about this, but a copywriter *knows* that's what he wants to be. In fact he'd be miserable doing anything else in an agency, unless it's supervising other copywriters. I wouldn't exactly call copywriting a call from above, but if you don't care about it you aren't likely to be good at it.

"At Grey we respect the writer who stands up for an idea. He may be proved wrong and have to change it, but it's the man who goes down bleeding and dying who usually does the best job," Mr. Leokum declares.

The Grey executive is also the author of a book published in 1917, "Please Send Me Absolutely Free," inspired, in part, by the advertising business. • • •



Arkady Leokum, Grey creative dir.



station log



KOIL Omaha Installs Storm Warning Device

KOIL Omaha, Neb., has come up with an automatic storm warning system in its area that requires only the installation of a simple device to radio sets.

KOIL has supplied Omaha and Council Bluffs radio repair and service shops with plans for the unit which, when attached to a radio, will automatically turn on the muted speaker as an alert signal is broadcast by the station.

Peacetime Use

This, in effect, is a peacetime utilization of the CONELRAD alerting system. It also will help to offset telephone line jamming which inevitably occurs during tornados or violent storms.

KOIL reports that it has the cooperation of the FCC, the U.S. Air Force and the U.S. Weather Bureau in the project. In cases of extreme seriousness, the population can be warned to take cover at any time, as the station operates around-the-clock.

RADIO ACTIVITY

• When the 10th anniversary of WATO Oak Ridge, Tenn., was marked with a day-long celebration recently, the station reported that it was most gratified by the fact that WATO's first advertiser, the Norris Creamery, was still with the station on a continual basis.

• *Operation Outer Space*, a WCAU Philadelphia, Pa., program devoted to alerting the public on the current missile and satellite situation, has been praised in the Philadelphia Astronautical Society newsletter as "informative and interesting, even to old 'space buffs.'" The show, aired six times weekly, attempts to put technical subjects into layman's language and presents as guests nationally known scientists and space experts.

• A disc jockey for KIOA Des Moines, Ia., walked 40 miles in a snowstorm — from Ames to Des Moines—to raise money for the March of Dimes. Frosty Mitchell



Taking part in the annual New York party of WPEN-AM-FM Philadelphia, Pa., attended by almost 700 agency people, are (left to right): Erv Rosner, general sales manager; singer Patti Page, and Art Pardoll, F.C.&B., New York.

had promised to walk one mile for each \$100 pledged by his listeners. While mobile units covered his hike through four and one-half inches of snow, more than 3,000 persons waited by the highway to contribute. When he crossed the finish line 12 hours later, Frosty had raised \$3,997 and a 103-degree fever.

• Radio is paying extra dividends to listeners through continuing developments in hi-fidelity broadcasting. KDKA-AM-FM Pittsburgh, Pa., and WFIL-AM-FM Philadelphia, Pa., have installed stereophonic sound play-back equipment and are programming "good music" from stereo tapes. By using an am and an fm receiver, the home listener is able to enjoy concert hall realism through these binaural broadcasts, the stations report. "Good music" is experiencing a boom in Portland, Ore., according to KEX-AM-FM. Sales of fm and hi-fidelity equipment in the Portland area are way up, says KEX, and attendance at the Portland symphony concerts is at an all-time high. Fm set sales show a 25 percent rise over 1957 and sales of hi-fidelity equipment are up 30 percent. • • •

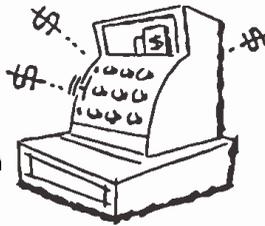


Dick Driscoll, center, timebuyer at William Esty & Co., New York, receives travel bags and a two-week trip to Brussels' World's Fair at the New York party of WINZ Miami, Fla. With him are Rex Rand, WINZ president, and model Charlene Holt. Trip was the top door prize.



HOMETOWN, U. S. A.

radio registers



FINANCE COMPANY

Ithaca Loan Finance Co., which had relied on direct mail, newspaper and billboard advertising, placed a trial schedule of five 30-second announcements over WTKO Ithaca, N. Y. Additional business was heavy, but radio was dropped for two months to test its pulling power. When business dropped back to the pre-radio level, a regular spot schedule was purchased. At the end of the first year, the loan company attributed a 25 percent volume increase to radio.

DANCE STUDIO

Arthur Murray Dance Studios contracted with KDYL Salt Lake City, U., for a schedule of four daily "Lucky Buck" announcements. More than 60 contacts a week directly traceable to radio were made, and the studios received signed contracts from almost 50 percent of them.

AUTO DEALER

Luby Chevrolet Co., Denver, Colo., unveiled its 1958 models at a midnight party that was promoted almost entirely by radio. Announcements began at noon: 30 one-minute spots and a remote pick-up over KTLN, 20 one-minute spots over KLAJ, seven 20-second spots over KLZ, 14 one-minute spots over KIMN, 20 one-minute spots over KMYR and eight one-minute spots over KOSI. Results: 8,500 persons showed up and purchased 37 new 1958 autos and five 1957 models. Total cost to Luby: \$1,600.

WHOLESALE GROCER

The Ramirez Brokerage Co., a wholesale grocery firm, placed a 13-week schedule of one-minute spots over WMFS Chattanooga, Tenn., advertising Maine Sardines. At the end of six weeks, sales perked up to the extent that the broker ordered four additional carloads to meet the demands of retailers.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the two millivolt local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS #2.

