

U.S.

RADIO



SEPTEMBER

1958

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STATION WHO PUTS THE *Plus* INTO MERCHANDISING!

"Feature Foods" is a comprehensive merchandising *plus* service conducted by WHO Radio at the point-of-sale in 350 high traffic chain and independent food stores. Coverage includes all cities of 5,000 population or more in 76 of Iowa's 99 counties. It is available, *at no extra cost*, to advertisers whose products are sold in food stores and whose gross expenditure on WHO Radio is \$300 per week for 13 weeks, or \$3900 within a 13-week period of time.

HERE'S HOW IT WORKS: Each 13 weeks, experienced WHO "Feature Foods Merchandising Teams" guarantee you all four of these *plus* services:

WHO's Feature Foods merchandising service is producing *big results* for many of the nation's finest food manufacturers.

Talk to PGW about putting more "plus" in your Iowa advertising with WHO Radio—and Feature Foods!

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



for Iowa **PLUS!**

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



Peters, Griffin, Woodward, Inc.,
National Representatives
www.americanradiohistory.com



REGULAR SHELF MERCHANDISING
We check your displays, shelf stock, prices, POP materials, etc.!



50 ONE WEEK SHELF EXTENDER DISPLAYS
WHO merchandisers make and place all displays!

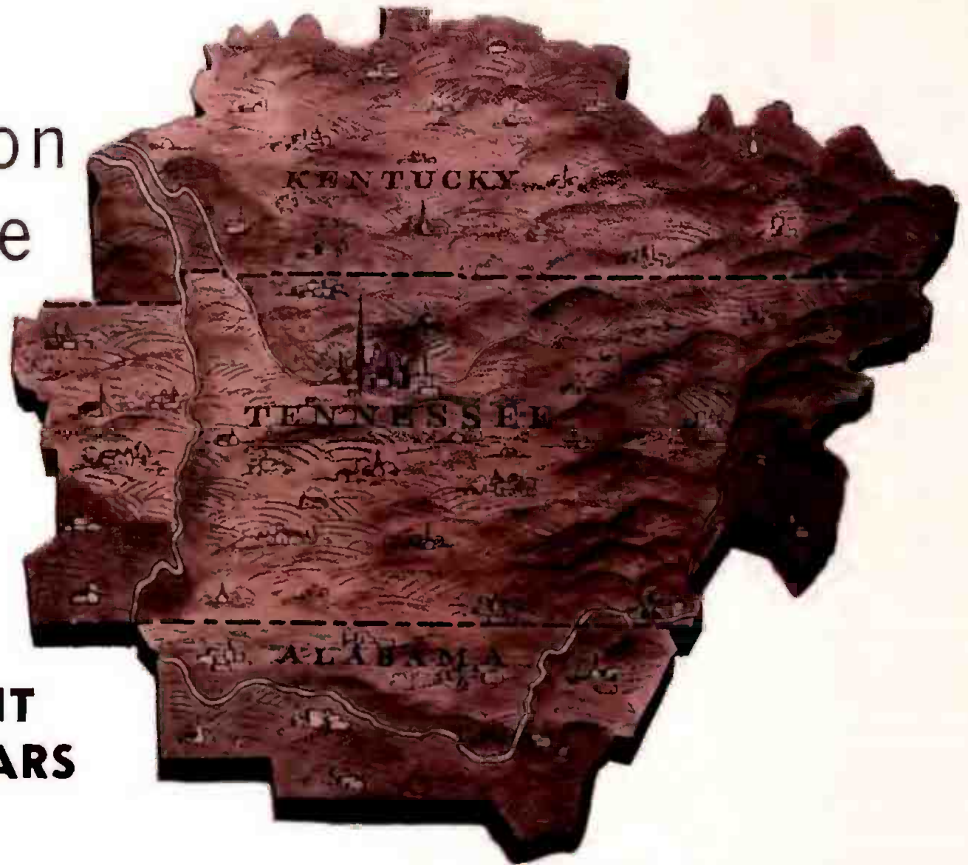


36 DAYS OF WEEKEND BARGAIN BAR PROMOTIONS
High Volume Supermarkets!



MONTHLY REPORTS
Reports from grocers to you about your products!

The
\$2¾ Billion
WSMpire



**DOMINANT
FOR 33 YEARS**

**WSM ... FIRST IN EVERY RATED QUARTER HOUR
... SHOWS A 6% INCREASE SINCE 1956**

Here's what has happened in 103 County WSMpire in the 17 months since the last Pulse Study was made:

STATIONS	MONDAY - FRIDAY		
	6 AM - 12 N	12 N - 6 PM	6 PM - 12 Mid
WSM	42	44	52
Station B	23	22	19
Station C	13	12	14
Station D	9	11	10
Station E	7	7	—
Station F	6	5	4
SATURDAY			
WSM	52	50	61
Station B	17	14	14
Station C	13	13	13
Station D	7	9	7
Station E	6	7	—
Station F	4	7	4
SUNDAY			
WSM	61	52	
Station B	13	18	
Station C	10	13	
Station D	4	7	
Station E	9	6	
Station F	2	5	

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6%... leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.

There is a difference . . . it's WSM radio

50,000 watts, Clear Channel, Nashville — Blair Represented, Bob Cooper, General Manager.

**\$475 WEEKLY GETS
YOU COMPLETE
STATION CIRCULATION
VIA 54 ONE-MINUTES
ON
LOVELIER, LIVELIER
WVHK**

the **WNEW** of Cleveland

*...now featuring THE FIVE WITH A FLAIR
for entertaining...for selling*



Ernie Anderson



Tom Brown



Jack Denton



Pete Myers



Earle Jerris

*details from
BUD SIMMEN, General Manager
or BOB EASTMAN*

WVHK is a division of METROPOLITAN BROADCASTING CORPORATION

THE JOHN BLAIR REPORT
**LOCAL
 RADIO**
 PROGRAMMING

Eye-opener for advertisers

To get full results from radio advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, LOCAL RADIO PROGRAMMING, recently published. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-

management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. For the complete report, write John Blair & Company, 415 Madison Avenue, New York 17, N. Y. Price, one dollar.

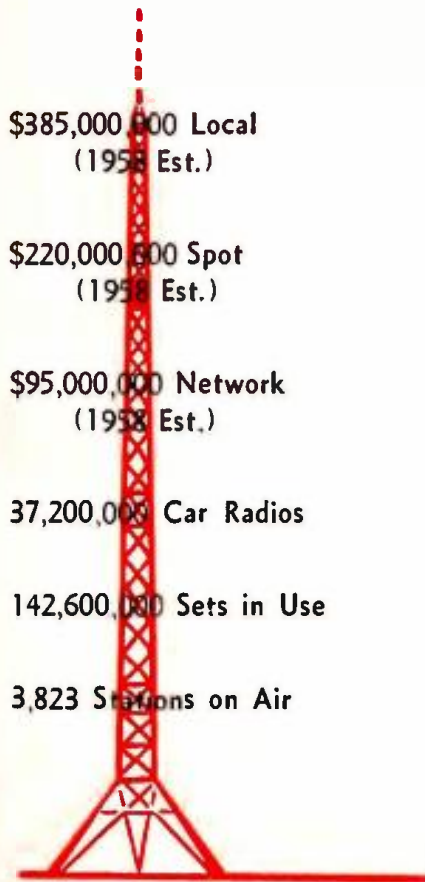
JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York.....	WABC	Washington.....	WWDC	Miami.....	WQAM	San Antonio.....	KTSA	Wheeling-Steubenville.....	WWVA
Chicago.....	WLS	Baltimore.....	WFBR	Kansas City.....	WHB	Tampa-St. Petersburg.....	WFLA	Tulsa.....	KRMG
Los Angeles.....	KFWB	Dallas-Ft. Worth.....	KLIF-	New Orleans.....	WDSU	Albany-Schenectady-Troy..	WTRY	Fresno.....	KFRE
Philadelphia.....	WFIL		KFJZ	Portland, Ore.....	KGW	Memphis.....	WMC	Wichita.....	KFH
Detroit.....	WXYZ	Minneapolis-St. Paul..	WDGY	Denver.....	KTLN	Phoenix.....	KOY	Shreveport.....	KEEL
Boston.....	WHDH	Houston.....	KILT	Norfolk-Portsmouth-		Omaha.....	WOW	Orlando.....	WBDO
San Francisco.....	KGO	Seattle-Tacoma.....	KING	Newport News.....	WGH	Jacksonville.....	WJAX	Binghamton.....	WNBF
Pittsburgh.....	WWSW	Providence-Fall River-		Louisville.....	WAKY	Nashville.....	WSM	Boise.....	KIDO
St. Louis.....	KXOK	New Bedford.....	WPRO	Indianapolis.....	WIBC	Knoxville.....	WNOX	Bismarck.....	KFYR
		Cincinnati.....	WCPO	Columbus.....	WBNS				



Radio's Barometer



Spot: National spot revenue totaled an estimated \$93,574,000 for the first six months of 1958, according to Lawrence Webb, managing director of Station Representatives Association. The total, which compares with \$86,770,000 for the comparable period of 1957, represents the highest first six months ever recorded in national spot radio, he reports.

Mr. Webb notes "strong indications" that the last six months of 1958 will exceed the first six months to bring the total increase over the record year of 1957 to more than 10 percent. In 1957, total estimated revenue obtained by radio stations through national spot advertising reached an all-time high of \$183,987,000.

Network: Estimated net operating profit of American Broadcasting-Paramount Theatres Inc., parent company of ABC Radio, was \$1,188,000 for the second quarter of 1958, a 24 percent increase over the same quarter of 1957, it was announced by President Leonard H. Goldenson. He said that the broadcasting division had shown improvement in the second quarter but that advertisers were "somewhat cautious" because of "general business conditions."

Local: A nationwide NAB survey of stations shows that revenue of the average radio station in 1957 was \$99,700. Reports from stations indicate that revenue is continuing to rise in 1958. WBT Charlotte, N. C., for example, shows a 16 percent increase in national spot advertising in July over the same month last year. And for the year ending May, 31, 1958, WTRL Bradenton, Fla., reports a billing increase of more than 10 percent. WTRL's billings for the first five months of 1958 were \$53,795 compared with \$25,920 for the same period in 1957.

Stations: Total stations on the air, both am and fm, increased again in August—to 3,823, up 22 over July:

	Commercial AM	Commercial FM
Stations on the air	3,271	552
Applications pending	412	36
Under construction	105	93

Sets: An all-time high set count of 142,600,000 as of July 1 is estimated by RAB. The figure represents an 82.8 percent increase in the number of radios during the last decade. The radio-in-auto count rose to 37.2 million, says RAB.

Total radio set production including car radios for June was 774,424, according to Electronic Industries Association. Total for six months was 4,961,293. Total auto radio production for June was 235,433; for six months, 1,464,519. Total radio sales for June excluding auto was 656,728; for six months, 2,964,338. Transistor production for June was 3,558,094 (dollar value, \$8,232,343); for six months, 18,452,324; (dollar value, \$12,845,056).

"Phenomenal Results" at 5:33 A.M.

R. M. Sherman, president of The Silent Glow Oil Burner Corporation, writes:

"Equipment sales today" — after four announcements, each scheduled at 5:33 A.M. — "far exceed the cost of the entire twenty-seven for which we are scheduled."

So —

Silent Glow doubled its schedule.

The Frank Atwood Show is on WTIC, Hartford, Connecticut, whose 50,000 watts penetrate every bit of the rich, rich Southern New England market.

For prompt action contact Henry I. Christal Company.



for buyers and sellers of radio advertising

U.S. RADIO

SEPTEMBER - 1958

VOL. 2 - NO. 9

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the Star stations

YOUR

"MUST BUY" STATIONS



OMAHA
KOIL

5000 WATTS
FULL TIME

UNDISPUTED

NO. **1**

PULSE ... HOOPER ... TRENDEX
A VITAL FORCE IN SELLING
TODAY'S OMAHA

HOOPER—June-July '58 — 8 AM-12 noon 45.1
12 noon-6 PM 41.9
share

PULSE—June — 7 AM-12 noon.....28
12 noon-6 PM.....28
share

TRENDEX—Latest — 8 AM-6 PM.....40.8
share

KMYR...DENVER dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof — Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kcs. See Adam Young or chat with General Manager Chic Crabtree.

ADULT
PROGRAMMING

NEWS • MUSIC
SPORTS

AAA BASEBALL
NIGHTLY

KMYR

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

★ KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.



KANSAS CITY ROYALTY—

The sort of prize-winning Herefords you meet at the American Royal Live Stock and Horse Show every fall in Kansas City.

KCMO-RADIO. BASIC CBS-RADIO.
810 kc. 50,000 watts.

Photo: American Hereford Association



shake hands with the West

It begins in Kansas City—home of the American Royal, citadel of jazz, gateway to the Great Plains. And if you want a typically warm Western welcome, we suggest you give your product or service a voice on KCMO-Radio.

For KCMO-Radio (with 50,000-watt coverage in parts of four states) serves all the community.

How? With intelligent CBS network programming, colorful locally-originated shows, award-winning news and public service broadcasts.

The stakes (and steaks) are big in more than a million Kansas City.

Ask anyone who's met the West on KCMO-Radio.

KCMO-radio /

Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

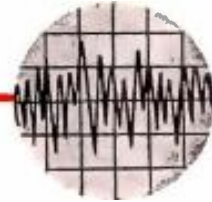
KCMO
WHEN
KPHO
WOW
KRMG

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

John Blair & Co.—Blair-TV
John Blair & Co.

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.

Represented nationally by Katz Agency
Meredith Stations Are Affiliated with
BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.



Court Upholds Right Of Radio to Report News

Radio's right to report the news alongside newspapers is gaining approval by the courts. A New York Supreme Court justice ruled that radio stations could not give a "present tense" accounting of the Patterson-Harris championship fight in keeping with the exclusive broadcast rights that belonged to TelePrompter Corp. The court held, however, that radio stations had the same right to report the news as newspapers, and as a consequence, three New York stations (WINS, WOR and WOV) carried detailed accounts of the fight running a few minutes behind the live action. The information, for the most part, was taken from wire services.

Dancer-Fitzgerald-Sample Makes Fall Radio Buys

Fall radio buying activity is under way at Dancer-Fitzgerald-Sample Inc., New York. Sterling Drug for Dr. Lyon's Toothpowder has bought minute announcements in 20 markets. The campaign will run for 15 weeks having started August 25th. In addition, Peter Paul has bought 10 packages in nearly 50 markets.

Sales-Building Ideas Featured at RAB Clinics

Station managers and owners are coming away with new sales-building ideas from the annual round of Radio Advertising Bureau clinics. The sessions started in Ponte Vedra Beach, Fla., on September 4 and will stretch across the country ending in Princeton, N. J., on September 30. As in past years, the RAB meetings are being held separately from the fall regional conferences of the National Association of Broadcasters.

Expansion Plans Weighed For WQXR's Fm Network

Plans are already under way to expand the WQXR fm network. The initial operation encompasses 11 upstate New York stations which, WQXR says, serve more than 95 percent of the state's population. Transmission is by fm relay entirely, with WQXR-FM serving as transmitting point, "to insure high fidelity sound." The network and the areas they serve include WFLY-FM Albany-Troy-Schenectady; WRRD-FM Cherry Valley (Mohawk Valley); WRUN-FM Utica-Rome; WRRD-FM DeRuyter-Syracuse; WKOP-FM Binghamton; WRRR-FM Ithaca; WRRE-FM Bristol Center-Rochester; WHDL-FM Olean; WJTN-FM Jamestown; WRRL Wethersfield-Buffalo, and WHLD-FM Niagara Falls.

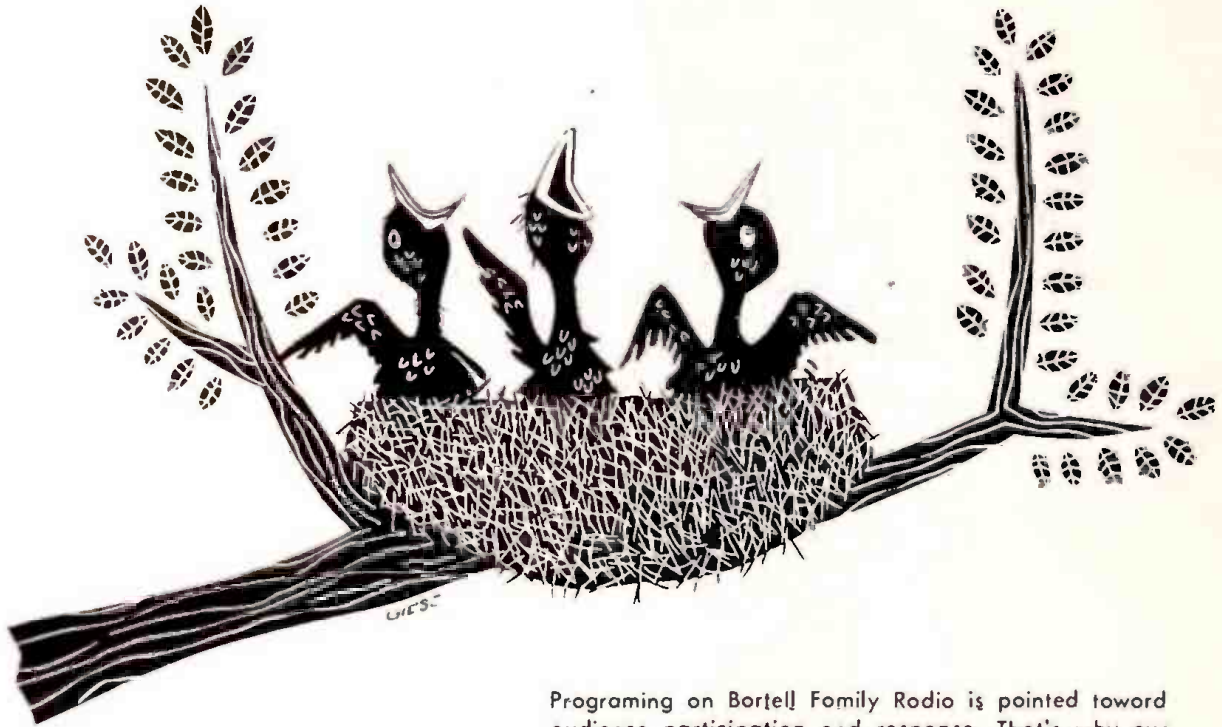
Fm Study of Chicago Planned by Research Firm

Add fm: Mounting interest in fm by advertisers as well as the radio industry is prompting an fm study of the Chicago market by a major research firm. This is in addition to the Pulse fm study of the Los Angeles market which was reported in August *Soundings*.

Weekend Monitor Adds Six Holiday Editions

The growth of out-of-home listening is bringing about a programming innovation at NBC Radio. *Monitor* beginning this past Labor Day instituted a new special edition which will run on six national holidays throughout the year.

RECEPTIVITY



Programming on Bartell Family Radio is pointed toward audience *participation* and *response*. That's why our continuous succession of copyright games for family fun . . . that's why our never-ending stream of response-producing featurettes . . . and the thorough local news coverage with names and addresses.

bartell family radio puts the audience into a "mental focus" which music and news alone cannot do.

And with mental focus comes **RECEPTIVITY** . . . "a disposition to receive suggestions" says Webster . . . a state of mind upon which an advertising message is most effective.

BARTELL IT...and SELL IT!

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



NAB Analyzes Radio's 1957 Economic Health

Revenue of the average radio station in 1957 was \$99,700. That was one finding in a survey of both large and small stations made recently by the National Association of Broadcasters. Approximately 800 usable replies from radio outlets on the air for a minimum of one year were used in compiling the data. Network o&o stations were not included in the survey. Other findings on the average radio station's bank book for 1957: (1) profit before taxes was \$9,100 (2) expenses totalled \$90,600 (3) time sales reached \$100,500 (4) largest profits were recorded in markets with a population in excess of 2.5 million.

House Amends Radio Spectrum Study . . .

The future of fm broadcasting was raised again in the last weeks of the 85th Congress. A Senate-passed proposal to study the military uses of the radio spectrum was revised to extend the study to an all-inclusive general area.

Reaction by Broadcasters Suggests Fm Implication

Immediate reaction from broadcasters was a fear that the ultimate conclusion of such a broad investigation could well be that commercial interests were not taking full advantage of frequencies assigned to them and that the government and the military could put them to better use. Even Senator Charles Potter (R-Mich.), who authored the original legislation, was unhappy with the amendment which came from President Eisenhower. The House was so divided on the issue that it was finally taken off the calendar and failed to reach the House floor. (See *How Radio Fared in 85th Congress*, p. 30.)

NAB Regionals Under way Sept. 18

NAB executives will make their annual cross country swing beginning in mid-September to tackle broadcasting problems on the regional level. The fall meetings get under way September 18 to 19 at the Buena Vista Hotel, Biloxi, Miss.

Broadcaster Can Now Attend Meeting Outside His Region

A welcome precedent in this series of fall conferences, is that a broadcaster may attend the regional meeting most convenient for him, although the meeting may be outside his own region. Other regionals, their dates and places are: September 22 to 23, Biltmore Hotel, Oklahoma City; September 25 to 26, Challenger Inn, Sun Valley, Ida.; September 29 to 30, Mark Hopkins Hotel, San Francisco; October 13 to 14, Schroeler Hotel, Milwaukee; October 16 to 17, Radisson Hotel, Minneapolis; October 20 to 21, Somerset Hotel, Boston; October 27 to 28, Statler Hotel, Washington.

Legislative Oversight Voted \$60,000 Hike

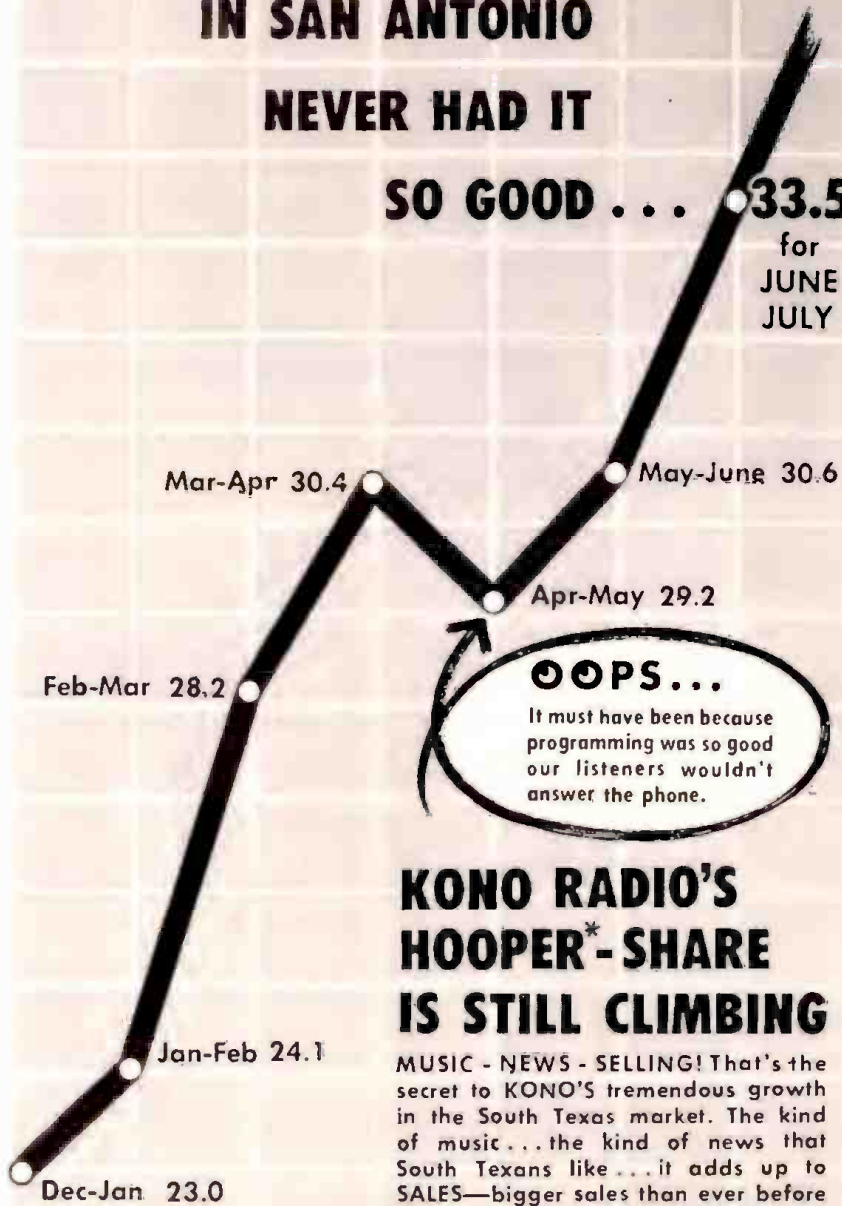
Voted an additional \$60,000, the House Legislative Oversight Subcommittee will extend its much publicized probe of federal regulatory agencies. The sum will tide the subcommittee over while Congress is in adjournment. The new grant will increase the total subcommittee budget to \$310,000. In addition to the completed portion of the FCC investigation, it is believed that more FCC grants are under subcommittee scrutiny and may well be scheduled for hearing during adjournment.

