KLIF tells the amazing Dallas story. The big change in Dallas ratings is that KLIF is higher than ever. December-January Hooper shows 50,000 watt KLIF with an all-day share of 50.2% more listeners than all other Dallas radio stations combined! KLIF is the top Hooperated station in all of America's top 25 markets; it also utterly dominates every survey—Pulse, Hooper, and Trendex.

*Monday through Saturday, 7 A.M. to 6 P.M.
THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today’s best FM transmitter buy.

ADEQUATE COVERAGE — Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER — New FM Exciter, Type BTE-10B, uses “Direct FM” modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES — Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA — New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

For all your FM needs call your nearest RCA Broadcast Representative.

IN CANADA:
RCA VICTOR Company Limited, Montreal

OUTSTANDING FEATURES OF THE BTF-5B
- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator

RADIO CORPORATION OF AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY
Proof of Acceptance*

NOW WCCO RADIO HAS MORE LISTENERS THAN ALL OTHER MINNEAPOLIS-ST. PAUL STATIONS COMBINED!

WCCO Radio also delivers...

*LOWEST COST PER THOUSAND... Exactly half of the average of all other stations

*MORE ADULTS... WCCO Radio is the solid leader with a 60.1% share of the adult audience. That's 50% more than all other stations combined!

*GREATER METRO AREA DOMINANCE... WCCO Radio shows its overwhelming strength with 399 quarter-hour wins; Four times more than all other stations combined!

*Nothing sells like acceptance...

WCCO Radio

MINNEAPOLIS • ST. PAUL

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

Sources: Nielsen Station Index, Nov.-Dec., 1958
"MR. SPORTS"

When it comes to passing the word on sports, Joe Boland, WSBT Sports Director, is a real expert. He brought the excitement of the Colt-Giant "Sudden-Death" game to NBC radio listeners. He's the "voice" of the Chicago Cardinals. You've heard him announce bowl games on CBS-TV, and Notre Dame games on ABC radio. He was named "Sportscaster of the Year" for 1957 by the famous Rockne Club.

As a national sports authority, Joe has natural appeal to his local audience. His popular live show "Boland with Sports" has been heard daily on WSBT, 6:00-6:15 p.m., since 1944. He covers the inside of the national sports world; delves into local sporting events, interviews well known sports personalities and comments on controversial sports topics.

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

For details about WSBT, its $3,317,941,000 E.B.I. market area and availabilities on "Boland with Sports" see your Roymer man or write this station.

WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

5000 WATT STEREO
960 KC

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVE
Radio's Barometer

Spot: Station Representatives Association's final estimate of gross national spot radio in 1958 is $166,367,000 compared with 1957's official total of $169,511,000. This is a drop of 1.9 percent from 1957's all-time high, which had been 13 percent above 1956. Spot radio time sales for the fourth quarter of 1958, as estimated by SRA, amounted to $44,562,000, a drop of eight percent under the total of $48,452,000 for the same period in 1957. Estimates of spot radio gross sales for the other three quarters, according to SRA, are as follows: First quarter, $41,963,000, an increase of 2.5 percent over 1957's 40,916,000. Second quarter, $41,671,000, an increase of 6.7 percent over 1957's $39,027,000. Third quarter, $38,171,000, a decrease of 7.1 percent under 1957's $41,116,000.

Network: ABC Radio has announced new and renewed business totaling $1.5 million for a two-week period ending in mid-February. NBC, in six weeks of selling in mid-January through February received new orders totaling $726,647, the network reports. (See Report from Networks, p. 102.)

Local: A new billing record for the station was established by WCBS New York in a five-day period recently when more than a half-million dollars in business was signed, Sales Manager Tom Swafford reports. He says that under the new PCP plan of CBS Radio, his station may set an all-time high in sales during 1959.

Stations: The number of am and fm stations on the air as of mid-February totals 3,915, an increase of 11 (eight am and three fm) over the previous month.

Sets: Total radio set production including car radios for December was 1,525,744 (for 1958, 12,577,243); total auto radio production for December was 558,767 (for the year, 3,715,362). Total radio set sales for December excluding car radios were 1,944,838 (for the year, 8,691,344). Transistor sales for December were 5,627,700 with dollar value of $16,595,616 (for the year, 47,050,814, with dollar value of $112,729,427). Fm production for December was 72,806 (since July, when figures were first released, 376,144). Also see Report on Fm (p. 103).
is the only station that delivers the separate, distinct booming Long Island market

6th largest in the U.S. with a mass, quality, adult-buying audience!

HERE'S HOW LONG ISLANDERS SPEND A DOLLAR

for buyers and sellers of radio advertising

MARCH - 1959

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DEPARTMENTS

Airwaves
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Commercial Clinic
Editorial
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Names and Faces
Radio Registers
Radio Research
Report from Agencies

Report on Networks
Report from RAB
Report from Representatives
Silver Mike
Soundings
Station Log
Time Buys
Washington

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

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

We will be happy to send you the following:

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

Write or wire today!

111 West Washington St., Chicago 2, Ill.

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

Name: ____________________________
Address: __________________________
City: ____________________________ State: __________ Zone: __________
A good SALES MAN commands respect...

and so does a good STATION!

A really good salesman commands respect for himself, his product, his company. Respect means confidence — belief — SALES!

The same is true of radio stations. Some do command respect, and this does make a difference! People in Iowa have respected WHO for generations. They respect the advertising they hear on WHO because they know that WHO sees to it that everything we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

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

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PGW about WHO Radio—Iowa’s greatest!

WHO

for Iowa PLUS!

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

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

Peters, Griffin, Woodward, Inc., National Representatives
Coca-Cola’s imaginative new spin to the disc jockey platter business is inviting the attention of both teenage consumers and radio stations across the country. Format of the recently introduced Hi-Fi Club program, outlined by the soft drink company’s New York agency (McCann-Erickson) and adapted by local radio personalities sponsored by local bottlers, includes membership for school students, prizes available to members only and audience participation, with an exchange of ideas and taped talent among stations. More than 300 stations, according to Coca-Cola, are now running the program.

The 22 media men sent out by N. W. Ayer & Son to clarify the single vs multiple rate issue also are asking stations the following questions: (1) Do you give bonus spots? (2) Do you have trade arrangements with retailers? (3) Do you have regional deals for merchandise?

In addition to developing a “realistic” rate card, agencies suggest radio should “merchandise” itself. D’Arcy asks for (a) package time to include night radio and (b) weekend package rates from 6 p.m. Thursdays through Sunday nights. JWT wants more qualitative information regarding station listeners. (See *Time to Buy*, p. 23.)

MBS’s baseball Game of the Day broadcasts will be fed to 350 stations this year, with areas within 75 miles of major league cities blacked out. With the exception of Saturday broadcasts, when Quaker State Oil Refining Co. will sponsor the entire network presentation, local stations will line up their own sponsors, from Sunday through Friday, with a nominal co-op fee to MBS. More than 20 categories of advertisers participated in the broadcasts last season, everything from women's clothing to political candidates. For 1959, airings begin March 21 and extend through September 27.

Another in the Adam Young Inc. studies, “The Dynamic Change in Radio,” attempts to show a further swing by audiences toward “modern” radio stations, not only in the top 25 markets but in smaller ones as well. The presentation outlines what a spot campaign can deliver, says the Young company, in terms of (1) “actual number of homes reached, (2) level of impact an advertiser has in the top 10 markets, and (3) average rating on the best station in each market.” Future studies tentatively will try to relate the figures to cost efficiency.

An fm revival is in the offing, according to FCC Commissioner Robert E. Lee, and fm gives signs of supplanting its older brother, am, and of being “the future service of radio broadcasting.” Mr. Lee, addressing a dinner marking the 30th anniversary of WHDL-AM-FM Olean, N. Y., said that figures available to the FCC indicate future leadership by fm “commercially and as the backup of defense communication.”
The first of NBC Radio’s new “Image” series—IMAGE-RUSSIA—has stirred genuine excitement among listeners and critics. Variety is impressed by its “vividly revealing word picture of the... passion and violence that engulfs present-day Russia... it can’t help but beat an indelible tattoo on the minds of everyone interested in the character of the Soviet Union.” The New York Times believes it an “interesting, enlightening, colorful and comprehensive... praiseworthy project...” IMAGE-RUSSIA is the latest example of NBC Radio’s continuing contribution to provocative, imaginative
programming. It is further evidence of the industry leadership which produced Monitor, News-on-the-Hour, Hot-Line Service, and Stardust. For these existing program services, NBC Radio has created equally exciting sales plans: Engineered Circulation, Imagery Transfer, Memory Vision, and the remarkable advertising Plan that ties local dealers in with national campaigns. These are the compelling reasons why more advertisers are using the NBC RADIO NETWORK.
American Motors Corp.
Product: RAMBLER AND AMBASSADOR

CBS network joins the list on this firm's radio advertising schedule with a 13-week contract now under way. The one-minute announcements, mainly on Rambler but with some on Ambassador, will feature Elmer Blatt, "world's lowest pressure salesman," as well as progress reports on Rambler sales and the luxury-plus-savings features of the Ambassador V-8. American Motors has been using NBC's Monitor for the past two and a half years. Betty Powell is timebuyer.

The Borden Co.
Product: BORDEN'S INSTANT COFFEE

A 20-week campaign is now in progress from 25 to 30 markets across the nation "to hit the housewife." The campaign, which began the first of the year, is making use of 60-second announcements in daytime hours over about 100 stations. Bob Widholm, senior timebuyer, and Stu Eckert are handling the buying.

CandyGram Inc.
Agency: Reach, McClinton & Co., New York
Product: CANDY-WITH-TELEGRAM SERVICE

Radio is expected to play "a substantial part" in the advertising plus of this new service, which will soon follow up its recent introduction via print with a broadcast campaign. Promotion of the candy-message idea via radio is expected to center naturally around holiday periods and special observances such as Mother's Day.

Cities Service Co.
Agency: Ellington & Co., New York
Product: PETROLEUM

A series of four to six-week flights starts in April in the Midwest, and is currently under way in the East. The schedule of announcements will range from 60 to 125 a week in approximately 45 markets; 120 stations will be used to carry the flights timed throughout the spring, summer and fall. Dan Kane, broadcast media director, is handling the buying.

Continental Wax Corp.
Product: SIX MONTH FLOOR WAX

Early this month this household product is taking to radio frequency for two weeks as the introduction of a $1.5 million "spring cleaning" advertising campaign. Adding a new dimension to the company's previous sales promotions, at least two stations in each of six major markets will carry approximately 250 announcements per week per station. The 10-second jingles will stress "time to relax when you wax." Doris Gould is senior timebuyer.

Duffy-Mott Co.
Agency: Sullivan, Stauffer, Galwell & Bayles, New York
Product: CLAPPS BABY FOOD

About 40 selected markets (chiefly East Coast) will be used in a 10-week radio campaign scheduled to start March 23. Frequency will be light, with one-minute announcements. Steve Suren is timebuyer.

General Cigar Co.
Agency: Young & Rubicam Inc., New York
Product: WHITE OWL CIGARS

Blowing smoke rings with sound, this tobacco firm is taking the air in 20 to 25 major "Owl" markets for six weeks as of March 2, with a

(Cont'd. on p. 12)
A "Good Buy" That Says Hello!

WXLW INDIANAPOLIS
Brings the "personal touch" to your sales message with
RADIO-MOBILITY

Hoosiers throughout the Indianapolis area are getting a warm, personal greeting from WXLW's greatest "first"—The Traveler—a 60-foot-long complete radio station on wheels! WXLW's Traveler brings the impact of RADIO-MOBILITY to its programming and to your announcements, with on-the-spot broadcasting of regular programs, interviews, and special events. Now listeners of the number one radio station in Central Indiana can see and hear their favorite WXLW personalities in action.

Send your sales messages along on these good-will tours, with the buy in Indianapolis radio . . . top-rated WXLW.

1st to feature true hi-fidelity sound.
1st to feature live on-the-spot news coverage.
1st to offer on-the-air editorials.
1st to offer adult programming, and now,
1st with RADIO-MOBILITY!

Enjoy the sales benefits of the personal touch only personal appearances can give . . . pull extra results from the extra effort made by WXLW to capture even more of the Indianapolis audience. Specify the good buy that says hello—WXLW!

950 ON YOUR DIAL
WXLW
RADIO INDIANAPOLIS
5,000 WATTS DAYTIME

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE
time buys

(Cont'd from p. 10)

schedule of announcements ranging from 25 to 100 per week. Minutes and 20's are being used. Tom Viscardi is timebuyer.

Robert Hall Clothes

In a five-week campaign that reaches its climax Easter weekend after a February 23 start, this chain of family clothing stores is utilizing a series of 60-second spot announcements over 180 stations in 130 markets coast-to-coast. After March 30, spot radio will continue on a "levelled-off" basis until June 30. Jim Hackett is timebuyer.

Liggett & Myers
Agency: McCann-Erickson Inc., New York
Product: OASIS, CHESTERFIELDS

On the air in some 50 markets, minutes and 20's for these cigarettes will continue in varying flights of 7, 8 and 11 weeks. The schedules, which started February 16, use a frequency of 30 to 40 announcements a week depending on the market.

Gini Conway is time-buyer.

Mail Pouch Tobacco Co.
Agency: Charles W. Hoyt Inc., New York
Product: KENTUCKY CLUB PIPE TOBACCO

A one-week promotion beginning March 9 on NBC, CBS and Mutual networks sounds the opening gun in the company's annual "Derby Contest" in which the entrant submitting the best name wins a horse. A total of 71 one-minute announcements will be used among the three networks, with schedules in and around news and sports programs. In previous years the contest has attracted up to half a million entries.

Doug Humm is timebuyer.

Merck & Co.
Agency: Charles W. Hoyt Inc., New York

Product: DICHLORICIDE MOTH PREVENTATIVE

When the temperature climbs into the 70's, this firm will take to the air in four markets-Kansas City, Minneapolis, Portland, Ore., and St. Joseph, Mo.—with a five-week schedule using 21 announcements (minutes and 20's) per week per market. Doug Humm is timebuyer.

National Shoes Inc.

Starting a new cycle of radio spots on March 9, this shoe manufacturer will broadcast 687 one-minute announcements weekly over 30 stations in 23 markets. The series, part of National's spring advertising campaign, represents the company's biggest radio push to date. Joyce Peters is the timebuyer.

Noxzema Chemical Co.
Product: HIGH NOON SUNTAN LOTION, NOZAIN
FIRST AID CREAM

Warming up for summer sales, this firm is scheduling an eight-week spot campaign for High Noon for July and August in 55 markets. Approximately 10 announcements per week will be used over Great Lakes, Eastern Seaboard, Pacific Coast, Gulf Coast and Florida stations. Nozain, currently scheduled for two 10-week flights in Florida, may travel farther afield later in the season.

Bob Anderson is timebuyer.

Q-Tips Inc.

Continuing its pattern of spot and network buying, this company is now into another 13 weeks of both. Spot announcements are being broadcast in the top 25 markets; network time includes five-minute segments of

(Cont'd on p. 14)
STERN WHEELERS still thresh the waters in Missouri. But the last of the breed is probably plowing across and along the state now.

KCMO-Radio: 810 Kilo cycles
Radio CBS-Radio, 50,000 watts

taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.
pulls
"First All Day"
rating!*  

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

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

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

[Cont'd from p. 12]

CBS' Art Linkletter's House Party, 
with Q-Tips sponsoring portions for 
13 weeks that began February 2. 
Anita Wasserman is timebuyer.

Ralston Purina Corp. 
Agency: Guild, Bascom & Bonfigli, 
San Francisco 
Products: RY-KRISP, CEREALS 
A new spot series from Check-
board Square goes on the air this 
month in 13 markets for 18 weeks, 
with 25 to 45 spots per week in each 
market. From 40 to 50 stations will 
be used. A second campaign cur-
rently getting under way is using an 
equal number of stations, spots for 
13 weeks. Peg Harris is timebuyer.

Smith Brothers 
Agency: Kastor, Hilton, Chesley, 
Clifford & Atherton, New 
York 
Product: SMOKERS' DROPS 
A six-week test of radio starting 
March 9 in the Baltimore and Wash-
ington, D. C. area may prelude a 
broader usage of the medium by this 
product, depending on the outcome. 
The test is via three stations, using 
minutes and ID's. Beryl Seidenberg 
is timebuyer.

Syntex Chemical Co. Inc. 
Agency: William Barton Marsh Co., 
Public Relations, New York 
Product: AQUA-IVY 
Choosing radio as the antidote to 
a limited advertising budget, the 
company will pour approximately 
$100,000 into a spot campaign in 17 
key poison ivy areas to promote its 
new product (a pill reputed to "in-
munize" against poison ivy and 
heat). The drive starts March 16 
and runs from six to eight weeks with 
heavy frequency in such markets as 
Cleveland, Indianapolis, San Fran-
sisco. In addition to spot, the pill 
will be promoted via limited net-
work buys on ABC's Breakfast Club, 
CIBS serieds, Mutual's Gabriel Heater 
newscasts, starting March 9. Ander-
son & Cairns is placing the campaign 
for Marsh; Victor Seydel, A&C radio-
ty director, is handling the account.

The Texas Co. 
Agency: Cunningham & Walsh, New 
York 
Product: TEXACO 
Starting early in April, the oil 
company will begin its fair-weather 
sales drive via a radio campaign in 
approximately 100 major markets. 
Using about three stations per mar-
ket, the firm will concentrate its 
"moderate saturation" efforts in 
driving hours, nights and weekend 
ends. Bill Santoni is timebuyer.

United States Pharmacal Co. 
Agency: Gresh & Kramer, Phila-
delphia 
Product: BABYSWEET, 
SOOTHENE 
A budget of $200,000 will be ex-
pended in 20 markets for a 13-week 
schedule of spot radio now getting 
under way for both products. Out-
come of this campaign, the second 
recent program of market expansion 
by the company, will determine how 
a third campaign may be under-
taken. The makers of Soothene, an 
anti-septic syrup cream, and Baby 
Sweet, a sanitizer, are also currently 
sponsoring the ABC network Story 
Princess show. Bernard Kramer is 
handling the account.

U. S. Steel 
Agency: Batten, Barton, Durstine & 
Osborn Inc., New York 
Product: SOFT DRINK CANS 
Starting May 24, spot radio in 
seven markets will promote U. S. 
Steel's "hot weather" campaign for 
soft drinks in throw-away cans. 
The audio advertising will utilize 
a "skip" pattern of varying frequen-
cies in Albuquerque, Boston, Chi-
icago, Houston, Los Angeles, Milwau-
kee and San Francisco markets during 
the weeks of May 21 and 31, June 7, 
21 and 28, July 5 and 19 and Au-
 gust 2. Timebuyer is Walter Reim-
ette.
Howdy!
I'm K. A. Casey

I represent Tulsa's top-rated radio station* together with my new podner....

ADAM YOUNG INC.

YOUR ADAM YOUNG MAN HAS ALL THE FACTS ON

KAKC

*#1 in HOOPER
#1 in PULSE
CONSISTENTLY

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

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

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
Main 1-5020

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

SAN FRANCISCO
Russ Bldg. (Rm. 1201)
San Francisco 4, Calif.
Yukon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
Woodward 3-6919

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

U. S. RADIO  *  March 1959
More People Respond

This programing motivates people... makes them do things.
That's why our 10,000 letters per week in response to family games.
Action programs stimulate listener reaction.
Your advertising reaches buyers (the best kind of audience!)

Bartell it... and sell it!

To Bartell

Family Radio

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
Sen. Proxmire Gets Into the Act

A new Senatorial face has appeared on the broadcast scene—that of Senator William Proxmire (D-Wis.). He is hard at work on a bill to rid the Federal Communications Commission of its seven commissioners and replace them with a panel of judges who would be given lifetime appointments. Each would specialize in a particular phase of communications and hand down decisions only in his own specific field.

The theory behind Senator Proxmire’s legislation is that ex parte contacts will be automatically eliminated; that a judge will act on the facts of a case as they are, not as a litigant would like them to be, and that the possibility of political pressure being brought to bear on decision makers at the FCC will be reduced to a minimum.

The Proxmire plan is not entirely new—at least in terms of what it is intended to accomplish. Ex-Senator Clarence Dill, co-author of the Radio Act of 1927, recommended last spring that a Communications Court of Appeals be established and manned by three President-appointed judges. A bill was drawn up along the lines he suggested but until now has been dormant in the files of the Senate Commerce Committee.

In a city where trade associations and lobby groups are big business, second only to the government itself, one industry is conspicuous by its absence. It is advertising. This point was underscored at a meeting a short time ago of the Advertising Federation of America—which convened for the first time in the nation’s capital—by Robert Wilson, a gentleman who wears two hats. He is a Democratic Congressman from California as well as a partner in Champ, Wilson & Slocum Advertising, San Diego. Representative Wilson opined that advertising’s selling job on the Hill is nil.

“There has been too much of a tendency on the part of advertising to think of Washington as a figment of somebody’s imagination,” he said, and chided delegates for their lack of a “direct route into Pennsylvania Avenue.” One of Representative Wilson’s chief concerns is the possibility of Congressional legislation to levy an advertising tax, he said.

Despite Representative Wilson’s fears that anti-advertising sentiment on the Hill is on the increase, the industry got at least a temporary breather with the abolition of a Government Operations Subcommittee headed by Representative John Blatnik (D-Minn.). The subcommittee has been highly critical of the Federal Trade Commission’s methods of curbing fraudulent advertising. Representative Blatnik has been one of advertising’s most ardent critics. Among other bills he authored was one in the last session that would label all cigarette packages for tar and nicotine content and empower the FTC to inspect all cigarettes.

The Senate counterpart of the House Legislative Oversight Subcommittee has been created to delve into the operating methods of regulatory
K-NUZ is No. 1 in 237 out of 240 quarter hours
6:00 AM - 6:00 PM
MONDAY thru FRIDAY
(. . . and has the second highest ratings in the remaining three quarter-hours!)