Excellent avails in most time periods.

Contact—
INDIE SALES, INC.

or
KFAL RADIO Tel: 1400

Fulton, Missouri
900 Kilocycles 1000 Watts

TOLEDO'S FIRST RADIO STATION

... since 1921

- **FIRST** *in audience ratings since 1921*
- **FIRST** *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

BEFORE BUYING RADIO
IN KENTUCKIANA

Check your
John Blair Man
or
Bill Spencer

at



1080 KC

TOLEDO'S FIRST RADIO STATION

... since 1921

• **FIRST** in audience
ratings since 1921

• **FIRST** in coverage
since 1921

Check any audience survey
since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

report from RAB

Nighttime Radio Valuable to Advertisers, RAB Evidence Shows

The mad scramble of radio advertisers to use only the morning hours or the peak traffic hours seems to be thinning out. The Radio Advertising Bureau believes that more advertisers each day are learning that nighttime has considerable value (see *Dialing After Dark*, p. 15).

Advertisers are re-investigating radio after dark due to the following developments, RAB states:

- The "sell out" condition of the so-called peak periods in many markets.
- The introduction of new nighttime programming techniques by many stations.
- The rapidly increasing importance of nighttime in retailing (more stores stay open at night both downtown and in the suburban shopping center).
- The unavailability of prime television time in the evening hours in some markets.
- The forced "new look" at radio because of television's increasingly high cost.

Post 6 p.m. advertisers are discovering that they can reach huge audiences—almost as large as the daylight hours. Cumulatively, A. C. Nielsen shows, the 6 to 9 p.m. period weekly will deliver 53.2 percent of all radio homes, while the 6 to 9 a.m. period delivers 53.9 percent—a very small difference.

Special Coverage

Another compelling reason for investing dollars in nighttime radio is that an advertiser can reach radio homes he would miss at other times. The same Nielsen report shows that the 6 to 9 p.m. period delivers 21.4 percent of the radio-only homes on a weekly basis. The only other three-hour stretch that is comparable is the 12 noon-3 p.m. period when 22.3 percent of radio-only homes tune in. When an advertiser remembers that there are some 10 million radio-only homes he has an important goal to aim at, according to RAB.

Another source of information for nighttime radio buyers (and salesmen) is the series on radio listening habits conducted for RAB by The Pulse Inc. These studies show that radio delivers audiences at night that are not easily accessible at other times (but are important audiences for the advertiser).

Examples: 35.7 percent of married working women; 44.8 percent of working men, and 27.9 percent of young men. And the added importance of evening leisure insures more attentiveness to the nighttime advertiser's message, RAB believes.

The Pulse survey shows that male audiences can be reached more easily at night. Audience composition in the 7 to 8 p.m. period, for example, is 41.2 percent male, while from 6 a.m. to noon, on the average, it is only 30.1 percent male. This is why beer, tobacco, gasoline and other advertisers who have to reach men buyers are now using nighttime radio, RAB reports.

On the Move

Of course, some of nighttime radio's audiences are on the move. A. C. Nielsen says that 23.8 percent of automobile radio families are tuned in on the average weekday between 6 p.m. and midnight. They might be on the way to the shopping center during the early evening. To put it another way, auto listeners as a percent of in-home listeners are greater after 7 p.m. than any other hour of the day.

Do television set owners listen to radio at night—they certainly do, RAB says. Sixty percent of radio's night audience comes from tv-owning homes. This is evidence, once again, of radio's new patterns of listening. Many family members are listening to the radio in other rooms of the house while the tv set blasts away in the living room, RAB notes.

RAB also points out to advertisers that they can reach people strategically during the night hours. An obvious example of this is the toothpaste advertiser who can reach his customers just before his product is used—or a shampoo advertiser, since another RAB study shows that 56.8 percent of women shampoo their hair at night.

Alert advertisers are also paying more and more attention to RAB's advertising awareness tests. In these studies, only radio advertising is used. One reveals, for example, that with the use of only 20 nighttime announcements on one station, advertising awareness for a clothing concern added up to 12 percent of the market. • • •

report from representatives



PGW Issues Spot Guide;

Timebuyer Panel Set

By NBC Spot Sales

Peters, Griffin, Woodward Inc. is distributing to advertisers and agencies a second edition of its Spot Radio Guide, a "study of NCS #2 coverage related to spot radio costs."

The publication is the combined work of PGW and the A. C. Nielsen Co. and includes both daytime and nighttime coverage and costs. The guide lists 168 U. S. metropolitan markets arranged according to population rank. It also lists smaller markets, and sample schedules quoting costs on a weekly basis for 10, 20 and 30 announcements and projected for 13, 26 and 52 weeks.

Robert H. Teter, PGW vice president and radio director, points out that spot radio today is an even better buy than it was three years ago when PGW's first Spot Radio Guide was published. "There has been considerable speculation over whether or not spot radio costs have increased and whether nighttime radio audiences have decreased. The guide answers these questions. . . ."

According to PGW, radio homes in three years have increased about 1.2 million and the percentage of homes covered by radio facilities in the various market groups has not changed significantly. Nighttime coverage, the guide says, runs about 1 to 1.5 percent less than daytime, but the nighttime total is higher than the daytime total of three years ago. And costs are lower on every basis of comparison.