Hearings on Barrow Study Concluded

Criticisms of the Barrow Report were outlined for the FCC in a brief filed by NBC just as the commission closed the hearings on the study before its August recess. NBC criticized the study for its selection of

**ADVERTISERS
IN SAN ANTONIO
NEVER HAD IT**

SO GOOD . . . 33.5
for
JUNE
JULY



**KONO RADIO'S
HOOPER* - SHARE
IS STILL CLIMBING**

MUSIC - NEWS - SELLING! That's the secret to KONO'S tremendous growth in the South Texas market. The kind of music . . . the kind of news that South Texans like . . . it adds up to SALES—bigger sales than ever before for every advertiser on KONO Radio. But don't take our word for it . . . ask any of the nation's leading advertisers—they're SELLING San Antonio—on KONO, of course.

See your **H-R** REPRESENTATIVE
or Clarke Brownman

860 kc
5000 watts



SAN ANTONIO



Radio

*1st in PULSE, too.

WASHINGTON (Cont'd.)

illustrative cases and noted that nowhere in the report was there any reference to court decisions that option time and must buy practices—which the report recommends eliminating—are completely legal. Cited in particular by the network was a case involving WSAY Rochester, N. Y., and four radio networks. The court ruled against the station in a 1948 decision which held that option time practices were not illegal. Other suggestions advanced by the Barrow Report include regulation of networks by the FCC and severance of all connections between station representative activity and the networks.

**940 kc and 1550 kc
Open to Daytimers**

A development related to the Daytime Broadcasters Association plea to the FCC for a longer broadcast day—and Clear Channel opposition to such a move—arose when the FCC opened 940 kc and 1550 kc—both clear channel frequencies—to daytime outlets. In so doing, the FCC set these frequencies apart from the regulations which stall action on applications related to clear channels. These frequencies, however, are not domestic "clears." According to an international communications agreement, Canada and Mexico have priority on their use. Meanwhile, all comments are now in on the FCC's proposal to open up certain channels for uses other than clear channel operation. Deadline for filing comment was August 15. The issue, which has been an industry thorn for years, has a top spot on the FCC agenda when it reconvenes after a month vacation. The feeling at the commission is that action on the issue may come as soon as late September.

**FCC Shelves Plan
On Class B Fm Allocations**

An allocations plan for Class B fm stations was abandoned by the FCC effective at the end of August. The 13-year-old "temporary" guide for allocations of these frequencies was finally scrapped. The FCC said that the growing number of fm applications will be simplified by shelving the necessity of rule-making proceedings to change the allocations table.

the

Silver Mike



THIS MONTH:

ROBERT W. SARNOFF

Chairman of the Board
National Broadcasting Company

'No Other Business Faced The Adjustment Radio Did'

"No other business was ever compelled to adjust as quickly and as effectively as radio."

This statement is by Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., who by birth, training and personal accomplishment is in a position to know.

Mr. Sarnoff has been associated with radio since his graduation from Harvard University in 1939. In fact, his first job was with the radio division of the New York World's Fair in the summer of that year.

He has seen, from his own vantage point, the fortunes of network radio rise to astonishing heights, descend to discouraging depths and then turn around and stage an uphill battle to reach pay dirt once more.

The latter development is the one with which Mr. Sarnoff has been most concerned since becoming chief executive officer in December 1955 when he was appointed president. He still holds the post of chief executive since assuming the board chairmanship last July.

Mr. Sarnoff recalls several attempts to "revive" the radio network in the early 1950's. The effort that is bearing fruit, however, is the one he guided in the summer of 1956.

Mr. Sarnoff installed a creative new team in charge of radio operations; programming was streamlined, and new sales concepts were instituted.

Mr. Sarnoff, who was born in New York City on July 2, 1918, has had a varied career in communications.

He attended private schools in New York and also Phillips Academy, Andover, Mass., from which he was graduated in 1935.

In August 1941, after a year at Columbia Law School, Mr. Sarnoff served in the broadcasting section of the Office of Coordinator of Information (later the Office of Strategic Services). In March 1942, he was commissioned an ensign in the Navy and served both here and in the Pacific.

Late in 1945, he picked up the strings of his civilian career, becoming assistant to Gardner Cowles Jr., publisher of the *Des Moines Register & Tribune* and president of the Cowles Broadcasting Co. After a year, he returned to New York as a member of the staff of *Look* magazine.

Mr. Sarnoff joined NBC in 1948 as an account executive in the sales department. He then held various administrative posts in programming, production and film. In June 1951, he was elected vice president and in September 1953, he was appointed executive assistant to the vice chairman of the board.

He was elected to the NBC board of directors a month later and in December 1953 was named executive vice president. • • •



It's Simply a Matter of People!

If all the people in Buffalo (1,340,000), Providence (705,000), and Nashville, Tenn. (363,000) got together, they would almost total the big, bustling market reached by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include . . .

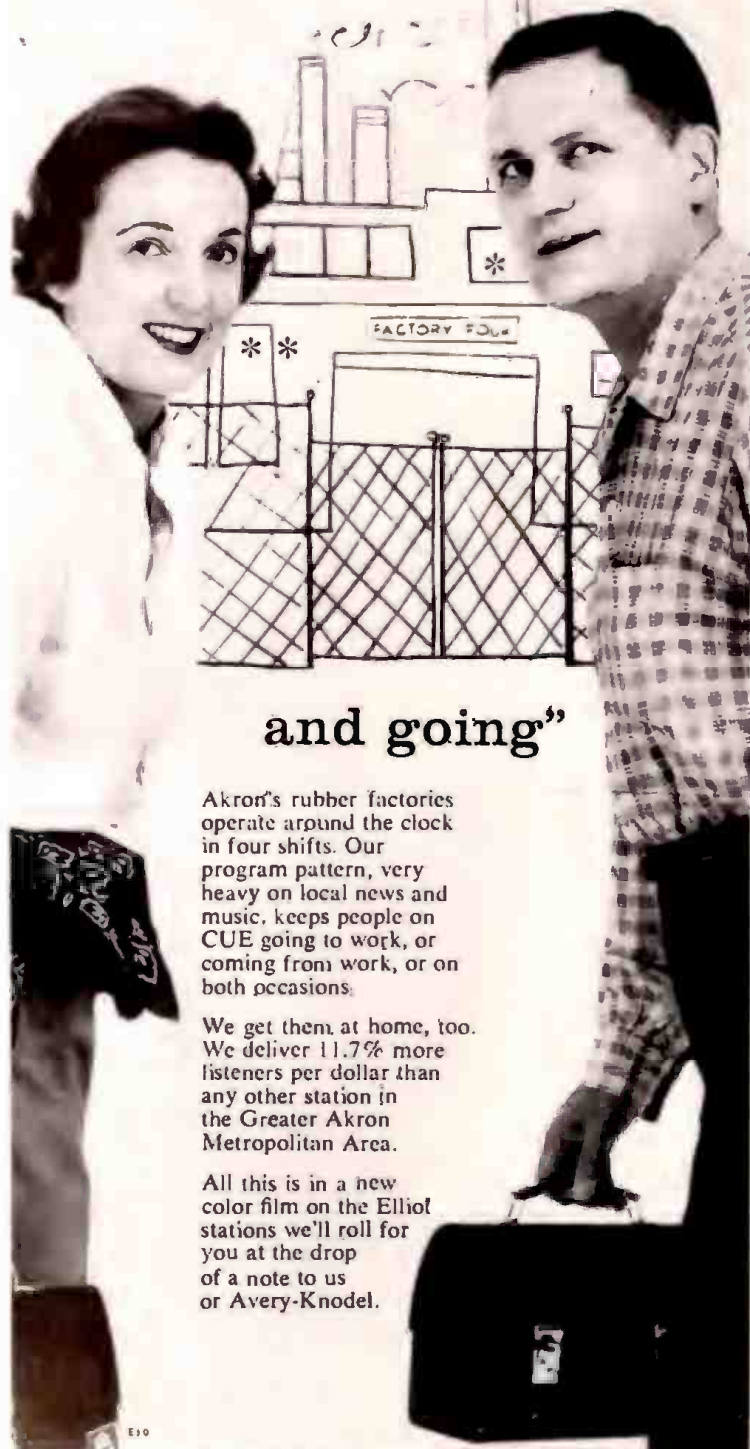
WOWO 50,000 WATTS
37th U.S. Radio Market*

FORT WAYNE, IND. Represented by PGW

W B C WESTINGHOUSE BROADCASTING COMPANY, INC.

*Broadcasting, December 16, 1957

"we get 'em
coming



and going"

Akron's rubber factories operate around the clock in four shifts. Our program pattern, very heavy on local news and music, keeps people on CUE going to work, or coming from work, or on both occasions.

We get them at home, too. We deliver 11.7% more listeners per dollar than any other station in the Greater Akron Metropolitan Area.

All this is in a new color film on the Elliot stations we'll roll for you at the drop of a note to us or Avery-Knodel.

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

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

WCUE
AKRON, OHIO

PROVIDENCE, R.I.

WICE

LETTERS TO

Fm Impact

I think your fm story in the August issue was excellent. Keep up the good work. Sooner or later fm will be recognized.

Ray Stone
Timebuyer
Maxon Inc.
New York

You are to be commended for your excellent treatment of a timely subject in your article *Valuable Plus or Basic Medium*. Two additional points would have added much to the impact of the story. They are: the influence of educational fm stations; the background on the change in Chicago to separate fm programming.

Regarding the former, the influence of Boston and New York educational stations has been important in the sale of fm receivers and the growth of fm audiences in these markets.

Harry W. Moore Jr.
Director, Sales Development
WTAR Norfolk, Va.

You have presented an excellent picture of fm. Our own indications lead to the conclusion that the fast growing awareness of fm is now approaching a crystallization point, and we are grateful for the support which your article offers in focusing further attention on the medium.

We also hope that it may stimulate some action on the part of those stations around the country with fm licenses who have been doing little or nothing to contribute to the development of fm.

Benson Curfiss
KRHM Los Angeles

Weekend Radio Figures

Your August issue's story, *Radio Listening Remains at Work on the Weekend*, deserves praise. It's a good example of an exciting and imaginative article based soundly on research—a trick your magazine seems expert at.

There is one thing, however, that causes me some concern. You say, "all listening, including car radio, is measured in terms of homes." Although this is true of the figures you have printed, it is not the way the Nielsen Station Index reports auto radio.

Since the listening unit we measure is the home, and an auto radio listener is a part of one of the homes considered, adding the auto audience directly to in-home listening unduly inflates the count of homes using radio.

THE EDITOR

For this reason it is our practice to list the auto radio audience as a percent of homes using radio. This method allows the possibility that different members of a single home may be listening to radio both at home and in a car.

This correction does not affect the article's conclusions, but the inter-relationship of the auto audience to the in-home audience must be realized.

Erwin H. Ephron
Public Relations
Broadcast Division
A. C. Nielsen Co.
New York

Mistaken Identity

That was a very fine article you did on Pepsi-Cola—even if you did get Doug Coyle's picture over my name.

Joseph Lieb
Vice President
Kenyon & Eckhardt
New York

Ed. Note: Our apologies to both gentlemen from Kenyon & Eckhardt.

Radio Registers

Unquestionably, U. S. RADIO fills a real need in this field. We especially feel that your *Radio Registers* is a most practical feature and could well be two pages. We would also be interested in seeing more station and advertising promotional pieces.

George C. Biggar
President & Manager
WLBK De Kalb, Ill.

Midwest Market Study

Allow me to congratulate you on the radio study of the 10 western states (U. S. RADIO, July 1958). A great job.

Orville Rennie Sr.
Promotion Manager
KOA Denver, Colo.

Progress Noted

I marvel at the record you have made in less than one year. As a "radio only" operator, I believe you have demonstrated the need of a publication devoted solely to radio.

Robert T. Mason
President
WMRN Marion, O.

We particularly appreciate the special items, such as *Teenagers are Radio's Small Fry*. We use your magazine regularly and wish you continued success.

Ralph J. Judge
President
Radio Time Sales Limited
Montreal, Canada



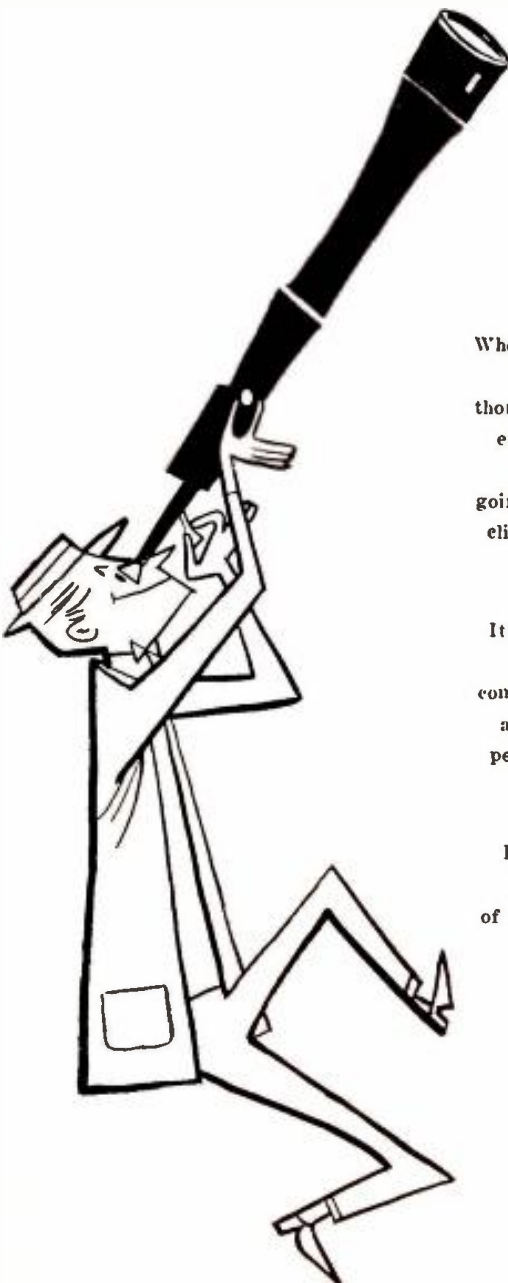
TAKE A CLOSE LOOK AT

Programs and People That Produce

When you find that happy combination of a station with top ratings and thoroughly documented proof of sales effectiveness—you've found WKLO in Louisville, Kentucky and you are going to make some money for your client when you place your advertising on this station.

It takes people to sell people. WKLO personalities deliver the advertiser's commercial with conviction, believability and personal persuasion. These are people talking with people . . . not voices speaking at people.

It takes people to sell people—and we've got the right ones in front of the microphones and more than any other station in Louisville at the receivers.



SOLD NATIONALLY BY:

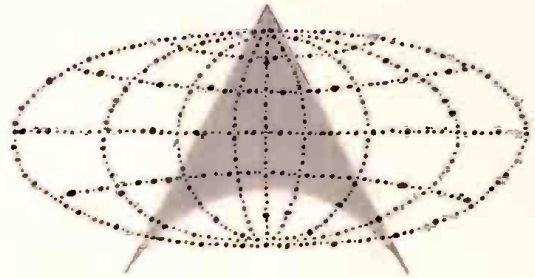


robert e. eastman & co., inc.
NEW YORK, CHICAGO, SAN FRANCISCO

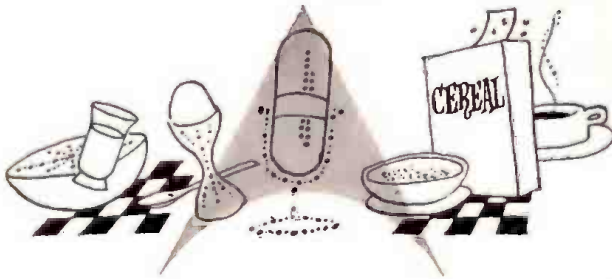
ABC RADIO • DESIGN IT TO FIT • YOUR SELLING PLANS



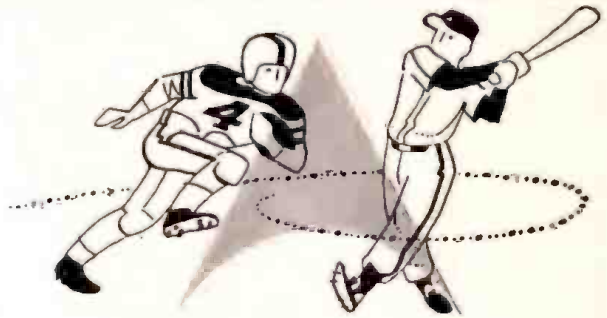
Sell all around the clock — daytime, nighttime, weekends — in low-cost, high cumulative schedules.



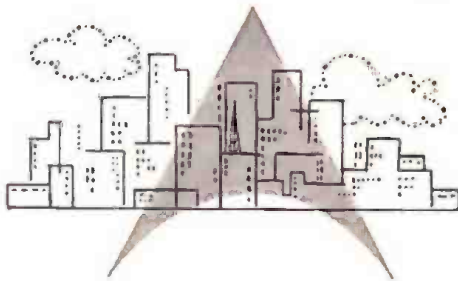
Associate with famous John Daly and his award-winning 125-man news staff and 22 overseas reporters.



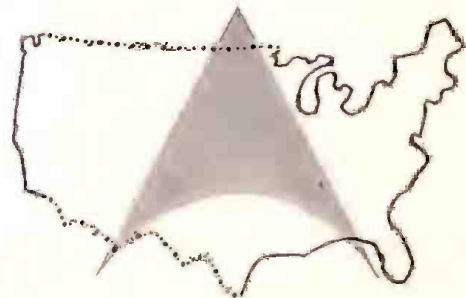
Cash in on Don McNeill's Breakfast Club audiences, which make him radio's biggest success story.



Score with play-by-play audiences and with listeners to exclusive sports interviews by Howard Cosell.



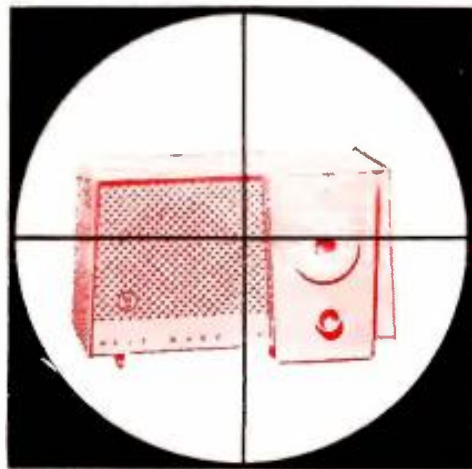
Make network cut-ins more effective with ABC's superior inside coverage of nation's top 200 markets.



Use low-cost ABC radio for full national coverage — "make sure" in areas covered by high-cost media.

There's a place for ABC Radio in every sales planner's profit picture. Use ABC as your major advertising-media buy, or as low-cost protection against lower-than-expected sales from expensive media buys. ABC Radio Network and its strategically located affiliates are ready to fit into your plans for sales success — in a variety of ways — whatever your product.

ABC RADIO NETWORK



New Role for Radio Research

*Agencies as well as industry
show increasing interest
in need for additional data.
Cumulative measurements are
gaining in agency acceptance*



Radio research at times has the excitable attributes of being a public official: At any given moment, it can be damned, praised and analyzed, depending on a person's particular leaning.

There is one thing on which there is unanimity of feeling—that is, there is increasing interest in the application and need for radio measurement. This is true both for the agency and the radio industry itself.

Under fairly ideal conditions, many things are felt lacking in radio research today:

- Out-of-home data.



- Larger samples for quantitative material.
- In-depth qualitative data.
- Extent of auto listening.
- New coverage survey for radio.
- Reliable measurements for smaller markets.

Research firms have been moulding new projects to meet the needs. Among the recent developments are:

- Pulse has started including new product research related to audience composition in its network reports.
- Nielsen is conducting new research into out-of-home listening and is pressing for acceptance of the cumulative concept of audience measurement.
- Hooper reports 40 current orders for its new car listening service.

Questions Asked

The questions often asked are:

Is there enough quantitative research? And if so, is it being properly used? What is really wanted when it comes to qualitative research?

Because of the complex nature of the subject there are no simple answers. Generally, the feeling at agencies is that existing quantitative data covering the "how many" aspects of audience measurement is acceptable.

The subject that really gets kicked around more than a football at an Army-Notre Dame game is the need for qualitative research. Agencies have long asked for the kind of data that will help pinpoint the listening audience in terms of definite sales prospects, in addition to existing quantitative measurements. Much of this centers around analyzing audience composition, breaking it down

into sex, age group, annual income range and even marital status.

It can be safely said that at least some of the demands for qualitative research fall into the area of blue sky thinking. This is so if considered only in the light of the cost involved in ferreting out comprehensive data of this type.

Sales Effectiveness

Another area that falls under qualitative data is the desire for sales effectiveness studies which deal with the way a campaign influences listeners and the atmosphere with which it is received.

An important step in the direction of getting more qualitative information has just been taken by the Pulse Inc. In its network reports, it now includes product data such as the number of smokers and non-smokers in the audience.

One thing that radio forces have been pushing for some time has been the use of cumulative audience measurement or the conversion of per broadcast or minute ratings into cumulative totals.

A. C. Nielsen Co. states the case simply. In a study in the New York area, for example, it found that a 2.6 rating per announcement will reach 56.6 percent of the homes in a month (unduplicated cumulative audience).

The concept of using cumulative data has been gaining in acceptance at the agency level. Radio Advertising Bureau has for a long time promoted this concept and has conducted much research showing the build-up in audience.

The significant thing, of course, about the cumulative approach is that it helps measure the way most

radio is bought today—either in concentrated saturation spot buys or participation network schedules.

In addition, RAB has performed a series of awareness tests which show the impact of radio. One such study was the promotion in Houston, Tex., of a men's wear store located in California. The test consisted of 20 nighttime announcements in one week over one station. The results showed that 12 per cent—or one out of eight—of the people could identify the California store, which presumably they never heard of before.

An RAB study dealing with the build-up in listeners tried to determine the cumulative audience of 10, 20 and 30 radio announcements in 36 hours using two radio stations (one independent and one affiliate) in a market.

The project showed that using 10 spots, 21.1 percent of the market's families were reached 2.1 times each; 20 spots reached 28.9 percent of the families 2.9 times each, and 30 spots turned up 31.2 percent of the families 3.8 times each.

9 a.m. to 4:30 p.m.

Another RAB study along similar lines determined the cumulative audience between 9 a.m. and 4:30 p.m., comparing the weekly build-up with four-week listening. This is what RAB found out: During the week (Sunday through Saturday), 50.7 percent of all radio homes tune in an average time of listening of four hours and 23 minutes; in four weeks, 75.8 percent of all radio homes tune in with an average time of listening of 13 hours and 33 minutes.

A slightly different version of the cumulative approach employed by RAB was an examination of the total audience of five-minute news

... The Cumulative Audience ... by Frequency

No. of Announcements	Percent of Market Families Reached	How Many Times Each
10	21.1	2.1
20	28.9	2.9
30	34.2	3.8

Source: Radio Advertising Bureau cumulative study showing build-up in audience by frequency in 36 hours using two radio stations in a market (one independent, one affiliate).

... By Frequency and Continuity

	No. of Different Homes Reached	Average No. of Broadcasts Per Home	Total Home Impressions Delivered
ONE ANNOUNCEMENT			
Aver. Week	553,000	1.02	563,000
Four Weeks	1,489,000	1.5	2,251,000
10 ANNOUNCEMENTS			
Aver. Week	2,879,000	2.1	6,044,000
Four Weeks	5,311,000	4.6	24,176,000
60 ANNOUNCEMENTS			
Aver. Week	8,364,000	4.7	39,335,000
Four Weeks	14,245,000	11.0	157,339,000

Source: Measurement of specific campaigns on NBC Radio as reported by A. C. Nielsen Co.

broadcasts. The audience of these shows was researched on one station every hour from 6 a.m. to midnight, Monday through Friday.