K-NUZ has consistent **TOP RATINGS** with the **AUDIENCE THAT COUNTS**:

✓ 74% of the K-NUZ Audience is MIDDLE and UPPER INCOME
(Special PULSE Survey Apr.-May 1958)

✓ 84% of the K-NUZ Audience is Adult Men & Women
(Nielsen—June, 1958)

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**WASHINGTON (Cont'd)**

The budget for the subcommittee was fixed at $115,000, less than half the amount originally allocated for Legislative Oversight. Although no final course of action has been determined, it is expected that House Oversight files will be a major source of inspiration to the new Senate subcommittee.

**Income of Radio Employees Shows Increase**

A wage survey recently completed by NAB shows that at the average radio station an employee's paycheck is 6.6 percent fatter than it was in 1955. Northern radio employees were better compensated than those in the South. The same comparison held in terms of the size of staff with stations in the 1.5 million to 2.5 million population market employing upwards of 39 people. In an area where population does not exceed 10,000, six or seven people generally staff a radio outlet. The study also revealed that an average weekly check would run from a high of $156 for a sales manager to $64 for continuity writers.

**NAB Board Votes Record $1 Million Budget**

The budget of over $1 million for NAB operation for 1959 to 1960, voted by the joint board at its semi-annual meeting in Hollywood, Fla., is an all-time high. The board also took a second look at a decision to limit attendance to top management at convention business sessions. That plan, originated a year ago, was abandoned in favor of open-door sessions.

**FCC Proposal Would Curb Network Spot Activities**

Should non-affiliated radio stations be represented by network spot sales organizations? That's something being mulled over by the FCC in its over-all consideration of the advisability of having networks involved in a representative capacity with non-network outlets. The seed for the FCC's proposed ruling was planted by the Barrow Report which recommended sweeping changes in network operation. • • •
Q: What radio station do you listen to most of the time during the day?

A: WWDC, said 16.7% of the Washington "day-at-homes" at whom PULSE fired the question. Our closest competition was almost a whole percentage point away.

This daylight supremacy, plus many other areas of WWDC leadership in the Washington, D.C., metropolitan market, are revealed in a special qualitative survey conducted by PULSE. For the full report, write Station WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's profitable perusing!

WWDC

Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

P.S. The regular PULSE for January showed WWDC in first place for the eighth consecutive month with 18.8% share of total audience, 6 A.M. to midnight — 2.5 percentage points ahead of the pack!
George H. Gribbin, president of Young & Rubicam Inc., took the copywriter's road to the top, with brief side trips into retailing and journalism.

His position at Young & Rubicam makes him an important person in the eyes of the radio industry, for the agency ranks as one of the biggest users of the sound medium. At present, it is estimated that Y&R bills about $14 million in radio, putting it among the top five radio agencies.

A native of Nashville, Mich., Mr. Gribbin studied journalism at the University of Wisconsin and Stanford University, from which he was graduated. He soon turned his efforts to copywriting, however, with the J. L. Hudson department store in Detroit. He subsequently served in a similar capacity at the May Co., Bamberger's and R. H. Macy & Co.

Y&R Copywriter

It was also as a copywriter that Mr. Gribbin first joined Y & R. The year was 1935. In 1943, he was made a copy supervisor, only to have his career interrupted by Army service. Rising from the rank of private to captain, he was assigned to the office of the Under Secretary of War.

Mr. Gribbin returned to Y & R after the war, and was promoted to vice president and head of radio-tv commercials. In this capacity, he was in on radio planning for every client that could use it. By 1954, he had been appointed copy director with responsibility over print, radio and tv copy.

In 1956, Mr. Gribbin was elected a senior vice president. He was promoted to the presidency in October 1958, succeeding Sigurd S. Larmor, who continues as chairman of the board and chief executive officer.

Radio's Role

As one of the major media, Mr. Gribbin declares, radio will always perform its important service to the advertising industry and to the manufacturer. Its role as a broadcaster of news and cultural entertainment to the public, however, should not be overlooked, he says.

As part of his many other activities, Mr. Gribbin is a member of an advisory board of the Manufacturers Trust Co., New York, and a member of the public relations advisory committee to the United Hospital Fund of New York. He is also a member of the Union League Club.

Mr. Gribbin was born in 1907. He now is a resident of Greenwich, Conn., and is the father of five children. Considered an omnivorous reader and an ardent lover of music, he is also known to enjoy puttering around the family farm in Massachusetts.
LETTERS TO THE EDITOR

Question of Cha's

I read your interesting article, Hard Sell With Velvet Touch, in your January issue. However, Messrs. Stone, Wilson, McDonnell, et al not withstanding, I believe the term is cha-cha-cha, not cha-cha.

Jerry Fields
Director
Jobs Unlimited
New York

(ED'S NOTE: Latest word from no less authority than the Arthur Murray studios—"The music may go cha-cha-cha, but you're doing the cha-cha."

Velvet Touch

Congratulations on the article you did regarding the "whither now" of radio commercials (Hard Sell With Velvet Touch, January 1959) ... and for treating me so accurately!

Margot Sherman
Vice President
McCann-Erickson Inc.
New York

Well Adjusted

I want to congratulate you on that very fine article, How CBS Stations Are Adjusting to PCP (February 1959) ... on the fidelity of your reporting and the beautiful way in which you organized your material. It makes very interesting reading.

Joseph T. Connolly
General Manager
WCAU Philadelphia

An excellent story. You have packed a lot of information into a very few paragraphs.

Fred Ruegg
General Manager
KNX Los Angeles

Accent on Spot

Congratulations on writing the best spot radio article to date! ... You thoroughly researched your subject and reported in depth what you found. ...

Your article (Accent on Spot, February 1959) not only contains much information on what representatives are doing to perform more services than ever before, but it also points out the constructive efforts being made to make new sales.

As far as I am concerned, you have painted the picture accurately — and have done a great service to the radio industry.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York

Accent on Facts

U. S. Radio is important to us for two chief reasons: (1) It sticks to a specific subject and each month explores situations and people to a degree that the reader gets the sense and meaning of the medium; (2) the reports, articles and news items stick to facts (a matter that is hard to find in current trade magazines because writers are explaining, espousing, assuming and predicting).

We particularly enjoy the Time Buys section which is easy to read and provides detailed information on particular radio buys. The advertising agency reader, particularly, reads the trades to find out facts—what, where, when, why, how and how much?—so that these facts may be built into the reader's total stock of knowledge. Keep up the good work.

Ethel Lewis
Research Librarian
New York

Two Requests

Would you please send us 15 copies of your article, Radio: The Way to Food Shopper's Heart (January 1959). It was excellent.

The press has always been quick to quote figures purporting to show lack of interest in radio listening. But I have yet to see any recent figures on newspaper readership, which has undoubtedly suffered. We would like to see an article along these lines.

Paul Walden
Manager
KODL The Dalles, Ore.

(ED'S NOTE: See Suburbia: Newspapers Miss a Beat, p. 93.)

Growth Factor

I have been wanting to write you concerning the recent "BPA Publisher's Statement." As I have always said, I think you should be commended for the wonderful growth of your book; and I certainly hope it will continue to do so. Congratulations!

R. E. Dunville
President
Crasley Broadcasting Corp.
Cincinnati

U. S. RADIO • March 1959

A-GAIN and A-GAIN
AND A GAIN
YEAR after YEAR

Radio TV Representatives Inc.

has consistently led U. S.
NATIONAL SPOT
AVERAGE SALES by
15% to 84.8%
AND they did it again
in 1958!

Do You Have any Rep Problems?
Peggy Stone will be glad to
"talk them over" with you.

SHERATON-BLACKSTONE
Petite Room—Art Hall Floor

MISSING SOMETHING?
You'll find IT
Right Across the Street
SHERATON-BLACKSTONE
Petite Room—Art Hall Floor
FUN FOR ALL!
SOUVENIRS—SURPRISES
NEW SHOWS—NEW IDEAS
Come On Over!

www.americanradiohistory.com
They buy as a family...

because they were sold as a family...

by their local Meredith station!

KANSAS CITY    KCMO    KCMO-TV    The Katz Agency
SYRACUSE       WHEN    WHEN-TV    The Katz Agency
PHOENIX        KPHO    KPHO-TV    The Katz Agency
OMAHA          WOW     WOW-TV     John Blair & Co. — Blair-TV
TULSA          KRMG    

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Radio Buying: A Group Function

Time to Buy

Analysis of how six major radio agencies (JWT, Y&R, M-E, D-F-S, DCS&S and D'Arcy) handle buying; how buyers are recruited, and radio's problems and prospects

There are 31,556,900 seconds in a year (give or take a few)—and a good timebuyer knows them all.

Being on more than nodding acquaintance with each daily, weekly and monthly segment of the fourth dimension, an accomplished air media man or woman tells time by its availability, reach, cost and value to the specific advertiser.

How do advertising agencies handle the specialized field of operations known as radio timebuying? Who is the radio timebuyer, how does he get started in agency work, what are his principal responsibilities? What, from his standpoint, are the chief problems confronting radio? And what, in the opinion of agency media executives, are the future prospects of the medium?

Agency radio buying today is largely a group function, of course, as most of these agencies testify. Responsibility for a major campaign or a specific buy may run the gamut from the account supervisor or executive to the top media department head, his associate directors and the timebuyers, and may be shared by all. Along with this coordination, much stress has been placed recently on the role of the estimator who does the leg work and basic fact-gathering for the timebuyer.

A major problem that agency media departments face is the relatively high turnover of timebuyers—either through promotion, a switch in department within the agency, or a complete change to practice his or her art (quantitative and qualitative) at another agency.

As national agencies, these six feel that the chief problem radio has today is one that has been very much in the headlines—rate structure. As one executive remarks, "Radio is becoming too popular to afford any suggestion of 'fire sale' tactics. The reputation of the entire medium may be endangered by uncertain practices."

Summarizing the characteristics of their respective organizations, and stating their own media views, are William C. Dekker, vice president and media director, McCann-Erickson Inc.; Louis T. Fischer, vice president and media director, Dancer-Fitzgerald-Sample Inc.; W. E. Matthews, vice president and director of media relations, Young & Rubicam Inc.; Richard P. Jones, vice president and media manager, J. Walter Thompson Co.; Donald H. Quinn, vice president and media director, Doherty, Clifford, Steers & Shenfeld Inc.; Harry K. Renfro, radio-tv media manager, D'Arcy Advertising Co.

Agreeing on the desired results—maximum effect and efficiency in radio usage for a client—the agencies offer a variety of views on how best to achieve such goals. Example
operations range from the all-media plan of Y&R to the distinctly specialized broadcast buying organization of D'Arcy, with D-F-S occupying what it terms a “middle ground.”

In general agreement on who makes the best radio timebuyer (i.e. someone with above-average intelligence, an aptitude for figures, a talent for dealing with people and a flair for “creative planning”), the six organizations outline similar job progressions for their timebuyers—but with differences in emphasis.

Itemizing what they consider to be a radio timebuyer’s biggest problems, the spokesmen are unanimous on one in particular—the lack of a stable, reliable rate structure. Comments range from this subject (“It’s not a question of local versus national rates, but of ‘off the rate card’ deals which reflect badly on radio”) to that of age (“Timebuyers may tend to be young and inexperienced—but so are the time sellers, who frequently don’t know important marketing data about their own station areas.”).

Timebuyers as a whole, according to the six agencies, are on the average in their middle 20’s or early 30’s and college graduates. Since World War II, an increasing proportion are women (about one-third of those at Y&R, nearly half of those at M-E). Where will radio timebuyers go in agency work? The media men queried by U.S. Radio agree that with ambition and ability the man (or woman) who “watches the clock for the client” will very likely move up to a key position in his organization—probably in media itself, but frequently in some other phase of agency work.

Here’s the way radio timebuying ticks at the six agencies surveyed:

McCann-Erickson (with an estimated radio billing of $15 million):

The New York (home) office, one of 10 in the United States, has a media department of 115 people, of whom 20 are actively engaged in timebuying. William Dekker, as director, guides the work of five associate media directors who function as group heads for specific lists of accounts. Each associate director, in turn, is assigned both a print supervisor and a broadcast supervisor plus as many buyers, estimators and clerical personnel as are necessary for the requirements of the accounts listed (which range from 6 to 12 per group). The timebuyer, who is usually under 30, has most likely been promoted from an estimator’s position or recruited from the company training program. Mr. Dekker explains; if hired from outside the agency, he will probably have two or three years of agency experience to his credit before joining M-E.

“We have a definite policy of promotion from within,” Mr. Dekker emphasizes. “Of the 20 buyers and supervisors who handle broadcast media, six at present are the product of our training for promotion.”

“We try to ‘cross-pollinate’ both print and broadcast buying knowledge at a natural point in the media man’s development. Our direct method is through transferring the timebuyer to print when he reaches supervisory level. Our continuing process is through giving him ‘total media exposure’ in recurring plan sessions with the associate director and print and broadcast supervisors.”

At M-E, a detailed job description lists the responsibilities of the timebuyer. Answering directly to the broadcast supervisor, he is charged with formulating specific plans for assigned accounts, purchasing time in accordance with the client’s approval and attending to subsequent details as well as contributing his ideas to the media group to which he’s assigned. In addition to analyzing broadcast data and recommending and preparing media plans, the list specifies, he negotiates contracts.
interviews media representatives, obtains merchandising cooperation from stations, and measures and reports on results from broadcast campaigns.

The age of timebuyers, says Mr. Dekker, matches the relative youth of their media.

"In the past 15 years, broadcast with its faster pace and perhaps more provocative nature has naturally attracted the aspiring young buyer," he notes. "There isn't a well-defined body of experience for him to draw on yet because there hasn't been time for it to develop."

_Timebuy problems:_ "We feel very strongly on the subject of 'off-the-rate-card' dealing," says Mr. Dekker. "Preferential treatment for one client and not the other is disturbing, to say the least, and a timebuyer never knows what to expect."

"In my opinion, a single rate, rigidly adhered to, is the final answer to this problem."

**Future prospects for radio:** Total domestic billings in radio for M-E during 1958 mounted 15 percent for spot and 60 percent for network over the previous year, Mr. Dekker points out. (That 15 percent, according to U. S. Radio estimates, totaled better than $1.5 million, and the 60 percent is about $500,000). "The rate of growth of our radio usage will continue, perhaps not quite so spectacularly as it did in 1958, but on a very healthy basis," M-E's media director predicts.

_Dancer-Fitzgerald-Sample_ (with an estimated radio billing of $7.7 million): Louis Fischer's media department of 50 people (excluding 15 in the estimating department) operates on a "group" system similar to M-E's. Associate media directors and supervisors handle both print and broadcast planning; their buyers are generally assigned to specific media, but some may handle several and most "move around" in the department during their tenure as buyers.

"A timebuyer with us has usually started as an estimator," says Mr. Fischer. "Broadcast media is his next move. From here he can go into account work or other phases of the agency, according to plan."

"We look for the quick, intelligent applicant with mathematical ability, someone who thinks beyond the day-to-day job. We prefer someone with a liberal arts background—a college graduate, but we don't close the door to the present night-school student."

There is a big advantage to the agency, he believes, in recruiting staff members directly out of school. ("This way they come to us 'unschooled'.")

_D-F-S_ makes a point of encouraging its timebuyers (average age: 28) to keep in close touch with the radio medium. The agency fits in as many field trips for its media personnel as possible, and some buyers have traveled extensively.

_Timebuy problems:_ Mr. Fischer enumerates two specific problems that plague timebuyers, in addition to what he considers the basic question of rate structure. First, he says, is the shortage of current reliable data, especially as to kinds of people who are listening, and second is the myriad of station offers available at buying time. On the latter point, Mr. Fischer remarks, "Some stations offer packages, others apparently don't; each one has a separate system. The timebuyer, with his own time problem, is faced with making quick, right decisions from a maze of variables."

**Future prospects:** D-F-S is a "strong" broadcasting agency. Mr. Fischer refrains from forecasting, but believes radio has "blue skies ahead" if it can clear up the rate situation.

_Young & Rubicam_ (with an estimated radio billing of $13.2 million):

(Cont'd on p. 46)
Chiquita Banana has a lot to say about selling bananas the radio way. She'll spend $1 million in the spring and fall with 88 calories the constant call.
United Fruit Co. Radio Expenditures

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>(U.S. and Canada)</th>
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<tbody>
<tr>
<td>1948</td>
<td>$168,000</td>
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<tr>
<td>1949</td>
<td>290,000</td>
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<td>1950</td>
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<td>1958</td>
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<td>1959</td>
<td>1,000,000</td>
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Radical ups and downs in radio expenditures are determined by how much fruit is on hand. Crops are often destroyed by wind, rain, floods and local conditions.

($60,000 of it to Canada) budgeted this year.

Buys Radio in Bunches

that job, sold bananas, and became sort of an American folk heroine in the process." Chiquita has come a long way since she was born at her Madison Avenue home, Batten, Barton, Durstine & Osborn Inc., to the "maracas" accompaniment of a box of paper clips. This year, a $3 million overall advertising budget has been allotted by United Fruit for Chiquita's personal use, with one third of it ticketed for spot radio.

"Out of the $1 million radio budget," Mr. Moore explains, "some $60,000 will go to Canadian radio and another $250,000 into a special fund. A fund, by the way, that illustrates our contention that radio is the most flexible of all media."

The special radio fund, as interpreted by Tom Bull, United Fruit account executive at BBDO, is held in reserve in case of a sudden influx of bananas into the country.

"Bananas are a unique product," says Mr. Bull. "You cannot regulate the supply, due mostly to the weather. Last spring, for example, we had a call on a Thursday afternoon telling us of a surplus of fruit and were on the air with announcements all over the country by Monday morning. The announcements were live until ET's could be sent out. The budget for this came out of the special fund."

The bulk of the 1959 radio outlay will go to two flights of spot announcements, one scheduled to last 21 weeks from April through August and a similar one to begin in the fall. The initial flight will cover 49 markets, including a minimum of 125 stations, with the announcements reaching 82 percent of American radio homes, Mr. Bull reports.

United Fruit's appropriation for radio advertising, at its peak this year, has had radical and unpredictable ups and downs since World War II (see chart), illustrated best perhaps by the years 1955 ($3,000 radio outlay) and 1956 ($400,000).

"The 1955 outlay of only $3,000 is an outstanding illustration of what we use radio for," says Mr. Moore. "Magazines are our basic medium year after year for long range educational and institutional advertising, whether we have fruit on hand or not. Radio is used when there is fruit on hand, because radio sells bananas.

"The low budget years reflect no lack of enthusiasm for the medium,"
he asserts. "They reflect how much fruit there was to sell. Floods and storms and local conditions affect our supply, but when we have the fruit—when we want people to go out and buy it—we hit the airwaves.

"Last spring, we used 151 stations all over the map. This spring," Mr. Moore reveals, "we are going to be on radio more than ever."

**Radio First**

That should be fine with Chiquita, for radio was her first medium and, in Mr. Bull's words, "the medium that made her famous." In her early days, she was the darling of the big network shows, making guest appearances with Fred Allen, Edgar Bergen, Alec Templeton, Bert Lahr, Dinah Shore, Don McNeill and even Ellery Queen. She provided songs and laughs, and didn't hurt banana sales either.

United Fruit's radio strategy is built on three levels, BBDO's Mr. Bull points out. They are:

- The regularly scheduled campaigns of spot announcements.
- The special campaigns when there is an overly plentiful supply.
- Special promotions, such as cooking lectures, sponsored by local stations with participation by United Fruit, other national organizations and local firms.

"During regularly scheduled campaigns, Chiquita has done much of her educational work," says Mr. Bull. "This is necessary because bananas are an unusual product. When they ripen on the plant, they have an insipid taste; when allowed to ripen after picking, their full flavor comes out. This is fortunate, by the way, because if they were not picked until full ripening UF could never get them to the dinner table on time.

"During the special campaigns," he goes on, "we send out fact sheets to allow local personalities to ad lib the message. We find that local radio gives us the advantage of an added testimonial from the disc jockey or home economics broadcaster when we need it—when we have to move the fruit off the shelves."

Announcements for a special event, such as participation in the cooking schools, include the usual commercial plus a reminder that Chiquita will be in town, Mr. Bull explains.

"We want Chiquita to reach everybody," he states. "Timebuyer Ted Wallower schedules most spots in the daytime, between 7 a.m. and 6 p.m., five to six days a week.

"We concentrate primarily on housewives, but not exclusively. On a per capita basis, for instance, children consume more bananas than anyone else."

**Hit Jingle**

Her first campaign, back in 1945, was built around what Mr. Moore calls, "Along with 'Pepsi-Cola hits the spot' the most memorable and accepted of all the commercial jingles." Very rare was the person who couldn't hum:

I'm Chiquita Banana and
I've come to say
Bananas have to ripen in a
certain way,
When they are flecked with brown and have a golden hue
Bananas taste the best
and are the best for you.
You can put them in a salad
You can put them in a pie—aye
Any way you want to eat them
It's impossible to beat them.
But bananas like the climate of the very, very tropical equator
So you should never put bananas
In the refrigerator . . .
No, no, no, no!

C. W. Moore, United Fruit Co.
Director of Advertising

"When we have the fruit—when we want people to go out and buy it—we hit the airwaves. Radio is used when there is fruit on hand because radio sells bananas. This spring we are going to be on radio more than ever."

"When they ripen, they ripen quickly and we have to sell them quickly. So when we know there is a surplus, or when we know the supply is going to be limited, we hit the airwaves."
With music by Len MacKenzie and the original lyrics by Garth Montgomery, Chiquita Banana was first sung to a calypso rhythm. "She's since survived the rhumba, bolero, tango, samba and American jive, among others," says Mr. Moore. "This year, of course, it's the cha-cha."

Her lyrics have changed as often as her rhythm. "After the war, when Chiquita and the 'refrigerator' were quite well known," Bill Ballard, her current lyricist recollects, "she assisted in the food-for-Europe campaign.