Timebuyer Panel

NBC Spot Sales has formed a Timebuyer Opinion Panel, which will function as a service to timebuyers and those in advertising and broadcasting.

Invitations to participate were sent to agency personnel across the country. They will be asked to respond to brief questionnaires that NBC Spot Sales will send out periodically.

The panel is intended to serve "as a medium of expression for timebuyers as a group and individually; to shed light on the changing nature and varied problems of timebuying, and to provide

a sounding board on theories and buying practices."

A spokesman for NBC Spot Sales said that the panel will attempt "to separate the facts from the half-truths and suppositions in the field of timebuying.

"Agency buyers are deluged with masses of information supplied them by competing rating services, stations and national representatives. How do they use this information to arrive at their buying decisions? What part of it do they accept and what do they reject?

"The panel has been formed . . . to be of help to every buyer as well as other agency and broadcasting executives."

The first questionnaire, which was mailed out along with the invitation to join the panel, concerns "the use of ratings." Hundreds of replies have already been received, according to an NBC spokesman, and more are coming in daily.

Some of the questions are:

To what extent do you consider audience composition data in the purchase of announcements?

In making announcement buys in strips, to what extent do you use cumulative (unduplicated) audience data?

In view of the sometimes considerable differences among rating services, do you average the ratings of two or more services?

The results are now being tabulated by Barnard Inc. and will be reported soon.

Outlook for 1958

John E. Pearson, president of John E. Pearson Co., says, "There is no question but that radio is going strong, especially at the local level. As far as our company is concerned, we feel that 1958 presents a definite challenge, not only for us but also for the stations we represent."

Along with his comments which were occasioned by the move of his New York office to larger quarters at 405 Park Ave., Mr. Pearson reports that research departments have been added to the seven branch offices around the country. . . .

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

*** U.S. RADIO**

**for the buyers and sellers of
radio advertising**

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

TOLEDO'S FIRST RADIO STATION

... since 1921

• **FIRST** in audience ratings since 1921

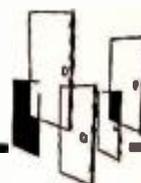
• **FIRST** in coverage since 1921

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

report from agencies



Timebuyers Need More Market Information, Study Shows

Timebuyers across the nation report they need more market and sales information in order to operate at peak buying efficiency, according to a recent survey of broadcast media personnel.

The study, conducted by Marketing Associates Inc. for Eye & Ear Inc., New York, was designed to determine what methods and tools buyers use in ordering broadcast media. A total of 1,762 questionnaires were mailed to 783 advertising agencies in 44 states. Replies were received from 370 respondents, but only 307 were tabulated, resulting in a return of 17.5 percent, the survey firm points out.

See Ad Budget

Although 53 percent of those responding said they receive a total ad budget and have the authority to decide what portion should be spent in a given market, a substantial majority indicated in the survey that they want more of the following information to back up their decisions:

- Sales information (65 percent)
- Competitive markets (62 percent)
- Client's competitive position by markets (52 percent)
- Client's distribution problems (72 percent)
- Size of total advertising budget (51.5 percent)
- News about client products (27 percent)

In addition, 80.5 percent of the buyers suggested that they would like to participate in client-agency meetings because such contact would provide useful, first-hand data not usually available to them now, the report notes.

An overwhelming majority of the respondents (91 percent) said they had contact with the client's advertising director and found it very useful. In many cases, however, according to the survey, the advertising director does not, or cannot, make sales information available to the timebuyer.

Market recommendations come to the media man from merchandise men or account supervisors, according to 51 percent of the respondents. Only 36 percent of the buyers said they "had anything to do with selecting the markets to be used."

Eighty-five percent of the buyers credit account executives and the merchandising and marketing departments of their agencies with "keeping them up-to-date" on client affairs and sales, the report states. Sixty-four percent of the media specialists say they are provided by these departments with sales figures that help them decide which markets require the most help.

With regard to the make-up of rate cards, the agency people expressed strong preferences for both frequency breakdowns (75 percent) and frequency discounts (80 percent). Only 21.5 percent indicated a liking for flat rates.

Asked to define a "saturation program" on a daily, weekly and monthly basis, the timebuyers gave the number of spots which they thought represented a saturation campaign. According to the survey, the average number of spots per day is 10.1; the average number per week is 49.5, and the average per month comes to 192.

Campaign Duration

The most popular duration for a saturation campaign, the report shows, is one month, chosen by 24 percent of the respondents. Eleven percent picked two weeks, and another 11 percent chose two months as the ideal length. A three-week period was selected by eight percent of the buyers, and a one-week span was preferred by five percent.

In conducting the study, a three-page questionnaire was mailed to more than 1,100 buyers across the country. Another 600 media people in New York, Los Angeles and Chicago received a two-page version. A return of 17.9 percent was received from the longer questionnaire, while the shorter one drew a return of 16.8 percent. • • •

Both Hooper and Pulse Prove

WEBC

**Leads ALL DAY in
Duluth and Superior**

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

SHARE OF AUDIENCE

**SEE YOUR HOLLINGBERY MAN
In Minneapolis See Bill Hurley**

U.S. RADIO...