In one week, 29.9 percent of the families listened 10.5 times each and in four weeks, 51.6 percent of the families tuned in 24.8 times each.

On the local level, too, radio stations have shown considerable enter-

prise in examining and analyzing their audience.

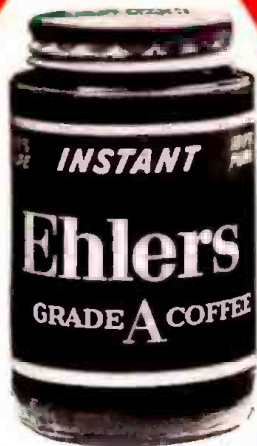
As part of an on-the-air contest, WBT Charlotte, N. C., asked listeners to write in and state where they were when they heard about the game. The station states it was able to analyze 4,000 returns showing where its listeners are:

In a percentage breakdown, WBT

found its listeners are in the kitchen, 29.3 percent; bedroom, 23 percent; automobile, 8.8 percent; living room, 6.5 percent; yard, 5.2 percent; bathroom, 4.6 percent; porch, 4 percent; dining room, 3.4 percent; den, 3.2 percent; at work, 3 percent, and miscellaneous, 9.3 percent.


WBT explains that the latter cate-

(Cont'd on p. 54)



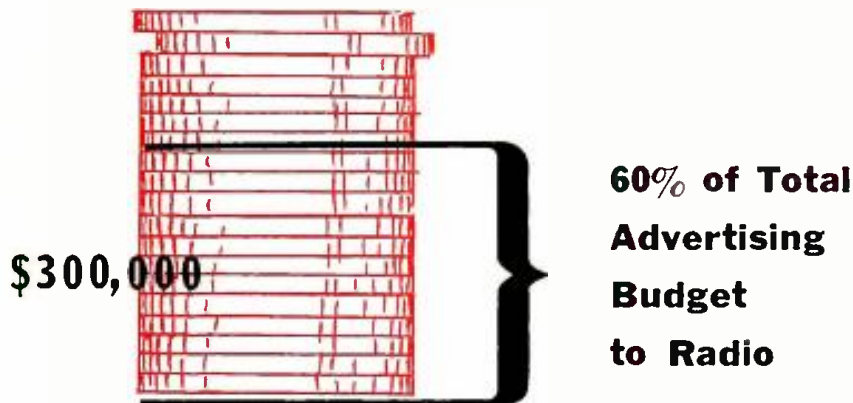
**New Blend
New Package
New Medium**

Ehlers

 New blend—different package—change of principal advertising medium. This is the three-stage rocket launched in the last year by Ehlers coffee to celebrate the product's golden anniversary and to send sales soaring into the stratosphere.

The "Golden Blend," according to Albert Ehlers Jr., president of the New York firm, has been on the market for six months; the modernized package line was completed in all outlets last month, and the new advertising medium—spot radio—has been on the job for a year.

In that time, he says, canned coffee sales have increased by 19 percent, "and 75 percent of that growth we attribute to our radio advertising." The coffee company's assets have grown from \$5,000 in 1900 to \$3 million last year. Ehlers now



Revamps . . . With a Radio Switch

Sales up 19 percent for regional coffee maker after first year of 11-city spot campaign

spends 60 percent of its advertising budget in radio, according to Bernard Field, account supervisor for Ehlers at Dowd, Redfield & Johnstone Advertising, New York.

"Ehlers has funnelled \$300,000 into radio in the year since it has shifted its major advertising emphasis to the medium," he states, "and currently we are spending \$4,700 a week in round figures, adding new stations frequently."

This, Mr. Field says, is double what the coffee company was spending in the print media the year before the switch to radio. Newspaper advertising had constituted the backbone of Ehlers' advertising effort ever since the product went on the market with the exception of a brief excursion into television in 1955.

The coffee company—which distributes principally in New England,

New York, New Jersey and sections of Pennsylvania and Maryland—channels its entire radio appropriation into sponsorship of five- and 10-minute news and weather programs, which are currently being heard in 11 cities over 12 stations on a 52-week basis. Contracts have been renewed for a second year.

Coverage and Audience

"We felt that we could get better advertising results by switching to radio," Mr. Ehlers explains, "and that morning radio, in particular, would give us the coverage and audience make-up we wanted."

"Ehlers is interested in reaching the relatively alert and informed people who listen to news broadcasts—including, of course, the coffee-

buying housewife. We believe that listeners tend to pay attention to this type of program and that their attentiveness probably carries over when the commercial is being delivered."

Another important reason for choosing newscasts, Mr. Ehlers continues, is that being associated with these programs tends, in his opinion, to add stature and dignity to the product image. "We have a good product and we want people to think of Ehlers as a quality coffee. We believe radio is successfully putting this image across."

Ehlers, which ranks fourth in point of sales in the New York market and second in Albany and several other smaller markets, according to Mr. Ehlers, has risen from fifth place in New York since last year. The company anticipates further



sales jumps as the result of its new blend of Colombian coffees. "The taste of the public is swinging over to richer flavoring," Mr. Ehlers says, "in keeping with the trend toward luxury living, and this is definitely a fuller flavored coffee."

Until very recently, the Colombian blend had been packaged in the old cans which were standardized, except for labels distinguishing the three grinds—regular, drip and Silex-type.

Campaign Launched

Now that the changeover to the newly designed cans has been completed at all distribution points, Ehlers has launched a radio campaign (as of September 1) promoting the Colombian blend.

For the last two weeks in August, all commercial time was employed to introduce the twin cans—red and gold, and blue and gold. In addition

to making use of two can types instead of one, the company's new packaging introduced a second innovation made possible by the improved blend: The regular and drip grinds are now contained in a single can (the blue and gold), while the Silex-type grind appears in the other.

This simplification—along with the rest of the Colombian coffee story—is presently being told for Ehlers by Xavier Cugat, who, the company believes, is almost synonymous with Latin America in the public mind.

"This is the first time Ehlers has used a testimonial on radio," Mr. Field reveals. "We have previously relied on the newscasters to do our selling job, taking advantage of their authoritative and local following."

"We decided Mr. Cugat—who believe it or not had been drinking Ehlers long before we engaged him—would be the right person to kick

off our new blend and package campaign."

The Cugat commercials will run for a 13-week cycle and also feature Bill Nimmo, who does a straight selling job after an introduction by the orchestra leader.

"Sincere Sell"

Ehlers' radio approach is characterized by the company's president as "sincere sell. We don't like the terms hard and soft sell, and we try just to tell our story in a straightforward manner. We're not high pressure, but we're not too subtle in our approach, either," Mr. Ehlers comments.

"We don't claim to be motivation experts and we believe there is entirely too much ballyhoo and too many gimmicks in commercials today. A lot of Madison Avenue jargon is being tossed around that doesn't mean much to us.



John C. Dowd, president of the agency



Albert Ehlers Jr., president of Ehlers



Bernard Field, DRJ account supervisor

"We don't use jingles and we don't try to startle. We think the public may find a straight selling job refreshing at this point."

Mr. Ehlers points to this one-minute spot written for WSKN Saugerties, N. Y., and delivered by Bill Nimmo as an example of this "straight selling":

Hi, This is Bill Nimmo. You know, we're practically next door neighbors. I've got some acreage over in Ancramdale. And when I'm in New York, I sure miss the beauty of these parts. But one thing I make it a point never to miss, whether I'm here or in New York, is that rich, robust taste of Ehlers marvelous New Golden Blend coffee. Take it from me friends, for the most exciting coffee flavor you ever enjoyed...sound your "A" for Ehlers New Golden Blend—now at your store in the beautiful new Ehlers package. The Blue can marked "Regular or Drip Grind" is the one to buy for either Percolator or Dripolator use. The Red can is for Silex-type coffee makers. Start to enjoy the luxury of Ehlers New Golden Blend made with richer, costlier Colombian coffees. Remember, neighbors...only the flavor is extravagant!

Most of the coffee company's advertising is devoted to the canned coffee and to its regular instant coffee. However, Ehlers also makes an instant espresso—and sells tea, kid-

ney beans and spices as well, which are not advertised except by in-store displays.

Ehlers coffee is sold for the most part by chain stores and supermarkets. "One of the biggest marketing problems we—or any other major coffee company—have is competition from private label coffees," says Mr. Field. "These are coffees packaged and sold by the chain stores, generally lower in price and which are, of course, promoted by the stores over the other brands."

Another Problem

Mr. Ehlers points to another marketing problem—getting the stores to stock enough of his brand so that it doesn't run out. "With so many new products of all kinds on the market, most stores don't have enough shelf space and they run out of brands before they place their next order," he says.

The company and the agency are working on both these problems. Plans are being formulated to initiate wherever possible merchandising tie-ins and promotions growing out of its radio advertising. Until now, most merchandising has been confined to standard mailings from stations.

"We haven't encouraged promotions because we wanted to complete distribution of the new cans," Mr. Field says. "There didn't seem to be much point in promoting a blend and a package we were about to abandon."

Company and agency executives are now in the process of visiting the stations to work out suitable merchandising.

Stations carrying Ehlers' advertising at the present time are: WCAX

Burlington, Vt.; WSPR Springfield, Mass.; WELI New Haven, Conn.; WICC Bridgeport, Conn.; WTIC Hartford, Conn.; WCBS and WRCA New York; WWBZ Vineland, N. J.; WMVB Millville, N. J.; WSKN Saugerties, N. Y.; WGY Schenectady, N. Y., and WAMP Pittsburgh, Pa.

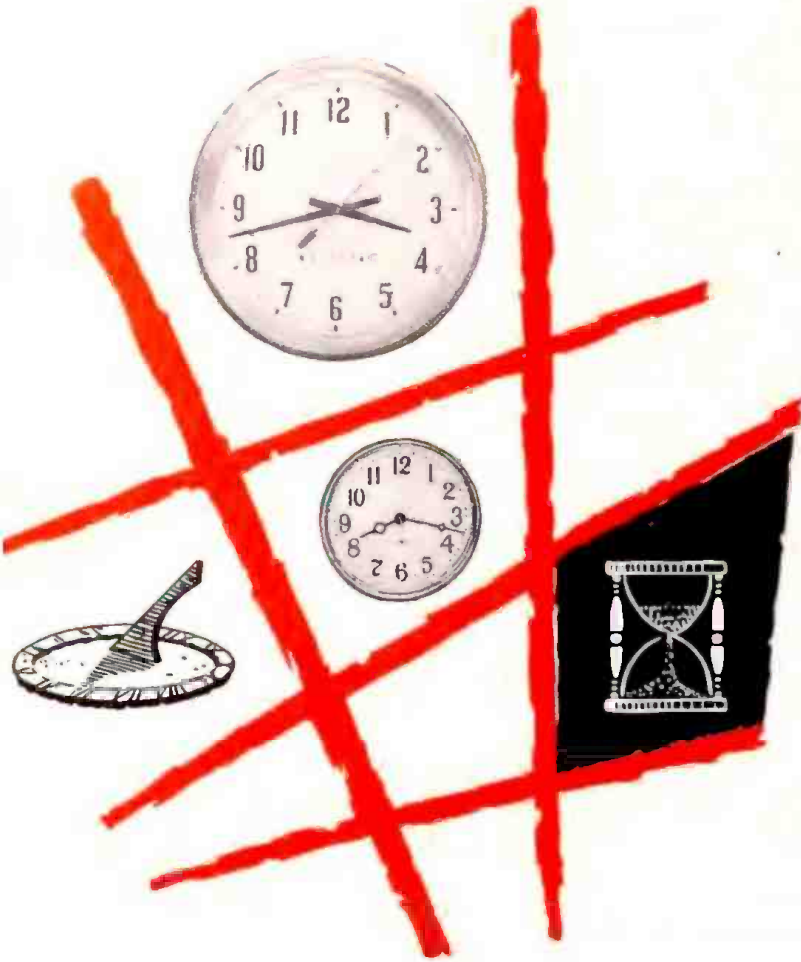
All outlets broadcast between three and six newscasts a week for Ehlers, with the exception of WAMP, which due to a distribution situation, airs 25 ID's instead for the instant regular coffee. Commercials on the other stations promote both the canned and the instant coffee.


Regional Firm

Ehlers is one of many regional coffee firms in the U. S.; in fact, there are only two that distribute nationally (Chase & Sanborn and Maxwell House), according to the agency. While coffee-making is a regional business in this country, coffee-drinking is a national habit. More than 135 billion cups of coffee were consumed last year in the U. S., according to the Pan American Coffee Bureau, New York. This represents a 10 billion cup increase over 1956. The average coffee drinking adult consumes between three and 10 cups of coffee per day and the U. S. imports 20.8 million bags a year to supply him.

The Ehlers family—which has been in the coffee business since 1893—began as bulk importers, the firm originating with Charles Ehlers, grandfather of Albert Ehlers Jr., and his brother, Edwin, who is presently the executive vice president. In 1908, Ehlers Grade A label was introduced to the public—the grandfather of the Golden Blend which is making its debut just 50 years later. • • •

The



 The problem of how to write a rate card—always one of the radio industry's biggest headaches—is currently causing more than the usual number of furrowed brows in the offices of many representative firms.

While there seems to be general agreement on the need for structural changes in rate cards, there is a wide range of opinion on what these changes should be. Two basic philosophies form the core of much representative thinking on the subject: On the one hand, there is the theory that rate cards should be simplified for the benefit of the timebuyer and in the interest of bookkeeping economy; on the other hand, there is the belief that the rate card should be a tool for selling instead of a tool for buying and that simplicity is not necessarily a virtue in selling.

Those who favor simplicity argue that bulky and complicated cards make it difficult for a prospective client to determine just how much a campaign will cost. As a result, radio is hurting itself by making the medium cumbersome to buy. Additionally, these spokesmen say, a great deal of money and time is wasted on both the station and agency levels in unraveling the skein of billing specifics woven by the complicated rate structure.

Those who do not emphasize simplicity point out that a rate card's effectiveness is measured by whether it distinguishes its stations from

Representatives differ in plans

for more effective rate cards.

Many are changing to emphasize

round-the-clock purchases.

Rate Card Riddle

competitors and whether it sells the station's audience composition to the agency and client. Robert E. Eastman, president, Robert E. Eastman Inc., New York, supports this view: "The belief in the importance of simplicity in rate cards is purely philosophical. The proponents of this school of thought think the card should be a tool to buy from. In my opinion, it should be a tool to sell from with the representative salesman acting as interpreter. Our new package plans will mean a lot, we think, to the client and the account executive who think in broad terms of audience reached."

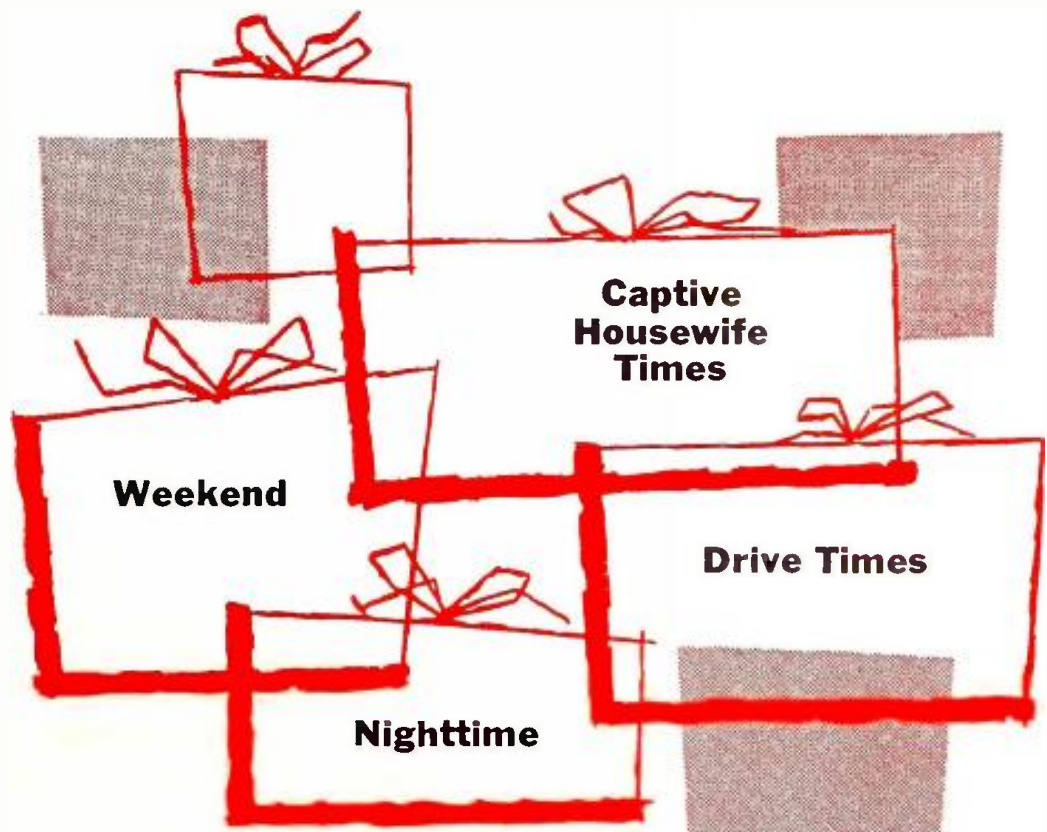
Effective August 1 at WIL St. Louis and WRIT Milwaukee and soon to be adapted to other represented stations, Mr. Eastman's plan calls for 14 "sales builders" or packages, each labeled according to the audience reached, programs involved or times of the day or week. No time in the broadcast week is without a covering plan.

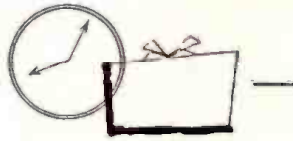
Mr. Eastman has abolished A, B and C times on the straight rate card, substituting the following categories: "captive housewife times," "drive times," "weekend," "nighttime" and "all other times." He has intended this to spotlight audience

composition, writing rates to fit the advertiser's frame of reference, he explains.

The chief innovation represented by his 14 plans, according to Mr. Eastman, is "new packaging for the product. These labels are the wrappings around radio, and just as other businesses use their packages as selling points, so should we.

"It sticks in the mind of the client or account executive when he hears that the timebuyer has purchased the family plan on WIL, for example, instead of a 12 plan—which sounds just like every other radio station."





Mr. Eastman believes that his new packages will lend themselves to advertising by the stations and to various station promotions. In addition, he thinks, advertisers will be able to use them as talking points with distributors to induce cooperation in in-store displays and other merchandising efforts.

There are other representatives who hold a somewhat different view, however, believing that rate cards

can best serve the agency, the station and the client with less showmanship and more simplicity. Richard O'Connell, president, Richard O'Connell Inc., New York, is one representative who has long been interested in rate card revision: "If radio is easy to buy, it will be easy to sell," he says.

Mr. O'Connell advocates, in particular, the abolition of discounts for continuous buying on a given

station. He would eliminate the bookkeeping headaches and expense involved in figuring rebates and short rates by the flat rate of all time segments. In addition, he would have figures in round numbers to make it easier for the representative salesman or timebuyer to compute costs.

Representatives argue that if a station is competitively priced on its frequency discounts, it is unnecessary to give a discount for continuity.

Frank Boehm, vice president in charge of promotion, Adam Young Inc., New York, reports that his firm is in the process of revamping its cards and that the new cards will "eliminate continuity discounts because these discounts are too complicated from a bookkeeping standpoint." The reason these discounts are no longer necessary, in Mr. Boehm's opinion, is that "clients are now using radio on a saturation basis and realize that to use the medium effectively they must run on a continuing basis. Discounts now should be given on the basis of spots used per week to keep pace with current buying trends."

Adam Young's new cards, Mr. Boehm says, will also incorporate a new package whereby advertisers buying class A time may run one third of their announcements in Class AA time (driving times) without additional charge. This is designed to encourage clients to spread their schedules, he says.

Also instituting a plan with the same aim is John Blair & Co., New York, whose executive vice president, Art McCoy, says:

"We are after the big advertising dollars where radio is used as the basic medium. To do this, an advertiser must reach all of radio's changing audience. People listen in the nighttime hours who don't turn a set on all day and these listeners buy just as many products as their daytime counterparts."

Blair's new plan "Saturation" is designed, Mr. McCoy says, to enable the advertiser to reach all listening audiences during the day or week. The day is divided into six time periods: 6 to 9 a.m.; 9 to 12 noon; 12 to 4 p.m.; 4 to 7 p.m.; 7 to 11 p.m., and 11 p.m. to 6 a.m. or sign-off time. An advertiser buys three or more announcements in each of these time slots per week, thus spanning the entire broadcast day and taking ad-

Radio: All Day Through

The primary motive behind the changes in rate cards is to switch emphasis from a concentration in a given time period to an extension of time purchases throughout the day and week. Two examples of plans recently evolved are the Eastman "Sales Builder" packages and Blair's "Saturation."

The Eastman plans offer 11 packages including: A Captive Housewife Plan (9 a.m. to 1 p.m., Monday through Friday); a Driving Times Special (6 to 9 a.m. and 4 to 7 p.m., Monday through Saturday); a Personality Package (sales messages seven days a week for each of five station personalities); a Wonderful Weekend Plan (Saturday 9 a.m. to 1 p.m. and 7 to 10 p.m., Sunday 10 a.m. to 6 p.m.).

Also, a Family Plan (21 one-minute sales messages per week distributed throughout the broadcast day); a Nighttime Special (two sales messages per night, seven nights a week or one announcement nightly, 7 to 10 p.m. or 10 p.m. to midnight); a Day-Night Circulation Extender (9 a.m. to 1 p.m. and 7 to 10 p.m., Monday through Friday); a Budget Plan (10 p.m. to midnight Monday through Saturday—6 to 10 a.m. and 6 p.m. to midnight Sunday); a Swing-Shift Value (midnight to 6 a.m.); a Rain or Shine Weather Package (6 a.m. to 8 p.m., Monday through Friday—8 a.m. to 8 p.m., Saturday—9 a.m. to 8 p.m., Sunday).

Plus a Drive Carefully Package (safety, traffic and road conditions, 6 to 9 a.m. and 4 to 7 p.m., Monday through Friday—8 a.m. to 8 p.m., Saturday—9 a.m. to 9 p.m., Sunday); a Newscast Package (five-minute news at 15 past the hour and 15 before the hour—one minute and 20 seconds of commercial time—various times throughout day), and a Scoreboard Package (during baseball season, latest up-to-the-minute scores).

The Blair Saturation Plan divides the day into six time periods: 6 to 9 a.m.; 9 a.m. to noon; noon to 4 p.m.; 4 to 7 p.m.; 7 to 11 p.m., and 11 p.m. to 6 a.m. or signoff time. If an advertiser buys three or more announcements per week in each of these time periods, according to Blair, he can take advantage of the audience turnover factor.

vantage of the turnover of radio audience.

Mr. Eastman's "sales builders" are also designed to encourage advertisers to spread their buys throughout the day by making it financially expedient to mix the various packages. For example, if an advertiser wishes to purchase 24 spots per week he may split them among several plans—perhaps six during the captive housewife period, 12 during driving times and six over the weekend—and still retain the 24-time rate on each plan he buys.

The importance of convincing the advertiser and agency to use all time segments and reach radio's mass audiences is partially due, in Mr. McCoy's opinion, to "the excellent job salesmen have done in selling saturation. They did such a good job, in fact, that agency people would demand frequency above other considerations. When confronted with a limited budget," Mr. McCoy says, "they would buy a smaller station to get spot volume.

Cover All Stations

"We think Satureach will tell the other side of the story—the need to cover all a station's listeners throughout the day and to reach as many persons as possible with a given station.

"Radio had exceptionally good years in 1956 and 1957." Mr. McCoy points out, "and when a buyer asked for a time most stations were happy to give it to him. Driving times became popular and stations just raised their rates for those periods.

"Now the era of hard sell is upon us," Mr. McCoy declares, "and we are going to have to do more than just give the buyer what he wants. We are going to have to educate him about the medium and all its advantages throughout the day."

The rate card, Mr. McCoy believes, can help do this job just as it has been doing since saturation plans were introduced to combat tv competition.

Package plans were initiated to induce the advertiser to buy frequency, the only buying method enabling radio to live up to its full potential as a medium, he says.

Mr. Eastman agrees that package plans have lent great impetus to the spot radio business in the approxi-

Going Up: Radio Rates

According to the Katz Agency, daytime radio rates have increased 3.2 percent in 1958 over 1957, compared with a 1.8 increase in 1957 over 1956. These figures are based on Katz represented stations and on schedules of 12 one-minute announcements for 13 weeks. One-time rates were not used because Katz felt they were "unrealistic."