I'm Chiquita Banana with a message grave
About a million children that we want to save...

"In the following years," says the BBDO copywriter, "she concentrated on suggesting recipes that use bananas. Then she tackled the problem of better nutrition—bananas are wholesome...and then some."

"This year she will stress 'calorie low, vitality high,'" Mr. Ballard continues, "plus bananas—such things as 'havabana' and 'addabana' to the diet."

Happy Selling

Mr. Ballard credits much of Chiquita's popularity and success to her happy approach to selling. "Banan as have always been sort of a 'fun' food, anyway," he notes. "The thought of kids eating bananas, or the inevitable monkey, has always brought a smile.

"I think this jingle has lasted longer than any other because it has always retained the happy approach. As for the copywriters, we don't often get the chance to play around with lyrics to an established piece of music, to dabble in poesy, so to speak. Chiquita keeps us happy, too."

As Chiquita's voice is her fortune, any changes are handled very carefully by UF and BBDO. Her original alter ego was Patti Clayton, followed by Elsa Miranda, Monica Lewis and Darlene Zito. This year, UF will announce soon, recording star June Valli dons the fruited bonnet.

The 1958 to 1959 theme, "calorie low, vitality high," is a further attempt to try to step up consumption of bananas. "For some reason," says UF's Mr. Moore, "women think bananas are fattening. Several surveys have indicated that to us.

"When the Department of Agriculture came out with the figures—that a medium banana contained only 88 calories—we had a natural copy theme. Most housewives know the nutrition story already, so UF is telling them they can well afford only 88 calories to get the well-rounded vitamins and minerals in bananas."

When United Fruit tells them, that means Chiquita tells them. And she has an enviable record of getting her message across.

"I like jingle advertising," says Mr. Moore. As Chiquita's boss, why not? • • •
Radio Research in Evolution

An analysis of the changing needs of radio research. A report on the latest activities by research firms and their views of qualitative data

The splash Archimedes made hopping into his bathtub some 2,200 years ago sounded a new note in scientific measurement. Besides sloshing up the floor, it established an undisputed principle, that of equal displacement.

Today radio—like all media—is trying to establish a similar (though tidier) scientific measure of its impact on the American public. But the medium is faced with a more complex problem of computation than the learned Archimedes. Its audience, in or out of bathtubs, automobiles, kitchens, basements and/or living rooms, comes in all sizes, shapes, ages, and income and educational levels with a variety of listening habits.

How can you measure, scientifically, the splash radio makes in 51.1 million homes across the nation?

Three radio research firms—C. E. Hooper, A. C. Nielsen and The Pulse—are trying three different methods to achieve this same goal, each seeking more accurate research data. But with their different techniques (Nielsen's audimeter and recordimeter, Hooper's telephone coincidence and Pulse's roster recall), all are increasingly aware of the importance of the newer qualitative research in addition to the more established quantitative research.

The year 1959 looms as a milestone in the advancement of radio research projects that will throw light on who is listening and why.

C. E. Hooper Inc., for example, is planning to release in April, according to its president, Frank Stisser, an audience composition study dealing with the ages of adult listeners in 65 cities over a six-month period.

Programming Aid

The survey will attempt to determine adult ages for the benefit of both the stations' programming personnel and the timebuyer and client. Since adults do most of the country's buying and since young adults buy more than elderly persons, it will be very useful, Mr. Stisser believes, to know which stations and programs appeal to which age groups. The programmer can adjust his schedule accordingly and so can the client who knows in what age group his potential customers will be found.

The Pulse Inc., branching out in another direction, will begin also in April, according to Dr. Sydney Roslow, president, to extend its regular radio surveys from one week to four weeks in every case.

Whether a market is surveyed once a year or six times, Dr. Roslow says, the study will last for four weeks in order to give a truer picture of a station's performance by averaging out listenership over a longer period. This new method will eliminate distorted impressions sometimes obtained in the one-week surveys when special situations, such as an outstanding sports or news event, might tend to create atypical ratings, he believes.

On its part, A. C. Nielsen Co. is planning a considerable expansion in its local radio coverage (it now encompasses about 35 markets), according to A. M. Wharfield, vice president.

In the past few years, media research in all fields has become more concerned not only with the exact science of head counting, but with what is still the inexact science of human behavior. Researchers recognize, however, that it's a moot point whether the why's of human behavior will ever be reduced to the present precision of linear and area measurements—except in a media buyer's dream of paradise—or to the
PULSE

Plans in April to extend its regular radio surveys from one week to four weeks, whether a market is surveyed once a year or six times. This is designed to give a truer picture of a station's regular performance.

HOOPER

Expects to release in April an audience composition study dealing with the ages of adult listeners in 65 cities. The study, in the works for six months, is expected to aid stations, clients and agencies.

NIELSEN

Plans a "considerable" expansion in its local radio coverage (which now encompasses about 35 markets).

potential precision of the head count.

The demand for qualitative research is growing. And evidence of new research projects of this type are appearing with greater frequency.

A definition of qualitative research is supplied by Alex Gochfeld, vice president in charge of research of The Institute for Motivational Research, whose firm recently completed a study for KPRC Houston.

According to Mr. Gochfeld, qualitative research consists of in-depth, personal interviews which make use of indirect questioning and projective techniques, and take anywhere from one to three hours. (A projective technique is defined as any testing device allowing the respondent to project himself into another's situation without necessarily identifying it with himself on a conscious basis. It involves use of pictures and diagrams.)

Qualitative or motivational research—which are the same, according to Mr. Gochfeld—are designed to determine not only what brand of cigarettes is smoked, for example, but why it is smoked, and is useful because it enables the seller to understand the reasons his product does or does not appeal to the public.

In addition, he says, the indirect questioning of a respondent frequently produces more accurate results than direct questioning because the interviewee is often self-consciously influenced in direct questioning. Matters of prestige or a simple desire to tell the interviewer what will please him are factors.

It must be pointed out that this strictly-defined conception of qualitative research involving the why's of audience preferences is not necessarily the only or principle standard, valuable though it is.

Same Basic Job

The basic job in radio research still remains the determination of relative numerical listenership just as it did 30 years ago.

The Nielsen company, for example, provides cumulative measurements of radio listenership on a daily, weekly and monthly basis. In addition, the firm tabulates this information by sponsor, thus enabling the agency and client to estimate actual and potential listenership during a given or projected campaign. Mr. Wharfield points out that cumulative audience is important as it never was in the days before TV because advertisers now buy radio for its long-range, cumulative effect, not necessarily for the size of its audience at a given moment.

Both Nielsen and Pulse also provide on a regular basis information regarding age, economic status, and other facts about the listeners. Hooper, according to W. Bruce McEwen, executive vice president, is presently "engaged in experimental work in this field, evaluating both the work and the market for it as pertaining to the Hooper operation." Its previously mentioned study of adult age groups would fall into this category.

All three firms are currently busy with considerable market research, which while not part of their broadcast operations, may often be correlated to radio or television research. For example, by studying sales of a given product in a market it is possible to judge the effectiveness of a particular broadcast campaign on the basis of whether sales remain constant or increase.

The field of radio research has expanded from measuring how many people have their sets tuned to a given program to include measuring many of their specific characteristics and attitudes.

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RESEARCH

Qualitatively, radio research is a comparative youngster. Attitude-finding is a vastly expensive process involving also enormous outlays in time and effort.

According to Nielsen's Mr. Wharfield, "True qualitative research in radio can only be undertaken if individual companies can be found to foot the bill. Since it must be custom-tailored to fit the client's needs, it is very difficult to get a group of advertisers or stations together who are willing to pay for it and who could profit from the same interview content. This is more true of radio than any other major medium because clients as a whole don't have the investment at stake that they do in other media, and therefore don't seem inclined to spend as much for in-depth research."

So far, most of the qualitative research done in radio seems to have been commissioned not by advertisers but by broadcasters who are anxious to use it to sell and improve their stations, and much of it has been done by qualitative research firms, specializing in that field alone.

Pulse also has devoted a fair share of its recent activities to the field of qualitative measurement. An example is a study it recently did for Westinghouse Broadcasting Co. This study was designed to ascertain the station's public image and sales effectiveness.

According to Melvin Goldberg, research director for Westinghouse, The Pulse provided the sample and the interviewers and WBC supplied the psychological techniques as drawn up by several eminent psychologists.

Cartoon Method

One of the projective techniques employed involved the use of cartoons containing stick figures. A sample cartoon might show a lady shopping in a supermarket. The interviewer would then ask the respondent what brand of coffee the cartoon figure was buying, the answer purporting to represent the respondent's own choice.

Another question would inquire as to the radio station the cartoon lady would probably listen to most.

Mr. Goldberg states that by correlating the two answers he can determine what station(s) is (are) doing the most effective advertising job for that product.

In a similar test also using cartoons, the picture might be that of a radio with someone listening and the respondent would be asked to complete the sentence "The radio says..." Then the interviewee would be asked what station the stick figure was listening to.

In this way, by comparing the station and what it "said," Mr. Goldberg was able to get a picture of the station as a strong news, popular music, talk station or whatever the case might be.

According to Pulse's Dr. Roslow,

Origin and the Techniques

Radio measurement as an organized business celebrates its 30th anniversary this year—having originated in 1929 in New York with the inception of the Cooperative Analysis of Broadcasting.

CAB, radio's first continuing measurement service, was conceived principally as the result of a test study made by Archibald Crossley, who used a recall method in which he enquired what programs the respondents had heard the day before.

Grasping the value of such sampling data, the Association of National Advertisers joined with the American Association of Advertising Agencies to found CAB, a nonprofit organization which retained Mr. Crossley and his method to produce audience reports for subscribers interested in evaluating their program investments.

Five years later, in 1934, Clark-Hooper Inc. of New York, a firm which had been measuring print advertising effectiveness, branched out into the radio field to compete with the then firmly established CAB. Its measuring method differed from CAB's in that it was based on a telephone coincidence, rather than past listening. It was also designed to serve the seller as well as the buyer of radio time.

In 1938, Clark-Hooper split into two firms, with Mr. Hooper's company continuing to measure radio as C. E. Hooper Inc.

Expanding rapidly, the Hooper organization in 1946 took over CAB's subscriber lists and that firm went out of business.

During the late 1930's and early 1940's while CAB and Hooper enjoyed a virtual monopoly in the commercial radio research field, experimentation was under way on a mechanical device which would measure sets in use. Coming into the market in 1943 as the "audimeter," this measuring mechanism became the basic of the A. C. Nielsen Co. technique.

At approximately the same time, in 1941, another firm employing a third technique appeared on the scene as The Pulse Inc. Headed then as now by Dr. Sydney Roslow, Pulse measures radio audiences through a roster recall system in which respondents are interviewed personally and asked to describe recent listening with the help of a written log of stations and programs.

As the 1940's wore on, all three firms—Hooper, Nielsen and Pulse—added tv measurement to their activities. In 1950, however, Hooper sold both its national radio and tv reports to Nielsen, confining itself from that point to the measurement of radio and tv on the local level.

Five years later, in April 1955, shortly after the death of Mr. Hooper, his company concluded an agreement with the six-year-old American Research Bureau transferring to that firm the Hooper local television operation.

At the present time, Pulse and Nielsen continue in both radio and tv measurement, while Hooper operates in local radio. All three firms engage in considerable market research in addition to their broadcast activities.

As of last year, The Pulse measured radio audiences in 194 markets, Hooper in 151 and Nielsen in 32. In addition, Nielsen and Pulse report radio audiences on a national level.

www.americanradiohistory.com
This type of research will be utilized more and more by stations to determine two major factors: "The station's image or a program's image and the audience's image; that is, what type of image the station creates in the public mind, and what type of people are attracted to that image."

This kind of research is becoming more and more important today, he feels, because radio stations develop all over the country and competition becomes stiffer, each station is tending to carve out a specific niche for itself rather than trying to appeal to everyone.

Thus, Dr. Roslow points out, it is essential for a station owner to know exactly where his operation stands. More details are needed regarding the characteristics of each share of audience, so that the station will have something definite to sell.

Npt Interested

Tackling the same subject from another angle, Hooper's Mr. Stisser says, "If a station has a king-size whack of the audience in its market, it's not so interested in qualitative data as the station with a smaller share."

Mr. Stisser, while firmly believing in the importance of ratings as a touchstone for client and agency decisions, believes that now is the time to move ahead to include both increased statistical data about listener characteristics and more information as to their attitudes.

He also believes expense will be a complicating factor and points out that on an agency as well as the client level radio research suffers. "The agency with most of its billings in other media doesn't spend the time on radio research that it does elsewhere."

Both Mr. Stisser and Dr. Roslow declare that one of the biggest problems facing researchers today is the misuse and abuse of their information by agencies and stations alike. As a substitute for additional accurate research, shortcuts are often taken by declaring the present findings proof positive where they are in reality proof relative.

It is ironic, in the opinion of Messrs. Wharfield and Stisser, that today when pinpoint accuracy on an ever-growing target is more vital than ever before in radio research, less money and less interest are being made available for it.

Perhaps the ultimate purpose of radio research—as with all studies in mass behavior—was best expressed some years ago by Matthew N. Chappell, co-author with the late Mr. Hooper of the book, "Radio Audience Measurement," and now professor of psychology at Hofstra College, Hempstead, N. Y.:

"All advertising and media research is psychological research... while it is true that this new science of mass behavior is concerning itself almost entirely with the measurement of specific instances, the worker in the field should never lose sight of the fact that the ultimate goal is to abstract general principles which make the more wasteful measurement of specific instances unnecessary.

"We are in our infancy. As we grow up, the goals—general principles—will be achieved."

The Beginning

In its effort to achieve these general principles, radio research is measuring specific instances in more categories than ever before. The field of attitude-finding in the broadcast media has just begun to be explored.

In the next few years, station management and advertiser alike will determine just how far this new horizon in radio research will extend.
Esso’s Radio

This pioneer developer of news sponsorship is placing $1.5 million in radio in 1959.

‘Esso Reporter,’ nearly 25 years old, is supplemented with seasonal spot buys

Esso Standard Oil Co., known for research and development techniques in its own industry, has applied a similar stratagem in its use of radio since the early days of the medium.

Esso, which is placing an estimated $1.5 million outlay in radio in 1959, pioneered the use of news sponsorship nearly 25 years ago. This same program, Your Esso Reporter, is still the chief pipeline in the company’s radio use from Louisiana to New England.

Continuing media research projects by the firm and its agency, McCann Erickson Inc., New York, have not only kept pace with the changing role of radio, but have justified widening and varied uses of the medium.

Today, Your Esso Reporter is currently running on 35 stations in 31 cities. This is often supplemented with “heavy” use of spots during times of special promotions.

Among the chief statistics that are reported at the base of Esso’s radio use are these: About 88 percent of all cars on the road are equipped with radios and a potential 18.5 million radio homes are in the firm’s 18-state (plus D.C.) marketing area. Moreover, research also has shown that in 1958, Esso newscasts were reaching 3,895,000 families in each four-week period.

This Esso campaign on behalf of its service station products (gasoline, motor oil, tires, batteries and accessories) devotes a little more than $500,000 in spot radio announcements to supplement Your Esso Reporter. Most of these spots are bought during the peak driving times of the year, such as vacations and holidays.

The general spot radio effort is a completely separate buy from the Your Esso Reporter campaign. Stations for the seasonal announcement

Robert M. Gray, vice president and advertising-sales promotion manager.
drives are bought on the basis of best availabilities.

The states included in Esso’s marketing area are: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Arkansas and Louisiana.

Throughout the meteoric rise of television viewing, Esso Standard maintained its faith in the radio medium and kept pace with changes in listening patterns. It recognized, for instance, that as television emerged as an entertainment medium and helped fill the living room, radio tended to become highly personal and could be enjoyed at the beach or in the mountains as well as at breakfast or driving to work. The current general Your Esso Reporter alignment of two 5-minute programs daily in the morning hours over 35 stations reflects a calculated decision to tap the strong male composition of the heavy-listening early audience.

Esso, explains Robert M. Gray, advertising-sales promotion manager, believes in using all media because the gasoline business is a mass business and the company feels it must utilize every mass medium. Radio, therefore, with its potential of 18.5 million radio homes in the 18-state Esso marketing territory, figures significantly in Esso’s scheme of things.

“An important reason for the longevity of the program,” says Curt Peterson, of McCann-Erickson’s TV-Radio Program Services Division, who has been associated with the program since its inception, “is its flexibility. We can, for example, feature commercials selling antifreeze in New England in October while at the same time we are selling fall oil changes in Louisiana.”

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Working under Mr. Peterson in the area of station relationships is Peter Sloan. He spends much of his time in the field, visiting stations, observing the handling of promotions and the programs themselves and making suggestions for improvement.

As stations carrying Your Esso Reporter achieve significant anniversaries of association with Esso, the sponsor presents them with appropriate plaques noting those events. The sponsor-station relationship has a high degree of stability. Five of Esso's original stations, for instance, have carried the program uninterrupted since its inception and seven have carried it for 20 years.

Radio is also made to order for heavy use of spots whenever the company feels a need temporarily to augment its basic, continuing effort. Such occasions arose in 1956, for example, when Esso pioneered a three-grade gasoline marketing system with Golden Esso Extra and last year when it brought out New Formula Esso Extra.

Esso, with its Your Esso Reporter program, pioneered the five-minute radio news format in October 1935. It has consistently supported this public-service activity through the intervening years.

Two Requirements

Radio is a useful advertising medium for Esso because, the company states, it satisfactorily fulfills two of the sponsor's requirements. Since all Your Esso Reporter programs are locally produced, the special problem created by the regional nature of Esso's marketing operation is automatically solved. With 88 percent of all cars on the road equipped with radios, this medium enables Esso to reach its customers and prospects with audio messages while they are actually using petroleum products.

Esso was no stranger to radio when it established the five-minute news format on radio. It had, for example, sponsored network shows. One of these was a half-hour production featuring Guy Lombardo and his orchestra that was called Lombardo Road. Another was a five-week series known as Five Star Final.

The old United Press Association—precursor of the present United Press International—indirectly propelled Esso into radio news. In 1935, UP abandoned its policy of providing its service to newspapers only and offered its news service to the National Broadcasting Co.

NBC, in turn, offered Esso an opportunity to buy this news service in 15-minute segments. After a huddle with its then radio agency—Marshalk & Pratt—Esso said it was more interested, to attain frequency, in four 5-minute headline news programs, six days a week. NBC had to create a five-minute rate to accept this order, but did so.

The first Your Esso Reporter went on the air on October 7, 1935, over 11 stations in 13 markets (two stations were used in New York). The basic approach has not undergone material change since then. Esso supplies its stations with standard openings, closings and commercials. The stations are responsible for the selecting of news services and the news content of programs.

"Our Your Esso Reporter programs have endured through the years," says Mr. Gray, "because we have insisted upon scrupulous adherence to the fundamental American principle of freedom of the press.

"In our written instructions and suggestions for our stations, we make this statement:

Selection of news service and news content is the responsibility of the local station, without sponsor limitation or restriction.

Promotion and Merchandising

Stations within Esso's marketing area have pioneered along with the advertiser in the development of local promotion and merchandising support.

As an example, WFBR Baltimore ran two promotions during the summer of 1958—one a contest and one keyed to community service. In a "Lucky License" contest, selected plate numbers previously seen in Esso stations were broadcast. Their owners, upon hearing WFBR and phoning the station within two hours, received the cost of the plates from WFBR.

The second promotion, designed to "provide a service for motorists, create good will for Esso and build traffic to the service stations" was the "Esso Litterbags" distribution. More than 40,000 large bags were provided, so that motorists would have a convenient place to throw trash. WFBR aired 262 announcements linking Esso to the anti-litter campaign.

Stations have long made an event out of anniversaries of their association with Your Esso Reporter. WSAZ Huntington, W. Va., for its first anniversary last summer, took the following steps:

Announced the event in a letter to all Esso dealers; featured Esso on the cover of the monthly program schedule; sent merchandising manager on visits to area dealers to create enthusiasm; broadcast a dozen "courtesy" announcements a week promoting Your Esso Reporter; used all open spot times on the anniversary date to commemorate the event; took newspaper ads in two local papers on the anniversary date, and provided window posters for area Esso dealers.
"Our stations and we know," continues Mr. Gray, "that most listeners associate the news coverage of Your Esso Reporter with Esso itself. That's why the news cannot, and must not, have any tinge of bias.

'Report the hard news,' the stations' instructions state. Reporting all the facts is the responsibility of our free press. It is important to remember that editorial interpretation can result in serious embarrassment to the station, or to the sponsor, or to both. There is no editorial interpretation in reporting the news as it happened. On more than one occasion the sponsor has been involved in an unflattering news incident on the sponsor's own program. That's a calculated risk, because news must remain inviolate."

Not only does the Your Esso Reporter program have an enviable record of integrity, but it also has earned a notable reputation for public service. During 1958, for example, it carried 6,568 appeals, covering 19 different causes supported by the Advertising Council, from Red Cross to Cancer Fund to Highway Safety.

This close relationship with the Advertising Council stems from two facts. Support of public-service causes is part and parcel of Esso's corporate policy. Furthermore, Mr. Gray is a former director of the council and has served as volunteer co-ordinator of several of its campaigns. Last spring, for instance, he was co-ordinator of the council's "Confidence in a Growing America" campaign which was designed to combat the recession then prevailing.

In 1958, according to A. C. Nielsen's figures, the Esso newscasts, varying in frequency from 12 to 24 a week, were reaching 3,895,000 families in each four-week period. With this kind of penetration, the company's 1959 plans assign radio a continuing important role in marketing strategy.

Transportation display is part of merchandising and promotion provided for Your Esso Reporter program by station WWL New Orleans. Air times are stressed.

WNOX Knoxville, Tenn., arranges window display such as this one, highlighting a point of Esso's ad copy for a particular season—spring, and attendant oil changes.
RAB's national sales effort to increase advertiser use of spot and network radio is gaining force. Here's how it works.