***the monthly magazine for buyers
and sellers of radio advertising***

Looks forward to seeing you at the

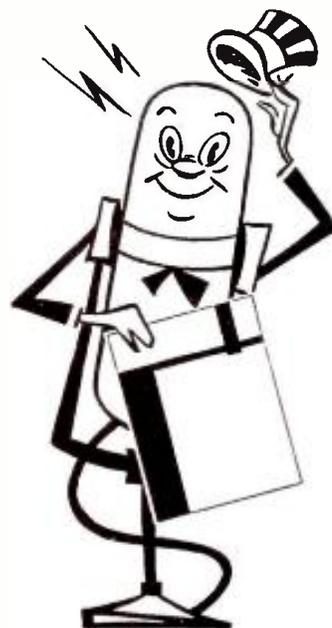
NAB Convention

... in Los Angeles

... April 27 - May 1

*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, remember—**RADIO** will have top coverage. Be sure to see our **Convention Issue** (out April 27) . . . it'll be loaded with full convention data about **RADIO** . . . in addition to all our regular features.**

* Closing date for Convention Issue advertising space is April 14



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



* U.S. RADIO

for the buyers and sellers of
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

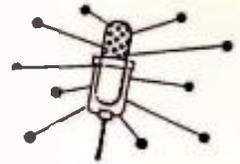
ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from networks



ABN's New Schedule;

'Monitor' Renewal;

Mutual Activity

ABN has as part of its previously announced plans revised its live Monday-through-Friday programming schedule on the recommendations of its Affiliates Advisory Board.

On March 3 the *Jim Backus Show* switched from its 2 to 3 p.m. slot to a 10 to 10:55 a.m. spot following the *Breakfast Club*. Also moving was the *Merv Griffin Show* from 7:15-8:55 p.m. to 1-2:55 p.m.

The *Herb Oscar Anderson Show* was dropped, but its star has been retained as "anchor man" for a new 7:15 to 8:55 p.m. musical show presenting local talent from ABN's affiliates.

On the business side, new billings at American include General Mills' co-sponsorship of 10 *Weekend News* broadcasts for Cheerios starting March 22. R. J. Reynolds Tobacco Co., for Camel and Winston cigarettes, renewed its co-sponsorship of *Weekend News* for 18 weeks effective March 29.

Two affiliates have joined the ABN lineup. They are KSWI Council Bluffs, Ia., and WMPF Williamsport, Pa.

'Monitor' Renewal

North American Van Lines Inc. has renewed sponsorship of its Alex Dreier segments on NBC Radio's *Monitor* for 52 weeks. The company will present a new theme—a series of salutes to major industrial fields. Each weekly tribute will be aired concurrent with an industry's annual convention or trade exhibition.

NBC has signed an affiliation agreement with WEZE Boston.

Ad Men Hear Karol

John Karol, CBS Radio vice president, told the Oregon Advertising Club last month that "as it becomes necessary to reach people more often at an affordable cost, you will find that radio

can play an increasingly important part in your advertising plans."

He emphasized that the "type of program" is an important factor in successful radio advertising. "Perhaps we have been putting too much stress on how many people we reach and too little emphasis on what kind of people they are.

"One of radio's most powerful features," he added, "is the fact that it allows the advertiser to match his message to the mood of the program. There's a lot more 'sell' available for the advertiser who capitalizes on the framework of the program in which he is placing his message."

Among other developments at CBS is the announcement that on March 28 Harvard College, in a special undertaking, will sponsor a special network show of entertainment and information designed "to promote the advancement of liberal education."

In billings, O'Brien Paints will place a campaign on the CBS "Impact" shows during the spring and fall.

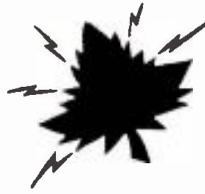
Mutual Affiliates

Two new affiliates have been added to the Mutual Broadcasting System: WHOO Orlando, Fla., and WAKU Latrobe, Pa. According to Charles King, station relations director, Mutual is now negotiating with 17 other stations regarding affiliation with the network.

Mutual's *Game of the Day* baseball broadcasts will resume for their ninth year on March 29 with the Chicago White Sox-New York Yankee game from St. Petersburg, Fla.

This will mark the debut of Bob Feller, former Cleveland Indians' pitching great, as a play-by-play broadcaster. "It will be his initial assignment before our microphones," says Norman Baer, network news and sports director. Mr. Feller will devote his full time to Mutual as a sportscaster. ● ● ●

report from Canada



McDonald Research

Provides Regular Data

On Audience Composition

(This is the last in a series on Canadian ratings systems.)

McDonald Research Ltd., one of the latest additions to the ranks of Canadian ratings services, publishes audience composition data on all markets on a semi-annual basis, according to John C. A. Wilson, associate.

This information is compiled from 24 major markets and designates the number of men, women and children listening to any radio station at a given time.

McDonald, established last August, is also issuing four ratings reports a year on the basis of written questionnaires which are mailed to a sample of households in each of the urban areas surveyed. (Rural areas are polled only on request.) Mr. Wilson reports an average return of over 50 percent. Data is tabulated on the basis of approximately 250 replies from each market.

Households Tuned

Each ratings report contains the number of households tuned to each station in each time period. The projections, in thousands of households tuned, are shown for major stations only.

The radio logs are kept for a seven-day period, measuring listening from 6 a.m. until midnight. The diary also includes space for designating out-of-home listening. While the out-of-home listening is tabulated as received, it is not projected into thousands of households tuned "due to lack of evidence on reliability," according to the latest McDonald report. Out-of-home listening may be calculated "for rough comparisons," however, by applying the reported out-of-home percentages.