Here are the results for the past two years (as of January 1 of each year):

	Percent Increase Over Previous Year	
	DAYTIME	NIGHTTIME
1957 over 1956	+1.8%	-5.2%
1958 over 1957	+3.2	-0.5

mately five years since they have been in common usage because they allow the advertiser to buy the medium more efficiently. During this time, plans have evolved from 6's, 12's and 24's to frequencies commonly running as high as 60, 72, 84 and 96. Another development has been to increase the number of commercials from minute announcements to include 30's, 20's and ID's.

Back in the pre-television era an advertiser could buy one announcement on the Jack Benny program and reach 34 percent of America, another representative points out. After tv, the advertiser's thinking had to be revised in keeping with the new character of radio. In addition to promoting frequency, package plans were designed to attract business to a particular station, this spokesman says.

Cutthroat Competition

"When the number of radio stations jumped from 800 to 3,200," he states, "competition became cutthroat. Stations and representatives began to use packages to lure advertisers and timebuyers into their own corner. They began to pile package upon package always seeking to top the competition with a slightly different and cheaper version.

"What has happened, as a result, is such a confusing jumble that agency people are beginning to rebel. They are begging for more uniformity and simplicity. They want, in particular, to have time period classifications standardized and to have fewer rate differentials for these same time periods."

This executive states that since

circulation figures are different for different times of the day, it would be impractical to charge a single rate, "although this would be ideal."

Mr. McCoy would also like to see a single rate, but would settle for "five or six" frequency rates in each time category.


Daniel Denenholz, vice president in charge of research and promotion, Katz Agency, New York, feels that package plans as generally set up today "fit the current trend of time-buying practices because the advertiser doesn't want to buy the same time every day. He wants to reach the different audiences that tune in and out, and packages make it easier and cheaper for him to spread his buys throughout the day."

Mr. Denenholz does not feel that it matters what terminology is employed in classifying these times "because it's the same time by any name."

An executive of another New York representative firm believes that neither time classifications nor their rates can or should be standardized since "the situations differ from market to market. In some cities, for example, driving times are longer than in other towns and draw larger listening audiences than in cities of similar size where commuting habits may involve greater use of public transportation facilities. As a result, both rates and classifications must vary according to individual conditions."

While the exact formula for rate changes differs, representatives are showing increased interest in altering plans to meet what each feels are the needs of the advertiser and advertising agency. • • •

Hillman's Weekend

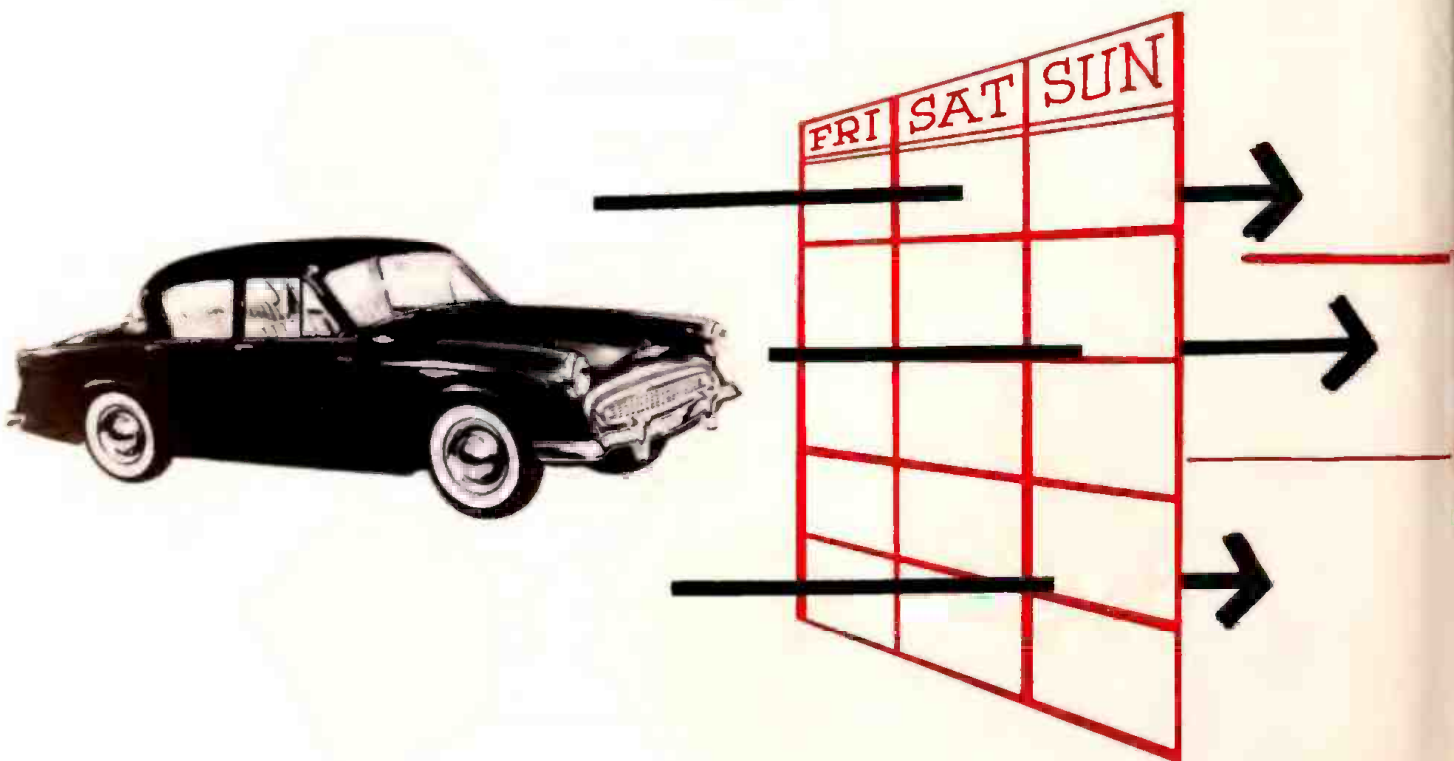
 "This is David Williams, president of Erwin Wasey, Ruthrauff & Ryan Inc., advertising agency for Rootes Motors. We know you will all welcome the fact that Hillman is going to 'take to the air' in July. Not with a new jet plane, to be sure, but with a series of radio messages directed to *your primary prospects in your market. . .*"

With this recorded message, sent out to nearly 175 of Rootes' 650 U. S. dealers and containing samples of its new electro-transcriptions, Hillman took its biggest plunge into radio since the car's introduction into the U. S. market a decade ago.

Nearly 15 percent of the British auto firm's all-media ad budget for the six-month period starting July 1

was to be spent in four summer weekends. The campaign called for saturation spot announcements in seven major markets. Hillman would average from 15 to 35 announcements a weekend on three stations in New York, two in Boston, two in Philadelphia, two in Washington, two in Chicago, three in San Francisco and seven in Los Angeles.

"Play these messages to your organization," Mr. Williams urged the dealers. "Listen to them on the air and, if possible, supplement them with your own local campaigns." They had only to fill out an enclosed order blank, he said, and the agency would send the transcriptions to "start your own memorable campaign on one or more of your local radio stations. When you supple-



Drive

*Sporadic radio user in past,
English firm finds results with
four weekends of saturation spot*

ment Rootes' national campaign with your own local advertising you will derive the utmost value from it. We urge you to tie in!"

Why did the agency have to sell the dealers on using radio to sell Hillmans? "A basic reason," says J. T. Panks, managing director of Rootes Motors Inc. in the U. S., "is that dealers are accustomed to seeing their ads in print. After all, we were not very well known in the U. S. until about a year ago and we felt paper media would visually present our product.

"Our dealers are now strong enough to initiate their own local advertising and promotional activities, and national radio gives them an excellent base to build upon. Naturally," Mr. Panks adds, "we

knew we could reach more prospects at a lower cost during July and August when people spend more time out of doors and in their cars—listening to portable and car radios."

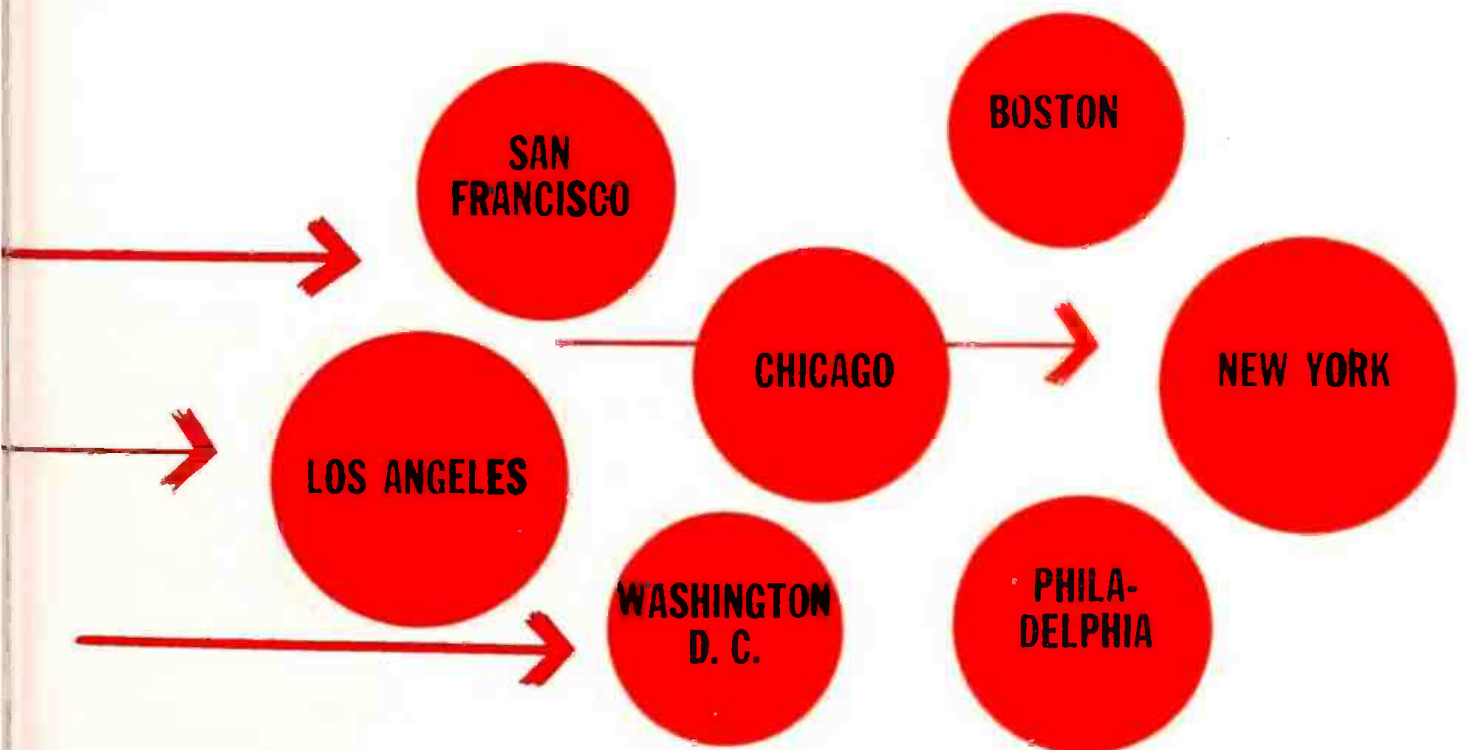
Spot radio had been used sporadically by Hillman in various markets throughout the country to stimulate sales, according to Mr. Panks. "We were impressed by radio's relatively low cost. We found out in scattered markets from Boston to Wichita to Los Angeles that you can do quite a bit of selling with little money.

"And early results of our big summer weekend saturation indicate that we again are doing quite a bit of selling." Mr. Panks reports that Hillman sales should reach an all-time high of 22,500 in this country for 1958 and that the figure could be

25 percent higher if more cars were available (Rootes supplies dealers in 152 markets around the world). About 13,500 Hillmans were sold here in 1957 and only 4,300 in 1956.

Dealer enthusiasm for the radio campaign is also running high, Mr. Panks notes. In the major cities, dealers tied in with the saturation individually and in pairs. "Reports from Rootes field men, who made a special point of checking dealers on results of the campaign, show that there has been a definite rise in floor traffic attributable to the saturation. And the off-beat, humorous approach of the messages," he adds, "has caused very favorable comment from prospects."

There are other reasons for Hillman's large buy in the sound me-





dium, reports John Lowden, Rootes account executive at EWR&R. "For one thing," he reveals, "Sir William Rootes, chairman of the board of the parent company, is very much in favor of radio through results of its use in England. Also, he has been impressed during his many visits here with the extensive use of radio advertising by other automobile companies and by having seen first hand the success that a limited use of radio had brought to Rootes.

"The timing of this summer saturation was also important," Mr. Lowden declares. In the past year or so, he points out, imported cars have suddenly caught on in this country. Also, there is a feeling among some in the industry that 1959 will be a buyer's market. "For these reasons, we are bending every effort now to establish Hillman's quality and name in the minds of the public."

Is it worth using radio to sell a foreign car? Yes, say the EWR&R media people, discounting a Ford vice president's recent description of foreign car customers as a small, stereotyped group. Benson Ford had described them as "largely in the

middle and upper income group . . . generally college educated . . . unwilling for reasons of prestige to buy a used car . . . keeping up with the Joneses." EWR&R executives call this "a generalization that is no longer valid."

Not a Status Symbol

"A car used to be a status symbol," says Mr. Lowden, "and therefore the community leader wanted a car that reflected his place in the community. But nowadays people are spending more and more on luxuries—vacations, boats, do-it-yourself outfits in the basement—and they are not so interested in paying a large amount for a car.

"Trite as it sounds, we're interested in everyone. Everyone is a prospect, from the \$3,500-a-year man to the \$100,000-a-year man. And everyone listens to radio, that's the thing!"

In his transcribed message to the dealers, agency President Williams had explained this thesis, declaring that the July to August spot radio campaign "will be directed to the weekend listening audience, an age

dience with radio sets tuned in to key stations, outdoors as well as indoors. Now, these listeners are going to be unusually conscious of any message involving automobiles because automobiles play a great part in their lives, particularly in the summer. And we are sure they'll 'sit up and take notice' when they hear such unusual commercials as this:

"SOUND: APPLAUSE

FIRST MAN: (Enthusiastically) Great going, Bill Carr. By answering that question correctly you became the first man on tv entitled to 200 billion dollars. Now, here's your choice. You can take the 200 billion dollars cash or this brand-new British-built Hillman car.

SOUND: Man's footsteps. Door of car opening, closing, car starting and driving off to thunderous applause."

"At the outset of this campaign we were faced with a dilemma," states Doug MacNamee, vice president and radio-tv copy creative director at EWR&R. "In the shortest possible time (10 to 30 seconds) we had to give the complete Hillman image."

The messages, he explains, had to have a British flavor and be arresting—and still have every word crystal clear. This precluded a jingle. There also had to be "that certain aura" that goes with buying a foreign car—giving the customer a feeling of some discrimination and good taste without the old "snob appeal." But he also had to be told that it was an economical, sound investment.

"In other words," says Mr. MacNamee, "we had to shoot upwards as well as downwards—downwards



David B. Williams, president of EWR&R



J. T. Panks, managing dir., Rootes Motors



Commercials for Hillman's summer weekend saturation campaign are reviewed by EWR&R's Hillman account group. They are (left to right) Preston Selvage, asst. account exec.; B. W. Matthews, v.p. and account supervisor; John Farris, radio-tv copy group head; Douglas MacNamee, v.p. and radio-tv copy chief, and John Lowden, account exec. They agreed that the more variety, the more effective the announcements would be.

in the sense that it's a car that even with air conditioning sells for only a little over \$2,000. And upwards in the sense that people who can afford the highest price car should buy it."

Mr. MacNamee and copywriter John Farris drew up three rules for the commercials:

- The approach must clearly mark the car as British.
- They must be semi-humorous to give them some real flavor and memorability.
- They must stress economy.

An example is this 20-second spot:

ENGLISHMAN: What makes Hillman your first choice amongst imported cars?

AMERICAN: It gives you more car for your dollar!

ENGLISHMAN: Right-o! Rated number one in England, too.

AMERICAN: Plenty of room inside—and a big trunk!

ENGLISHMAN: Trunk? Oh, of course, the boot. Splendid power unit, too . . . A wizard saloon!

AMERICAN: Saloon? Oh yes, the Hillman sedan is beautifully styled. See your Hillman Sunbeam dealer today.

"This commercial was designed for the listener who, because of the time that he heard it, would have transportation on his mind. We knew that the listener, no matter whether on the beach, on a picnic or in the house had used transportation to get to this listening post," Mr. MacNamee points out.

Variety Approach

Another concept followed by the writing team was that the more variety in commercials the more effective the campaign. "Generally speaking," he says, "on a low budget you usually take one approach and hammer it home. We tried for variety in order to continue to intrigue the same listeners."

Seven different ET's went out to the 21 stations employed: WNEW, WOR and WPAT in the New York area; WBBM and WJJD Chicago; WCOP and WBZ-WBZA in the Boston area; WCAU and WPEN Philadelphia; WVDC and WRC Washington; KABC, KPOL, KDAY, KPOP, KFVB, KFOX and KGIL in the Los Angeles area, and KSFO, KNBC and KYA San Francisco.

"Only with radio would this have been possible. We received the value of repetition in saturation radio without the monotony of the same message repeated verbatim. The pro-

duction costs of a variety of approaches in any other medium would have been forbidding."

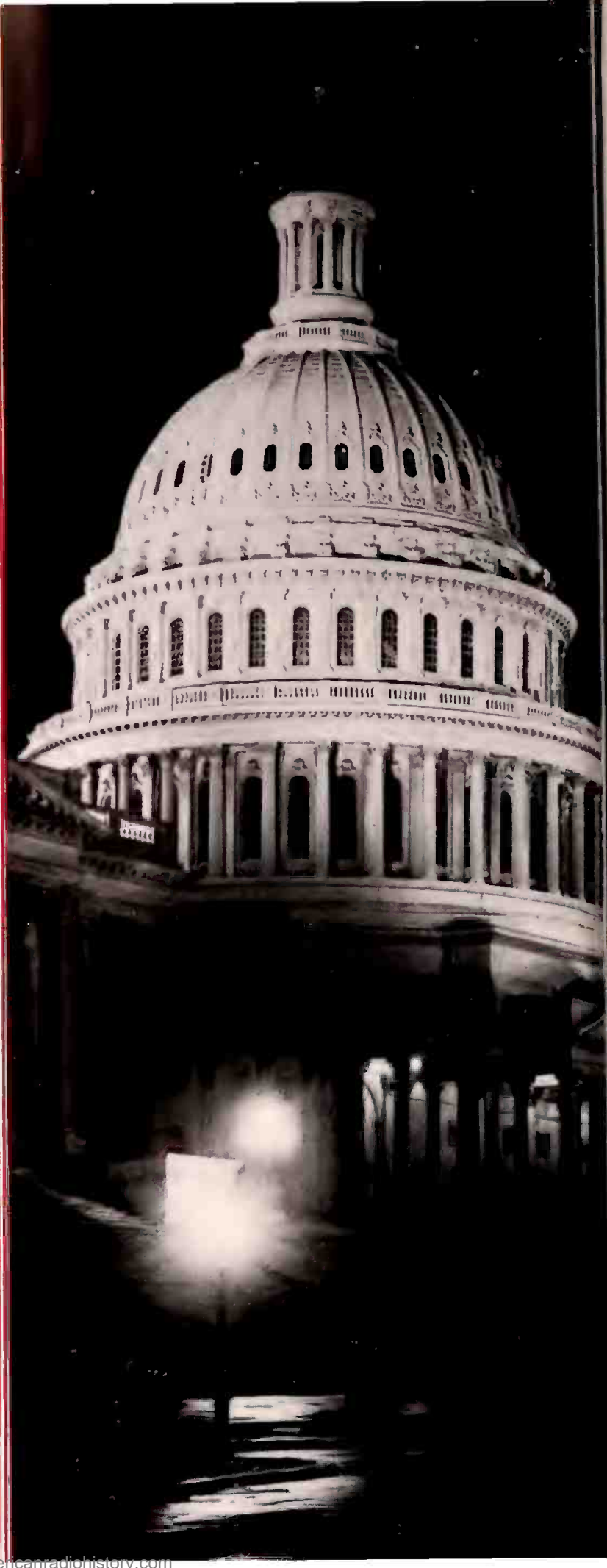
At the present time, Rootes is selling five Hillman and two Sunbeam models in this country: Hillman Minx sedan and convertible; Hillman Estate four door station wagon; Hillman Special four door sedan, and Hillman Husky two door station wagon; and Sunbeam Rapier hard-top and convertible "family sports cars."

Hillman, not among the five top selling imported cars in 1956, moved up to fifth position in 1957 and so far this year ranks fourth behind Volkswagen, Renault and the English-built Ford (estimates from *Automotive News*). And although the switch to foreign cars still represents a very small bandwagon—it accounts for about 8 percent of the total market as compared to less than 3.5 percent in 1957—Hillman intends to remain on it.

"There never had been any really intensive use of radio spots before," reflects EWR&R's Mr. Lowden. "But with the excellent sales results that are indicated from the campaign, the rise in popularity of the Hillman and the concomitant rise in the advertising budget—spot radio has certainly become a primary Rootes' medium." • • •

How Radio Fared in The 85th

*Little final action taken
on 80 bills and resolutions
introduced in past session*





The second session of the 85th Congress has adjourned.

For the broadcasting industry it has been a colorful—if not entirely productive—session. Pieces of legislation bearing on broadcasting were numerous. Hearings were lengthy and the time devoted to them by both government and industry added up to a staggering number of man hours.

In the final surge of activity that characterizes Congress when it is straining to close up shop, major bills on such immediate matters as federal aid to education, foreign aid and social security relegated broadcast legislation to a back seat . . . thus preserving the status quo.

The chief areas of interest in broadcasting in Congress were reflected in the legislation authored by members of the House and Senate. An approximate total of 80 bills and resolutions on broadcast matters or subjects related to broadcasting were written in the past session by 49 representatives and 16 senators.

Twenty-four of them were anti-pay-tv . . . 20 in the House; four in the Senate.

Twenty of them were bills advancing recommendations for ethical codes for members of the legislative and executive branches of the government . . . 13 in the House; seven in the Senate.

Nine of them were excise tax repeal bills . . . seven in the House; two in the Senate.

Eight of them were on sports anti-trust legislation . . . seven in the House; one in the Senate.

ASCAP vs. BMI

In addition to these bills, there was one other major matter of broadcast importance that occurred the past session. This was the ASCAP-BMI hearings which were the outcome of legislation introduced in the previous session by Senator George Smathers (D-Fla.) making it unlawful for broadcasters to engage in the music publishing, licensing and recording business.

The Senate Commerce Committee also paid some attention to the advisability of giving the FCC regulatory power over networks, a course of action recommended by Senator

John W. Bricker (R-O.) in a bill he wrote four years ago.

Although no new legislation was introduced in the past session to ban the advertising of alcoholic beverages in interstate commerce, the issue is still alive on the Hill. The “drys” of the nation continue to crusade for the passage of such legislation which would—among other things—remove all beer and wine advertising from radio sponsorship.

In the last session, 169 petitions related to broadcasting were on record. Of that total, 154 urged the enactment of anti-alcoholic beverage legislation.

No New Information

The Senate Commerce Committee heard more pros and cons on the alcoholic beverage issue in April, but it's significant that the House did not hold hearings presumably because it felt no new information would be forthcoming.

Actually, the key to how well the broadcasting industry fared in the second session of the 85th Congress can be found in terms of what didn't happen rather than what did.

ASCAP members did not succeed in convincing a Senate Commerce Communications Subcommittee that BMI was bent on wrecking the society by excluding ASCAP music from the air.

Pay tv—which could have spelled the end of free broadcasting in radio as well as in television—did not get a congressional green light.

Professional sports did not gain exemption from the antitrust laws—which, if they had, would have seriously limited radio coverage of pro games.

A proposal to place networks under the direct regulation of the FCC did not get past the doors of the Senate Commerce Committee hearing room.

For broadcasters, these were all plus developments in a controversial and highly scrutinized industry that has learned the hard way to hold its own on Capitol Hill.

The only piece of pertinent legislation to run the hazardous gamut of House passage, Senate passage and a final Presidential signature was a “freedom of information” bill authored by Representative John Moss

(D-Calif.). It was passed by the House in April, by the Senate late in the session and signed by the President in mid-August.