The case in study is Pepsi-Cola Co.

One day a few weeks ago, the president, the marketing vice president, the vice president in charge of advertising and five other top-level company and agency executives of one of America's blue-chip corporations sat still and listened for an hour to a radio presentation.

The total annual salaries of the corporate and agency executives assembled: $350,000. The amount of money in executive time the company had to invest in order to sit in on the session: A minimum of $250.

The organization responsible for the presentation: Radio Advertising Bureau Inc.

Not all presentations made by RAB each month are to billion-dollar corporations, but this brief scene describes what takes place more than 500 times each month whatever the size of the company or agency receiving the presentation. It is the firing line phase of RAB's national sales effort, one of the important corners in the bureau's triangular bid to win more local, regional and national advertising dollars for radio.

This year, a supreme effort is being made at the national level. The bureau has seen storm signals rising on the national spot horizon and is taking extra steps to counter what it considers "false economy" on the part of some advertisers.

According to John F. Hardesty, vice president and general manager, RAB has mapped plans for the most intensive radio promotion campaign ever attempted at the national level.

Just how the national sales activity is developed and executed is a story based on a carefully drawn plan. The campaign is composed of a series of successive steps. There is no "one-shot" presentation.

Typical of the RAB method is the record of presentations made to Pepsi-Cola.

Pepsi, of course, has a long history of radio use. Its early radio commercials—"twice as much for a nickel, too" and "more bounce to the ounce"—have made jingle history. In 1958, the parent company continued to be an important user of network and spot radio, spending, it is estimated, about $1.2 million in the medium, with the local bottlers around the country adding almost $3 million (see Pepsi and Bottlers 'Keep Up to Date' With Radio, August 1958).

The complete radio plans for 1959 have not yet been made known, partially due to a recent change in top executive functions in advertising and marketing. A report from the company last December, however, indicated that Pepsi in 1959 will once more be counting on the aurally-delivered sales message for "more bounce to the ounce" (See Time Buys, December 1958).

The role of RAB in its national sales effort is not only to encourage new and increasing use of radio, but also to keep steady radio advertisers even steadier. And so with Pepsi, an RAB account executive can chart seven major calls he made on the client and its agency for a year. The schedule and the points covered read something like this:

January 1958—Basic presentation by RAB account executive Rowland J. Varley to the vice president and director of advertising. This was
1. Before making presentation to Pepsi-Cola, research into company and its ad strategy is sifted by (1 to r): Rowland Varley, RAB account executive; Robert Alter, regional sales manager, and Mildred Curto, exec. assst.

National Sales

the basic soft drink pitch containing about 25 slides. Radio's story was told in the light of new marketing facts affecting the carbonated beverage industry. Radio's ability to reach vast numbers of soft drink consumers was highlighted. Comparisons of radio's reach with that of competitive media were also made. RAB data on the sharp decline in newspaper penetration outside the city zone aroused special interest.

April 1958—Another meeting with the director of advertising, with the emphasis this time on radio's "last word" advantage over other media in reaching shoppers. RAB's "Last Word" study among supermarket customers was discussed. The importance of impulse sales in marketing soft drinks was used by Mr. Varley to drive home the advantage of reaching customers as close as possible to the time of sale. The immediate reaction to this meeting was an invitation to show the "last word" facts to Pepsi's agency.

April 1958—Presentation of the "last word" facts to the account executive at the Pepsi agency, Kenyon

2. Selecting the soft drink commercials he will play for Pepsi people, Mr. Varley goes through library containing 3,500. Without them, Pepsi admen would have little opportunity to hear other firms' transcriptions. Admen may even pick up some help on creating commercials for their own products.
& Eckhardt Inc. At the same time, RAB's "Mohawk" presentation was delivered. This consisted of a group of selected commercials prepared by other soft drink firms. Intense interest in this collection was shown by the account executive and the possibility of adapting some of the "sounds" used by a small regional bottler was considered.

September 1958—A third session with the Pepsi advertising director, repeating the "Mohawk" presentation given to the agency. Pepsi's advertising plan with regional bottlers was also discussed for the purpose of increasing radio activity locally.

December 1958—Another meeting with the advertising director for presentation of RAB's Golden Record Award to Pepsi for having produced one of the eight best commercials of the year. A discussion of significant creative trends was also held which resulted in an invitation to see the agency next month with another soft drink presentation.

January 1959—Presentation to the account executive and members of the Pepsi creative group at Kenyon & Eckhardt. The basic soft drink presentation was revised and emphasis was placed on regional and local advertising. A return engagement at the agency was set for the following week.

January 1959—This presentation to the K&E account group was an attempt to draw off national advertising money now being placed with television and magazines. RAB's just-completed Adult Audience Patterns, a radio vs. tv presentation, was featured. Pointed out was radio's ability to deliver consistently strong adult audiences throughout the broadcast day. Pepsi was in the process of preparing material for its own bottlers and permission was granted to use some of the RAB adult audience data. An invitation was extended to Mr. Varley for showing of RAB's new 12-minute "quickie" presentation highlighting completely updated information on 12 basic radio points.

The "quickie" pitch covers many of radio's basic sales facts, such as set sales, coverage and over-all growth of the medium.

The Adult Audience Patterns is a major part of the "quickie" presentation. It provides an analysis of the listening and viewing habits of Americans today—and new proof of radio's ability to reach adults.

The Pulse Inc. study reports on the radio and tv audiences in 27 major markets. In it, RAB stresses the importance to an advertiser of reaching the adult market. For example, at least 93.6 percent, RAB says, of all food and grocery purchases are made by adults. This was deemed of particular importance to Pepsi.

RAB then points out that radio offers many advantages as an adult medium. Five points are stressed:

- Day or night, better than 85 out of 100 radio listeners are adults.
- An hour-by-hour breakdown shows that the radio adult audience actually tops that of tv for a full two thirds of the broadcast day, and the average adult radio audience during this period is nearly twice as high as tv.
- In the morning, less than 62 out of 100 tv viewers, RAB says, are adults; in the afternoon, about 59 percent are adults, and at night, about 76 percent are adults.
- About 69 percent of all adult tv viewing takes place after 6 p.m., while the radio adult audience is spread throughout the broadcast day.
- During every hour of the morning and afternoon, there are vast numbers of tv viewing homes that do not have a single adult viewer, RAB states. For example, not one adult is viewing in some 21 percent of all viewing homes between 4 and 6 p.m. in the 27 markets.

The radio and tv areas of the 27 markets were exactly comparable—and comprise about 41.5 percent of total retail sales in the U. S. More than 38 percent of all U. S. homes are located in these markets.

The Pepsi presentation, while typical, omits other areas of research which RAB has developed in recent months. The new material, which is of interest to all national advertisers, includes up-dated facts on radio's audience strength in the suburbs, the farm, Negro and other special market groups, radio's "last word" advantage for reaching purchasers of various kinds of products, radio's cost efficiency and other data.

While RAB hopes to reach—and does—practically every national advertiser spending approximately $500,000 or more yearly in adver-

3. Discussing a point in the sound portion of Mr. Varley's presentation are Pepsi officials John Songhai (right), vice president and director of marketing services, and William C. Durkee, vice president in charge of marketing of Pepsi-Cola.
tising, the bureau concentrates on those companies who are not in radio or spend relatively little in radio.

Several guideposts have emerged over the years to characterize RAB thinking when making national level presentations. Some are:

1. No advertiser can learn everything about radio in just one sitting.
2. Only decision-making executives should be hit.
3. The presentations should move from the general to the specific.
4. All presentations must be individually tailored to the account's specific business and marketing problems.

The RAB sales force is composed of 10 account executives, each a specialist in specific categories of business divided under such headings as food, drug, appliances, automotive, etc.

It is each account man's responsibility to develop calls, make the presentations and follow-up. While the RAB executives are often assigned several categories and many individual companies, in no case are they required to act outside their area of knowledge.

All presentations are formal calls by invitation with a statistical slant bearing directly on the account. They are delivered to both agencies and advertisers—to the advertising manager or higher level at the account, to the account executive or supervisor level at the agency.

Later, as the presentations get down to cases, the sales manager, merchandising manager or other marketing officials are asked to sit in. The intent is to reach the broadest range of top-most company officials and still keep the sessions small so that face-to-face contact is maintained.

Accordingly, presentations run the gamut from basic radio facts to competitive media data, specific proposals and creative aid. One common thread underlies the entire effort. Each personal call is designed to lead into the next; there is always new information, new research, new facts—all pegged to the client's needs.

Work off any individual account usually begins several weeks before the first call is made. The RAB executive collects from existing data all kinds of information about the company—its competitive position, its strength and weaknesses, its present advertising strategy.

This fact-finding phase is made relatively simple by an important by-product of the bureau's work. Years of RAB research have resulted in development of what Mr. Hardes- ty calls "the most complete advertiser and agency file in the business."

No important part of the client's marketing operation is overlooked.

The first presentation summarizes, usually within 30 minutes, the basic radio story as it applies to the client's business.

On subsequent calls, spaced from a few days to a few months apart depending on audience reaction to previous meetings, the RAB representative offers facts of a more specialized nature, usually in answer to specific questions.

These meetings might cover RAB proposals for spending a given sum of money in defined areas, or case history documentation of how other advertisers have used the medium.

How-to-Do-It Pitch

By the time an interest in radio has developed, the RAB executive is ready with a how-to-do-it pitch. This embodies tips on expenditures, buying strategy and creative help.

So successful has this approach proved that RAB now happily finds itself acting as creative consultant to many advertisers, which often results in larger radio appropriations than would normally be the case. In later presentations, RAB offers suggestions on campaign merchandising.

RAB has selected for special attention during 1959 a group of companies the bureau terms "holdouts." As part of an accelerated drive called "Operation 120," RAB account men are making repeated attempts to tell the radio story to the highest level of management in 120 companies, including if need be the presidents and board chairmen.

Some idea of RAB's grim determination to sound radio's strong points loud and clear is seen in the schedule planned for the final week in March, a typical week.

At that time, RAB presentations will be delivered to a major automotive firm, one of the top three food distributors, a leading appliance manufacturer, two breweries, a soft drink firm, two gasoline marketers and several other corporate giants as well as several dozen small-to medium-sized national advertisers.

4. Viewing the slide portion of the RAB presentation are Kenyon & Eckhardt Inc.'s Pepsi-Cola account executives (left to right): Ted Harbert (also creative director), Joe Braun (media dir.), Don O'Leary, Nick Lalich and Bill Haworth.

-U.S. RADIO - March 1959
Among major media, there are few instances of better audience efficiency than that regularly available with network or spot radio. It is also true, however, that there are many reasons for not using radio.

Some are the product of prejudice and worth discussing not because of their validity, but because valid or not, they exist and influence media decisions.

We can think of one company which does not use radio because it did not produce good enough sales for them in a program they used in 1951. This is different from the "nobody listens to radio" and the "only teenagers listen to radio" wild claims. This company bases its non-use of radio on experience—however dated.

The above reasons, fortunately, are not really typical. However, there are often valid reasons for rejecting lowest-cost radio in favor of higher cost-per-contact media that exist in the minds of some influencers of media decisions.

In our humble opinion, then, we present these influencers, and our impression of their rationale:

Creative Folk: There are instances when the copy story, believed to be most efficacious for the product, does not lend itself as well to aural translation as it does to visual, or to both in combination. In these instances, the creative people will most likely take the position that the medium of radio will not do full justice to their creative strategy. There may, nevertheless, be overriding considerations which will dictate the use of radio in some instances—but the impediment to maximum effectiveness can, nonetheless, be real and of some importance in arriving at a media choice.

Advertisers: Advertisers, like leaders in any industry, differ in their attitudes, experience, degree of knowledge and degree of sophistication. This applies as much to advertisers and radio as to advertisers and anything else. In the case of radio, there are advertisers who, for whatever reasons, are more favorably pre-disposed to radio than others. For this reason, advertisers will differ in their susceptibility to buying radio, even when the facts demonstrate that it would be a good buy for them. Therefore, it is more difficult to sell radio to some than to others, regardless of how well it fits their need.

This does not mean that the agency, when convinced that radio is right for an advertiser, shouldn't sell it with all the resources at its command. And it does mean that the sale is much harder in some cases than in others. But the agency with integrity will pursue its convictions to their eventual fruition, regardless of client prejudices.

Distributors and Retailers: In many instances, these fellows are probably more critical than advertisers. If they show a lack of enthusiasm at the prospect of a radio campaign, you can bet that such a reaction will adversely color the advertiser's viewpoint. Again, if it is true that this situation exists, these people must be impressed with the kind of job radio can do.

Media Planners: Assuming that all of the foregoing hurdles have been cleared, the media planners are able to consider network or spot radio as a real media possibility. Notwithstanding radio's economy, flexibility and efficiency, the use of radio may be turned down by the media planners for some or all of the following reasons:

This new feature deals with agency answers to radio problems or questions. This question is taken from those that were asked at RAB's media buyer's roundtable (see U.S. RADIO, January 1959).
1. If the media objective calls for a need to reach the largest possible audience—particularly in a very short period of time—radio may draw a bye.

2. If a highly specialized audience is desired, there are many selective audience areas where radio cannot fulfill the objective.

3. If it is considered necessary to picture the product, or to demonstrate, or to show colors, radio is not suitable.

4. It will probably be the subject of another question, we have purposely refrained from expounding on the many advantages that radio offers as a selling medium.

Radio today is undoubtedly in a more solid economic position than it has been for several years. Gone are the speculative questions concerning the future of radio and how it will fare under the competitive pressure of television.

Each year has seen an increase in the number of stations and set sales have increased over the previous year. In spite of the fact that there are more stations competing for the advertiser's dollar, most stations seem to be prospering. Even though this is true, it is natural to expect that any aggressive medium would desire to be selected more often in media planning.

Certainly one of radio's advantages is its low cost per thousand, but it is also manifest to all that a medium is not selected solely on the basis of cost per thousand. Each medium has a place in the advertising spectrum and each medium must offer some unique advantages not attainable in other media, at least not attainable to the same degree. But having a unique advantage alone is not enough. If a medium is to grow and prosper, it must be successful for its advertisers or its existence is doomed.

Richard Tyler, administrative head of the media department, Guild, Bascom & Bonfigli Inc., San Francisco, has his answer embodied in six meaningful questions,

1. If the media objective calls for a need to reach the largest possible audience—particularly in a very short period of time—radio may draw a bye.

2. If a highly specialized audience is desired, there are many selective audience areas where radio cannot fulfill the objective.

3. If it is considered necessary to picture the product, or to demonstrate, or to show colors, radio is not suitable.

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5. Radio today is undoubtedly in a more solid economic position than it has been for several years. Gone are the speculative questions concerning the future of radio and how it will fare under the competitive pressure of television.

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8. Let's take a look at some simple facts that dictate media planning. There is television which has taken over some of the unique advantages that radio once offered in reaching large masses of nighttime family audiences. This prime evening time, which many advertisers insist upon, is not available in radio to the extent that it once was. We don't mean to say that radio does not reach mass audiences—it does. However, a different approach must be used to reach mass audiences, an approach in radio that calls for using greater frequency reaching smaller audience segments at any given time.

9. The radio industry can insure continued successes for all advertisers by being introspective and asking such questions as: 1. Are we too conscious of ratings to the extent that quality and quantity of audience responsiveness suffers? 2. Does our programming tend to become too stereotyped and our audience limited to a narrow stratum? 3. Do we offer a solid variety of interesting program material to attract loyal audiences? 4. Are we too heavily loaded with commercials at peak radio traffic times? 5. What are we doing to educate and influence the younger generation to the fact that radio has more to offer than just popular music? 6. Do we offer complete and effective service to our advertisers so they will come back for more?

10. Through continuous efforts like those mentioned, coupled with thoughtful sales presentations, radio should get more consideration in media planning.

11. We at Guild, Bascom & Bonfigli have increased our use of radio considerably in the last few years and will continue to do so as long as radio offers sound values.
A Quick Glance At People, Places And Events Around Radio-Land

HAPPY HULA HANDS greet Bob DeHaven, WCCO Minneapolis, who gets a hula lesson from two Hawaiian girls as he and 76 listeners begin a two-week tour of the Islands. The trip was promoted by the station and Northwest Orient Airlines over DeHaven's Good Neighbor Time.

PASSING THE BUCKS in Philadelphia, Harold J. Pannepacker (right), station manager of WRCV, presents a check to Harold H. Salkind, local campaign manager of the 1959 March of Dimes. The funds were raised by disc jockey Ted Jackson (left) during a week of broadcasting while living in an iron lung.

DEBT OF GRATITUDE is paid by Fin Hollinger, former vice pres.-general manager of KPOA Honolulu, to Kailua fisherman Howell Mahoy for bringing in huge killer shark. The station, in daily editorials, offered $200 bounties on all killer sharks caught in a one-month period after the rare killing of a boy off Oahu beach.

FIFTY-FIVE FANS fly to Hawaii on another tour, this one arranged by WEMP Milwaukee and led by Earl Gillespie, station's sports director and "Voice of the Milwaukee Braves." The two-week vacation included two stops in California, with the bulk of the time spent in Honolulu.
REVERSING STAY-AWAKE TREND, WLCB Baton Rouge, La., d.j. Ken Wallace sleeps for almost 64 hours under suggestion from hypnotist C. H. Ryan (above) in local department store window. Other station personalities were also hypnotized during the period, producing zany shows for listeners.

THE MUSIC CASTLE, a record shop in Scottsdale, Ariz., uses this display to promote its Hit-Pick Packages, gifts containing five records predicted by KPHO Phoenix disc jockeys as probable hits. Store owner John Castle (shown) gives two packages a week to listeners who have sent in names.

IN THE CARDS for KXA Seattle listeners is a daily five-minute program, Northwest Narratives, based on historical anecdotes of Washington State. Working out the details are (left to right): John Clarke of KXA, Paul Danforth, vice president of the sponsoring People’s National Bank, Nard Jones, author and the program’s commentator, and Frank Welch, account executive with Frederick E. Baker & Associates, which serves as advertising agency for bank.

OFFICERS AND GENTLEMEN of Peters, Griffin, Woodward Inc. congratulate Robert H. Teter (second from left), PGW vice president and director of radio, on being named “Radio Colonel.” Others (left to right) are H. Preston Peters, PGW president, Lloyd Griffin, vice president and director of tv, and Russel Woodward, executive vice president. The award is an annual company honor.

A LEADING LADY at the WPEN Philadelphia annual party for New York advertising agency people is Pat Suzuki, star of the Broadway musical, Flower Drum Song. Among the 500 persons who attended are (left to right): WPEN Sales Manager Erwin Rosner, Bernard Rasmussen, timebuyer at Fuller & Smith & Ross Inc., and Dan Kane, Ellington & Co. media director. Caricatures were drawn for guests.
TIME TO BUY (Cont'd from p. 25)

Operating on an all-media buying plan since 1952, the agency believes that buyers can function best by securing both time and space for a given client or clients.

"Since the plan was instituted," says William Matthews, director, "our media department has developed a group of young men versatile in both time and space buying."

Of the buying staff of 65 (including 11 supervisors), each one generally handles some timebuying during the course of a year.

Following recent changes in relation to buying radio-tv network time, the Y&R media department continues to make all spot purchases but now delegates the network purchases to the radio-tv department (headed by Peter Lavelle, vice president, who until January was head of media relations). This is in line with the agency's belief that network time is indispensably linked with programming and subject to it, and should therefore be determined by the program group.

Availabilities Unit

For the past four years, Mr. Matthews says, Y&R's media buyers have been assisted by what is called a "spot availabilities" unit, whose responsibilities are to make inquiries and gather information.

"This unit helps to keep us constantly aware of the radio time situation," he explains. "It also eliminates much duplication of effort. For example, three different buyers who might otherwise contact the same representative for the same information on the same day have the facts already available right here."

A business manager has been appointed recently for the department to coordinate estimating, budget controls, statistical data and clerical work. The agency expects this move to relieve buyers of additional time-consuming "detail chasing."

Emphasis at Y&R is on media planning, Mr. Matthews continues. The department makes its recommendations regarding budget allocations and media to use in the product group, which is comprised of representatives from all departments concerned with the account—contact, art, copy, merchandising, research, traffic and radio-tv as well as media. These plans, in turn, are based on data supplied by the other departments regarding such matters as who buys when, how, how much.

Following approval by the product group, the media recommendations are cleared by the agency plans board before going to the client.

"This department is not just a purchasing agent," Mr. Matthews stresses. "Media planning is not only a business procedure but a part of creative advertising."

Y&R timebuyers (in their early 30's, on the average, and married) are generally "brought up" in the agency, he says. Frequently they work up from messenger or mailroom duties; some transfer so media from other departments. Coming into media on a definite training program, staff members are shifted around to all departmental divisions before qualifying as buyers.

Timebuy problems: The confusion caused by the variety of rate card patterns and constant fluctuations in actual rates, Mr. Matthews says, is heightened by frequent lack of sufficient information to make satisfactory selections among compet-
ing stations. Other problems, he notes, are the "chaos in programming patterns which cause constant uncertainty as to the comparative audience values of time periods" and "the need for realistic bases of comparison as to audiences and audience composition."

**Future Prospects:** "There are ways to use radio we haven't thought of yet," Mr. Matthews believes.

Y&R is watching with interest the development of fm—"the quality pattern is well understood in this medium; fm is a pleasing companion to the housewife as well as other members of the family."

J. Walter Thompson (with an estimated radio billing of $16 million): "Group buying," with the accent on flexibility, is the cornerstone of JWT's media operations. The department of the New York office is headed by Arthur Porter, vice president and media director, with Richard Jones as manager working directly with the six associate media directors in charge of separate account groups. Timebuyers in each group work on few or many accounts, depending on the complexity of the assignments, and report directly to the associate director of that group. Ruth Jones, as broadcasting coordinator for all six, "knits together" or unravels any overlaps in timebuying responsibilities.