McDonald, in addition to its ratings and audience composition material, will provide, upon request, the following types of data:

- The cumulative number of unduplicated households reached in a week by spot announcements or a daily program. This type of analysis also shows the average number of times each household is reached.



Clyde McDonald heads ratings firm.

- The unduplicated reach of a radio program or a series of spots in the same market in the same week. (That is, a breakdown of a sponsor's different buys in the same market.)
- The unduplicated reach of a spot series over one day.
- The unduplicated reach of a survey spot campaign running on several stations at one time. Such analysis can show the exclusive reach of each station and what would happen to the reach if one or more stations were dropped or added to the schedule.

The households, which provide all of McDonald's data, are chosen from telephone directories "since telephone ownership is high in all urban areas of Canada," Mr. Wilson says. McDonald uses a "systematic method of selecting names with random starting points." In some cases post office directories are used to supplement the telephone books.

All households receiving the log are contacted prior to the survey and are recalled on the first or second day of the survey to give needed instructions and to urge cooperation. The firm has found that by re-contacting the respondents at the beginning of the survey period returns are increased by as much as 10 percent as opposed to making only one approach. • • •

TOLEDO'S FIRST RADIO STATION

... since 1921

• **FIRST** in audience ratings since 1921

• **FIRST** in coverage since 1921

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

McF 1 1 1 1 1

Mr. Advertiser:
**DON'T LOOK DOWN
ON SOMETHING YOU
HAVEN'T
LOOKED UP!**

**SPECIALIZED NEGRO
PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100
Represented Nationally by—
John E. Pearson Company

in New York, Chicago and San Francisco and went a long way in exploding the myth that the evening audience was a group that could not afford to buy goods and services.

One of the most interesting developments of nighttime radio has been the trend towards imaginative programming on the local level. This ranges from public affairs shows to in-depth news programming to well-

produced music shows with a "live" personality.

Local sponsors, of course, have been using evening radio for some time and have found it a very productive sales tool. National advertisers are still to be won over, although there is evidence that past obstacles are being overcome.

Westinghouse radio stations' new evening format, *Program PM*, is a seven-day-a-week series featuring behind-the-scenes, in-depth program-

ming in news, music and entertainment.

Since the advent of the program five WBC stations averaged a 150 percent increase in evening revenue. Local accounts outnumber national orders four to one.

But in the past 40 days 15 new national products have signed up. Among these are: Pall Mall, Armour, Tetley Tea, Pontiac, Colgate's Ad and Tidewater Oil. Significantly enough, this list demonstrates the power of nighttime radio to move all types of goods, from high-priced items to impulse articles.

On the local scene there is ample testimony to successful retailer use. On KDKA Pittsburgh, a mail order house selling a musical album for five dollars was so satisfied with sales that it also promoted a slow-selling pocket adding machine on *PM*. Responses have averaged a thousand a week, the station reports.

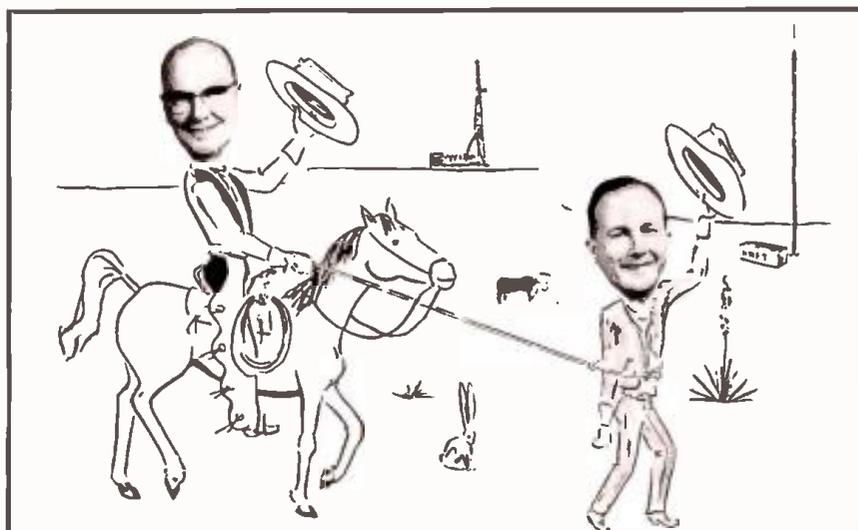
Dramatic Reactions

In Boston, WBZ has had rather dramatic reactions. One evening at 8:10, the station announced that it had 50 pairs of tickets to the Icecapades. These were offered to the first 50 car radio listeners who called at the station. According to official police reports, traffic was blocked 10 minutes later in a two-mile area around WBZ. It finally took eight policemen and five squad cars to untangle the jam.

And last month WBZ devoted a segment of *PM* as a salute to Ted Heath, recalling events in his career. A London album of his was played and a trans-Atlantic call was made to Mr. Heath in Great Britain. At the end of the call, London albums were offered to the first 200 people who wrote in to tell what they had liked about the program. Less than a week later, about 1,400 letters had been received.

Many stations across the country have examples of well-produced shows that have compiled record sales results.