The bill amended the 169-year-old “housekeeping statute” and is a definite shot in the arm for the cause of the people's right to know. The bill, subject of lengthy hearings by a Moss subcommittee, prohibits the executive branch of the government from withholding information to the public. Its passage serves as a stoplight to government censorship in many areas of public information.

By far the most dramatic and headline making hearing in the past session of Congress was in the Caucus Room of the Old House Office Building. The House Legislative Oversight Subcommittee held forth almost daily on the general subject of whether or not federal regulatory agencies were administering the law as Congress intended.

The Subcommittee, however, did not close its books with adjournment. In the last weeks of the session the House voted an additional \$60,000 to continue the probe.

FCC Hearings

Until Sherman Adams' vicuna coat became a topic of national interest, the subcommittee, chaired by Representative Oren Harris (D-Ark.) who is also chairman of the parent House Commerce Committee, devoted its time almost exclusively to the Federal Communications Commission and alleged misconduct of its commissioners.

It was a messy business bogged down frequently in name calling, accusations and inter-committee wrangling. Representative Morgan Moulder (D-Mo.), original subcommittee chairman, soon despaired of running an orderly investigation and quit. Bernard Schwartz, chief counsel and mastermind of the investigation, was fired.

The FCC appeared and reappeared before the subcommittee and one commissioner—Richard A. Mack—“resigned” in early March after lengthy testimony before a subcommittee not satisfied with his answers.

The outcome of the FCC's Caucus Room ordeal was a flood of proposed legislation to immunize the agency from pressure tactics from outside and inside government and to set up



a code of ethics which would govern the actions and conduct of commissioners.

The subcommittee late in the session drafted a bill directing the FCC to adopt a code of ethics within six months. The bill, originally introduced by Chairman Harris, also (1) gives the President specific power to fire a commissioner "for neglect of duty or malfeasance in office but for no other reason" (2) forbids commissioners to accept "honorariums" and (3) directs that all parties concerned in cases of adjudication before the FCC be advised on all communications and that these be made a matter of public record.

But Mr. Harris stalled too long in reporting the legislation out of committee. No code of ethics bill passed the 85th Congress.

What might be considered a negative victory for opponents of pay-tv came late in July when the FCC at the behest of both the House and Senate announced that it had no plans to do anything about authorizing tests until the next session of Congress. The issue, therefore, is not dead as those who oppose it would like it to be. It has just been shelved temporarily. The FCC has merely thrown the ball back to the team on Capitol Hill.

Typical of Congress' attitude toward pay-tv was a comment made by Representative Thomas Lane (D-Mass.) when he introduced anti-pay-tv legislation. "We have never contemplated such a split personality for radio. Why then should we foster it in television?" Lane asked.

In terms of endurance, a Senate Communications Subcommittee, chairmanned by Senator John Pastore (D-R. I.), gave the House Legislative Oversight Subcommittee a close race. The Pastore subcommittee heard ASCAP member grievances against BMI off and on from mid-March through the end of July. Throughout the very talky hearings ASCAP witnesses maintained that they had no objection to the exist-

ence of BMI as long as it was not broadcaster-owned. But the subcommittee was evidently more impressed with BMI testimony which countered that ASCAP music has always been dominant on the airwaves and that the Smathers legislation was unnecessary and discriminatory.

As the hearings concluded, it appeared that even Senator Smathers was not overly enthusiastic about the idea of killing BMI. He made an appearance at only one session. Senator Pastore simply passed the record on to the Justice Department and to the FCC and the matter was unceremoniously laid to rest.

No 'Blank Check'

The blank check professional sports was hoping for by the passage of legislation exempting pro sports events from the antitrust law was torn up in the final days of the session before it was ever signed. The House-passed bill came to a grinding halt in hearings before the Senate Antitrust Subcommittee of which Senator Estes Kefauver (D-Tenn.) is chairman. Had the legislation been enacted, sports interests would have been in a position to silence radio coverage of a great number of football, baseball, hockey and basketball games. This blanket-exemption legislation was a substitute for a more moderate bill authored by Representative Emanuel Celler (D.N.Y.) who advocated antitrust exemption for professional sports where there was a "reasonably necessary" requirement for such exemption.

When the legislation failed to reach the Senate floor, pro baseball again emerged the whipping boy of professional sports. Baseball already enjoys a partial antitrust exemption as far as its "internal affairs" are concerned. But a baseball lobby was—and still is—the motivating force behind the proposed legislation.

Senator Bricker again had his way in getting a proposal to place networks under FCC regulation on the

Senate Commerce Committee agenda. But that was as far as the legislation went in the last session. Coming as it did so late in the session, it was actually a token hearing designed to extend further the record on a matter that has been very thoroughly considered in the past. Network executives argued that the Bricker bill is vague and meaningless since it is apparently intended to give the FCC power to do directly what it can now do indirectly through the networks' owned and operated stations.

Congressional interest in the uses of radio spectrum, fostered in the Senate by Senator Charles Potter (R-Mich.) and in the House by Representative William Bray (R-Ill.), continued to mount in the past session and culminated in a resolution adopted unanimously by the Senate in late July to create a special five-man commission to investigate the use federal agencies make of radio-tv spectrum space allocated to them.

Both Messrs. Potter and Bray had introduced bills in the first session of the 85th Congress urging such a study. This was all right with the White House as far as it went. The President, however, soon after the resolution was adopted by the Senate and before Representative Bray's was adopted by the House, advanced a recommendation that the study include non-government as well as government users of broadcast frequencies. Chairman Doerfer agreed.

But the prospect of a general over-all spectrum study proved so controversial—at least to the past Congressional session—that it died in the House where it was taken off the calendar before it even got to the floor.

Taking an over-all view of the congressional session, not much in the way of legislation affecting broadcasting was passed. When the 86th Congress gets under way after the summer recess, the very same problems the representatives and senators left unsettled will be on the Hill to greet them. • • •

Who Did What in the Second Session of the 85th Congress

This is the majority of the broadcast legislation introduced in the second session of the 85th Congress along with the names of senators and congressmen who sponsored the bills. Except where otherwise indicated, the legislator introduced just one piece of legislation:


Anti-Pay-Tv Bills		Sports Antitrust Legislation		Excise Tax Repeal Bills	
House	Senate	House	Senate	House	Senate
Beamer (R-Ind.) Bray (R-Ind.) Burdick (R-N.D.) Dingell (2) (D-Mich.) Hemphill (D-S.C.) Lane (D-Mass.) Lennon (D-N.C.) Mack (D-Ill.) Madden (D-Ind.) Morano (R-Conn.) Moore (R-W.Va.) Morrison (D-La.) Nintz (R-Ind.) O'Konski (R-Wis.) Powell (D-N.Y.) Rogers (R-Mass.) Santangelo (D-N.Y.) Springer (R-Ill.) Radwon (R-N.Y.)	Langer (R-N.D.) Mansfield (D-Mont.) Thurmond (D-S.C.) Thye (R-Minn.)	Celler (D-N.Y.) Dooley (R-N.Y.) Harris (D-Ark.) Keating (R-N.Y.) Miller (R-N.Y.) Rogers (D-Colo.) Walter (D-Pa.)	Hennings (D-Mo.), (co-sponsored by 49 fellow senators)	Bray (R-Ind.) Collier (R-Ill.) Machrowicz (D-Mich.) Mason (R-Ill.) Price (2) (D-Ill.) Morrison (D-La.)	Douglas (D-Ill.) Mansfield (D-Mont.)
Code of Ethics and Conduct— In Office Legislation			Miscellaneous Legislation		
House	Senate	House	Senate		
Bennett (D-Fla.) Celler (D-N.Y.) Cramer (R-Fla.) Derounian (R-N.Y.) Dooley (R-N.Y.) Harris (D-Ark.) Keating (2) (R-N.Y.) Moulder (D-Mo.) Reuss (D-Wis.) Tewes (2) (R-Wis.) Wolverton (R-N.J.)	Bush (R-Conn.) Case (R-N.J.) Javits (2) (R-N.Y.) Magnuson (D-Wash.) Neuberger (D-Ore.) Proxmier (D-Wis.)	(a) Abernathy (D-Miss.) (b) Baker (R-Tenn.) (c-d) Boggs (D-La.) (e) Celler (D-N.Y.) (f) Hays (D-Ark.) (g) Hosmer (R-Calif.) (h) Hyde (R-Md.) (i) Johnson (R-Wis.) (j) O'Brien (D-N.Y.) (k) Thompson (D-N.J.) (l) Udall (D-Ariz.) (m) Wright (D-Tex.) (p) Blatnik (D-Minn.)	(l) Bricker (R-Ohio) (h) Butler (R-Ohio) (m) Morse (D-Ore.) (n) O'Mahoney (D-Wyo.) (o) Magnuson (D-Wash.)		

- (a) bill amending Fair Labor Standards Act.
- (b) bill amending Internal Revenue Code permitting taxpayer to treat useful life of new property as period equalling one half of useful life.
- (c) bill to speed up use of tv facilities in education.
- (d) bill to amend Communications Act to improve certain broadcast facilities.
- (e) bill amending Clayton Act requiring prior notification of corporate mergers and acquisitions.
- (f) bill which, in amending election laws, would exempt broadcasters from libel for defamatory statements made by candidates on stations: would eliminate present equal-time provision.
- (g) bill outlawing subliminal perception advertising.
- (h) bill amending Administrative Procedures Act.

- (i) bill to prohibit public utilities from deducting advertising and lobbying expenditures.
- (j) bill allowing additional credit for advertising expenses.
- (k) bill amending U.S. Code applying to copyright, providing for selective deposit of recordings of copyrighted works in Congressional library.
- (l) proposal for establishment of intercontinental network linking U.S. with Mexico and South America.
- (m) resolution calling for seven-man Senate Committee to study independent agencies operations.
- (n) bill prohibiting issuance of tv licenses to airlines.
- (o) bill to amend Communications Act allowing mergers of U.S. firms providing radio and cable service, subject to FCC approval.
- (p) bill to label cigarette packages for tar and nicotine content and empower FTC to inspect all cigarettes.

RAB Helps Break Through Radio Measurement Barrier

In its second-quarter report, the bureau provides increased data on spot and network buys



Radio Advertising Bureau is taking a big step toward breaking through the radio measurement barrier with the release of tabular material revealing:

- An extensive list of spot radio's clients.
- The number of announcements they buy on a large cross section of the medium.
- The length of announcements used (ranging from 10 through 60 seconds).

Top 30 Spot Advertisers	No. of Announcements (by length in seconds)				Number of Programs (by length in minutes)			
	10 sec.	20 sec.	30 sec.	60 sec.	5 min.	10 min.	15 min.	over 15
1. R. J. REYNOLDS TOBACCO CO.		156		28,716		39	39	
2. FORD MOTOR CO.	373	199	168	20,345	287	65	130	77
3. AMERICAN TOBACCO CO.	2,168			17,305				74
4. LEVER BROS. CO.	1,923	560	30	16,014				
5. BEST FOODS, INC.	274	50	172	14,893			35	
6. GENERAL MOTORS CORP.	162	375		14,038				
7. STERLING DRUG, INC.	176		88	11,932	608		32	
8. COLGATE-PALMOLIVE CO.		288		11,499	39			
9. TEXAS CO.	18	282		10,312	307			
10. LIGGETT & MYERS TOBACCO CO.	172	392	803	9,505	136			
11. SINCLAIR REFINING CO.	*32,954							
12. ANHEUSER-BUSCH, INC.	2,146	1,620	176	5,215	26			91
13. PENICK & FORD LTD., INC.				6,828				
14. AMERICAN HOME PRODUCTS CORP.	2,134			5,602			30	
15. FOSTER-MILBURN CO.				5,316				336
16. BRISTOL-MYERS CO.				6,557				
17. SHELL OIL CO.			67	2,876	1,818	104	204	
18. CONTINENTAL BAKING CO., INC.				5,381	280			
19. GENERAL FOODS CORP.	49	36	191	5,168				
20. BEECH-NUT LIFE SAVERS, INC.	400	1,688	32	3,753				
21. STANDARD BRANDS, INC.			41	4,978			21	
22. SUN OIL CO.				4,967				
23. CITIES SERVICE CO.				4,934				
24. CARLING BREWING CO., INC.	216	952	3,398	1,253	109			
25. CONTINENTAL OIL CO.				4,007	394	39		
26. PLOUGH, INC.				4,584				
27. PROCTER & GAMBLE CO.				4,559				
28. ESKIMO PIE CORP.	2,313	144		3,272				
29. RALSTON-PURINA CO.				3,834	99	156	77	
30. TETLEY TEA CO., INC.	7			4,381				

*Announcements are shorter than 10 seconds in length.

- The lengths of programs purchased.

The data covers network radio also, indicating who the clients are, but listing only the five leading network users as such and grouping the next 20 leaders without ranking them. It also covers which networks and how many stations are employed.

Obviously, one of RAB's ultimate goals is to provide dollar figures for both network and spot. The stumbling blocks are many, however, chiefly the reluctance by the industry to release competitive information.

But Kevin B. Sweeney, president of RAB, feels that "the industry is determined to evolve increasingly comprehensive data on who buys what in radio.

"Obviously the availability of this material will stimulate increased use of radio. The urge to counter the opposition has meant more business over the year than many a more-discussed factor.

"Aside from this straightforward, practical move," he asserts, "radio will continue expanding the data it makes available because it is in the

best interests of its clients to do so and because they have asked for the information repeatedly."

Highlight facts of the 80-page report, now being issued by RAB, are that 1,304 brand advertisers bought an estimated two million announcements in the second quarter of 1958 (the period covered by the survey). They bought an estimated 90,000 programs. Among the top 100 all-media advertisers of 1957, 76 percent of those "eligible to do so" (i.e., all but liquor companies) used radio.

These totals in themselves are not evidence of increased radio activity, RAB warns, for while they are considerably greater than those reported in RAB's first quarter study of radio clients, that was a "pilot study" and necessarily limited in scope. However, the bureau adds, other surveys make it apparent that the billings increase for radio "has continued throughout recession 1958 after a spectacular 1957."

RAB states that it sampled more than 30 percent of spot radio's sellers and had reports from all four networks. The bureau feels that the sample is large enough to "assure that virtually every brand using the medium is put on record. And, in

the case of most relatively active brands, information is complete enough to show the full pattern of the brand's strategy."

The leading spot radio client in terms of activity, according to the report, is the R. J. Reynolds Co., with the heaviest weight behind its Camel and Winston brands. In second place is the Ford Motor Co., whose Ford car got the heaviest backing. Edsel, however, accounted for one-fourth as many announcements as the Ford brand during the second quarter.

"Among the lesser known facts revealed by the list," says John F. Hardesty, RAB vice president and general manager, is the degree to which Procter & Gamble has been moving back into spot radio. Of key significance also is the heavy use of spot radio by strong regional companies like White King Soap Co., in many cases outdoing national brand activity in their own distribution areas.

"For other major national media," he says, "competitive facts like these have been on record for some time. Progressively, RAB anticipates making more facts available on radio activity." • • •


Second Quarter 1958 Spot Radio Advertisers—By Category

Rank	Category	% of Total
1.	Food and Grocery	25.0%
	Food and Grocery, General	8.2%
	Dairy	4.0
	Bread, Flour, Cereal	3.0
	Coffee	2.7
	Cooking Ingredients, Condiments	2.6
	Tea	2.4
	Meat, Fish, Fowl	1.2
	Baby Foods	.8
	Food Chains	.1
2.	Gasoline, Lubricants	11.5
3.	Tobacco Products	10.8
4.	Ale, Beer and Wine	8.3
5.	Cleansers	7.4
6.	Drugs	6.7
7.	Automotive	6.4
8.	Toilet Requisites	4.2
9.	Confections and Soft Drinks	2.8
10.	Agriculture	2.3
11.	Finance	2.2
12.	Transportation and Travel	2.1
13.	Miscellaneous	1.7
14.	Publications	1.3
15.	Building Materials	1.2
16.	Religious	1.2
17.	Clothing, Apparel, Accessories	1.1
18.	Consumer Services	.9
19.	Household Products, General	.9
20.	Pet Products	.7
21.	Appliances	.5
22.	Watches, Jewelry, Silverware	.4
23.	Amusements	.2
24.	Notions	.1
25.	Real Estate, Homes	.1
	TOTAL	100.0%

Second Quarter 1958 Network Radio Advertisers—By Category

Rank	Category	% of Total
1.	Drugs	16.5%
2.	Automotive	15.5
3.	Food and Grocery	11.0
	Food and Grocery, General	6.4%
	Bread, Flour, Cereal	2.7
	Cooking Ingredients, Condiments	1.0
	Dairy	.4
	Coffee	.2
	Tea	.2
	Meat, Fish, Fowl	.1
4.	Religious	7.9
5.	Tobacco Products	7.8
6.	Toilet Requisites	7.3
7.	Cleansers	5.4
8.	Miscellaneous	3.8
9.	Ale, Beer and Wine	3.7
10.	Confections and Soft Drinks	3.2
11.	Household Products, General	2.6
12.	Publications	2.3
13.	Finance	1.9
14.	Transportation and Travel	1.8
15.	Appliances	1.7
16.	Watches, Jewelry and Silverware	1.6
17.	Gasoline, Lubricants	1.4
18.	Consumer Services	1.2
19.	Building Materials	1.1
20.	Agriculture	1.1
21.	Pet Products	.4
22.	Notions	.4
23.	Amusements	.2
24.	Clothing, Apparel and Accessories	.2
	TOTAL	100.0%

Radio News: Important Past, Vital Future



Perhaps too optimistically I like to think that I have not yet reached that point in life when reminiscence becomes a habit.

And yet the particular branch of journalism to which I find myself clinging (sometimes rather precariously) is still so young that even a practitioner of relatively tender years can legitimately assume the mellow mood and manner of a seasoned veteran, and say, "I remember when. . ."

Actually, youthful though it is, radio news reached maturity at a very early stage. World War II saw to that.

In fact, the swift rise of broadcast news to a position of prominence has been one of the great phenomena of our time. You don't have to be very old to remember the early 1930's when there were almost no news programs on the air at all as we know them. As late as 1936, news on the air was generally limited to five-minute capsule summaries. At first, there was a notable reluctance on the part of the press associations to let radio stations make any use of their facilities; at one point this reluctance became so marked that CBS even set up its own news service.

It seems strange to realize that the press associations and the newspapers once thought of radio as a threat to their position in keeping the people informed. The limitations of time, of course, prohibit the comprehensive detail and background that a great newspaper like the *New York*

Times will always provide. Radio's crowning advantage is that of immediacy—of being able to report an event as it happens, or immediately afterward.

One of the first to make full use of this immediacy factor was Paul White, the man who presided over CBS News in its formative stages and who was instrumental in making it a great news organization. It was at the time of the Munich crisis that White set up the first *World News Roundup*, depending in large part on direct reports from places where the news was happening.

Widespread Acceptance

Earlier this year, we observed the 20th anniversary of this type of program, which has since come into widespread network use. NBC, ABC and Mutual, as well as CBS, all now have similar programs on the air. Their nationwide acceptance by network affiliates is a good indication of their continued success.

Over the years, radio news has also been noted for its growing use of special events coverage. The same Munich crisis which gave birth to the *Roundup* was marked also by something almost unique up to that time—the wholesale cancellation of CBS' regular network programs in order to make way for detailed special coverage of fast-breaking developments in Europe. Often this coverage ran for hours at a time, with scarcely a break; and correspondents, on constant call, literally slept beside

the microphones. This sort of thing became so commonplace during World War II—and on some occasions since then—that it is easy to forget what a radical departure it was from normal network practice in 1938. Now it is universally accepted in times of crisis.

I think it is safe to say that this willingness and determination to "swarm" over a big story, more than any other single factor, established radio news in the public mind as a serious and responsible medium of information.

This—and the quality of some of the newsmen whose voices became familiar throughout the country. Great and enduring reputations were made quickly in the early days—by men like Ed Murrow, whose "This—is London" became one of World War II's best-known bywords . . . by men like H. V. Kaltenborn, who never shied away from analyzing anything, and who still recalls with a chuckle the time an overseas signal dropped out suddenly and he found himself analyzing a prayer by the Archbishop of Canterbury . . . and Robert Trout, the flawless, knowledgeable reporter with the matchless sense of timing and the impeccable ad lib . . . and the late Elmer Davis, whose memory is revered by all of us who knew and worked with him. I vividly remember him prowling around the newsroom at 485 Madison Avenue, making pencilled notes for his nightly news broadcast in his crabbed script, then transcribing



DALLAS S. TOWNSEND JR.

Has been with CBS News since 1941, holding a variety of positions: news writer, news editor, director of special events for radio, manager of tv news broadcasts. He is now New York anchor-man on the CBS *World News Roundup* (Monday through Saturday, 8 to 8:15 a.m. EDT). He graduated from Princeton U. in 1940 and from the Graduate School of Journalism at Columbia U. in 1941.

them on the typewriter complete with cryptic abbreviations, at the last possible moment. One night, I remember, Elmer handed his script to the editor, and somehow it became mislaid. Air time came and still no script, so Elmer strolled into the studio with his pencilled notes and delivered the broadcast without a fluff anyway.

Newsman's Nightmare

Some of us remember another occasion, more recent, when the same thing happened to Bob Trout. In this case Bob didn't even have pencilled notes, so he ad-libbed the entire broadcast from memory. Anyone who thinks this is easy is hereby invited to try it sometime—when nobody is listening.

Radio news has indeed had its great men and its great days. The questions now are: Are the great days over? Where does radio news go from here?

My answer to the first question is a decided "No." I am happy to plead a certain amount of personal bias, but it seems clear to me that radio news—or to be more specific, network radio news—has a great future, and I am not setting any time limits on it. I specify network radio news not because of any prejudice against local stations, which in many instances have been doing a brilliant job of expanding the coverage of their immediate areas. I have seen some local news operations that

frankly made me envious. And then I have seen other local operations which consisted entirely of the announcer tearing off the latest five-minute wire service radio news summary and going on the air with it.

In general, I think that only a network has the facilities, the staff and the money to provide really first-rate news coverage of a world situation which has become increasingly complicated.

But—and here I turn to the second question—radio news cannot maintain its position merely by standing still. This is a great temptation, I know, but the times and the circumstances will not allow it. To stand still now is in effect to retreat. The great danger is that radio news will simply stick with a formula that has been successful up to now, but which threatens stagnation if it continues. This is not to say that the formula itself will not continue to pay off financially, at least at some levels.

However, from a point of view of public service and responsibility, it seems to me that now more than ever we have a genuine obligation to keep the public well and thoroughly informed.

As I look at the state of radio news today, I detect some disturbing trends. One of these, I think, is the growing reliance on five-minute shows, which are all very well in their own way, but do not in themselves constitute more extensive news coverage. Another is the tendency to

slough off explanatory detail on complicated stories.

Radio news, especially in the prime listening hours, is faced with tremendous competition. This is a challenge which the networks will have to face with new ideas, and new treatment of old ideas. This means more programming aimed at adult, intelligent listeners, covering important news in greater detail. It means more special reports on subjects which cannot be covered adequately in regular news programs. For example, the one-hour special program on Korean prisoners of war which Ed Murrow narrated in June.

More Editorializing

It may mean more use of the right to editorialize, although, as CBS President Frank Stanton pointed out in a speech to the National Press Club last year, "Editorializing over the air involves a whole cluster of problems that call for much wiser solutions than we now have, and not until they are found do we at CBS feel that we can exercise this significant right fully and in the public interest." But it certainly means greater emphasis on the stupendous medical, scientific and technological advances which up to now most of us have tended to give the once-over-lightly.

In short, if radio news is to maintain the reputation it has built up over the years, it has got to work for it, and work hard. I feel sure that it will. • • •



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

A SOUTHERN BELLE, 18-year-old Judy Carlson of Birmingham who later was runner-up in the Miss Universe contest, is crowned Miss Alabama by Ben McKinnon, general manager of WSGN which sponsored event with the Junior Chamber of Commerce.



A LIBERTY BELL tolls for Hawaiian statehood in downtown Hollywood between appeals for a congressional write-in campaign for another statehood bill. KDAY Los Angeles disc jockey Jim Hawthorne (right) and Honolulu disc jockey J. Aukuhau Pupule (second from right) led the appeal.

DOWNTOWN VACATION FIESTA in Peoria, Ill., brings crowds back to the stores during normally slack season. WMBD broadcast from the roped-off three-block area that had been turned into a carnival site by merchants, and urged people downtown. They came.