Of the 170 staff members in the department, Mr. Jones explains, approximately 50 buy radio time. Junior timebuyers may get their start in agency work in the media department's research division, in estimating, or in some other trainee assignment; when they reach senior buyer status they may be purchasing both time and space, or specializing in a particular medium, depending on circumstances.

"Our goal," says Mr. Jones, "is a second echelon of trained media planners ready for promotion to associate media directors. Our program of training is completely flexible, with timebuyers available to go into other departments depending on work priorities and agency requirements."

"We move our buyers from one account to the other both to meet the pressure of work and to broaden the media experience of the individual."

Jack Green, director of media research for the department, supervises a staff of 30 responsible for receiving research material on both broadcast and print, analyzing these data and making them available to specific buyers, and studying new services and advising on their value.

Steps in planning the media for a campaign start with presentation by the account executive of materials on which the advertising will be based. The associate media director, in conjunction with his buyers, plans a program that dovetails with the work of others on the account team (including representatives from marketing, creative plans and other departments).

Timebuyers are in constant contact with station representatives and station management, Mr. Jones says, in keeping abreast of current happenings in radio. In addition, they make trips to market areas, attend meetings of media organizations, and in other ways stay attuned to the field.

He attributes the youth of today's timebuyer to the swift, and phenomenal, growth of the broadcast industry. "The air media have expanded tremendously in recent years—their sudden development has created equally sudden new jobs, which naturally have created in turn new opportunities for those just starting in the media business."

**Timebuy problems:** Radio, Mr. Jones warns, has gone "so far" in the way of rate-breaking and dealing that it has become a "terribly difficult medium to use" from the standpoint of the buyer.

"A continuation in this direction can cause the whole medium to lose stature," he points out.

"Establishment of a more comprehensible rate structure is one of the best ways to bulwark radio for the future. Assessment of qualitative aspects—who listens, and why—is also a step to encourage."

**Future prospects:** The outlook for radio is good at JWT, Mr. Jones says. "As the need for specific market penetration becomes greater because of the concentration of buying power in metropolitan centers," he notes, "advertising will rely in-

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**WOWSVILLE**

*Like Hooper the New love affair in St. Louis*

1380 kilocycles — 5000 watts

William L. Jones, Jr., General Manager

or see the cats from Headley-Need

[Cont'd on p. 48]
increasingly on a medium with flexibility and the ability to deliver many messages at low cost."

As JWT's advertising budgets increase, Mr. Jones expects radio to hold its own - and then some, as it solves its currently unsettling problems.

Doherty, Clifford, Steers & Shenfield
(with an estimated radio billing of $2.5 million): A relatively young agency with a correspondingly youthful staff, DCS&S adheres to the principles of "separate" broadcast and space buying responsibilities. Donald Quinn, as head of the 84-man media department, works with two media supervisors who are responsible for both the broadcast and print requirements of their assigned accounts. Each supervisor can draw on the specialized talents of three timebuyers and four assistant timebuyers who serve the department.

"Average age of our timebuyers is about 30," Mr. Quinn says, "and our assistants are about 29."

"We recruit staff members from 'any place' - but we're not interested in someone who doesn't want to advance. We look for someone with a real feeling for facts and numbers, someone who is inquisitive - looks beyond what a salesman says - and is a good salesman himself, because he must be able to present his plans well, both orally and in writing, to the client."

Mr. Quinn believes that media buyers have a responsibility to their clients to see "outside people," and emphasizes the development of strong media relations.

"Our broadcast and print buying operations are kept separate," he explains, "because we believe a timebuyer must be available to see radio representatives and station managers as much as possible. Keeping fully up-to-date with all media at once would be difficult at best."

Media planning for a DCS&S client is done by the department representative working with the account group and client. A media supervisor and his staff work out the strategy, and the timebuyers execute the finally determined plans.

A likely starting place in the agency for a timebuyer is in the mail room. Next move may be to estimator, and then to assistant buying in either broadcast or print. From there, he may advance through media assignments or perhaps go into account work.

Although the agency does not have a formal training program, Mr. Quinn adds, media staff members conduct weekly after-work sessions at which they discuss and explain their assignments. Buyers also attend client meetings, and participate in the development of campaign plans.

Timebuying problems: Voicing what he terms "old cries of an old timebuyer," Mr. Quinn describes three plights familiar to timebuyers.

"One is trying to give a client an accurate estimate of the cost of a spot radio campaign when there's no way of telling what the prices will be until you actually start buying," he says. "Another is having to buy on extremely short notice because radio is so flexible and a client holds off till the last minute in making his decision as to where and how much he wants. The third is the tremendous amount of paper work that builds up because you can't pre-select your buys, and you only hope the availabilities aren't all sold out by the time you want them."

Some of these problems may be "ever with the timebuyer," he acknowledges, but believes that a single rate card including equitable discounts would alleviate much of the "unwarranted" strain on the radio media man.

Future prospects: An agency with more than 10 percent of its billings in radio, DCS&S foresees the possibility that radio may get "too popular." Some of its problems today stem from the fact that a lot of buyers are aiming for the same time periods, Mr. Quinn suggests. The radio industry, he says, would be wise to straighten out its sales snags (from confusing rate cards to detracting remarks about fellow stations) and do a little more merchandising of its non-peak times.

D'Arcy Advertising Co. (with an estimated radio billing of more than $5 million): A special radio-TV media department was established by this agency in 1954, with Harry Renstro as manager.

The new department, "born" in St. Louis, was created primarily to fill a special assignment - the organization of a baseball network for the broadcasting and telecasting of Cardinal games following purchase of the team by August A. Busch, head of Anheuser-Busch Inc. (a D'Arcy client for more than 40 years). Previously, all media buying except outdoor was done by one department.

Today, there are similar radio-TV departments in the agency's New York and Chicago offices, and smaller operations in Cleveland, Atlanta, Houston and Los Angeles.

The St. Louis headquarters has a 10-member staff, with five men responsible for air media research, estimates and buying; three girls taking care of contracts, and two girls handling secretarial duties.

Aside from Mr. Renstro and his assistant, Dolan Walsh, the men (average age: 26) come to the department from other areas of the agency and will spend an estimated two years in broadcast media work before moving on to other assignments.

"At D'Arcy it has always been the policy to let all media make a pitch for a share of the client budget," Mr. Renstro explains. "Media planning is not the function of the media department alone, or the client or the account executive, but is done by all of these entities working together."

Timebuying problems: Mr. Renstro expresses the hope that the radio industry will "develop a realistic rate card: package time to include night radio (which is becoming a more important factor): offer weekend package rates effective from 6 p.m. on Thursdays through Sunday nights (which would be of particular benefit to advertisers of foods and beverages)."

Future prospects: D'Arcy looks for substantial increases in the agency's radio billings this year, citing 1958 figures, it points to the St. Louis office's "buys" on 571 stations in 316 markets for its clients, which include Anheuser-Busch (more than $2 million of its advertising funds goes into radio annually) and the Reardon Co., "which currently is considering a tremendous expansion in its radio spot campaigns for 1959."
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

Represented by AVERY-KNODEL INCORPORATED
It is much easier to think up reasons why the other fellow’s station shouldn’t have an audience ...

... than to go out and get an audience for yourself

Stations we represent apply themselves—often with our programming help—to the public’s changing needs, preferences and habits. Hard work, yes, but it’s led most of them to dominant positions in their markets. (Other modern stations throughout the country have done likewise.)

Results: We can approach the time-buyer equipped with hard facts about our stations, not wishful assumptions (however logical) based on things as they used to be, or ought to be, or might have been.

If you’re an advertiser buying radio in a market we serve ... or a radio station looking for advertisers in a market we don’t yet serve ... we would like to place unemotional Young Presentation at your service.

ADAM YOUNG INC.
Representing all that’s modern and effective in radio today

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • DETROIT • ATLANTA

T. S. RADIO • March 1959

(Supplement p. 15 • 51)
More than 76% of WTOP Radio listeners are in income groups over $6,000 per year... a thundering lead even for so rich a market as the Washington area. This is still another clear indication that in Washington the IMPORTANT station is...
Broadcasting, advertising and government executives are scheduled to take the rostrum to discuss the present and future state of radio at this, the 57th annual convention of the National Association of Broadcasters. For the 13th time in the history of the annual gatherings, the convention takes place in Chicago, at the Conrad Hilton Hotel, from March 15 through 18.

In what appears to be one of the most interesting radio agendas in a long while, views are being aired on such varied topics as radio programming trends, fm's future, editorializing on radio. Also, a 10-year outlook for the industry is supplemented with sessions on station representation, radio audience research and trends in automation.

In these latter meetings, spokesmen from allied industries as well as NAB will address the radio delegates at what is expected to be NAB's largest yearly conclave. (See High Spots of Conventions Past, p. 58.) The lead-off subject to be considered by the radio side of the convention is "Fm: Future Momentum" on Monday, March 16, at 9 a.m. Six fm broadcasters headed by Ben Strouse, WWDC-FM Washington, chairman of NAB's FM Radio Committee, comprise the panel.

Dominating the Monday afternoon agenda, according to John F. Meagher, NAB vice president for radio who will preside at all sessions, is the matter of programming. Trends will be reviewed by four station operators and one network representative. Also on Monday afternoon, delegates will receive a report on the All-Industry Music License Committee from Robert T. Mason, WMRN Marion, O. They also will hear Lawrence Webb, Station Representatives Association director, and Arthur McCoy, executive vice president, John Blair & Co., discuss broadcaster cooperation with station representative firms.

Advertising agency and research firm representatives will hold forth from 10 to 11 a.m. Tuesday on the subject of radio audience research. They will be joined by one government spokesman—Theodore F. Olson, Bureau of the Census.

At 11 a.m., interest turns from research to sales. The Radio Advertising Bureau presentation — this year labeled "The Meeting You Won't Enjoy But Don't Dare Miss If You Want to Stay in the Radio Business"—features Kevin Sweeney, president, and John Hardesty, vice president.

The final radio sessions will be held on Wednesday afternoon. Editorializing on radio will be discussed by the four radio members of NAB's Committee on Editorializing, and "Radio in 1970" will be speculated upon by two broadcasters—Dale Moore, KBMN Bozeman, Mont., and Ward Quaal, WGN Chicago—plus an educator, Irving Schweiger, University of Chicago Graduate School of Business, and a trade association executive, Charles Tower of NAB.

This year's conclave marks the debut of NAB's plan to streamline its annual meetings by shortening the convention by one day and eliminating so-called light equipment exhibitions such as transcription firms. These firms, however, are exhibiting their wares at other hotels such as the Blackstone, among others, which is across the street from the convention facilities.

Luncheon speakers are Harold Fellows, NAB president, on Monday; FCC Chairman John Doerfer on Tuesday, and Lieutenant General Arthur Trudeau, U.S. Army Chief of Research and Development, Wednesday. • • •
Radio Convention Agenda

(All meetings are at the Conrad Hilton)

Special Features

FRIDAY, MARCH 13
6 p.m. Association for Professional Broadcasting Education dinner meeting
Room 18
7 p.m. Fm Development Association meeting
Lower Tower

SATURDAY, MARCH 14
9 a.m. to 6 p.m. Association for Professional Broadcasting Education membership meeting
Room 18
9 a.m. to 5 p.m. Fm Development Association meeting
Lower Tower

SUNDAY, MARCH 15
9 a.m. to 5 p.m. Fm Development Association meeting
Room 19
9:15 a.m. Buses leave south entrance of Conrad Hilton for the Broadcasting Golf Tournament

Midwest Country Club
Hinsdale, Ill.
3 p.m. Daytime Broadcasters Association meeting
Room 12
4 p.m. MBS Affiliates Meeting
5 p.m. ABC Reception
Williford Room
3:30 p.m. MBS Reception

MONDAY, MARCH 16
8 a.m. Quality Radio Group breakfast meeting
Room 9

TUESDAY, MARCH 17
7:30 p.m. Broadcast Pioneers Banquet
Williford Room

Official Agenda

SATURDAY, MARCH 14
9 a.m. to 5 p.m. Registration
Lower Lobby

SUNDAY, MARCH 15
7 a.m. to 7 p.m. Registration
Lower Lobby

12 Noon to 7 p.m.
Exhibits
Exhibition Hall
All convention radio sessions are open to all convention registrants, with the exception of the Monday morning labor clinic.

MONDAY, MARCH 16
9 a.m. to 9 p.m. Exhibits
Exhibition Hall

9 a.m. to 10:45 a.m.
“Fm: Further Momentum”
Williford Room
(NAB Fm Radio Committee)
Ben Strouse, WWDC-FM Washington, D. C. Chairman; William B. Caskey, WPEN-FM, Philadelphia; Everett L. Dil-lard, WASH Washington, D. C.; Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Fred Rabell, KITT San Diego, Calif.

9 a.m. to 10:45 a.m.
Williford Room
11 a.m. to 12 Noon
General Assembly


Keynote Address: Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company Inc.

Keynote Award Presentation to Mr. Sarnoff: Harold E. Fellows, President and Chairman of the Board, NAB

12:30 p.m. to 2 p.m.
Luncheon and General Assembly

Presiding: Robert T. Mason, WMRN Marion, O.

Address: Mr. Fellows

2:30 p.m.
Radio Assembly

Presiding: John F. Meagher, Vice President for Radio, NAB

Opening Remarks: J. Frank Jarman WDNC Durham, N. C. Chairman, NAB Radio Board of Directors

“Trends in Radio Programming”
Radio's Standards of Good Practice
Cliff Gill, KEZY Anaheim, Calif., Chairman, NAB Standards of Good Practice Committee
"The Station Representative—Or What Have You Done For Us Lately?"
Lawrence Webb, Director, Station Representatives Association; Arthur H. McCoy, Exec. Vice President, John Blair, Chairman, Radio Trade Practices Committee, SRA
Report of the All-Industry Music License Committee
Robert T. Mason, WMRN Marion, O., Chairman

TUESDAY, MARCH 17

10 a.m. Radio Assembly
Grand Ballroom

Presiding: Mr. Meagher
Radio Audience Research
E. K. Hartenbower, KCMO Kansas City, Chairman, NAB Radio Research Committee; John K. Churchill, Vice President, A. C. Nielsen Company, Chicago; Theodore F. Olson, Bureau of the Census; Ed Fitzgerald, J. Walter Thompson Co., Chicago; Russell Tolg, Batten, Barton, Durstine & Osborn Inc., Chicago; Charles Harriman Smith, TV & radio research consultant, Minneapolis, Minn.

11 a.m.
Radio Advertising Bureau Presentation
"The Meeting You Won't Enjoy But Don't Dare Miss If You Want to Stay in the Radio Business"
Kevin J. Sweeney, President: John F. Hardesty, Vice President

12:30 p.m. to 2 p.m.
Grand Ballroom
Luncheon and General Assembly

Presiding: Mr. Shafto
Introduction of the Speaker: Mr. Fellows
Address: The Honorable John C. Doerfer, Chairman, FCC
Special Feature: James W. Rachels Jr., Columbus, Ga., National Winner, 12th Annual "Voice of Democracy" contest

2 p.m.
Open Period

WEDNESDAY, MARCH 18

9:30 a.m. to 10:30 a.m.
Coffee Hour
Grand Ballroom

10:30 a.m. to 12 Noon
Grand Ballroom

Presiding: Mr. Mason
FCC Panel Discussion
Moderator: Mr. Fellows

12:30 p.m. to 2 p.m.
Grand Ballroom
Luncheon and General Assembly

Presiding: Allan T. Powley, WMAL-AM-TV Washington, D. C., Chairman, 1959 Broadcast Engineering Conference Committee
Presentation of the First NAB Engineering Award by A. Prose Walker, Manager of Engineering, NAB, to John T. Wilner, Vice President and Director of Engineering for Radio and TV, The Hearst Corp.
Introduction of the Speaker: Mr. Fellows
Address: "Research and Development for the Space Age", Lt. Gen. Arthur G. Trudeau, Chief of Research and Development, Department of the Army
Special Award to Industry: The U. S. Army
Annual Business Session
Presiding: Mr. Fellows
Radio Assembly

Presiding: Mr. Meagher
"Editorializing on Radio"
(NAB Committee on Editorializing)
Alex Keese, WFAA Dallas, Tex., Chairman; Simon Goldman, WJTN Jamestown, N. Y.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert L. Pratt, KGGF Coffeyville, Kan.
"Radio in 1970—A Look at the Future" Irving Schweiger, Associate Professor of Marketing, Graduate School of Business, University of Chicago; Dale G. Moore, President, KBMN Bozeman, Mont.; Ward L. Quaal, Vice President, WGN Chicago, Ill.; Charles H. Tower, NAB
"Trends in Automation"
A. Prose Walker, Manager, NAB Engineering Department

7:30 p.m.
Annual Convention Banquet

(Supplement p. 5) 55
Frank H. McIntosh

"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station! The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity... providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Binghamton, N. Y.—the world's leading independent radio and high-fidelity transmission expert. This highest fidelity transmission will increase the WLW Radio audience even more, an audience which for years has ranked among the top 10 of over 3,200 Radio Stations in America.

The result of 3 years of work and $1,000 of a million dollars, it's another in Crosley's long list of distinguished contributions to the broadcast..."
world's highest fidelity radio station with audience among top 10 in America.

industry, and provides finest commercial clarity for advertisers' commercials!

...it's another crescendo for "subscribers."

...tell your WLW representative... you'll be glad you did!

Affiliations: NBC, ABC

Offices: New York, Cincinnati, Chicago, Cleveland

Representatives: Tracy Moore & Associates — Los Angeles, San Francisco; Bomar Lowrance & Associates, Atlanta, Dallas

Isley Broadcasting Corporation
High Spots

As a business, radio broadcasting is unique in many ways. But one particular birthmark distinguishes it from most other industries. Radio was thrust from infancy to manhood without having the advantage of learning how to creep. Quite suddenly it was there about 39 years ago, and having arrived on the commercial scene of a free enterprise society, radio—and a handful of men who believed this new gadget had a future—was faced with the awkward and painful process of growing up fast.

It was the enthusiasm of a very few men for the promise of this new industry that led to the formation of the National Association of Broadcasters which this month meets for its 37th annual convention. In the belief that the ideas, plans, successes and failures discussed by radio men with radio men at these annual conclaves are an accurate barometer of the state of radio broadcasting, U. S. RADIO has assembled from NAB files a "spot" history of the development of the industry as has been mirrored at the annual conventions.

The beginnings of some of today's ever-present problems appear, such as rate structure and music licensing. The need for radio to organize as an industry is made clear. The dominant role of radio news is foreseen. An early stand is taken against hard-liquor advertising. And the introduction of radios in cars is made.

1923-1926: Despite the need for unity, NAB had trouble attracting members and money. By 1926, fifty-eight stations joined the association. The organizational headaches of launching a new association in a new field which was just being explored by men who were as green as the industry itself were compounded by spectrum chaos. The Radio Act of 1912 was found unworkable. That situation was not destined to change until the passage of the Radio Act of 1927. Legislative as well as technical problems were closing in on broadcasters. In 1925, NAR delegates heard the awesome declaration that "some more or less
of Conventions Past

A nostalgic glimpse at the development
of radio as seen through former conventions

informed Congressmen ... believe censorship should be applied to what is put out over the air.” The problem of music copyright was as acute in 1925 as it is today. Reflecting the disorganization of the industry, and the perennial music copyright problem, one 1925 delegate told an assembly: “The trouble with us broadcasters is that we do not realize our potential possibilities. Here we are with a listening audience of perhaps 20 to 30 million people faced by a body of 300 men (ASCAP) and we are not in a position to act in a meeting.” And in the same vein, Senator Clarence Dill (D-Wash.), who later was to co-author the 1927 Radio Act, told delegates: “I introduced a bill last year to free broadcasting stations from the copyright charge... I did not know there was an association of broadcasters and that they wanted such a bill introduced and passed.”

1927: W. H. G. Bullard, first chairman of the Federal Radio Commission which would administer the newly passed Radio Act, envisioned “the entire nation linked together by radio. We stand at the threshold of an amazing new development in civilization. This radio of which we talk so much and know so little is the most marvelous means of linking together all the people of the nation ... and the whole world that has ever been devised by the human mind.” Delegates were urged in one meeting to promote their new medium “until we put a radio in every home.” This was the year “17 million U. S. homes were wired for electricity ... only 6.5 million have radio sets.”

1928-1929: Advertising practices and stabilization of rates were among the chief convention topics. William Hedges, NAB president, told delegates in 1928, “Radio is rapidly forging to the front as a recognized medium of advertising. There are concerns throughout the country that are willing and glad to pay for the use of that medium.” An agency spokesman at the 1929 meeting reflected the industry’s concern with station rate structure. “Shading prices is
shady practice. Cutting prices is cutting throats and the throat is your own every time," Russell B. Williams of Reinche-Ellis Advertising said. The depression was having its psychological effect on broadcasting. In 1929, there were 650 operating stations and there was a feeling in the industry that about 250 of these would soon disappear from the air.

1930: Spot broadcasting came into focus. It was described as "so flexible, so new, that there seems to be no limit for its skillful use as an advertising medium." The ASCAP issue continued to build to crisis proportion. A society spokesman warned things would get worse before they got better. Admonished E. C. Mills, Radio Music Co. president and former ASCAP executive; "You have been awfully careless about organizing this business of broadcasting. You are going to be defeated in every contest ... every time you meet effective organization. ... Sometimes the fellow on the outside has a better perspective ... you have struggled along for years not supporting this organization, quibbling because the dues are a lousy $250. Why, you pay more dues to ASCAP than you do to your own association. ... If you don't begin to organize yourselves under (strong) leadership our dues in other departments are going to be (with apologies to the ladies) a damned sight higher."

1931-1932: NAB membership had grown to 163 and the industry was becoming increasingly aware of its advertising strength. John Benson, president of AAAA, told broadcasters, "There is a marked increase in radio advertised brands in radio homes compared with non-radio homes. ... Radio advertising has become a young giant." Delegates also learned from Bond Geddes, executive vice president of the Radio Manufacturers Association, that "several of the largest automobile manufacturers have just arranged to equip their future lines with radio sets ... which promises to be extremely popular." Opinions clashed on program standards. One delegate strongly urged that stations refuse to accept copy wherein women read "cigarette testimonials."