KFRC San Francisco is compiling revenue with its late-evening program, *Newswheel*, a seven-night-a-week show that presents 15 minutes of national and international news



This Man I Had to Get

KWFT serves 590,260 farm and ranch people within the 1/2 mv/m contour. Gross farm and ranch income: \$814,726,000.

A long-time, well-known pal to these folks is EARL SARGENT. Earl was formerly Agriculture Department Manager of the Wichita Falls Chamber of Commerce. Now he's full-time FARM AND RANCH SERVICE DIRECTOR for KWFT.

He has an M.S. degree in agriculture. He is president of the Wichita Falls Farm and Ranch Club, and holds area-wide offices and honors galore.

With KWFT he's keeping right on with these activities—and doing three broadcasts daily. Object: to make EVERY family of this area a steady KWFT listener and friend.

The KWFT farm-and-ranch market is BIG. Your H-R man has new and complete data. Call him up.

BEN LUDY

President and General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

620 **KWFT** Call Your H-R Man

620 kc -- Wichita Falls, Texas

four times between 11 p.m. and midnight. The Crocker First National Bank bought a schedule on *News-wheel* to advertise its real estate loan department. After nine days, the bank requested a change in copy to a savings campaign. The real estate department found it could not handle any more inquiries for some time to come, the station reports.

Post-Midnight Hours

While nighttime radio is generally considered that part of the broadcast day between 6 p.m. and midnight, what about listening during the post-midnight or early-morning hours? There has been a growing number of stations that are now programming around the clock. The conclusion that must be drawn from this is that people are listening.

In fact, special Pulse studies in Los Angeles, Washington, D. C., and New York show that while the post-midnight audience is not gigantic it is definitely there and can be measured. The Los Angeles survey reports that during the hours of 12 midnight and 6 a.m. the percentage of homes using radio for the average quarter hour is 3.5. As late as 2 a.m., this percentage is 3.7. There are 1,902,300 radio families in the area, the study states.

In Washington, the homes-using-radio rating for the average quarter hour during this period is 3.3, according to the Pulse survey. There are 529,900 radio families in the area. Of the three cities surveyed, New York appears to have the slight edge in night owls. The percentage of homes using radio for the average

quarter hour is 4.3, with 4,314,200 radio families in the area.

There seems little doubt that nighttime radio has much to offer the listener—and the advertiser (local and national).

The case is summed up by Paul R. Weeks, vice president of H-R Representatives Inc. He states, "Advertisers will find that numerous radio stations will deliver as great an audience against class A and class AA television programming as well as in

radio's so-called prime time.

"In fact," he declares, "as many as 10 percent more families can be reached at night than in radio's 'prime' morning hours for the same expenditure."

Creative Research

"Judicious use of creative research will further reveal the true value of nighttime radio, both in total audience and in sales results." • • •

In Puerto Rico



Spanish is the language

Give it Sell!

KOSI - KOBY
turn over products
not audience

SEE PETRY
for the
"bear facts"

BOTH RADIO STATIONS
No. 1 in HOOPER & PULSE
6 am-6 pm average share

KOBY No. 1 in NIELSEN
6 am-9 pm average share

KOSI • KOBY
DENVER SAN FRANCISCO
Mid-America Broadcasting Company



So Spanish-speaking Pulse interviewers ring doorbells there same as in similar foreign-language areas in the U. S. Indeed no other method works!

The BEST Coverage
of the
Colorado Market
at the LOWEST Cost

Colorado NETWORK

National Rep. Bolling Co., Inc.

KVOD, Denver, 5000 watts, 630 k.c. ABN
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.



TOLEDO'S FIRST RADIO STATION ... since 1921

- **FIRST** in audience ratings since 1921
- **FIRST** in coverage since 1921

Check any audience survey
since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

radio ratings



Mutual, ABN Sign

With Nielsen;

Pulse Out-of-Home Data

Mutual and ABN have subscribed to Nielsen's Radio Index, effective immediately, which means that for the first time since September the ratings firm has the four major networks under contract.

In announcing ABN's pact with Nielsen, Robert E. Eastman, president of the network, said, "The recently improved format of the Nielsen material, with emphasis on sponsor cumulative audience data, has achieved substantial industry acceptance, and ABN's subscription reflects the network's desire to be a part of this . . . service."

In selling its service to American, Nielsen reportedly made available the results of a pilot study designed to provide an indication of the scope of radio's out-of-home audience.

Pulse Figures

A significant trend is revealed in Pulse out-of-home listening figures from 1953 to 1957. The figures, which show a steady increase in out-of-home audience, also indicate that winter listening in this category has nearly caught up to the previously higher summer figures.

In Boston, for instance, 1953 out-of-home figures for winter were 3.8 percent while for summer they were 4.2 percent. The percentages in 1957, representing an average rating from 6 a.m. to midnight, seven days a week, show winter at 4.7 and summer at 4.8.

The trend is evident in all markets where there were enough studies made to show some continuity. Most of the out-of-home listening is over car radios, Pulse reports (see *Car Radio*, February 1958). The rise in summer listening is a reflection of portable radio listening, Pulse states.

In the New York market, according to Pulse, out-of-home listening in winter exceeds that of summer, 5.1 to 4.8 percent.

Young's New Plan

Adam Young, president of Adam Young Inc., station representatives, has

proposed to Pulse a new plan for measuring a radio market. According to Mr. Young, a survey of any radio market should be expanded beyond the metropolitan county area, as is the current practice, to include the entire trading area of which the metropolitan market is the nucleus.