A SILVER ANNIVERSARY gift from AB-PT executives is admired by President Leonard H. Goldenson at a testimonial luncheon honoring his 25 years in the entertainment industry. Simon B. Siegel, financial vice president of American Broadcasting-Paramount Theatres, looks on at right.



RADIO IS EVERYWHERE for sure in Nashville, Tenn., as WLAC's "Lake Reporter," Bill Allen, interviews a canoeist on Old Hickory Lake. The Saturday afternoon on-the-water interviews with boaters, dock operators and fishermen include safety hints, weather information, fishing reports.



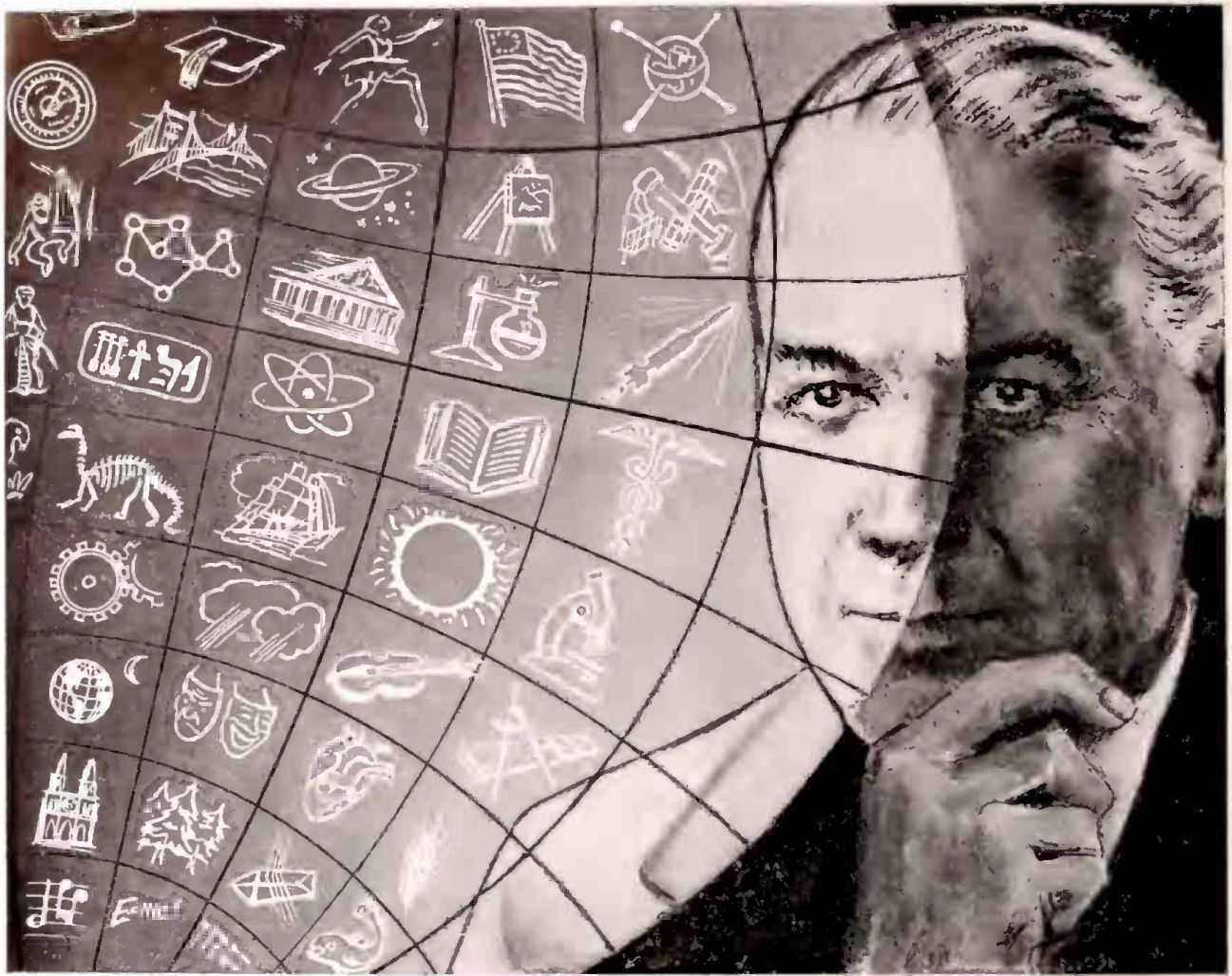
A WEATHER REPORT was delivered to the door of KBYM Billings, Monf., during the broadcast of a summer tornado warning. General Manager Ken Nybo (shown here) and his staff worked through the night erecting a temporary antenna; only eight hours of broadcast time was lost.



ANSWERING AN APPEAL by WISN Milwaukee for funds to support the widow of a local man who died in a heroic rescue attempt, listeners raised more than \$3,300 in 10 days. Mrs. Carl Cramer, the recipient, accepts a check from Jack Puelicher (left), v.p. of Marshall & Ilsley Bank, and John B. Soall, v.p. and mgr. of WISN Div. of Hearst Corp.



CLOCKS ARE PRIZES for salesmen of KGLO, Mason City, Ia., who show Sales Manager Lloyd D. Loers results of a one-month selling contest. Prior to the start of the June contest, local radio billings were already up 2 percent over a year ago, and the contest is expected to give the station its biggest income year. Apparently nobody lost.



BMI Introduces a New and Timely Program

THE WORLD OF THE MIND

As a companion to its award-winning programs, "The Book Parade" and "The American Story," BMI introduces a new series of timely scripts... "The World of the Mind."

Prepared by BMI with the cooperation of the American Association for the Advancement of Science and the American Council of Learned Societies, "The World of the Mind" is available to radio and television stations and to public

libraries and local boards of education for broadcast purposes.

Fifty-two eminent scholars and scientists are the authors of the programs which are each of fifteen-minutes duration. The Sciences and the Humanities are embraced equally in the wide range of topics which form "The World of the Mind" — a thorough and painstaking appraisal of man's perpetual search for knowledge and truth.

Radio and television stations will receive sample scripts and further details in the mails. Please watch for this material. "The World of the Mind" series will be available only upon request.



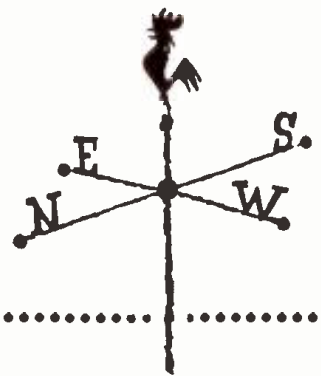
BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

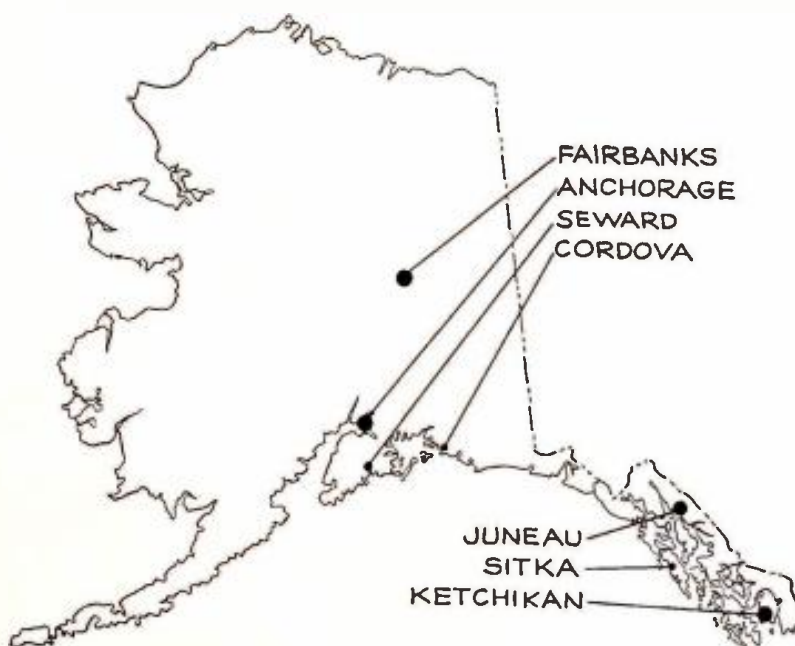
hometown USA

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




Alaska: Land of Opportunity For Radio and Sponsors

Unique climate coupled with high buying power is turning '49th' state into potential boom for the area's commercial stations



Advertisers' "Untapped Revenue Source"

 As a result of its impending statehood, Alaska — for so long a remote vastness in the minds of many—will soon become just another state full of "Hometowns, U. S. A." for many new residents and for the advertisers who sell to them.

But however familiar the Alaska of the future becomes, this land mass twice the size of Texas will retain a uniqueness of its own, a climate and a way of life whose qualities underscore radio's importance as an information and advertiser vehicle.

Long daylight hours during the summer months, following confining and severe winters, attract Alaskans to the out of doors where they listen to the radio in their cars and on their portables. And because of the extremes in climate, weather reports assume unusual importance in programming allotments.

Many of Alaska's quarter of a million inhabitants are either newly-arrived, on military service or have seasonal jobs, and as a consequence their thirst for news from home is almost insatiable. Since the prospective 49th state has no morning or Sunday newspapers and since its five television stations cannot always reach certain outlying segments of the population, radio has assumed leadership in personalizing the news.

According to Arthur Gordon, sales



manager, National Time Sales Inc., New York, "News is one of the mainstays of most Alaskan broadcast operations and particular emphasis is placed on the local doings in towns and cities throughout the U. S. If an event occurs in Atlanta, for example, the announcer will start off, 'Back on Peachtree Street. . .'"

Of equal importance, he continues, are the extensive and frequent reports on the weather issued by all stations. Mr. Gordon, whose firm represents KBYR Anchorage and KFRB Fairbanks, explains that detailed weather reports are a necessity in Alaska not only because of the extremes in temperature and the severity of the winter climate, but also because Alaskans own more airplanes per capita than in any other section of the world. "There's practically no other way to travel any distance," according to Warren Shuman, assistant sales manager, "since roads often stop 10 or 15 miles outside a city."

Now that Alaska is being admitted to statehood and will consequently receive tax moneys formerly going to the federal government, more roads will be built as soon as possible, he says. In spite of the comparative lack of highways, most Alaskans own automobiles and use them frequently during the summer months.

Car radio and out-of-home listening on portables is a big part of the Alaskan radio picture because, contrary to popular belief, Alaskan summers in most areas are warm if not hot—with temperatures in the 70's and low 80's. "Also," Mr. Gordon points out, "the people are very sports-minded and love the out of doors. After being cooped up during the cold, sub-zero winter months, they burst outside when summer comes."

"In addition, between mid-March and mid-October the days in most sections of Alaska are very long," he says. "During June, July and August there are only a couple of hours of dusk around midnight and people will be out riding or gardening at 11 p.m."

Radio advertising, as a result, has

been somewhat seasonal with most advertisers increasing their buys in the warm-weather months. Another very important factor has been the seasonal influx of construction workers. "Many workers come up only during the summer and return home when the climate limits building."

These workers are extremely well paid—as are all Alaskan job-holders—and their buying power is con-

**COMMERCIAL STATIONS
IN ALASKA AND
THEIR REPRESENTATIVES:**

Anchorage

KBYR
National Time Sales
New York

KENI
Midnight Sun Broadcasting Co.
New York

KFQD
Alaska Radio-Tv Sales
care of: Weed Radio
New York

Cordova
KLAM
James C. Fletcher Jr.
New York

Fairbanks
KFAR
Midnight Sun Broadcasting Co.
New York

KFRB
National Time Sales
New York

Juneau
KINY
Alaska Radio-Tv Sales
care of: Weed Radio
New York

KJNO
Midnight Sun Broadcasting Co.
New York

Ketchikan
KTKN
Midnight Sun Broadcasting Co.
New York

Seward
KIBH
Alaska Radio-Tv Sales
care of: Weed Radio
New York

Sitka
KIFW
Alaska Radio-Tv Sales
care of: Weed Radio
New York

siderable. According to the union wage scales this year, a carpenter receives \$4.25 an hour; a plumber gets \$5; a common laborer earns \$3.81, and a waitress receives \$14 for an eight-hour day plus tips.

"While the cost of living is higher in Alaska than in the rest of the country," Mr. Gordon says, "wages keep quite a bit ahead of the cost spiral. As a result, many Alaskans and seasonal workers are able to pile up considerable capital."

According to *Sales Management's Survey of Buying Power*, May 1958, the average income per household in Alaska is \$12,741. This compares with an average of \$5,923 for the other 48 states.

Alaska's average per capita income—the highest in the U. S.—is \$2,703 compared to \$1,731 for the rest of the country, according to the same source.

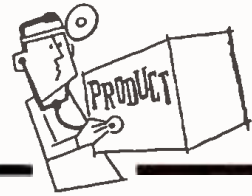
"This represents a great untapped source of revenue for the national advertiser," Mr. Gordon declares. He anticipates that because of Alaska's admission to statehood many advertisers, formerly unaware of Alaska's potential, will begin full-scale radio campaigns there.

"The market hasn't changed since statehood," he says, "but the publicity has awakened new interest among advertisers. I would estimate that there were approximately 25 to 35 national advertisers in Alaskan radio before statehood; by this time next year, judging from inquiries we've received, there should be many more."

Right now, cigarettes, beer and soft drinks do a lot of radio buying. These have sold well partly due to the out-of-door living and partly—especially in the case of beer—because there is such a preponderance of men in Alaska.

"The average family unit has been much smaller than in the U. S. proper until the present time," Mr. Gordon says, "but with statehood most experts expect greatly increased immigration of families as well as single persons. These people will be in the market for all kinds of goods and radio can play an important part in selling them." • • •

commercial clinic



Cater to the Individual

In Writing Commercials,

BBDO's Siegel States

When a couturier designs a dress, he is creating for a select few—often for a single customer—and he tailors his product accordingly. When a national advertiser creates a radio campaign, his potential market may be in the millions rather than the hundreds, but like the couturier, if he wishes to sell his product he must tailor it—and his commercials—to ring a bell with the individual consumer.

Needless to say, the copywriter cannot custom-write for each listener, but he can and does write for groups of listeners, catering wherever possible to their special tastes. According to David Siegel, copywriter, BBDO, New York, "Whenever a writer sits down at a typewriter he should have a definite audience in mind. A commercial must be written either for a specific program or a specific market regardless of whether the advertiser is buying one station or 1,000."

Mr. Siegel, who has written for Lucky Strike, Air France and Bristol-Myers, among others, admits that personalizing commercials is quite a trick for the large-scale advertiser whose product appeals to a wide cross section of people. While housewives and truck-drivers, teenagers and grandmothers all may smoke the same cigarette, he says, you can't sell them the same way.

Lucky Strike, a long-time user of radio, solves the problem by preparing different "banks" of commercials for the various audiences reached. For example, there are sets of commercials for college stations, Spanish language stations and Negro stations, in addition to popular music stations and commercials to be heard

on sportscasts. The approach to each type is different, Mr. Siegel says, a variation on the current campaign theme.

The commercials written for the popular music stations tend to be "straight," according to Mr. Siegel, because of the broad audience appeal of such stations.



David Siegel, BBDO copywriter.

For example, a typical commercial might open with the noise of a tobacco market and the voice of an auctioneer followed by Andre Baruch selling Lucky's "fine tobacco." A short, banjo version of the "light-up time" song would be interpolated next before the commercial closed with a spoken tag by Mr. Baruch.

For a Negro station, Mr. Siegel explains, the same song would be recorded by a Negro vocal group such as the Clovers. The spoken part of the commercial would be done almost invariably by the station's disc jockey to take advantage of his selling ability and following among the audience. "Those Clovers are really with it," he would

say. "They sing, swing and make sense, too. Because when you smoke a Lucky, you're smoking light. . . ."

For the Spanish language station, the jingle would be introduced by the local announcer, live, but would be in a longer version and sung in Spanish. The tempo would be changed to fit the Spanish lyrics.

Commercials for Lucky's sports sponsorships are written to appeal especially to men and might emphasize the cigarette's "honest taste." A vocal group recorded this jingle for use on sportscasts this year:

Never was a man who could
forget
The taste of a genuine
cigarette.
Get the honest taste a
man can like,
The honest taste of a
Lucky Strike.

In addition, testimonials from famous sports and entertainment stars are frequently employed.

Copywriters on the Lucky account, Mr. Siegel says, get a special kick out of writing for the college radio stations. "You can let yourself go here with a combination of sophistication and humor that the kids really seem to appreciate." One such—obviously headed for the Ivy League stations—features "Elihu Lowell Cabot, goal post maker by appointment to the Ivy League," who is interviewed on a program called "Miscellaneous U. S. A.!" Mr. Cabot—whose voice is described as "a la F. D. R."—is noted not only for his partiality to Luckies, but also for the fact that he made the first pair of football goal posts. • • •



station log

Radio News Coverage Focuses On the Middle East Crisis

Disregarding the loss in many cases of commercial announcements and program revenue, stations around the nation have been giving the Middle East uproar full and often imaginative coverage.

The United Nations' special sessions replaced programming on many stations. WERE Cleveland aired the sessions on both am and fm and also arranged to relay the UN signal to its 47-station, four-state baseball network and to local university radio stations.

WERE even went as far as stationing girls with portables on street corners to keep an interested public up to date. And to gauge citizen reaction in three major areas, the station's news director joined with his counterparts of WADC Washington and WTMJ Milwaukee in a broadcast.

Coverage of the Beirut Marine landings was given a personal angle by KITE San Antonio, Tex., which made arrangements to get the names of the almost 800 Texans reported in the force. The station taped the surprised reactions of relatives of the

leathernecks. WKAP Allentown, Pa., provided a similar service, announcing the names of Sixth Fleet and Army personnel from the Lehigh Valley area and interviewing some of the relatives.

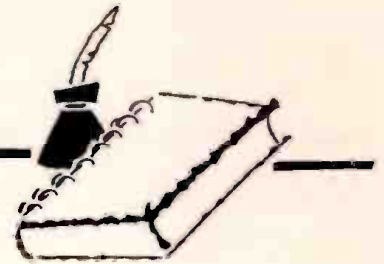
WSKY Asheville, N. C., put through telephone calls to various world leaders to learn their reactions to the crisis. These resulted in: A talk with Premier Khrushchev's personal secretary, a reminder from former President Truman that he supported the President's action in sending the Marines and interviews with French and British columnists. Although WSKY could not get through to Prime Minister McMillan, it did get a direct report of a BBC poll which showed the "man in the street" solidly behind the British landing in Jordan.

Network affiliates also had the opportunity to give the crisis a full news treatment as the network news staffs went all out to provide worldwide coverage. Newscasts, live UN pick-ups, reports from overseas correspondents and expert analyses preempted many programs during the peaks of the crisis.

Radio Activity

• *The World of the Mind*, a series of programs encompassing "a wide range of topics in science and the humanities," has been made available without charge to stations, libraries and boards of education by Broadcast Music Inc. The series was written by more than 50 "outstanding American scientists and teachers" in cooperation with the American Association for the Advancement of Science and the American Council of Learned Societies.

• The National Council of Disc Jockeys for Public Service Inc., in association with the USO, has sent 10 disc jockeys on a 21-day European tour to entertain armed forces personnel and civilian populations. Making the tour are Paul Berlin of KNUZ Houston; Lad Carleton of



More than 500 votes of confidence from listeners to music program of San Francisco Federal Savings & Loan Assn. are counted by (left to right) Richard Travis, Knollin Advertising Agency; Jonathan Schiller of KCBS; E. Ronald Long, president of the bank, and Harry Untermeyer, KCBS general manager.

WKBR Manchester, N. H.; Eddie Clark of WHB Kansas City, Mo.; Buddy Deane of WJZ-TV Baltimore; Elliot Field of KFWB Los Angeles; Larry Fischer of KTSA San Antonio; Phil McLean of WERE Cleveland; Tom O'Brien of WINS New York; Art Pellan of KDKA Pittsburgh, and Clark Reid of WJBK Detroit.

• KYW-FM Cleveland began operations August 1 as "a fine arts station" featuring classical music. Eventually, according to Rolland V. Tooke, Cleveland vice president for the Westinghouse Broadcasting Co., the station will provide specialized programming to "approach in sound ... the intellectual life in this area."

• KFJL Klamath Falls, Ore., is celebrating its 35th year of broadcasting, having gone on the air as a 10 watt in 1923. It now operates with 5,000 watts in the daytime and 1,000 at night. The station was originally licensed by the Bureau of Navigation, Radio Department.

• FCC approval is being awaited by a company headed by Ben Strouse, president of WWJC Washington, D. C., which has purchased WMBR Jacksonville, Fla., for more than \$400,000. • • •



Members of district three of the Southern California Broadcasters Association gathered at Arrowhead Springs Hotel are (left to right, first row) Norm Ostby, v.p. MBS; Ben Paschell, g.m. KFXM San Bernardino; Bob Blashek, g.m. KCMJ Palm Springs; Lloyd Sigmon, v.p. KMPC Los Angeles; Cal Smith, president KFAC Los Angeles. In second row (left to right) are John Michel, KDES Palm Springs; J. B. Robinson and Loyal Vickers, KPRO Riverside; Harry White, KWTC Barstow; R. T. MacKenzie, KCSB San Bernardino; Harry Voelker, KDES; Clair A. Weidener and Lee Batch, KCSB, and Art Holbrook, managing director of SCBA.

BPA memo



Baseball, Mayonnaise

And World Travel Tours

Highlight Radio Promotions

Station promotion is drawing inspiration from economic conditions, baseball, national and international affairs and even mayonnaise.

For two days the ladies of Charleston, W. Va., searched the downtown shopping section for a woman posing as "Mrs. Filbert," the lady who makes Mrs. Filbert's Mayonnaise. WCHS* broadcast numerous hints as to her description, identity and whereabouts. A female shopper who finally identified her and intoned the WCHS catchwords, "You are Mrs. Filbert who makes the wonderful mayonnaise," won a \$25 savings bond.

The ladies who entered KING Seattle's "Instant Prosperity" contest were given the choice of a deep freeze or a vicuna coat as first prize. The winning lady, with no mention of her political affiliation, took the coat. And KNOE Monroe, La., fought the recession with a merchandise fair at the local fair grounds. More than 30 appliance and furniture dealers bought advertising packages which provided for display areas at the fair.

WVET Rochester, N. Y., has initiated a contest in which all players win—and the prizes are trading stamps. Contestants submit mythical shopping lists based on the commercials they hear on WVET. The station says it is mailing out almost two million stamps per week, from 10 to 200 per person, depending on the size of the list.

Young Sportscaster

A boyhood dream came true for 18-year-old Jan T. Hyde when he was named winner of the KDKA* Pittsburgh Junior Sportscaster com-

*Denotes stations who are members of the Broadcasters Promotion Association.

petition. He will have the chance, along with winners from stations of the Pirate Baseball Network, to broadcast a portion of a National League game. The Atlantic Refining Co. and the ball club co-sponsored the promotion.

A better understanding of international affairs is offered listeners to stations which are sending out Rand McNally & Co. "Space Age News Maps" for a small charge. Two of the outlets are WDRC Hartford, Conn., and WRVA* Richmond, Va.

WPEN* Philadelphia made itself heard in Denver recently. The station had been pitching a saturation package to a very large account and had completed its meetings and presentations. The decision remained with the account's ad manager who was on a western business trip. When the ad manager arrived in his Denver hotel room, he found a record and record player on his bureau. He played it, was greeted by all of WPEN's personalities with some hard sell ideas about the station, and signed the contract on his return to Philadelphia.

WMGM New York, WOWO* Fort Wayne, Ind., and KDKA* Pittsburgh are sponsoring world travel tours in cooperation with local travel services. Jerry Marshall of WMGM gave up disc jockeying to lead 27 listeners on a 17-day European "package" tour via Sabena World Airways. The trip was arranged through one of his sponsors, the Fugazy Travel Service. WOWO's home service director, Jane Weston, led 70 listeners from Indiana, Ohio and Michigan on a 23-day jaunt to Europe via TWA and the Fort Wayne Travel Service and KDKA sent three plane-loads of listeners the other way to Hawaii under a similar plan. • • •

3

**triple play...
well assisted**

Every month, Standard Rate's Spot Radio and Spot TV books give you 3-way use-traffic for your Service-Ads because—

1. the map of your market, and
2. the statistics on your market are there, right where they belong, with
3. regular listings of rates and data.