1933-1934: Some 300 broadcasters at the 1933 conclave gave serious thought to stockpiling music of their own through the newly formed Radio Program Foundation which, at least in concept, was not unlike the yet-unborn Broadcast Music Inc. But RPF was a dead issue by 1936. The broadcasting of news was a paramount subject in 1934—the year the present Communications Act replaced the Radio Act of 1927—when Senator Dill recommended that radio organize a national news gathering agency to compete with newspapers. Attack ing the Press-Radio Bureau, a new agreement whereby radio aired only news that had appeared in print in two five-minute newscasts a day, Senator Dill declared: "Intentionally or unintentionally, the press associations are cholformed radio listeners into believing that news by radio is a poor substitute for news by newspapers. ... We must make freedom of speech by radio as sacred as freedom of speech on the platform has so long been ... news by radio will do more to strengthen and maintain (free enterprise broadcasting) than any other feature broadcasters can use."

1935-1936: Delegates adopted a code of ethics at the 1935 meeting which banned acceptance of per inquiry advertising. This was also the year of the five-year contract extension with ASCAP which split the industry. It led to a rift that was not to erupt fully until the following year when Isaac Levy resigned as treasurer of NAB and promised to form a new trade group. He
claimed NAB was in error in backing “per piece” payment to ASCAP. Despite his plea, members decided to keep copyright negotiations within the power of NAB.

1938: The need for leadership was acute. The threat of damaging legislation was on the increase. An investigation of network structure was being considered in the Senate. In the most dramatic meeting in NAB’s short history, delegates voted to search out a man to serve as a paid president. FCC Chairman Frank McNinch was firm in his stand that “the Communications Act vests the commission with power and authority to regulate chain broadcasting and I believe it ought to do this promptly if it has the necessary information upon which to base regulation...”

1939: Neville Miller, a non-broadcaster who came into national prominence as the famous “flood mayor” of Louisville, made his bow as NAB’s first paid president. The association now had 461 members. There were 847 stations on the air. Eighty-four percent of the homes in America were radio equipped. Miller hit hard at ASCAP and issued an ultimatum which was to lead to the formation of BMI a year later. A new code adopted by members at this meeting turned thumbs down on 13 types of advertising, among them hard liquor, and limited the sale of time to 10 percent of an evening’s program hours.

1940: Copyright was the crucial issue. Members went all out in a vote to create BMI as a permanent organization. A new dimension in broadcasting—FM—made its first appearance in equipment displays. The threat of World War II was undercurrent at the NAB conclave. Assistant Secretary of War Louis Johnson urged the industry: “In your advertising scripts when you open your program and when you sign off, let there come forth an urgent appeal to all Americans for national unity.”

1941: The industry and the FCC were at loggerheads over the commission’s monopoly rules. Broadcasters called for a Senate investigation of the FCC and stood solidly behind Neville Miller who decried the Chain Broadcasting Rule adopted by the FCC as “regulation so drastic as to change the very structure on which the American system of radio is founded.” Color highlight of the meeting—perhaps of any one before or since—was a tirade unleashed by FCC Chairman James L. Fly. He charged that NAB tactics in managing the industry were “all too clever—too brilliant... it reminds me of a dead mackerel in the moonlight, it both shines and stinks.” In reply, the NAB board questioned Chairman Fly’s “state of mind” and labeled his leadership “punitive, capricious, biased and destructive.”

1942-1945: Intra-industry problems were shelved as broadcasters bent their personal energy and communications know-how toward victory in World War II. In 1945—broadcasting’s 25th anniversary year—the annual meeting was cancelled at the behest of Government which urged curtailment of all nonessential travel. During the war, Government officials replaced industry leaders on the rostrum at NAB conventions. When the war was barely six months old, Archibald MacLeish, director of the Office of Facts and Figures, told 1942 delegates, “You have something to give this war which no other body of men could
possibly give it... you have the inventiveness and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world." Manpower and equipment shortages plagued the industry but it became increasingly evident that on the horizon was a new era in communications. Delegates in 1943 heard one speaker predict: "Few of us realize the tremendous progress that has been made in radio during the war... these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication." 

1946-1948: Radio launched a thorough housecleaning campaign under the leadership of a new NAB president, Judge Justin Miller. Aware that there must be self-regulation or there would be regulation by other sources, broadcasters' determination to meet that challenge culminated in the adoption of the Radio Standards of Practice at the 1948 annual meeting. The famous—or in the view of many broadcasters, infamous and restraining—Blue Book had been adopted by the FCC shortly before the 1946 NAB convention. The first engineering conference was successfully held in conjunction with the 1948 meeting. Hopes were high for fm. Major E. A. Armstrong, inventor and champion of the new aural service, told 1947 convention delegates that fm would have more listeners in two years than am and a year later, Wayne Coy, new FCC chairman, echoed his optimism with a prediction that fm would replace am in 10 years.

1949-1950: The shock of increased competition from the infant television industry as well as other media had many broadcasters running scared. Radio was on the verge of acquiring itself a massive inferiority complex. But the futuristic faction in the industry did not tread water and hope for the best. Broadcast Advertising Bureau— the predecessor of Radio Advertising Bureau—was born at the 1949 meeting to sell the power of radio advertising. Radio's transition period was under way. FCC Chairman Coy, at the 1950 convention, declared: "The winds of competition are blowing a terrific gale on the broadcasting business... the question is 'Can you sleep on a windy night?'" Most radio money was going into the till of some 800 pre-war stations and Chairman Coy was pessimistic about the economic future of 1,200 post-war outlets. "The competition of the transition period may be too severe and... some of these stations might not swim," he said.

1951-1952: Tv moved in bag and baggage and when it set up housekeeping with radio. NAB became the National Association of Radio & Television Broadcasters. Harold Fellows was president-elect of NARTB in 1951. Rate cutting was the convention blockbuster. One network shocked the industry's confidence by slashing rates in spite of warnings from such men as Edward Petry. He insisted that "radio has always been sold too cheaply." This was a gloomy time for many radio broadcasters who felt strongly that networks had sold them down the river. But encouragement came from new FCC Chairman Paul Walker in 1952. Stressing radio's grass roots strength, he said: "Radio is firmly entrenched and it is entrenched because it is rendering a local service to communities that they need and want. Radio to them is indispensable."

1953: Brigadier General David Saruoff, recipient of the first annual Keynote Award, emphasized that "Radio is being used widely and intensively but it is being used differently... family listening is giving way to individual listening... Radio can maintain large and loyal audiences by providing more programs of broad and select appeal..." NARTB membership now stood at over 1,700. Radio broadcasters were strongly warned against rate cuts. NARTB research
had established that stations who had done so weren't making money although their revenue volume had been increased.

1954: John F. Meagher had been selected as the first NARTB vice president for radio. Rosel Hyde, acting chairman of the FCC, told an industry in search of new confidence that, "Radio is and will remain the basic communications medium of the United States... The interest and attention that has been devoted to television may have obscured the continuing growth and development of aural broadcasting." The plain facts were that in the last 10 months 113 grants had been authorized by the FCC, he said. President Fellows underscored the industry's mounting legislative problems and warned that too much time was spent "trying to cure something rather than trying to prevent it."

1955: "In many ways... the effect of your industry in swaying public opinion... may be even greater than the press... That places added responsibilities to see that the news... is truthfully told with the integrity of the entire industry behind it." That was one observation made by President Eisenhower—the first president ever to address a broadcaster convention. At that same conclave, a young advertising agency president—David Mahoney—made certain recommendations that were so candid they would have jogged the conviction of the most outspoken forecaster of radio's demise. "Radio isn't dying, but old fashioned radio is dead. Radio is hurt by its own prophets of doom... Let's not try to patch last year's dress and cry all the way to the poor house. Let's create the best-looking damn dress ever and be the hit of the ball. Get an honest rate card, exchange successful new program ideas, sell product sales results, back an industry supported rating service and re-establish radio's independence from all other media."

1956-1957: The notion that maybe the radio broadcaster's major troubles were behind him was taking hold. "We don't have to guess where we're going. We're there firmly established as the greatest low-cost mass medium in the land," said Henry Clay, NARTB radio board chairman. And President Fellows noted that "... the population of (radio) stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever." The following year, suggesting radio's renewed faith in itself and in its future, Arthur Hull Hayes, CBS Radio president, observed: "Radio once saw seven fat years. Then it saw what many thought were seven lean ones. Now certainly it looks like seven and more fat ones again."

1958: A right which broadcasters had fought for and won 10 years before and then failed to utilize virtually dominated the conference. Industry and Government leaders strongly urged broadcasters to editorialize... a function of broadcasting that only five percent of the radio stations in the country were performing on a daily basis. Discounting the run-of-the-mill excuses for not doing so, FCC Chairman John Doerfer said: "It is difficult to see why a good editorial program should drive away sponsors and audience. In fact, new and exciting programming should attract both." The FM Development Association was organized to promote and sell the service which was beginning to show new signs of prosperity with the advent of hi-fi and stereophonic sound. And NARTB had reverted to its former trade name in a bow to radio—National Association of Broadcasters. The change, in the view of Merrill Lindsay, radio board chairman, emphasized that the "membership has arrived at the place of mutual understanding where both radio broadcasters and television broadcasters are willing to stand side by side and proclaim that each is a part of the great American electronics communications medium."
Famous on the local scene...

WIBG (First Place) — "PATRIOTIC CONTESTS"
WJW-TV AND RADIO — "JUNIOR OLYMPICS"
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FOR OUTSTANDING ACHIEVEMENT IN BRINGING ABOUT A BETTER UNDERSTANDING OF THE AMERICAN WAY OF LIFE

honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.

Storer Broadcasting Company

WSPD-TV WJW-TV WJBK-TV WAGA-TV WITI-TV
Toledo Cleveland Detroit Atlanta Milwaukee

WSPD WJW WJBK WIBG WWVA WAGA WGBS
Toledo Cleveland Detroit Philadelphia Wheeling Atlanta Miami

Radio Equipment on

Behind the technical language, new developments in equipment spell out more effective station operation

Although the most talked about words at this year's equipment exhibits sound like cold-steel engineering—transistorization, automation, germanium rectifiers, multiplex and stereo—they actually spell out more effective station operation.

It can be seen by breaking down the engineering lingo into more simple equations that the end result of the latest equipment developments can mean easier and more varied programming facilities (am and fm) along with increased power.

The following is a report on equipment of interest to radio executives, as reported by these companies:

In the field of radio equipment, Radio Corporation of America is exhibiting a magnetic disc recorder (BQ-51), automatic turntable (BQ-103) and automatic programming equipment. The latter uses a punched paper system to pre-set and initiate various sources as tables and tape recorders. The tape, which resembles that used in standard teletypewriter operation, is prepared in the studio on an RCA key-boarded perforator.

The magnetic disc recorder, RCA says, combines the advantages of magnetic tape with those of phonograph discs, using pre-grooved magnetic discs for fast recording and playback of spot announcements and similar material. The discs can be erased and used over again.

Among other equipment, RCA is displaying a remote control system with the BTF-51B transmitter, the BTA-5R am transmitter and the BTA-1R am transmitter.

General Electric Co.'s Technical Products Department will feature transistorized equipment that will include, among other things, an audio console. The chief radio attraction will be a 50,000-watt transmitter which G.E. claims is the first to use germanium rectifiers.

This year's G.E. exhibit is contained in a 2,615-square-foot booth, about 165 square feet more than last year.

An automatic tape spot player that is cartridge operated is the mainstay of the Collins Radio Co. exhibit. The firm feels it is the "practical answer to spot production problems." The spot player has automatic control and is adjustable to station automation. It is available in three models: Cabinet, rack-mounted and console which will be displayed at Collins 1,000 square feet of exhibit space.

The unit's cartridges are made in three sizes. They can function for spot announcements or can even play 45 minutes of programming, plus announcer lead-ins and lead-outs. In addition, Collins is featuring an audio control console (model 212G).

Standard Electronics Division of Radio Engineering Laboratories Inc. is centering its radio equipment display around developments in fm transmitting equipment for fm/fm stereophonic broadcasting and other multiplex services. The new Standard Electronics line includes multiplex transmitters of several power ratings, amplifiers for increasing power output of fm transmitters and replacement exciter units to permit stereo or multiplex operation with existing transmitters. Specifically, Standard is showing, among other items, 250 watt and 3 kw transmitters for fm/fm stereo or multiplex, and 3 kw amplifiers.

Schafer Custom Engineering is featuring program automation equipment and remote control equipment. Since Schafer introduced its program automation equipment at last year's convention, it reports that nearly 50 complete systems have been placed in operation.

The Philco Corp. is showing a sampling of its 1959 all-transistor radio models, ranging from the Veep ("as larger than a kingsized pack of cigarettes") to a
three-way portable weighing four pounds. Multi-purpose sets include the T-60, a 14-ounce, six-transistor radio with a brass handle which allows it to hang on a wall; the T-65 in conventional portable size featuring Philco’s “Scantenna” rotating handle-antenna combination and a built-in Magnecor aerial, and the five-transistor T-90, weighing 12 ounces and operating on four mercury batteries.

Of interest in the field of stereophonic sound is the Philco am/am stereophonic receiver, designed for the two-channel reception of what the company calls its “single-station am/am compatible stereo” system—a process which allows the listener to hear either one channel via am, or two channels from the same station via a standard set plus the new receiver.

Two new products developed by Gates Radio Co. during the past year are part of the display by this manufacturing engineering firm. The first, a “Level Devil” program gated amplifier designed for both radio and television use, has just recently gone on the market. The second, a spot tape recorder which the company believes will revolutionize the industry by its capacity to record “101 announcements, commercials or themes,” will be on the market shortly.

Other material in the Gates exhibit includes a new BC-5P-2 5,000 watt am transmitter, a new FM-5B 5,000 watt fm transmitter with multiplex, a new CB-500 transcription turntable, a new M-4900 frequency monitor, a BC-50B 50,000 watt am transmitter, a BC-1T 1,000 watt am transmitter, a Nite-Watch automatic programming system, an RDC-200 remote control system, a CB-4 horseshoe desk assembly, broadcast remote amplifiers, and Dualux, Studioette and Gatesway consoles.

General Radio Co. presents two new developments for transmitter maintenance and operation. One is its type 1650-A impedance bridge, a device to measure resistors, inductors and capacitors in transmitters and studio equipment. The other is a miniature frequency standard which the company describes as enabling the transmitter engineer to check all frequencies involved in the operation of his transmitters and monitors without recourse to a commercial frequency-measuring service.

New tower lighting isolation transformers have star billing at the Hughley & Phillips Inc. exhibit. The company’s showing of tower obstruction lighting equipment will also include demonstration of its Remote Lamp Failure Indicator System plus tower light control and alarm units for unattended microwave relay stations. In addition, combination photoelectric control and beacon flasher units will be on display.

The official convention exhibits are limited this year to Exhibition Hall at the Conrad Hilton. Light equipment exhibits such as radio transcription firms are not officially permitted displays. These firms, however, will be represented for the most part in suites at the Hilton or Sheraton-Blackstone. SESAC Inc. reports it has a hospitality suite located at the Hilton at rooms 1205A-1206A. Standard Radio Transcription Services Inc. is at the Sheraton-Blackstone on Floor 1. Harry S. Goodman Productions Inc. is also at the Blackstone at the Petite Room. Broadcast Music Inc., Community Club Services Inc. (148-A) and Lang-Worth Feature Programs Inc. (suite 919) are at the Hilton. Also at the Hilton are RCA Recorded Program Services (600), Programmatic Broadcasting Service (706) and World Broadcasting System (182). • • •

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Planning a Radio Station?

RCA presents 3 basic plans to meet all requirements!

These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department R-337, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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Noel Rhys, executive vice president
Edwin (Pete) Peterson, senior vice president
Blanche Stein, director of station relations
Blair Walliser, executive vice president
Robert Hurleigh, senior vice president
Sidney Allen, vice president, sales
Charles Godwin, vice president, station relations
Ray Diaz, director of station relations
Don Lewitt, manager of station clearances
James Z. Gladstone, comptroller
Joseph Keating, program director
Frank Erwin, sports & Co-op program director
Hal Gold, director of public relations
Matthew J. Culligan, executive vice president in charge
George Graham Jr., vice president, sales planning (Ambassador)
Ludwig Shumel, manager of radio sales service & traffic (Blackstone)
This star means business...

means it for you and your sponsors in these three ways:

SESAC RECORDINGS...
The complete transcribed service with recorded music for every need. Highly adaptable program and production aids.

"repertory recordings..."... SESAC's free EP service to the entire industry that has been acclaimed by over 25,000 key men in broadcasting.

Special Series Programs... The smartly-built, salable packages of scripts and discs centered around important national holidays, religious celebrations, sports events and other selling entertainment ideas.

For highlights of all three
Visit SESAC at the NAB
Suite 1205A-1206A
Conrad Hilton Hotel,
Chicago
<table>
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<tr>
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<th><strong>Company Representatives</strong></th>
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<td>AVERY-KNODEL INC.</td>
<td>Sheraton-Blackstone</td>
<td>719</td>
<td>Lewis H. Avery, J. W. Knodel, Charles C. Coleman, Philip Schloeder, Roger O'Sullivan, Raymond Neihengen, Stuart I. Mackie, Herbert C. Jackson</td>
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<td>BLAIR &amp; CO.</td>
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<td>John Blair, Arthur McCoy, Clifford Barlarka, Thomas Sinquaia, Stuart Cochrane, John Boden, Robert Walton, Lewis Draper, Howell Mallian</td>
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<td>BOLLING COMPANY</td>
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<td>George W. Bolling, Dick Swift, Mort Barrett, Gill Blackey, James Dennis</td>
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<td>HENRY I. CHRISTAL</td>
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<td>Henry I. Christal, Irvin Gross, Philbin Flanagan</td>
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<td>Robert E. Eastman</td>
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<td>Helen Gill, John J. Perna, Jr., Walter Beadell, Irwin Unger, Don C. Dalton, Daniel W. Bowen, Allan S. Young</td>
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<td>GEO. P. HOLLINGBERY</td>
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<td>1600</td>
<td>George P. Hollingbery, F. E. Spencer, Harry H. Wise, Fred Hague, Jack Peterson, Richard Hunter, Joseph Payne</td>
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<td>Hal Holman</td>
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<td>Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Miss Avery Gibson, Dwight S. Reed, John T. Bradley, French L. Eason, Arthur D. Kelley, Grant M. Smith, Terrence R. Hughes, Rex Lathen, Stewart Lewis, Bernard Slavet</td>
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<td>Daren F. McGavren, Donald Quinn, Ralph Guild, Bill Heaton, Ed Tilden, Walter Lake, Wendell Paracelle, Bob Galen</td>
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<td>EDW. PETRY &amp; CO. INC.</td>
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<td>RADIO-TV Representatives</td>
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<td>Petite Room</td>
<td>Paul H. Rayner, Fred Brokaw, Stuart Kelly, Robert Rains, John Hicks, Ray Rhodes, Clay Foriker</td>
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<td>PAUL H. RAYMER CO., INC.</td>
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<td>WEED &amp; CO.</td>
<td>Congress</td>
<td></td>
<td>Adam Young, Steve Marcelli, Jim O'Grady</td>
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</table>
Millions heard this news first on ABC RADIO

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

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

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

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

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

ABC's domestic bureaus - staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John Secondari and Bill Shadel - report and analyze world and national news.

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

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

ABC RADIO NETWORK

According to the A.C. Nielsen Company

S. RADIO * March 1959

(Supplement p. 23) 73
### Services

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<td>Sheraton</td>
<td>Sheraton</td>
<td>Oliver Gramling, Louis Kramp</td>
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<td>BROADCAST MUSIC INC.</td>
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<td>1218A</td>
<td>Glenn Dolberg and other officials of the company</td>
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<tr>
<td>HARRY S. GOODMAN PRODUCTIONS</td>
<td>Sheraton</td>
<td>Petite Room</td>
<td>Robert Hall</td>
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<td>ROBERT HALL PRODUCTIONS</td>
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<td>Floor 1</td>
<td>John D. Langlois, Hugh S. Allen Jr., Ed Gardiner, John Courcier, Robert Boehmer, Arthur Baly</td>
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<td>A. C. NIELSEN CO.</td>
<td>Conrad Hilton</td>
<td>706</td>
<td>George Sternberg, Allan Klein, George Berro</td>
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<tr>
<td>PULSE INC.</td>
<td>Conrad Hilton</td>
<td>2106A</td>
<td>C. Edmonds Allen, William C. Payette, Phil Curran, William Higginbotham</td>
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<tr>
<td>RCA RECORDED PROGRAM SERVICES</td>
<td>Conrad Hilton</td>
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<td>James H. Weathers, John S. Murphy, James McKnight, Hal Tunis, Dick Crane</td>
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<td>RADIO ADVERTISING BUREAU</td>
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<td>WORLD BROADCASTING, INC.</td>
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<td>TELEVISION MAGAZINE</td>
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<td>U.S. RADIO</td>
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<td>806A</td>
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<tr>
<td>VARIETY</td>
<td>Conrad Hilton</td>
<td></td>
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</table>
BMI presents another notable addition to its award-winning script series...

THE BOOK PARADE
THE AMERICAN STORY
THE WORLD OF THE MIND

"THE
ABRAHAM
LINCOLN
STORY"
1809-1959


These public service programs are available to radio and television stations and to public libraries and local boards of education for broadcast purposes.

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589 Fifth Avenue, New York 17, N. Y.