It is this trading area, encompassing total potential customers among the radio audience, Mr. Young asserts, which is of primary importance to the user of saturation radio techniques.

"In many cases," Mr. Young says, "this trading area was formerly approximated by the 'NSI area' in Nielsen local rating reports. However, since the new Nielsen format omits this essential data, no currently available measurements show delivered audience within the entire trading area of a market."

Mr. Young's proposal also includes the reporting of audience in terms of homes delivered rather than ratings; and the inclusion of metropolitan share-of-audience data to reflect in-city popularity.

Surveys Discussed

It's difficult to tell an agency man just how big radio is, says Walter B. Dunn, senior salesman at H-R Representatives, because "sampling techniques developed to measure print with its physical limitations are applied to limitless radio.

"But radio is different," he continues, "Wherever there's a set there's a 'press,' and sets are everywhere. Most homes go to press upstairs and down, in cellar, workshop and car."

Because someone leaves the house for a few minutes while a sample is being taken, says Mr. Dunn, "that doesn't mean that half a dozen stations lose all their audience, or radio sets-in-use in two or three markets simultaneously drop to zero.

"And yet this happens," claims Mr. Dunn, "with small samples when techniques to measure print are applied to radio." • • •

How your truth dollars help keep the Reds in the red

- The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.



And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-

powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

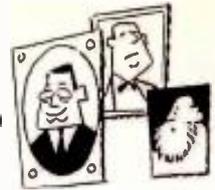
SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER



names and faces



Noting the Changes Among

The People of the Industry

STATIONS

BEN LUDY, president of the new North Texas Radio Inc., has added **DAVE DARY** as news director, **HOMER CUNNINGHAM** as program director and **EARL SARGENT** as farm director of KWFT Wichita Falls, Tex.

NORION VIRGIEN, formerly manager of WFEA Manchester, N. H., appointed general manager of WEZE Boston.

GEORGE R. OLIVIERE, former executive director of WGST Atlanta, Ga., named general manager of WHN Atlanta.

JAMES P. HENSLEY, formerly sales manager at WBBM Chicago, appointed vice president and general manager of KOMF Tulsa, Okla.

JAMES E. GOLDSMITH, formerly sales manager of KWK-TV, St. Louis, Mo., named general manager of WAMV East St. Louis, Ill.

TOM PA'FE named national sales manager and **JACK POHLE** national sales representative of KNX Los Angeles and the CBS Radio Pacific Network.

VERNON L. WICKRE, business manager of KOSI Denver, Colo., promoted to station manager.

JERRY CARR, program and news director of WIII AM-FM Hempstead, N. Y., elected a vice president.

EDWARD I. McCANN JR., formerly with WTAG Worcester, Mass., named sales manager of WCOP Boston.

O. T. (TONY) GASTON, radio administrative assistant, appointed sales manager of WKZO Kalamazoo, Mich.

BILL ALLRED promoted to sales manager of KAKC Tulsa, Okla. He had been on the sales staff.

CHARLES M. QUILLIAN, account executive, promoted to sales manager of WLLY Richmond, Va.

REPRESENTATIVES

P. A. (BUDDY) SUGG, former executive vice president of WKY Television System Inc., Oklahoma City, Okla., joins NBC on April 1 as head of the owned stations and spot sales division. **THOMAS B. McFADDEN** named vice president for NBC Spot Sales. Other appointments are: **WARREN**

AGENCIES

DAVE KIMBLE, associate account executive at Grey Advertising Agency, New York, promoted to the new post of senior account executive for NBC.

HIRAM S. BROWN and **ROBERT C. LAMB**, account executives at BBDO in New York and Minneapolis, Minn., respectively, named vice presidents.

WILLIAM A. MacDONOUGH, **JAMES F. BLACK**, **ANDREW DIDDEL**, and **RODGER S. HARRISON**, all account executives, elected vice presidents of the Kudner Agency, New York. The agency also named **ROBERT BELIS** manager of radio-tv commercial department.

ANN T. JANOWICZ and **CLIFFORD A. BOTWAY** promoted to media supervisors by Ogilvy, Benson & Mather, New York.

RICHARD S. PAIGE, formerly with North Advertising Agency, appointed an associate media director at Grey Advertising Agency, New York.

STEIBEL named sales promotion specialist, **RICHARD E. FARNHAM** and **T. E. (DICK) PAISLEY JR.** appointed to the sales staff.

AL PARENTY, formerly with *Television Age*, has joined Adam Young's midwest sales staff.

THOMAS R. YOUNG appointed account executive at CBS Radio Spot Sales in New York, and **JOHN S. LOGAN** appointed to similar post in Detroit.

INDUSTRY-WIDE

SHERRIL W. TAYLOR, former vice president in charge of promotion, appointed to new post of vice president in charge of sales administration at RAB. **MILES DAVID** named RAB's director of promotion. He was executive editor of *Sponsor*. RAB also appointed **ROBERT F. NIETMAN** and **PATRICK E. RHEAUME** as regional managers in member service department.

JACKSON B. MAURER, previously with WHK Cleveland, O., named manager of the Cleveland office of Hamilton, Stubblefield, Twining & Associates Inc., national media brokerage firm.

J. P. NAPIER, executive vice president of A. C. Nielsen Co., appointed vice chairman and managing director of A. C. Nielsen Co., Oxford, England.