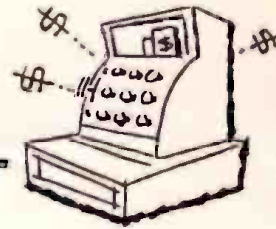
This gives you a great opportunity to take advantage of the tripled use-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate &
Data Service, Inc.





radio registers



Raleigh-Durham

WPTF

NATION'S
28th
RADIO MARKET



*Proudly
Presents*

HARRIET PRESSLY

"Radio's Gracious Lady"

"Mother of five . . . wife of the President of a women's college . . . graduate of Goucher . . . proves you don't need rock'n roll to get big ratings."

"Harriet Pressly . . . experienced woman's editor . . . her stamp of approval moves merchandise. Her program . . . a Monday through Friday landmark . . . on WPTF since 1943."

NATION'S
28th RADIO
MARKET

NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

AUTO DEALER

Caldwell Ford Co. purchased \$187 worth of extra spots over WCOV Montgomery, Ala., to be built around CBS' Ford Road Show for two weeks. Purpose was to announce Caldwell's new location and also to acquaint the public with the Caldwell name, which had only been in use for seven months. In the 30-day period following the announcements, the station reports, Caldwell recorded the largest single month in volume (101 autos sold) in a year.

APPLIANCE DEALER

Public Service Co. of Denver placed a 20-second spot schedule with KFML "to measure the effectiveness," as the firm put it, "of the medium." The announcements urged listeners to call Public Service to have a portable dishwasher placed in their homes on a trial basis. The client reports that it placed 30 dishwashers on demonstration during the period of the spots as compared to four during a like period the year before without radio. Sales have run about 60 percent of demonstration, says the client, which is also "above any previous year."

FURNITURE STORE

Schewel Furniture Co. of Danville, Va., spent \$203 in a nine-day promotion over WDVA designed to hypo business with employees of Dan River Mill. A contest was held in which several serial numbers of Dan River vacation checks were read each day over WDVA. Winners who then registered at the Schewel showroom received a gift and a chance at grand prizes. According to the station, Schewel did more business in the nine days than during the entire month of July.

SEWING CENTER

Warner Robins Sewing Center of Warner Robins, Ga., searching for a method of attracting a list of prospects for the purchase of sewing machines in this rural area, put a "mystery tune" on WFPM in nearby Ft. Valley, Ga. The spots ran for only one day, 10 times in all, and netted the firm almost 50 leads.

report from RAB

Competitive Information

Expected to Spark

Greater Radio Use

This month it was possible to see trends in radio which had never been visible before. Reason: RAB's new second-quarter report on spot and network radio clients.

Here are some interpretive highlights from this report:

Top 100 Advertisers: If evidence were needed that the "big boys" are coming back to radio, RAB now has it. RAB took Publishers Information Bureau's top 100 for 1957 and compared this list with its roster of radio's clients in the first and second quarter of 1958. Thus far in the year 85.4 percent of the top 100 eligible (excluding liquor firms) to do so have used radio.

What does this "return to radio" by the blue chip clients mean to advertisers and agencies? RAB believes that awareness of what the other fellow—especially the big fellow—is doing means advertisers are going to be jumping into radio faster.

For example, Procter & Gamble is now using spot radio with enough intensity to rank as the 27th largest spot radio client during the second quarter of 1958. RAB says you can look for many packaged goods firms to be impressed and influenced by what the Cincinnati soapmaker does. But an interesting sidelight is that big companies like P & G may actually have been influenced by regional brands which have been outspending some of the nationals in their own territories.

Commercial Length: At press time, RAB hadn't completely tabulated its second-quarter report, but these impressions were gleaned from those who had worked most closely with the data. Overwhelmingly, 60-second commercials are the favorite. It was believed that tabulation would bear out the strong impression that 10-second announcements were second most often used. The 20-second and 30-second lengths are both used on only a minimal basis over-all—although a few advertisers seem to use them frequently.

Program Buying: RAB estimated that a minimum of 90,000 programs of varying lengths were purchased by national and regional advertisers in second quar-

ter of 1958. Because of the monumental detail work necessary to put its report together, RAB had not gotten to the job of breaking down the programs by length at press time. But, again on the basis of strong impression by those who compiled the report, it's clear that five-minute programs are most often bought. Second-ranking category, RAB is sure, is the half-hour program although it is a small segment of the total. The leading form of five-minute program, RAB points out, is obviously the news show.

Network Lineups: In years past, radio networks required certain minimums from buyers. The policies varied with the network but station lineups tended to be long and national (with exceptions). In recent years, much attention has been devoted to the concept of network flexibility—shorter-term contracts, shorter-length networks and so forth. Inspection of RAB's list of network clients and the number of stations they buy, however, indicates a tendency toward uniformity in number of stations ordered by most of the better-known national advertisers.

Job of Convincing

Sidelights: Radio still has to convince some advertisers that it can sell their products even without the aid of a picture.

However, inspection of the list of second-quarter advertisers reveals how many advertisers who have traditionally relied on pictures now also use radio—and paint pictures inside the minds of listeners. For example, two brassiere manufacturers use radio—and usually women's foundations advertising is built strongly around a picture of the garment—with or without a model and with or without dreams of romance.

The RAB second-quarter client list, which is available to national advertisers and agencies, is the second in a series of such reports to be made available by RAB. It is based on a one-third sample of the industry (see *RAB Helps Break Through Radio Measurement Barrier*, p. 3-1). • • •

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
Area Pulse—May, 1957 QUARTER
HOURS

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 HOLLINGBERY CO.

POWER to penetrate!



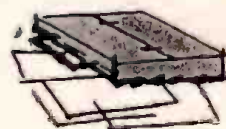
POWER . . . 50,000 watts
of it . . . PROGRAMMING
. . . news and music all
day long. That's the secret
that's made CKLW such a
powerful penetrating force
for advertisers selling this
region. Best buy for you, too.

ADAM YOUNG, INC.,
National Rep.

J. E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG., DETROIT

report from representatives



Triple-Spotting

Is Generally Avoided,

H-R's Paul Weeks Argues

"Radio has no tripple-spotting problem," declares Paul R. Weeks, vice president and a partner of H-R Representatives Inc., New York.

"Even during peak commercial loads," he states, "a knowledgeable radio announcer finds it easy to break up a commercial sequence with a bit of straight entertainment. A time check, station ID jingle, a diverting ad lib or topical joke and a potential triple spot is nipped in the bud."

As a retort to recent charges made by agencies, Mr. Weeks says, "It's a rare station that will place three spots back to back after a newscast or record without breaking the pace with the latest weather forecast, a traffic report or an 'on the way to the studio' anecdote."

"One of the highest rated independents in the country, which is frequently in a sold-out condition, can point with pride to its record of only one double spot each broadcast day. This double occurs immediately preceding the eight o'clock news. In spite of this station's formidable commercial load, it almost never needs a double, let alone a triple," Mr. Weeks declares.

"There are those who may say," he continues, "that this is semantic quibbling; that while there is not a literal triple-spotting problem in radio, there is a serious 'over-commercialism,' especially during peak listening hours."

"But I stand pat. Radio has no over-commercialization problem, either," Mr. Weeks avers.

"Good radio has one common denominator: good sound. To be entertaining, to be an effective sales medium, radio must have good sound. And good sound is by no means destroyed by a heavy commercial load professionally handled—on the contrary, it is enhanced by the commercial content."

"Commercials, well handled, provide balance to radio programming," Mr. Weeks declares.

"The 'formula' stations know this well," he states. "One such group owns a station which is now under-commer-

cialized. This station constantly simulates commercials with salutes to this and that, promotions and the like to provide balance. They very logically want their station to sound heavily commercialized."

"We must not lose sight of the fact," Mr. Weeks continues, "that the majority of radio listeners consider sales messages highly entertaining and look forward to hearing their favorites."

"Each season," he states, "has its own *cause celebre*. This year it is triple-spotting and its companion in arms, 'over-commercialization.' These phrases have become emotional triggers, capable of raising the hackles of nearly everyone in broadcast advertising. (And it seems that the very advertisers who insist on 'driving times only' are making the most vociferous objections.)"

Mr. Weeks asks, "Why is it so generally supposed that two commercials running back to back will have memorability, whereas one more added to the sequence will lull the listener into oblivion?"

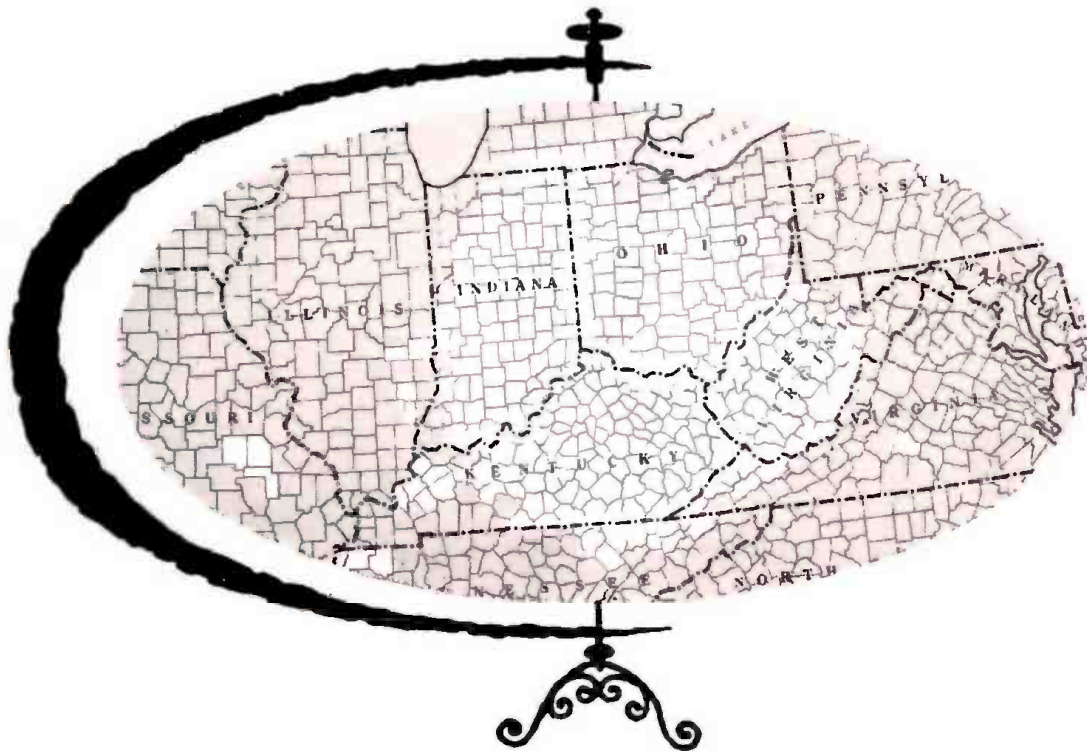
"The reason," he states, "is that nobody really knows exactly what affects human retentiveness. Psychologists tell us that retention is influenced by a great many factors other than the number of different impressions received within a given period of time."

"Memorability is strongly influenced," Mr. Weeks says, "by such considerations as the degrees of motivation inherent in the advertising appeal, the pleasantness of the subject matter, the emotional impact of the message, the context of the program vehicle, the personality of the announcer and his emotional associations."

"The most successful radio programming in each market carries the heaviest commercial load, aired by the stations often accused of 'over-commercialism,'" Mr. Weeks declares. "But such programming attracts large audiences because its sound is good despite, or more likely because of, the entertaining commercials they carry." • • •

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 **Arco**

**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

WIL RUN AGAIN

In a recent letter to Boyd Lawlor, Mid-West Sales Manager for Community Club Services Incorporated, John Box, Jr. of the Balaban stations stated that "Community Club Awards has enabled us to prove just how effective radio can be. We are using CCA on all three of our stations and will kick off our second campaign at WIL in September.

In addition to being a tremendous public service factor, Community Club Awards enables us to bring clients into radio who have not previously included radio in their budget. CCA means greater prestige, but, more important, it means more dollars from new business."



John Box, Jr.

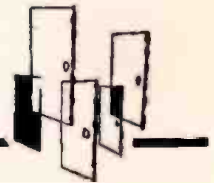
COMMUNITY CLUB AWARDS



PENTHOUSE SUITE
527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

**report from
agencies**



Baltimore Agency Executive

Seeks Exchange of Data

On Radio Station Profiles

A Baltimore advertising agency with 70 percent of its broadcast billings in radio is tackling the problem of qualitative research with a station evaluation questionnaire that is being mailed to broadcasters in out-of-town markets.

Marshall Hawks, radio-tv director, Emery Advertising Corp., reports that the results obtained in the three months since the questionnaire was initiated have in several cases caused the agency to alter its buying schedule.

Emery, which bills nearly \$2 million a year, 25 percent of it in radio-tv, has been concerned for some time, Mr. Hawks states, with the lack of "knowledge in depth about radio stations in out-of-town markets.

"I can buy time fairly intelligently in Baltimore, but I lack any such sureness when I buy in other markets," he says. "We must have this depth of knowledge and a total familiarity with markets and stations to buy intelligently. Ratings must be tempered with judgment by shrewd timebuyers."

As a step toward greater familiarity with station profiles, the Emery questionnaire is designed to show an accurate picture of their programming, their news, their service and their sports coverage."

Mr. Hawks reports that so far the evaluation form has been sent to approximately half a dozen markets where Emery's largest radio client, the Family Finance Corp., is considering buys. Among them are Atlanta, Philadelphia, Miami and Salt Lake City.

The information received has proved valuable enough to induce Mr. Hawks to suggest that other agencies undertake a similar program on a kind of reciprocal trade basis.

In a speech before the annual meeting of the Affiliated Advertising Agencies Network in Baltimore last month,



Marshall Hawks, Emery Ad Agency,

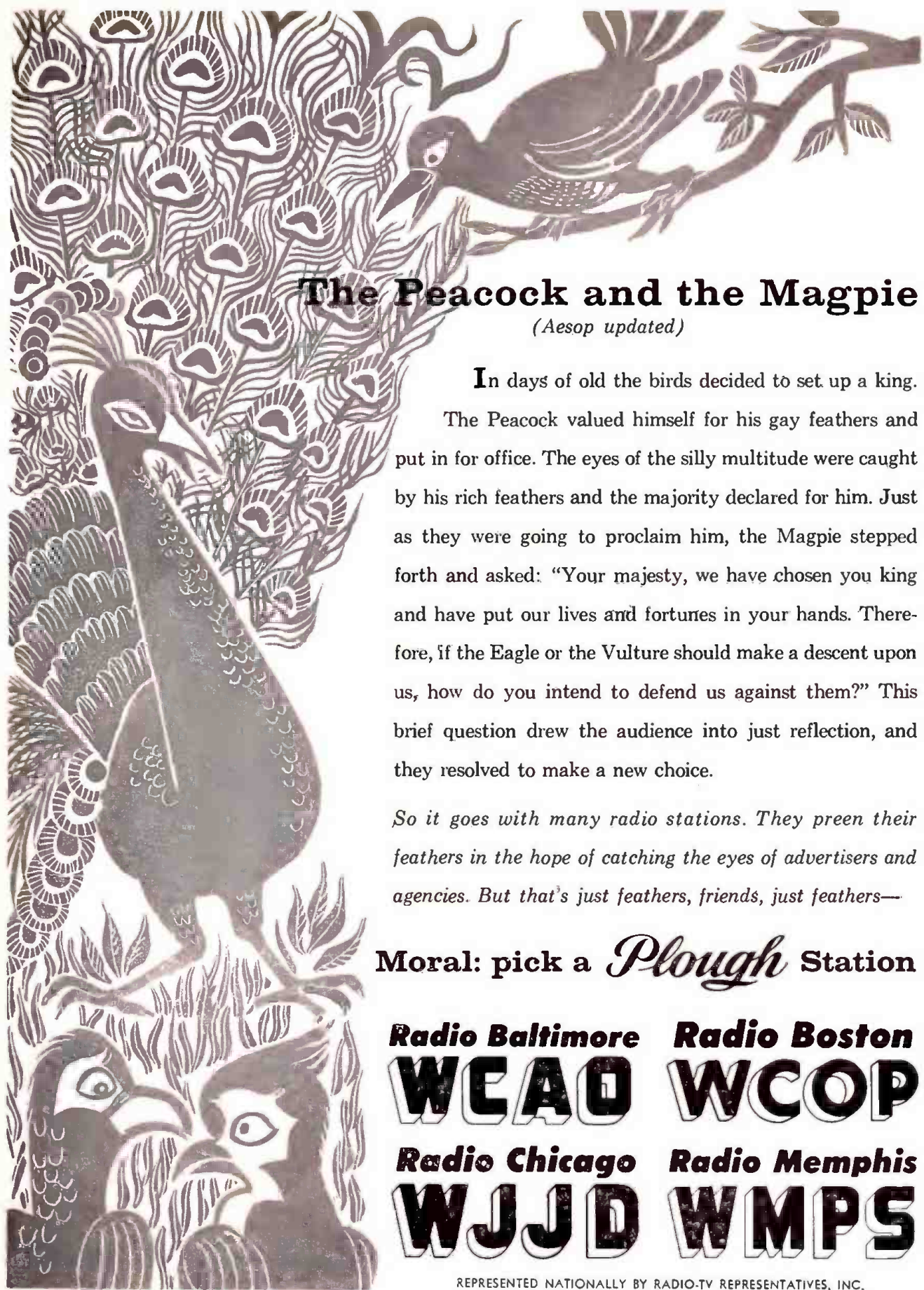
Mr. Hawks proposed that member agencies make a broadcast media study in their own cities which they would make available on request to their colleagues in other markets.

"At Emery, we would like to see every member make a detailed and factual study of his own market that would answer the following questions: What are the ratings? What is each station's profile? Who are outstanding personalities on the local scene and what products do they sell best? What are the audience composition and socio-economical profiles of each station?"

Such studies would dovetail with the stated aims of the AAAN, according to Mr. Hawks, which include "providing an interchange of advertising services and information on a world-wide scope."

AAAN is an organization of 50 independently owned agencies with offices in 40 major U. S. cities plus Japan, Canada, Hawaii, Colombia, the Philippine Islands and Australia. It was formed to provide clients of member agencies with the supplementary advertising, merchandising and marketing services of similar organizations in other areas.

"If such an exchange of information were instituted," says Mr. Hawks, "we could use it in conjunction with ratings data. Lowest cost per thousand is, of course, important, but we are just as interested in finding out the answer to the question: lowest cost per thousand of what?" ● ● ●



The Peacock and the Magpie

(Aesop updated)

In days of old the birds decided to set up a king. The Peacock valued himself for his gay feathers and put in for office. The eyes of the silly multitude were caught by his rich feathers and the majority declared for him. Just as they were going to proclaim him, the Magpie stepped forth and asked: "Your majesty, we have chosen you king and have put our lives and fortunes in your hands. Therefore, if the Eagle or the Vulture should make a descent upon us, how do you intend to defend us against them?" This brief question drew the audience into just reflection, and they resolved to make a new choice.

So it goes with many radio stations. They preen their feathers in the hope of catching the eyes of advertisers and agencies. But that's just feathers, friends, just feathers—

Moral: pick a *Plough* Station

Radio Baltimore

WEAO

Radio Boston

WCOP

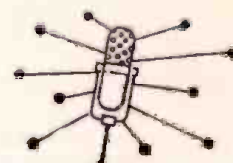
Radio Chicago

WJJD

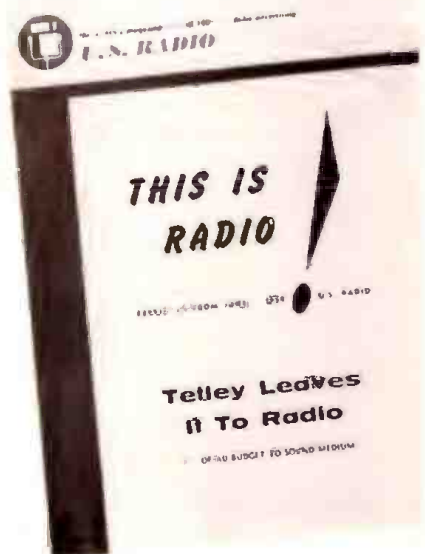
Radio Memphis

WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.



report from networks



NOW . . .

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

For complete details write—

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

Stepped-Up Sales, Growing Affiliations Reported by Networks

NBC racked up \$3,800,000 in net revenue during a three-week period in August, "representing the greatest volume of business for such a short period of time since the fall of 1956," according to William K. McDaniel, vice president for network sales.

Two 52-week orders for more than \$1 million—by Warner Lambert Pharmaceutical Co. for Analist and the Mogen David Wine Corp.—led the sales activity. Renewals came from Lewis-Howe Co. for Tums, Brown & Williamson Co., Gillette Safety Razor Co., Clinton Engine Corp., Morton Salt Co., A. P. Parts Co., GMC Truck Division, Lever Bros. Co., U. S. Steel Corp., Carter Products Inc. and Andrew Arkin.

Also, in what NBC claims to be "the largest promotion for an anti-freeze in the history of network radio," the Commercial Solvents Corp., manufacturers of Peak and Norway, will sponsor numerous "Star Dust" segments of *Monitor*. A total of 246 announcements over six weekends in September and October, key times for anti-freeze sales, will be utilized.

A dozen other orders totaling \$725,000 in net revenue were announced earlier by Mr. McDaniel.

Hertz Promotion

At one ruble and 40 kopeks each, post cards were mailed from the Soviet Union by Robert Trout to 1,500 Hertz Auto Rental Dealers in the U. S. The CBS promotion was designed to let the dealers know that their parent company had purchased sponsorship of Trout's evening newscast, which he will resume after his tour of Russia.

Other large purchases of CBS time have been made by Miles Laboratories, American Tobacco Co. and Standard Brands Inc. Miles has renewed one news program and added another for a \$1 million-plus buy, according to John Karol, vice president in charge of sales.

The purchase marked the second consecutive year of network sponsorship with CBS, Mr. Karol says.

Contracts with American Tobacco and Standard Brands totalled more than \$600,000 in new business. Standard Brands will add a weekly quarter hour to its present sponsorship schedule and American Tobacco, for Tareyton cigarettes, picked up 11 *Impact* segments.

Other new names on the CBS sponsor list are Foster-Milburn Co., Food Specialties Inc., Cowles Magazines Inc. and Renuzit Home Products.

Record ABC Month

ABC reports the signing of 13 new advertisers in addition to two renewals and extension of sponsorship by another advertiser. With this announcement, John H. White, director of network sales, states that sales in July topped previous highs for the like month of the past five years.

Six advertisers signed for Don McNeill's *Breakfast Club* during the month. They are: The Angostura-Wupperman Corp., Magla Products Inc., The Mentholatum Co., C. H. Musselman Co., Puritron Corp. and J. A. Wright & Co.

Signing for news broadcasts were Cadillac Motor Car Division of General Motors Corp., Beltone Hearing Aid Co. and the GMC Truck & Coach Division.

MBS Affiliation News

In the second quarter, 18 stations have joined the Mutual Broadcasting System and 43 affiliates have renewed contracts, according to Armand Hammer, MBS president-chairman. Independents joining Mutual are WDOK Cleveland; WZIP Cincinnati; WTMT Louisville, Ky.; WPEG Jacksonville, Fla.; WAND Canton, O.; WLIV Livingston, Tenn.; KBLO Hot Springs, Ark.; WTAL Tenn., and WDSR Lake City, Fla. Nine others were reported previously in this column. . . .

report from Canada



Canadian Radio Stations

Push for Power Increases,

Donald Cooke Declares

There is a trend in Canada at the present time toward radio station power increases, according to Donald Cooke, president of Donald Cooke Inc., New York, and representative for 22 Canadian stations.

"The frequencies are there and many stations are taking advantage of their present prosperity to improve their facilities," he says. Mr. Cooke expects the extended coverage to draw new advertising both locally and nationally.

"Our best year for Canadian sales was 1957," he declares, "and the first six months of this year have shown a further billings increase on every station we represent."

Mr. Cooke also notes that many Canadian stations are charging higher rates partly as a result of heavier business and, in some cases, to meet the cost of raising their power. "a very expensive proposition."

Justified Increases

In Montreal, Toronto and Ottawa, three of Canada's five largest markets, rates on Mr. Cooke's stations have risen approximately five percent, he says. Rate increases can be justified, in his opinion, because of the tremendous reach of the medium.

As of a year ago, according to the Dominion Bureau of Statistics, there were 4,035,000 Canadian households, of which 3,894,000 owned radios. More than 2.8 million of these homes possessed one radio; 739,000 had two, and 188,000 had three. There were, then, only 161,000 households without radios in Canada.