New York • Chicago • Hollywood • Toronto • Montreal

Initial scripts have already been mailed to broadcasters. The complete series will be available only upon request.
WTIC MEANS GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC 50,000 watts
HARTFORD 15, CONNECTICUT  Tel: JACKSON 5-0801
REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY
For radio programming in the public interest, WRCV received two 1958 Freedom Foundation Awards — the only station in the nation so honored. Since 1951, WRCV has won a total of seven Foundation Awards. WRCV is grateful for these honors. Meeting its responsibility to Philadelphia constructively and imaginatively will continue to be the prime concern of WRCV.
HOTELS

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<tr>
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<th>Address</th>
<th>Map Key #</th>
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<tr>
<td>Allerton</td>
<td>701 N. Michigan, Chicago</td>
<td>SU 7-4200</td>
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<td>Atlantic</td>
<td>316 S. Clark St., Chicago</td>
<td>WA 2-2646</td>
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<td>Bismarck</td>
<td>171 W. Randolph, Chicago</td>
<td>CE 6-0123</td>
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<tr>
<td>Congress</td>
<td>520 S. Michigan St., Chicago</td>
<td>HA 7-3800</td>
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<tr>
<td>Conrad Hilton</td>
<td>720 S. Michigan St., Chicago</td>
<td>WA 2-4400</td>
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<tr>
<td>Drake</td>
<td>E. Lake Shore Dr. &amp; Michigan</td>
<td>SU 7-2200</td>
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<tr>
<td>Eastgate</td>
<td>162 E. Ontario St., Chicago</td>
<td>SU 7-3500</td>
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<td>Executive House</td>
<td>71 E. Wacker St., Chicago</td>
<td>FI 6-7100</td>
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<tr>
<td>Fort Dearborn</td>
<td>401 S. LaSalle, Chicago</td>
<td>WA 2-5700</td>
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<td>Hamilton</td>
<td>20 S. Dearborn, Chicago</td>
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<td>Harrison</td>
<td>65 E. Harrison, Chicago</td>
<td>HA 7-8000</td>
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<td>Knickerbocker</td>
<td>183 E. Walton, Chicago</td>
<td>WH 3-2000</td>
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<td>LaSalle</td>
<td>LaSalle &amp; W. Madison St., Chicago</td>
<td>FR 2-0700</td>
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<td>Morrison</td>
<td>79 W. Madison St., Chicago</td>
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<td>State &amp; Monroe, Chicago</td>
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<td>St. Clair</td>
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<td>Sencera</td>
<td>200 E. Chestnut, Chicago</td>
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<td>S. Mich. &amp; E. Balbo, Chicago</td>
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<td>Sherman</td>
<td>Clark &amp; Randolph, Chicago</td>
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North Side Hotels

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<tr>
<td>Ambassador</td>
<td>N. State &amp; East Goethe, Chicago</td>
<td>SU 7-7200</td>
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<td>Belmont</td>
<td>3172 Sheridan, Chicago</td>
<td>BI 8-2100</td>
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<tr>
<td>Chelsea</td>
<td>920 W. Wilson, Chicago</td>
<td>LO 1-3000</td>
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<tr>
<td>Edgewater Beach</td>
<td>5349 N. Sheridan, Chicago</td>
<td>LO 1-6000</td>
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<tr>
<td>Plaza</td>
<td>59 W. North, Chicago</td>
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<tr>
<td>Sheridan Plaza</td>
<td>4607 N. Sheridan, Chicago</td>
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POINTS OF INTEREST

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<td>Band Shell</td>
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<td>Board of Trade (Observation Tower)</td>
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<td>Northwestern University—Chicago Campus</td>
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RAILROADS AND BUS STATIONS

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<td>Illinois Central</td>
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<td>LaSalle Street Station</td>
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<td>National Trailways Bus Depot</td>
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<td>Union Station</td>
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<td>151 E. Randolph</td>
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<td>Central Station</td>
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THEATRES

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<td>Hubert</td>
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<td>&quot;Music Man&quot; 8:30 nightly except Sunday</td>
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<td>Michael Todd</td>
<td>CE 6-0290</td>
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<td>&quot;Two for the Seesaw&quot; 8:30 nightly except Sunday</td>
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<td>Civic Theatre, Wacker Dr. &amp; Washington</td>
<td>FR 2-1436</td>
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<tr>
<td>&quot;The Girls in 505&quot; 8:30 nightly except Monday</td>
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<td>Erlanger, 127 N. Clark</td>
<td>ST 2-2459</td>
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<tr>
<td>&quot;The Warm Peninsula&quot; 8:30 nightly except Sunday</td>
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</table>
TAKE A CRACK AT $1,169,
Negro Retail Sales
ON THE GOLD COAST OF THE GULF COAST

One-tenth of the Negroes of America are in the coverage area of THE OK GROUP! Their average annual family income is in the $3000 to $4014 bracket. WBOK, New Orleans, reaches a Negro market of 35% of the population. KYOK, Houston, reaches a Negro market of 22%. WLOK, Memphis, reaches a Negro market of 42%. WXOK, Baton Rouge, reaches a Negro market of 44%. WGOK, Mobile, reaches a Negro market of 44%. KAOK, Lake Charles reaches a Negro market of 30%. You

NOBODY BUT NOBODY HAS MORE KNOW HOW

There is far more to selling the Negro market than good Negro Personalities. You also need intensive merchandising and promotion... support which THE OK GROUP gives all its advertisers. And even more important is a knowledge of the Negro people... their buying habits... their brand preferences... their product preferences... their personal habits and responses. THE OK GROUP digs for this information... we are experts on the subject. THE OK GROUP has just acquired exclusively an

REACHING 1,5
cannot ignore these major market areas in the Gulf Coast. You cannot be a leader in the sale of your products in these cities without the Negro market. Here is a proven area for expanding sales at low cost.

and Tested Sales Plans for the Negro Market.

Authenticated presentation on the Negro . . . his motivation . . . his emotional preferences . . . his family organization . . . his buying habits. This will soon be available to OK GROUP advertisers. It will open the true book to the Negro consumer . . . how to reach him, tell him, and keep him sold.

write for a presentation for your agency or your client!

2 WEEKS AFTER IT HIT THE AIR

Launched with the greatest promotional blast ever witnessed by any group of Negro consumers and advertisers . . .

WGOK bombshelled its way to popularity.

Result . . . Amazing sales reports . . . now available for your inspection from the advertisers' letters.

The Tested OK GROUP Program Format and Selection of Star Personalities . . . Did It Again!

These are the Ear Catching Names of the WGOK Personalities:

These Negro Personalities not only Tell . . . they SELL!

Big Daddy Dandy
A Rhythm & Blues man who sells and sells again. Playing the top twenty Negro tunes . . . Selected by the OK Group formula.

Topsy Turvy
Imported from KYOK, Houston as the best known Negro personality there . . . He captured the Mobile Audience with his Jive and Blues program. A real air salesman trained in OK GROUP selling techniques.

Miss Mandy
A skilled personality with a spiritual show achieved through years of experience as a Church singer and stage personality.

Deacon Sam
Trained in New Orleans . . . a spiritual man who knows the music . . . and has the know how to win his listeners through sincerity and reverence.

OK Group Buy
An OK Group buy can be handled with one purchase order and one bill.

WGOK
MOBILE, ALABAMA

SOLD OUT

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The following restaurants have been recommended by Gourmet's Guide to Good Eating.

*ALLGAUER'S RESTAURANT—6006 N. Ridge Ave. Open 11:30 A.M. to 10 P.M. Dinner $1.25 to $3.50. LWB. "Excellent European fare and Continental specialties."*

*AMBASSADOR EAST HOTEL—1301 N. State Parkway. Pump Room: Open 12 N-3 A.M. Open only for brunch on Sun. A la carte only. Dinner entrees about $6. LWB: $1.15 to $3.00. LWB. "Two of the best, if not the best, restaurants between San Francisco and New York."*

*BAMBOO—714 N. Rush St. Open 6 P.M. to 10 P.M. LWB. "Absolutely the best Continental cuisine in all of Chicago."*

*BARNEY'S MARKET CLUB—711 W. Randolph St. Open 7 A.M.-3 P.M. Table d'hôte only. Lunch $1.15 to $1.75. Dinner $2.50 to $4.50. LWB. "Liver Maine lobster, fresh duckling, prime steaks perfectly aged. Gay, friendly atmosphere."*

*BERGHOFF RESTAURANT—17 W. Adams St. Open 11 A.M.-9:30 P.M. Closed Sun. A la carte only. Dinner entrees $1 to $2.50. Dinner entrees $1.50 to $3.50. LWB. "A fine Chinese restaurant featuring authentic Cantonese cuisine."*

*BINYON'S RESTAURANT—327 Plymouth Court. Open 11 A.M.-10 P.M. Closed Sun. Lunch $1.85 to $2.50. Dinner $2.75 to $4.75. LWB. "Really wonderful German food! Pot roast is terrific—so is the boiled beef with horseradish sauce."*

*BISMARCK HOTEL, SWISS CHALET—171 W. Randolph St. Open 12 N-1 A.M. Lunch à la carte only, entrees $1.50 to $8. Dinner à la carte only, $4.15 to $6.55. LWB. "Wonderful food, lovely music and beautiful dining room. My favorite in Chicago."*

*A BIT OF SWEDEN—1015 N. Rush St. Open 5 P.M.-9:30 P.M.; Sun. 1 P.M.-9 P.M. Table d'hôte only. Dinner $2.25 to $3.75. LWB. "Above average Scandinavian cuisine."*

*BLACK FOREST RESTAURANT—2936 N. Clark St. Open 11:30 A.M.-4:30 A.M. Lunch $1.55 to $2.50. Dinner $2 to $4.50. LWB. "Delicious food—steaks, sea foods, German specialties and wild game." "Excellent cuisine—wide variety of entrees, fine service."*

*CAFÉ BELLINI—1014 N. Rush St. Open 4:30 P.M.-1 A.M.; Sun. & Sun. 12 N-1 A.M. Closed Mon. Coffees & Teas 45¢ to 50¢. Desserts 60¢. Very good pastries. Quid Italian coffee shop serving sixteen different kinds of coffee and very good pastries."*


*CAFÉ DE PARIS—1560 N. Dearborn Parkeway. Open 5 P.M. I.A.M. Dinner $3.75 to $6. LWB. "Small, cozy dining room, superior food. Chicken Kiev Ready, ducklingavigare and salads are particularly noteworthy. The service is excellent and so are the pastries you along."*

*THE CAMEO—116 E. Walton Pl. Closed Sun. Lunch about $1.75. Dinner about $3.50. LWB. "French omelettes and delightful flavor to the food here."*

*CHEZ PAUL RESTAURANT FRANÇAISE—180 E. Delaware Pl. Open 12N-9:30 P.M. Closed Sun. Lunch $1.60 to $2.75. Dinner $3.25 to $3.50. LWB. "Very fine French food."*

*CITROMER—181 E. Lake Shore Drive. Open 11:15 A.M.-2 A.M. Closed Sun. Lunch $1.25. Dinner à la carte only, entrees $2.25 to $9.15. LWB. "Of particular interest to the gourmet are their chicken steaks and chops."*

*CLUB ALABAM—714 N. Rush St. Open 6 P.M.-4 A.M. Closed Sun. & holidays. Dinner $2.50 to $4. LWB. "Outstanding American cuisine—fine steaks and chops."*

*CLUB CORSICA—7918 S. Western Ave. Open 19 N-12 Midnight. Closed Tues. Table d'hôte only. Lunch $1.10 to $2.25. Dinner $2.75 to $6.75. LWB. "An adventure in eating for those who like Italian food. It's outstanding."*

*CLUB EL BIANCO—2747 W. 53rd St. Open 12 N 12 Midnight. Lunch $1.00 to $1.25. Dinner $2.25 to $5.25. LWB. "A closer selection of specialties with either American or Continental flair. A wonderful atmosphere."*

*CORONA RESTAURANT—531 Rush St. Open 11-2 A.M. A carte only. Luch entrees 90¢ to $1.50. Dinner entrées $2 to $6. LWB. "For a divine steak dinner, order Harry's Special! Wonderful Italian salad, good soups."*

*COUNTRY CLUB HOTEL—280 E. Randolph Pl. Drive, Rte. 41. Open 11 A.M.-9 P.M. Closed Mon. Lunch $1 to $1.50. Dinner $2.50 to $4. LWB. "High type of hotel cuisine."*

*DON THE BEACHCOMBER—101 E. Walton Pl. Open 4 PM-1 A.M. A la carte only, dinner entrees about $4 LWB. "Cantonese food is the best we have found in Chicago."*

*DOM'S CORONITA HOTEL—280 E. Randolph Pl. Drive, Rte. 41. Open 11 A.M.-9 P.M. Closed Mon. Lunch $1 to $1.50. Dinner $2.50 to $4. LWB. "Wonderful food and Continental specialties."

*THE DRAKE HOTEL—Lake Shore Drive & Upper Mirigan Ave. Camellia House: Open 12 N-1:30 A.M. Lunch $2.50 to $3.50. Dinner $3.50 to $7.50. LWB. Cape Cod Rooms: Open 12 N-12 Midnight. A la carte dinner. Dinner entrees $1.75 to $5. LWB. Oak Room: Open 7 A.M.-9 P.M. Lunch 95¢ to $1.50. Dinner $2.50 to $3.65. LWB. "Unequaled selection of food and Continental specialties."

*DOM'S DINNER ROOM—101 N. Dearborn Parkeway. Open 12 N-12 Midnight. Closed Sun. A la carte only. Dinner entrees $2 to $4. LWB. "Extra large steaks are the specialty. You have to see 'em to believe 'em."*

*ERIE CAFE—685 N. Wells St. Open 11 A.M.-1 A.M. Lunch $1.35 to $2.25. Dinner $2.25 to $5.25. LWB. "Excellent steaks, seafood and Continental specialties."*


*GEORGE BONNER CHARCOAL BROILED STEAK HOUSE—512 S. Wabash Ave. Open 5 P.M.-12 Midnight. Closed Dec. 24 & 25. Dinner $1.95 to $4.55. LWB. "Essentially the broiled steak in Chicago! Cooked to order exactly as you specify. Also a bottomless salad bowl of tossed greens with a choice of three special dressings. Can't recommend this place highly enough."*

*GRAVATI'S PIZZERIA—807 W. Taylor St. Open 11-30 A.M. Lunch $1.00 to $1.25. Dinner 60¢ to $2. Dinner $3.25 to $5. LWB. "In the Italian district. Have been eating pizza here for over twenty years and haven't been disappointed yet."*

*HUNGRY'S RESTAURANT—76 W. Randolph St. Open 1 A.M. to 1 A.M. Lunch $1.25 to $2.25. Dinner $1.95 to $4.95. LWB. "Excellent fare—steaks and chops, as well as Continental and German specialties prepared to perfection."*

*IMPERIAL HOUSE—50 W. Walton Pl. Open 11-30 A.M. Lunch 4:30 P.M. to 1 A.M. A la carte only. Lunch entrees $1.25 to $3. Dinner entrees $3.75 to $6.75. LWB. "Supper and Continental cuisine. Elegant atmosphere. Should definitely be

(continued)
WOW's Farm Sales Team Sells Farmers Every Day!
Farmers know them personally...they trust and believe them!

FRANK ARNEY
Assistant Farm Director
A family-farm operator with 6 years on-the-air selling...trusted...believed!

ARNOLD PETERSON
WOW Farm Director
Seven years of every-day service to WOW-LAND farmers!

Farmers don’t buy a $4,000 tractor or a $1,000 load of feed on impulse. They’re thinking men. They insist on facts and figures—carefully weigh and compare them before they buy.

The job of selling farmers is half-done if the prospect knows, trusts and believes the Salesman. WOW-land farmers do know, trust and do believe Arnold and Frank, and the entire WOW Farm Sales-Team.

If you want to sell threshing machines or toothpaste to the 129,000 Iowa-Nebraska WOW area farm families, Arnold and Frank will do it—not once a week, or once a month but by talking to them man-to-man every day.

REGIONAL RADIO WOW Omaha
CBS AFFILIATE IN OMAHA AND 103 COUNTIES

A MEREDITH STATION — affiliated with Better Homes and Gardens and Successful Farming Magazines

www.americanradiohistory.com
listed as Chicago's finest." "Most fashionable place to dine in all of Chicago." 

"IRELAND'S OYSTER HOUSE—632-38 N. Clark St. Open 11:30 AM-1 AM. Lunch $1 to $2.50. Dinner $2 to $6. LWB. "Any type of fish or seafood in season. Well prepared." 

"ISBELLS—940 Rush St. Open 11 AM-2 AM. Lunch $1.15 to 2.25. Dinner $2.55 to $4.75. LWB. "Has maintained a high standard of American food for many years now."

"ITALIAN VILLAGE, LA CANTINA—71 W. Monroe St., cellar level. Open 11:30 AM-1 AM. Closed Sun. Lunch $1.85 to $2.50. Dinner $3.00 to $6.50. LWB. "Fine Italian cuisine and it's authentic."

"JACQUES FRENCH RESTAURANT—900 N. Michigan Ave. Open 11:30 AM-12 Midnight. Lunch $1.80 to $3. Dinner $3.80 to $5.95. LWB. "In the summer the outdoor dining room has a gay, sidewalk café atmosphere. It's wonderful!" 

"All dishes are excellent in the grand French manner."

"JIM SAIN'S RESTAURANT—871 N. Rush St. Open 11 AM-1 AM. Lunch $1.45 to $1.85. Dinner $3 to $3.85. LWB. "Nestly prepared, American food priced within reason. Try the pepper steak in wine sauce."

"KUNGSHOLM SCANDINAVIAN—100 E. Ontario St. Open 11:30 AM-10:30 PM. Closed Sun. & holidays. Table d'hôte only. Lunch $2 to $3.50. Dinner $3.75 to $7. LWB. "Beautifully furnished and food tastes as good as it looks. One of the famous Puppet Opera dancers."

"LUXURIOUS and Scandinavian cuisine with much appeal for the palate."

"Smorgåsbord de luxe. Puppet Opera a must!"


"The setting is exquisite; the food, excellent."

"LE PETIT GOURMET—610 N. Michigan Ave. Open 11 AM-10:30 PM; Sun. 12 N-8 PM. Lunch 95c to $1.75. Dinner $1.75 to $4. LWB. "A bit of old New Orleans Interest menu with German and Italian specialties."

"LITTLE FRENCH CAFE—1525 Howard St. Open 11:30 AM-12 PM. Lunch $1.10 to $1.45. Dinner $2 to $4. LWB. "French food, reasonable prices."

"Where the French meet to eat. The turf and stuffed mushrooms are delicious."

"LONDON HOUSE—300 N. Michigan Ave. Open 7:30 AM-4 AM. Lunch $1 to $2. Dinner $2.50 to $6. LWB. "Fine place for businessmen who want simple surroundings and a top-notch steak."

"The house is genuine." 

"MCNAUGHT'S NEW ORLEANS SHRIMP HOUSE—1019 N. Rush St. Open 5 PM-11 PM; Fri. & Sat. 5-1 AM. Closed Mon. A la carte only. Dinner entrees $1.75 to $3. "French fried shrimp supreme, Craw fish gumbo and garlic bread."

"MICLER'S STEAK HOUSE—701 N. Western Ave. Open 11:30 AM-1:30 AM. A la carte only. Lunch entrees $1.45 to $2.95. Dinner entrees $2.50 to $5.25. LWB. "Varied menu—all good."

"MISTER KELLY'S—1028 N. Rush St. Open 4:30 PM-4 AM. Dinner $4.95 to $6. LWB. "Good steaks; unusual salad."

"OLD HEIDELBERG—14 W. Randolph St. Open 11 AM-1 AM. Lunch $1.30 to $4.55. Dinner $2.10 to $8. LWB. "German baking of a superior nature, plus fine lobster."

"THOMAS PALMER HOUSE—Walsh Ave. Open 11:30 AM-1 AM. Lunch $1.25 to $2.25. Dinner $2.50 to $4.50. LWB. "String music and luxurious decor set just the right mood for the fine food served here."

"PETE & JENNIE'S WELCOME INN PIZZERIA—7617 N. Western Ave. Open 4 PM-2 AM. Dinner $1.25 to $3.55. LWB. "Fine Italian eats. Superb service."

"THE PIT—1139 N. Dearborn St. Open 5 PM-1 AM. Closed Sun. A la carte only. Dinner entrees $2.75 to $5.60. LWB. "American menu features barbecued spareribs. Colorful bar is a drawing that is divine."

"THE RED CARPET—25 W. Elm St. Open 5 PM-2 AM. Closed Sun. A la carte only. Dinner $5.75 to $7.50. LWB. "A hint of French in the decor and food. The latter, though, is primarily Continental. Sells only forty people, so be sure to make a reservation."

"Such interesting delicacies as turtle marchand de vin—green turtle steak sautéed in butter and simmered in Burgundy wine sauce. Excellent!"

"THE RED STAR INN—1258 N. Clark St. Open 4 PM-12 Midnight. A la carte only. Dinner entrees $1.75 to $3.75. LWB. "Very 'penniless' atmosphere. Wonderful, generous servings. Fresh red cabbage and kaffeliskol are superior. Also German dessert pancakes."

"Superb. Impossible to find better German food. Imported beer on tap."

"RICCARDO STUDIO RESTAURANT—437 Rush St. Open 11 AM-4 AM. "Chicago's best known Italian restaurant. Good wines."

"Excellent Italian food, especially garlic bread."

"RICE BOWL—4539 Broadway. Open 11 AM-12:30 Midnight. Lunch 70c to $1.25. Dinner $1.50 to $3.55. "Superb Cantones" specialties."


"SHANGRI-LA—222 N. State St. Open 4 PM-2 AM. A la carte only. Dinner entrees $1.50 to $4. LWB. "Cantones food par excellence. Exotic drinks. Very pleasant atmosphere."

"SHERMAN HOTEL—Clark & Randolph Sts. Open for lunch, dinner & supper. LWB. "They know how to cook fish! Just to firmness, not tough."

"Delicious trout amandine."