NETWORKS

DALE L. MOUDY promoted to new post of assistant to the president of ABN. Also moving into new posts: **IRV LICHTENSTEIN**, director of promotion and exploitation; **HENRY W. LEVINSON**, director of sales development, and **LAWRENCE J. POLLOCK**, director of research.

WILLIAM R. McANDREW, director of NBC News, elected vice president for news.

ELMER W. LOWER, director of special projects for CBS Radio, appointed to new post of director of operations. Also, **FRANK PARIS** named network program coordinator for CBS Radio, Hollywood.

STUART M. GANON, previously with D'Arcy Advertising, named an account executive and member of the creative plans board at Hicks & Greist, New York.

T. R. MEREDITH and **WILLIAM L. O'BRIEN** have joined BBDO, New York, as media supervisor and media buyer, respectively.

DAN BLUMENTHAL, formerly with Donahue & Coe, appointed copy director at Paris & Peart, New York.

TOM DeHUFF appointed radio-tv account executive at Cunningham & Walsh, New York.

HENRY SLAMIN, formerly account executive at Donahue & Coe, has joined Kenyon & Eckhardt, New York, in a similar capacity.

R. WELLS BROWN has joined Compton Advertising, New York, as an account executive. He had been with BBDO, San Francisco.



Ludy



Moudy



Kimble



Gaston



Allred



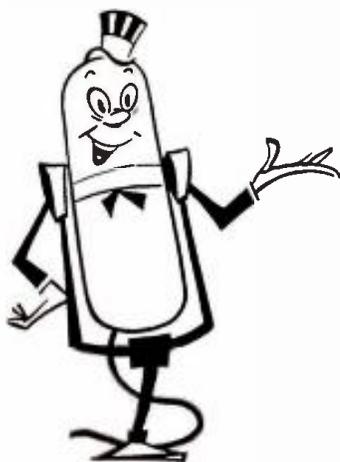
Oliviere



Paige



Maurer



U.S. RADIO...

*the monthly magazine for buyers
and sellers of radio advertising*

It has been predicted that "In 1962 radio alone will be doing \$1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

**To Receive
U.S. RADIO
Regularly
Each Month,
Mail In This
Form, NOW!**

U.S. RADIO

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

SUBSCRIPTION

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

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

Company _____

Type of Business _____

Company or

Home Address _____

City _____ Zone _____ State _____

PLEASE BILL

PAYMENT ENCLOSED

EDITORIAL



... a nod for nighttime

TREMENDOUS VALUES

National advertisers are just beginning to discover the tremendous values of nighttime radio. Until now, there has been no great activity on the national scene in this area, with certain notable exceptions.

Local advertisers, however, have been using this time of the day with great effectiveness. Their success stories are starting to get back to the national advertiser.

This local use should serve to pick up the ears of national spenders—especially in the light of current evidence on the reach and potency of evening use (see *Dialing After Dark*, p. 15).

To a great extent, advertisers and their agencies set the rules by which radio, as well as other media, must operate.

Among the rules that many advertisers and agencies adhere to is that a buy should be based on some type of evidence—be it qualitative or quantitative.

IMPRESSIVE FIGURES

What is happening in nighttime radio—a development that has been building over recent years—is that impressive listening figures are being compiled. According to one study, the total nighttime audience during the course of a week reaches 37.1 million homes.

Cost figures are also favorable and in many cases are lower at night than during the day. In addition, there is a bonus in coverage at night because many station signals have a greater reach at this time.

Studies show that in addition to substantial listening and low cost, the evening audience also contains certain qualitative aspects. For exam-

ple, there is a relatively high proportion of male listeners at night for the advertiser that is interested in this segment of audience composition.

Moreover, with a growing trend towards high quality news, public affairs and music programming, there is every reason to believe that the evening audience is listening attentively.

As we see it, it is the broadcasters' responsibility to build programming of audience interest and it behooves the advertiser to give thoughtful consideration to the evidence.

Our concern results from an attitude that we feel is based on habit and the now worn-out concept that radio is solely a daytime medium.

Those who understand radio's total reach know that its audience goes beyond the 6 a.m. to 6 p.m. hours.

We urge the advertiser, and his agency, to take a new—and careful—look at nighttime radio. The figures speak for themselves.

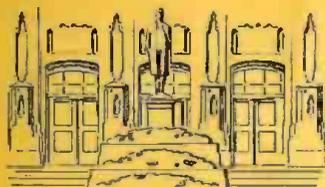
TRANSISTOR MOMENTUM

If anyone is looking for clues to radio's future direction, it is advisable that he examine current manufacturing developments.

The boom in transistor production is really just beginning to gain momentum. General Electric Co. states that seven years from now, by 1965, the industry will be producing transistors at the rate of 360 to 400 million a year (see *Soundings*, p. 7). This anticipated growth is phenomenal when compared with expected sales of 48 million this year. In 1957, about 27 million transistors were produced.

With these startling revelations, radio—both in home and out of home—is in for continued expansion.

Quality
AND
Integrity



WGN-Radio

WGN-TV

CHICAGO, ILLINOIS

NO MATTER HOW YOU MEASURE...



KTRH IS THE *AREA* STATION FOR SHARP TIME BUYERS*

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

Represented Nationally by **PETERS, O'NEIL & HOOVER, Inc.** *See ANY Area Survey