Radio stations themselves are increasing in number with a total in January 1958 of 200, of which 24 belong to the Canadian Broadcasting Corp. and 176 to private broadcasters. This is opposed to 119 radio stations in operation in 1955.

While the number of these stations applying for power increases cannot be made public, according to the Telecommunications Branch of the Department of Transport, Ottawa, all indications are that a significant percentage are seeking power hikes and that most of them will be granted.

Power Boosts

Mr. Cooke reports that six of his Canadian stations have recently been granted power boosts by the CBC: CKVL Montreal has jumped from 10,000 watts to 50,000; CHLO St. Thomas, Ont., CHUB Nanaimo, B. C., and CKLG Vancouver, B. C., have gone from 1,000 watts to 10,000; CKTR Three Rivers, Que., and CFAM Altona, Man., have jumped from 1,000 watts to 5,000.

Among the reasons for the trend to higher wattage is that the radio industry is anticipating advertiser demand for increased coverage. Since many cities in Canada are now too small to support television stations (there are only five cities in the dominion with more than 100,000 persons), radio people feel that advertisers and agencies are going to rely more heavily on the sound medium as population and consumer demand increase.

Attract Business

In addition, stations are interested in power increases for competitive reasons, hoping to attract business to their particular operations because of their wider coverage. Due to the relatively small number of stations in Canada and the widely dispersed population, stations are trying to blanket groups of outlying towns to include as many people as possible within range of their signals. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to
four principal cities
of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" . . . then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Day-time Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

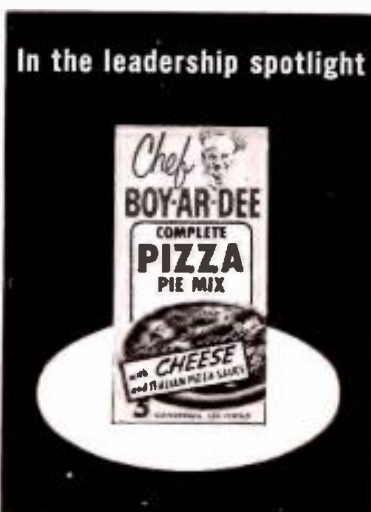
Contact—

WARREN STOUT, National Sales Manager

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

gory includes attic, airplane, bicycle, boat, chicken house, cave, doctor's office, fire tower, greenhouse, prison camp, swamp, telephone booth and tractor.

Contest announcements were scattered throughout the WBT schedule from 5:15 a.m. to 1:15 a.m. over a two-week period.

Another example of what stations are doing and can do to examine qualitatively their audience is illustrated by WGY Schenectady, N. Y. Also as part of a contest, 1,107 de-

tailed questionnaires were mailed to women who had entered a game on the *Martha Brooks Show* (9:15 to 10 a.m. weekdays). A total of 488, or 41.08 percent, of the questionnaires were returned.

Among the things WGY was able to learn about the listeners to this program were percentage breakdowns on age, ranges of annual income, marital status, educational level, size of family, sex of children and age of children.

In addition in this personal data, the station also inquired as to the

radio listening habits of its female audience.

WGY discovered where in the house its audience is listening and what the listener is doing at the moment; it found out how many days of the week listeners tune in to *Martha Brooks* and what features of the show are preferred. Among other things, WGY also learned how long its listeners have been tuning in to the show; what products or services advertised on the show did they buy, and does the husband or a male relative also listen.

Specific Results

Specifically, the station learned that 59.7 percent of listeners to this program are between the ages of 20 and 44; 81.9 percent of the female audience is married; the largest single share, 36.8 percent, had an annual income of between \$3,000 and \$5,000 while the next largest share, 26.6 percent, had an income of between \$5,000 and \$7,000.

Most of the women who replied to the survey, 76.3 percent, generally listen to *Martha Brooks* in the kitchen. The remainder generally listen in: the living room, 10.3 percent; bedroom, 5.4 percent; dining room, 1.7 percent; barn, .1 percent, and basement, .1 percent.

The largest single share of women, 30.1 percent, are doing dishes while the next largest share, 22.7 percent, are ironing. Other listen-time activities include: laundering, 19.2 percent; cleaning and dusting, 10.5 percent; baking, 2.3 percent; bathing the baby, 2 percent; driving, 1.9 percent, among other activities.

About 6.6 percent of the listeners declare they are "just listening."

The increasing attention being paid radio research, on both the national and local levels, is indicative of the need to keep pace in measuring the expanding medium. New steps are being taken to produce additional data that will further enhance radio's role as the mass medium. . . .



Pulse admitted Alaska 3 years ago!

And Pulse outside the U. S. A. employs standard Pulse techniques originated 17 years ago - used in Alaska and in 222 U. S. markets last year

**TELEVISION
AND RADIO**

PUERTO RICO

MEXICO

CANADA

HAWAII

ENGLAND

**Standard
Pulse Data
and
Special Studies**

- ★ Naturally Pulse's trained interview specialists "speak the language"—have a special grasp of local conditions.
- ★ For Pulse interviewing in the home is done by women who live nearby. No phone calls, no mailings, no "traveling crews." Solid—mature, responsible probing.
- ★ Therefore, if you are interested in our newest, proudest 49th state, with its high standard of living, amazing income, startling growth, possibly Pulse can serve you.
- ★ With standard data for television and radio—or for special research assignments—the complete facilities of the Pulse International Division are at your disposal.
- ★ For instance, interviewing in Puerto Rico and Mexico is conducted by a Spanish-speaking staff; in Hawaii Pulse interviewers are adept in dealing with the 85% of the population that is non-Caucasian—Japanese, Filipino, Chinese, Hawaiian, etc.
- ★ We invite your inquiry, can serve you abroad with the same high standards that prevail in our U.S. operations.

Just phone for facts:
INTERNATIONAL DIVISION
JUdson 6-3316

Nothing takes the place of INTERVIEWS in the home



730 FIFTH AVENUE
NEW YORK 19, NEW YORK

PULSE, Inc.
LOS ANGELES • CHICAGO • LONDON



KOBI
radio
in Denver

KOBI-KOBY
GET
AC ION!



KOBY
radio
in San Francisco

SEE YOUR PETRY MAN
Mid-America Broadcasting Company

as basic as the alphabet



EGYPTIAN

Twentieth century scholars tracing the origin of writing believe that the ancient Egyptian word-sign for hawk was the forerunner of our modern letter H.



PHOENICIAN

The people of Tyre squared off the form and used it to represent the first sound of *cheth* (fence). It was so written on the famous Moabite Stone dating back to the ninth century B. C.



GREEK

When sea-rovers carried their writing to the shores of Greece, the Hellenes adopted the sign and used it to represent their vowel *eta*.



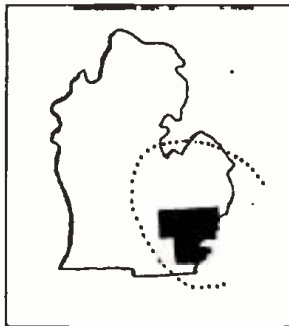
ROMAN

In the city of seven hills, the H was altered somewhat. But since the Romans used the Greek E to represent the *eta* vowel sound, they gave H the sound we employ today.



Historical data by

Dr. Donald J. Lloyd, Wayne State University



Hard sell or soft sell, make WWJ your number one Michigan radio station. Dealers and distributors like WWJ because they know it moves merchandise. Listeners like the station because it gives them modern radio at its best.

Start your fall radio campaign here—with the WWJ Melody Parade, with the WWJ features originating at Northland and Eastland Shopping Centers, with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the basic thing to do!

H

Heart of the Michigan Market

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

WWJ RADIO

AM and FM

Detroit's Basic Radio Station

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

the **NUMBER ONE** STATION



IN THE SECOND
LARGEST MARKET IN
BOTH MINNESOTA AND
WISCONSIN

WBNC

DULUTH • SUPERIOR

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

radio research



Hooper Breaks Ground

For New Building;

Nielsen Sets Move in N. Y.

The growth of broadcast research and measurement is dramatized by two moves scheduled for this fall. C. E. Hooper Inc. has broken ground for a new building in Wilton, Conn., and the A. C. Nielsen Co. is preparing to move into new offices in New York.

Hooper's modern two-story building will be four times as large as the present plant at Norwalk, Conn., the firm states, and will house about 50 employees. Increased working area will be provided for the production, statistical and field supervisory units. There will also be space for a printing plant.

Hooper contemplates a grand opening "in the first part of November." The building will be located on Highway 7 in Wilton.

The entire Nielsen New York office will occupy new quarters on the 15th and 16th floors of 575 Lexington Avenue on or about September 15. Moving are

the radio and tv departments, the food and drug units and the coupon clearing house.

Total Reach

Bristol-Myers Co. in a four-week June network campaign rang up 109,881,000 total commercial minutes with 242 broadcasts aired. These reached 14,245,000 different homes.

These facts are from an analysis for U. S. RADIO by the A. C. Nielsen Co. to illustrate its revised method of reporting network ratings—from a breakdown by programs to one by sponsor campaigns. The revisions in the Nielsen Radio Index were put into effect last September because of "changing patterns in network radio advertising."

The cumulative approach is designed to give the sponsor an indication of the *total reach* of his package on an individual network for specific campaign. ●●●

WORTH CROWING ABOUT!!!



WREN
DELIVERS FOR

26¢ LESS

PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only \$1.00 . . . 26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingsbery.

WREN

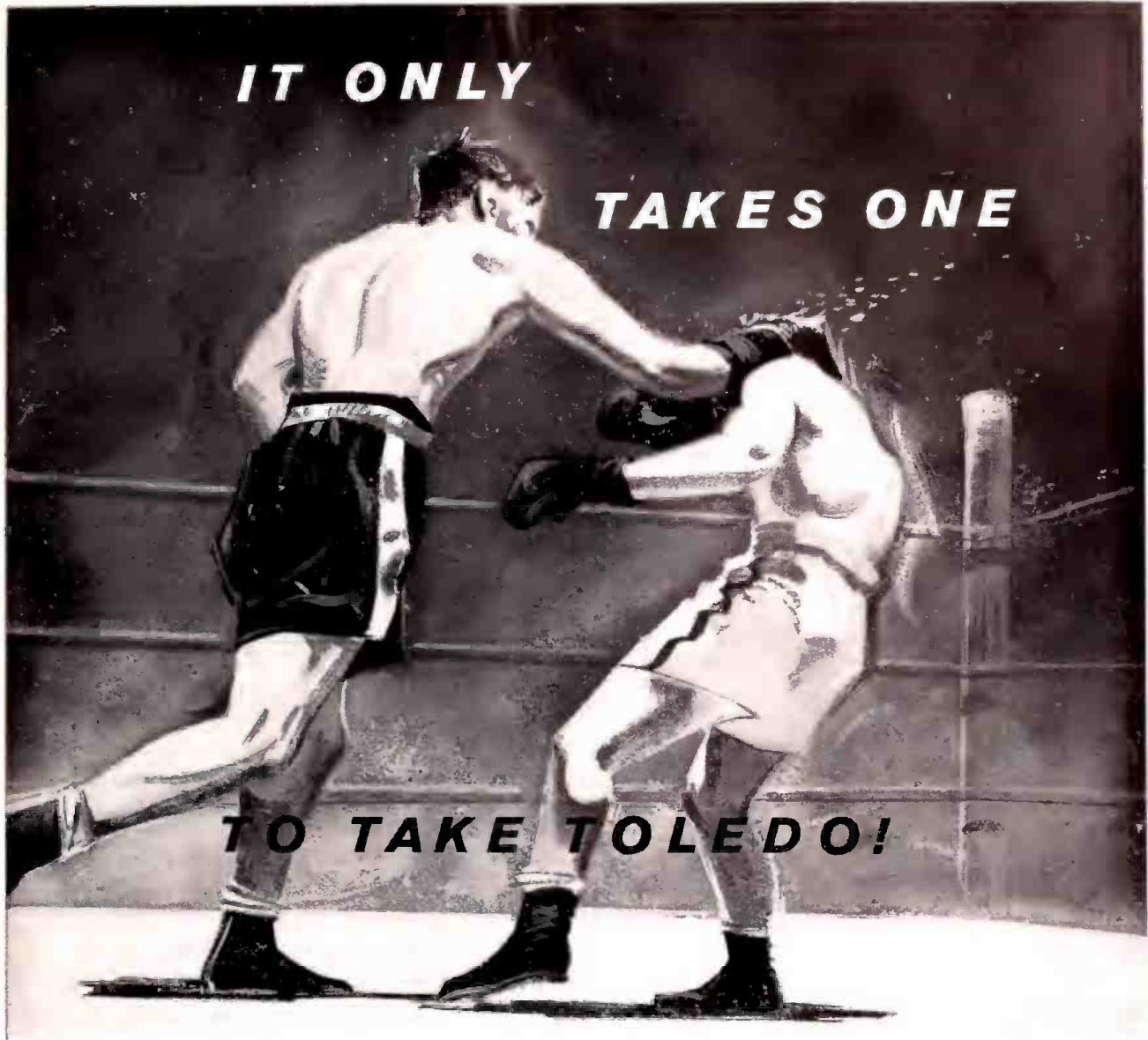
5000 WATTS • TOPEKA, KANSAS.

Nielsen Radio Index
The Commercial Reach of Network Audience

AUDIENCES REACHED	No. Broadcasts Aired	No. Different Homes Reached '000
Sponsor		
Bristol-Myers Co.	242	14,245
Ford Div.—Ford Motor Co.	104	13,004
Midas, Inc.	170	12,558
Brown & Williamson Tob.	170	12,558
California Packing Corp.	127	11,416
Chevrolet—General Motors	68	10,969
Plough, Inc.	110	10,374
Ex-Lax, Inc.	91	9,927
R. J. Reynolds Tobacco	104	8,587
Automotive Div.—Amer. Motors	88	8,488
Hertz Corp.	79	7,892
Swift & Co.	48	7,892

Sponsor	No. Comml. Min. Allowed	Total Commercial Minutes Delivered '000
Ford Div.—Ford Motor Co.	215	143,180
Bristol-Myers Co.	181.10	109,881
Wm. Wrigley, Jr. Co.	120	82,794
Brown & Williamson Tob.	127.50	75,923
Midas, Inc.	127.50	74,792
California Packing Corp.	95	57,884
Chevrolet—General Motors	85	49,364
Plough, Inc.	88	44,579
Ex-Lax, Inc.	68.20	43,173
Swift & Co.	59.50	42,338

JUNE 1958



IT ONLY

TAKES ONE

TO TAKE TOLEDO!

The complete dominance of WSPD radio is illustrated by the fact that SPeeDy has more audience than *all other Toledo stations combined!** This leadership is one that has been maintained throughout the 37 years of WSPD's broadcasting to this billion-dollar market. With imaginative public interest programming, 24-hour news reporting, top talent and features, and continuous audience promotion, SPeeDy continues to make sure that in planning any radio advertising campaign, take WSPD and you take Toledo!

*C. E. Hooper, June-July 1958

"Famous on the local scene"

WSPD 

NBC RADIO in TOLEDO

National Representative: The Katz Agency
 National Sales Director: M. E. McMurray
 625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago



Storer Radio

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

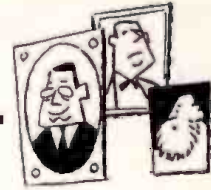
WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

DANIEL A. PACKARD, vice president and marketing director, and RAY J. MAUER, vice president and assistant creative director, named to the board of directors of Geyer Advertising Inc., New York. Also, I. C. MACGLASHAN and WRIGHT NODINE named vice presidents.
 DEAN LANDIS appointed vice president in charge of Midwest operations of Compton Advertising Inc.
 WILLIAM KING JR., vice president and director, appointed head of West Coast operations by Kenyon & Eckhardt Inc. Also ALIN BLATCHLEY appointed a vice president in the Chicago office.
 THOMAS M. MORTON, marketing account executive at William Esty Co., New York, appointed a vice president.
 THOMAS P. CROLIUS and HENRY S. JACOBSON, account supervisors, elected vice presidents by Reach, McClin-ton & Co., New York.

STATIONS

ROBERT J. SULLIVAN, former director of program promotion and merchandising at CBS Radio, named director of promotion and advertising by Corinthian Broadcasting Corp.
 JAMES E. BAILEY, vice president, and REGGIE MARTIN appointed managing directors of WAGA Atlanta and WSPD Toledo, O., respectively, by Storer Broadcasting Co.
 GEORGE R. COMTE promoted to general manager and vice president of WTMJ-AM-TV Milwaukee. Also, ROBERT J. HEISS promoted to manager of both stations. Mr. Comte replaces WALTER J. DAMM who will retire.
 PAUL G. O'FRIEL, former general executive at Westinghouse Broadcasting Co., New York, appointed general manager of WBZ-WBZA Boston-Springfield.
 FRFD E. WALKER and DONALD D. SULLIVAN, general managers of WTTM Trenton, N. J., and WNAX Yaukton, S. D., respectively, elected resident vice presidents of Peoples Broadcasting Corp.
 JAMES P. HEUSLEY appointed vice president and general manager of WEEP Pittsburgh. He had been sales manager of WBBM Chicago.
 HOWARD F. WHEELLOCK promoted to general manager of WKNE Keene, N. H.
 JERRY GLASER promoted to general manager of WENO Madison, Tenn.
 STANLEY N. KAPLAN, former sales manager of WH, St. Louis, named assistant to the vice president of the Balaban Stations.
 DICK MORRISON named general sales manager of KRON Dallas. He had been sales manager of WNOE New Orleans.
 BERNIE STRACHOTA, formerly city sales manager of the Miller Brewing Co., Milwaukee, named general sales manager of WRIT Milwaukee.
 WILLIAM McKIBBEN, former commercial manager of WDEL Wilmington, Del., named assistant to the vice president of WH, St. Louis.

LYNDON W. GROSS, former media director of the Compton Agency, San Francisco, has joined Guild, Bascom & Bonfigli Inc., San Francisco, in a similar post.

ARTHUR STAFFORD, an account executive, named assistant manager of the San Juan, Puerto Rico, office of McCann-Erickson Inc.

EVELYN KONRAD, formerly an editor of *Sponsor*, named by Bryan Houston Inc., New York, as its public relations consultant. Also, CARL W. PLEHATY JR. appointed an account executive and ROBERT WATKINS named associate marketing director by the agency.

PETER RIPPS, formerly merchandising manager of Revlon, has joined Ogilvy, Benson & Mather Inc., New York, as account supervisor.

DAVID ALDRICH, formerly of *Look* and *Newsweek*, has joined Ketchum, MacLeod & Grove Inc., New York, as public relations account executive.

ROBERT A. BURKE, formerly eastern sales manager of Adam Young Inc., has joined Gordon Broadcasting Co. as general sales manager of KBUZ Phoenix and KVOA Tucson.

REPRESENTATIVES

LOUIS F. ALLEN and TOM O'DEA appointed to the radio sales staff of H-R Representatives Inc., New York.
 GEORGE BEAVERS, formerly commercial manager of WGHP Brookfield Conn., has joined the New York sales staff of Broadcast Line Sales.
 RICHARD J. DUNNE, formerly with the sales staff of WINS New York, has joined the sales staff of Adam Young Inc.
 THOMAS K. HARDY, formerly a senior timebuyer at Donahue & Coe Inc., appointed to the national sales staff of Avery-Knodel Inc., New York.
 GEORGE PONTE, former sales representative for WKNB Hartford, Conn., named to the New York radio sales staff of Peters, Griffin, Woodward Inc.

NETWORKS

DR. ELMER W. ENGSTROM, senior vice president and a director of RCA, elected to the NBC board of directors.
 HAROLD S. CRANTON named director of sales development and research for ABC Radio.
 WILLIAM S. BROWER JR. named manager of program promotion and merchandising for CBS Radio.
 RAY DIAZ, formerly national program director for ABC Radio, named director of the station services department of the Mutual Broadcasting System.
 GHET YOUNG and MARSHALL KEELING have joined NBC Radio as account executives.

INDUSTRY-WIDE

JOHN F. ACKERMAN, former vice president and manager of WKIT Garden City, N. Y., named director of Community Club Surveys, a research division of Community Club Services.



O'Friel



Comte



Ripps



Strachota



Blatchley



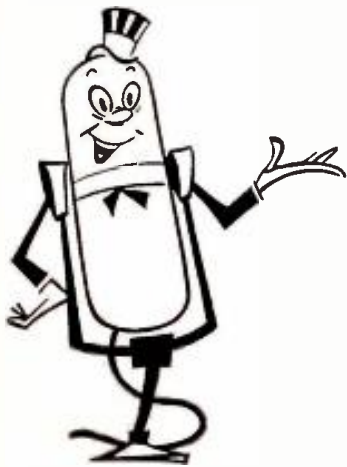
Heusley



Sullivan



Kaplan



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



... tied to radio's growth

RESEARCH PROBLEMS

The increasing attention being given radio research problems is significantly tied to the growth of the medium.

In addition to the quantitative data, there is a pressing need for more qualitative research. The latter is a technical way of describing research that helps pinpoint definite sales prospects.

What is needed is further comprehensive audience composition data that includes age group, income range, among many other things. Research of this type not only will prove invaluable to agencies in selecting their radio buys, but it will also help the radio industry by expanding the known dimensions of the product it sells.

The problem of who is going to pay for the high cost involved in producing detailed information of this type is completely unsettled.

WISHFUL THINKING

A veteran media executive at J. Walter Thompson Co. believes that any worthwhile research project would be supported by the agency. Not all agencies, however, feel this way. As a result, some of the demands for additional data unfortunately fall in the category of wishful thinking.

A research project that is needed today is a coverage survey that will show the distribution of sets throughout the home on a county-by-county basis.

A study of this type would illustrate the regional differences in listening patterns that would be of prime importance to users of radio time.

Admittedly, this would be a costly venture. But what benefits it would reap.

Last year, for example, 15.3 million radio sets were sold—more than in any other year since 1947.

The distribution of these sets across the country by home location should be of vital importance to today's timebuyer who is making today's radio purchase.

PINPOINT THE LISTENING

At present, there are total national estimates showing the number of sets in various locations of the home. But a county-by-county breakdown would graphically pinpoint where the listening is done.

We believe the next time a national coverage survey for radio is undertaken, the distribution of sets throughout the home should rank as important as the geographical spread across the nation.

PROMOTION IDEAS

U. S. RADIO has received many requests from all segments of the industry for a column devoted to promotion ideas.

As we round out our first year of publishing and beginning in this issue (see p. 15), we are presenting just such a feature. The Broadcasters Promotion Association, which was launched approximately two years ago, has been a major factor in the increasing attention being paid by the broadcasting industry to promotional efforts.

We hope this column will be an important step in the exchange of sound ideas that will aid in the building of audiences and will be of value and interest to advertisers and agencies.

MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

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

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

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

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

GLEN A. HARMON, GENERAL MANAGER

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

11 - T K
 INO 35 D C SUE
 -CS-19 07-2-48

"KBOX new bright personalities - all winners in my book."

Bill Crook, Jr.,
 Crook Advertising Agency

"...KBOX programing-a public service in itself..."

Howard Fisher,
 Radio-TV Director, Rogers & Smith

"...Great programing, exciting promotions, a really sensational station! Welcome..."

Bill Dunagan,
 Clarke Dunagan & Huffines, Inc.

"Tremendous to hear all that great music ...with little emphasis on Top 40..."

Alex Pappas,
 VP, Erwin Wasey - R&R

"...KBOX fresh programing, formidable performers will go a long way in Big D..."

Mitch Lewis,
 McGr. Couchman Advertising Agency

"KBOX is a much needed station filling a void in the Dallas radio market."

Fred Wilson,
 VP, Paul Berry Co

"A refreshing relief from straight rock and roll...well balanced programing..."

Ted Workman,
 Ted Workman Advertising Agency

"...KBOX programing...wonderful and refreshing..."

Ted Houbrouck,
 Dallas Mgr. - BBD&O



"DALLAS in WONDERLAND!"

WONDERFUL KBOX!



Balaban

In just 8 short days of Balaban balanced programing... enjoyable music... bright happy personalities... action central news... 24 hours a day... Wonderful KBOX has put "Dallas in Wonderland." The air is filled with wonderful comments.



SOLD NATIONALLY BY:
Robert E. Eastman & Co., Inc.
 NEW YORK, CHICAGO, SAN FRANCISCO

BALABAN

WIL
 ST. LOUIS

WRIT
 MILWAUKEE

KBOX
 DALLAS

... IN TEMPO WITH THE TIMES