"SINGAPORE RESTAURANT—1011 Rush St. Open 5 PM-4 AM. A la carte only. Dinner entrees $2.35 to $5.25. LWB. "The finest charcoal-broiled ribs we have eaten anywhere in the country."

"SOVERIGN HOTEL, STUART ROOM—6300 N. Kenmore St. Open 5 PM-5 AM. Closed Mon. Dinner $3.50 to $4.50. LWB. "Great atmosphere, petite, rustic, cozy, excellent Italian food!""

"They are famous for their signature dish, the veal and beef."

"STOCKYARD INN—4178 S. Halsted. Open 7 AM-11 PM. Lunch $1.25 to $2.75. Dinner $3.25 to $6.75. LWB. "Fabulous sausages of beef, perfectly selected and aged. I've often tasted meat as tender, but never as flavorful."

"That's what I say! It's great."

"STOP & SHOP RESTAURANT—16 W. Washington St. Open 11 AM-3 PM. Closed Sun. & Holidays. Lunch $1 to $1.30. Dinner $1.50 to $2.80. LWB. "Good food and fast service."

"TEDDY'S ITALIAN RESTAURANT—16 E. Huron St. Open 12 N-2 PM. Lunch 75c to 1.25. Dinner $2 to $4.50. LWB. "Not only fine Italian specialties, but delicious steaks, chops and sea food."

"THE WHITEHALL CLUB—105 E. Delaware Pl. Open 12 N-2 AM. Closed Sun. A la carte only. Lunch entrees $1.50 to $3. Dinner entrees $2.50 to $5. LWB. "Favorite for chicken Martini, eggs Whitehall, and homemade chocolate ice cream. Club isalways a great place to go."

"My favorite Italian restaurant, especially at night."

"THE WHITEHALL CLUB—105 E. Delaware Pl. Open 12 N-2 AM. Closed Sun. A la carte only. Lunch entrees $1.50 to $3. Dinner entrees $2.50 to $5. LWB. "Great food, perfect service."

"THE WINDMERE CASTLE HOTEL, THE ANCHORAGE—1642 N. 56th St. Open 7 AM-1 AM. Lunch $1.05 to $1.35. Dinner $2.25 to $4.50. LWB. "Fine French menu. Excellent preparation and service. Moderate prices."

"WIREY BUILDING RESTAURANT—410 N. Michigan Ave. Open 10 AM-9 PM; Sat. 2:30 PM-9 PM. Lunch $1.60 to $3. Dinner $2.75 to $5. LWB. "Wide variety of fine food prepared for the true gourmet. Popular with the advertising fraternity."

"Great variety of unusual dishes than the ordinary better restaurant."
More Local Advertisers spend more money on PTR than the next three stations combined.

More Advertisers place more business on PTR than the next two stations combined.

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SCHENECTADY
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Capital Station of the Empire State

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American Dairy Assn., 20 N. Wacker
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Armour, Union Stock Yards
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Beatrice Foods, 120 S. LaSalle
Bell & Howell, 7100 McCormick Rd.
Borg-Warner, 310 S. Michigan
Bowman Dairy, 140 W. Ontario
Bresler Ice Cream Co., 4100 W. Belden
Helene Curtis Industries, 4401 W. North
Curtis Candy, 3638 N. Broadway
Dad's Root Beer, 2800 N. Talman
Derby Foods, 3327 W. 47th Pl.
Ekco, 1949 N. Cicero
Florsheim Shoes, 130 S. Canal
Greyhound Corp., 5600 W. Jarvis (Niles)
Hoover Co., Merchandise Mart Plaza
Hotpoint, 5600 W. Taylor
Household Finance Corp., Prudential Plaza
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Kraft Foods, 500 N. Peshgah Court
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Oscar Meyer Co., 1241 N. Sedgwick
Monarch Finer Foods, 2199 W. River Grove
Motosola, 4545 W. Augusta
Mythil Adhesive Products, 2635 N. Kildare
O'Cedar, 2246 W. 49th
Orange Crush, 2201 Main, Evanston
Pabst, 221 N. LaSalle
Pioneer Hand Breweries, 1000 W. North
Pure Oil, 35 E. Wacker
Purity Bakers, 4504 S. Sacramento
Quaker Oats, 345 Merchandise Mart
RCA, 2100 S. Indiana
Pure Oil, 35 E. Wacker
Swift & Co., 360 W. 45th
Standard Oil of Ind., 910 S. Michigan
Stewart-Warner Corp., 1826 Diversey Pky.
Sunbeam, 5500 W. Roosevelt Rd.
Swift, Union Stock Yards
Toni, Merchandise Mart
United Airlines, 5950 S. Cicero
Westbrook & Co., Prudential Plaza
Wine Corp. of Amer., 2737 S. Sacramento
Wm. Wrigley, 410 N. Michigan
Zenith, 6001 W. Dickens

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M. M. Fisher Assoc., 79 W. Monroe
Foote, Cone & Belding, 155 S. Superior
Albert Frank-Guethner Law, 1 L. N. LaSalle
Clinton E. Frank, Merchandise Mart
Fuller & Smith & Ross, 105 W. Adams
Phil Gordon Agency, 23 E. Jackson
Gould Best Co., 220 S. LaSalle
Gourdiein-Leo & Bros., 205 N. Wacker Dr.
Grant Adv., 919 N. Michigan
Grant, Schwack & Baker, 520 N. Michigan
Grossfeld & Staff, 72 W. Monroe
Gunther-Bradford Co., 15 E. Huron

music · radio services

Agency Recording Studios, 20 N. Wacker
ASCAP, 15 Michigan
Columbia Transcriptions, 630 N. McCarragney Ct.
RCA Recording Studios, 445 N. Lake Shore Dr.
Mers Candy, 2019 N. Oak Park
Maybelline, 5900 N. Ridge
Oscar Meyer Co., 1241 N. Sedgwick
Monarch Finer Foods, 2199 W. River Grove
Motosola, 4545 W. Augusta
Mythil Adhesive Products, 2635 N. Kildare
O'Cedar, 2246 W. 49th
Orange Crush, 2201 Main, Evanston
Pabst, 221 N. LaSalle
Pioneer Hand Breweries, 1000 W. North
Pure Oil, 35 E. Wacker
Purity Bakers, 4504 S. Sacramento
Quaker Oats, 345 Merchandise Mart
RCA, 2100 S. Indiana
Pure Oil, 35 E. Wacker
Swift & Co., 360 W. 45th
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Stewart-Warner Corp., 1826 Diversey Pky.
Sunbeam, 5500 W. Roosevelt Rd.
Swift, Union Stock Yards
Toni, Merchandise Mart
United Airlines, 5950 S. Cicero
Westbrook & Co., Prudential Plaza
Wine Corp. of Amer., 2737 S. Sacramento
Wm. Wrigley, 410 N. Michigan
Zenith, 6001 W. Dickens

George H. Hartman Co., 207 N. Michigan
Henri, Hurt & McDonald, 121 W. Wacker
H. W. Kaslow & Sons Adv., 75 E. Wacker
Kenyon & Eckhard, 221 N. LaSalle
Keyes, Madden & Jones, 919 N. Michigan
Al Paul Letton, 435 N. Michigan
W. E. Lang Co., 188 W. Randolph
Earle Ludgin, 121 W. Wacker
MacDonald-Cook, 360 N. Michigan
MacFarland, Avery & Co., 333 N. Michigan
Mason, Inc., 919 N. Michigan
McCann-Erickson, 318 S. Michigan
McCurry Co., 520 N. Michigan
Arthur Meyerhoff & Co., 410 N. Michigan
Needham, Louis & Brody, Prudential Bldg.
North Advtng. Inc., Merchandise Mart
Ollan & Bronner, 35 E. Wacker
J. R. Perrish, 105 W. Adams
Presba-Fellers & Prusa, 360 N. Michigan
L. W. Ramsey Co., 230 N. Michigan
Reach, McLinton & Co., Prudential Plaza
Rinecke, Meyer & Finn, 520 N. Michigan
Fletcher D. Richards, 221 N. LaSalle
Robertson, Buckley & Gotsch, 108 N. State
Reche, Rickard & Cleary Inc., 135 S. LaSalle
R. Jack Scott, Inc., 814 N. Michigan
John W. Shaw, 51 E. Superior
Totham-Laird, 64 E. Jackson
J. Walter Thompson, 410 N. Michigan
Turner Adv., 216 E. Superior
G纳rdn Wrede, 20 N. Michigan
Wadie & Briggs, 221 N. LaSalle
Edw. H. Weiss Co., 360 N. Michigan
Western Adv. Agy., 35 E. Wacker
Young & Rubicam, 333 N. Michigan

U. S. RADIO · March 1955
How **WDSU** advertisers **SEE** radio

(they also like what they **hear**)

They **SEE** the WDSU picture window studio on the Rue Royale
They **SEE** the WDSU mobile studio at the point of sale
They **SEE** the WDSU merchandising program—complete, effective
They **SEE** the happy results of WDSU's balanced musical format, authoritative news coverage, thought-provoking editorials—programming aimed straight at the great "able-to-buy" market

*And many **SEE** Community Club Awards pay extra in sales results.*

**WDSU**

**RADIO**

**NEW ORLEANS**

(U. S. RADIO * March 1959)
networks
American Broadcasting Co., 190 N. State St. AN 3-0900
Columbia Broadcasting System, 630 N. McClurg Ct. WH 4-6000

representatives
AM Radio Sales, 400 N. Michigan MO 4-6555
Avery-Knodel, Prudential Plaza WH 4-6859
Hil F. Best, 205 W. Wacker Dr. ST 2-5096
John Blair & Co., 520 N. Michigan SU 7-2300
Bolling Co., 435 N. Michigan WH 3-2040
Branham Co., 360 N. Michigan CE 6-5726
Broadcast Time Sales, 333 N. Michigan ST 2-1405
Burn-Smith, 307 N. Michigan CE 6-4437
CBS Radio Spot Sales, 630 N. McClurg Ct. WH 4-6000
Henry F. Christal, 333 N. Michigan CE 6-6357
Thomas F. Clark Co., Inc., 35 E. Walker Drive ST 2-1663
Continental Radio Sales, 228 N. LaSalle FR 2-2095
Donald Cooke, 205 W. Wacker Dr. ST 2-5096
Graley, 360 N. Michigan ST 2-6693
Devney, Inc., 185 N. Wabash Ave. ST 2-5262
Bob Dore Assoc., 360 N. Michigan FL 6-6828
Robert E. Eastman & Co., Inc., 333 N. Michigan FL 6-7440
Evetett-McKinney, 410 N. Michigan SU 7-9052
FM Unlimited Inc., 161 E. Erie Street SU 7-5262
Forjoe & Co., 435 N. Michigan DE 7-3504
Gill-Perna, 75 E. Wacker FR 2-8665
W. S. Grant Co., Inc., 75 E. Wacker Dr. FL 6-9529
Headley-Reed Co., 230 N. Michigan FR 2-4686
George P. Hollingbery, 307 N. Michigan DE 2-6060

Hol Helman Co., 34 E. Lake FR 2-0016
H-R Representatives, 35 E. Wacker RA 6-6440
Indie Sales, 205 W. Wacker Dr. ST 2-5096
Katt Agency, Prudential Plaza MO 4-7150
Robert S. Keller, 205 W. Michigan ST 2-5096
Jack Media & Co., 435 N. Michigan SU 7-6048
McGavren Quinn, 35 E. Wacker Dr. FR 2-1370
The Meeker Company Inc., 333 N. Michigan CE 6-1742
Joseph Hershey McGillivra, 185 N. Wabash ST 2-5282
NBO Spot Sales, Merchandise Mart SU 7-8300
John E. Pearson, 333 N. Michigan ST 2-7494
Peters, Griffin, Woodward, Inc., Prudential Plaza FR 2-6373
Edward Petry, 400 N. Michigan WH 4-0011
Radio-TV Reps., 75 E. Wacker FL 6-0982
Wm. G. Rambeau, 185 N. Wabash AN 3-5586
Paul H. Raymer Co., 435 N. Michigan SU 7-4473
Wm. J. Reilly, 55 E. Washington AN 3-6137
Sears & Ayer, 612 N. Michigan SU 7-8177
Simmons Associates, 333 N. Michigan DE 2-2375
Stars National, 35 E. Wacker Dr. CE 6-2133
Venard, Rintoul & McConnell, 35 E. Wacker ST 2-5260
Walter-Rawalt Co., 360 N. Michigan AN 3-5771
Weed Radio Co., Prudential Plaza WH 3-3485
Adam Young, Prudential Plaza MI 2-6190

research • surveys
Advertising Checking Bureau, 18 S. Michigan ST 2-7674
American Research Bureau, Inc., 435 N. Michigan SU 7-3388
Market Research Corp. of America, 425 N. Michigan MO 4-4600

the
CANADIAN BROADCASTING CORPORATION
is pleased to announce that

McGAVREN-QUINN CORPORATION

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DETROIT • SEATTLE

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A. C. Nielsen Co., 2101 Howard HQ 5-4460
Radio Reports, 1550 E. 53rd HY 3-3215
Social Research, 145 E. Ohio MI 2-2264

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Especially when figured in results ... response ... buyership.
Your advertising reaches buyers (the best kind of audience!)
Product of scholarship, showmanship, salesmanship.

Bartell it...and sell it!

Greater
Buyership

BARTELL
FAMILY
RADIO
COAST TO COAST

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Sold Nationally by ADAM YOUNG INC.
Articles Of Major Interest
Reprinted From U. S. Radio

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- Tetley Leaves it to Radio
- Negro Radio Tells its Story
- Smoothing on Saturation Radio
- Thrivo Barks Back
- Teenagers are Radio’s Small Fry

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

U.S. RADIO
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New York 19, N. Y.
Please see that I receive U.S. RADIO
1 YEAR $3 □ 2 YEARS $5

Name__________________________Title__________________________
Company__________________________
Type of Business__________________________
□ Company or
□ Home Address__________________________
City__________________________Zone__________________________State__________________________

PLEASE BILL □ PAYMENT ENCLOSED □

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FORCE

It takes force and lots of it to beachhead in a major market. When the target is Dallas the fighting is rough and the stakes are high. In the first six months of Balaban operation radio KBOX has increased its audience over 300%!

That's force. The right kind, The right amount. But of more importance it's force on the move. Everyday more people switch to radio KBOX than to any other station in the nation!
THE COLLINS MAN IS HERE WITH YOUR RADIO STATION, SIR.

Everything you need to get on the air fast with the strongest, cleanest signal... from microphone to antenna. Collins is a single, complete source of broadcasting equipment.

Collins CREATIVE LEADER IN COMMUNICATION
Suburbia:

Newspapers Miss a Beat

Newspaper circulation drops off, RAB shows, when coverage in city is compared with retail trading zone

The companionable call letters of radio are becoming an increasingly more familiar sound in suburban U.S.A. than the thump of the daily newspaper landing on the front porch.

This shift to "ear-catching" of the non-city dweller, says the Radio Advertising Bureau, is evident in results from two recent studies made by its staff. One, a preliminary survey of five major markets, indicates radio is increasing its penetration of out-of-city homes; the other, an analysis of 50 market areas, documents what RAB terms the newspaper circulation "drop-off" from city to suburb.

Up to four radio stations in each of the five markets studied—Los Angeles, Boston, Chicago, Buffalo and Detroit—exceed their "city zone" penetration when reaching out into the suburbs, according to RAB. Inside the city as well as outside, the bureau adds, "percent of homes reached" by radio exceeds that of newspapers. At the same time, RAB says, 18 of the 19 newspapers examined in these markets "drop off"—that is, fail to equal their city zone coverage in the retail trading zone.

In one city, the study reveals, the top-ranking newspaper reaches 19.8 percent of retail trading zone homes while the leading radio station reaches 43 percent. Of the five other ranking publications and stations compared, the second paper reaches 11 percent and the second station 39.8 percent; the third paper, 8.6 percent and third station, 33.3 percent; the fourth paper, 7.5 percent, and fourth station, 30 percent; the fifth paper, 6.6 percent, and fifth station, 26.8, and the sixth paper, 6.4, and sixth station, 18.7 percent.

In detailing the results of its 50-market study of newspaper circulation, RAB discloses that less than half—42.2 percent—of the homes in "retail trading zones" across the country receive any daily newspaper. In defining "retail trading zones," the bureau explains, it has used the boundaries set by the Audit Bureau of Circulation to distinguish those "city-buying" areas from cities proper.

Implications of the findings for the listener's medium are immediate—and considerable, RAB believes. Radio, it emphasizes, can reach economically and consistently into out-of-city homes in many markets where newspapers falter at the city limits. And, the bureau points out, this ability is doubly significant to advertisers who are aware that presently...
burgeoning suburbs will increase an estimated 85 percent by 1975, mainly through the addition of the "best prospective customers," too.

An example from the study illustrates the degree of "drop-off" evident in current circulation figures for one southern market. Newspaper A, reaching 27.7 percent of city homes, and newspaper B, reaching 71.5 percent, between them cover 82.2 percent without duplication, according to RAB findings; however, moving out into the retail trading zone, newspaper A's circulation drops to 14.8 percent and newspaper B's to 20.9 percent, for a total unduplicated coverage in this area of 26.1 percent. The two papers together reach an unduplicated total of 47.9 percent of the homes in both city and retail trading zones, the study indicates.

In a West Coast market, four twin-city dailies have a combined in-city home coverage of 79.1 percent, says RAB, with individual rankings from 6.5 percent to 71.5 percent. Beyond the city zone but within the retail trading area, the four papers reportedly drop to a combined home coverage of 49.8 percent—and in this case, the newspaper with the lowest in-city coverage boasts the high of 26.1 percent while the one with the highest in-city coverage hits a feeble 9.1 percent.

Why is it contended that daily papers are on the outs with suburban homes? RAB's study doesn't delve into this aspect of the subject, but the bureau believes it can detect at least part of the answer in the operations themselves of the dailies. "A great weakness of newspapers seems to be their difficulty in keeping up with the migration of customers who decide to live outside the city," says Miles David, director of promotion. "This difficulty stems both from the economics and the changing community interests involved.

"In the first instance, distribution costs increase as the customer moves farther from the central area. Physical transmission of the papers becomes more complex in many ways. "In the second instance, a family's interests change when it moves from one community to another. Daily papers in many cases aren't able to respond to or reflect the new habits and tastes of this transplanted family."

Radio's natural advantages for reaching the suburban resident, he says, include its ease of transmission to outlying districts. At a flick of the radio dial, Mr. David points out, the Joneses are "at home" to news, advertisements, services and entertainment features that needn't wait for the once-a-day rounds of the paper boy.

Many stations, in addition, cultivated a talent for programming to local interests at the same time they are attracting an increasingly wide audience, the RAB executive explains. In touching upon subjects of immediate appeal, radio can provide both news and feature coverage at a minimum expense ("A beeper phone call from the scene can give greater immediacy—at far less cost—than newspaper coverage") and beat the press to its audience.

Radio's community interest programs such as high school sports coverage, "remotes" from points of action and taped interviews are among the features RAB describes as meeting the wishes of suburban listeners.

Of the 3,381 AM radio stations in the United States, Mr. David observes, a number still are not making the most of these natural advantages. "Depending on the circumstances, of course, which may vary with the station and its locale, it behooves radio people to recognize and use fully the selling edge they have over newspapers when it comes to reaching the important suburban customer," he says. • • •

**HOMETOWN U.S.A.**

**HOME COVERAGE BY NEWSPAPERS**

Samples from a Radio Advertising Bureau study of 50 markets showing percent of homes reached by newspapers. "City zone" refers to the corporate limits of the city plus contiguous areas which can't be readily distinguished from it; "retail trading zone" includes the area beyond the city zone whose residents regularly trade to an important degree with retail merchants in the city zone.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>City Zone</th>
<th>Retail Trading Zone</th>
<th>Total Both Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Southwestern Market</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>52.5%</td>
<td>19.8%</td>
<td>35.6%</td>
</tr>
<tr>
<td>B</td>
<td>56.9</td>
<td>17.1</td>
<td>37.6</td>
</tr>
<tr>
<td>Unduplicated coverage</td>
<td>64.7</td>
<td>58.8</td>
<td>62.3</td>
</tr>
<tr>
<td><strong>Twin City West Coast Market</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>6.5</td>
<td>26.1</td>
<td>16.8</td>
</tr>
<tr>
<td>B</td>
<td>71.5</td>
<td>3.1</td>
<td>35.6</td>
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<tr>
<td>C</td>
<td>41.8</td>
<td>26.1</td>
<td>34.0</td>
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<tr>
<td>D</td>
<td>27.4</td>
<td>2.5</td>
<td>15.1</td>
</tr>
<tr>
<td>Unduplicated coverage</td>
<td>79.1</td>
<td>49.8</td>
<td>74.2</td>
</tr>
<tr>
<td><strong>Southern Market</strong></td>
<td></td>
<td></td>
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<tr>
<td>A</td>
<td>27.7</td>
<td>14.8</td>
<td>21.1</td>
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<tr>
<td>B</td>
<td>71.5</td>
<td>20.9</td>
<td>45.6</td>
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<tr>
<td>Unduplicated coverage</td>
<td>82.2</td>
<td>26.1</td>
<td>47.9</td>
</tr>
<tr>
<td><strong>California Market</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>38.5</td>
<td>13.9</td>
<td>29.3</td>
</tr>
<tr>
<td>B</td>
<td>41.7</td>
<td>6.9</td>
<td>28.6</td>
</tr>
<tr>
<td>Unduplicated coverage</td>
<td>84.7</td>
<td>29.5</td>
<td>62.1</td>
</tr>
</tbody>
</table>
New Horizons in Sound Are Seen by Ray Mauer

Sound effects—a radio mainstay since the medium's birth—are being employed in commercials today with unprecedented originality and frequency, according to an advertising agency executive.

"We are using more sound in our commercials than ever before, and every day we discover new ways to make it pay off in commercial effectiveness," declares Ray Mauer, vice president and assistant creative director, Geyer, Morey, Madden & Ballard Inc., New York.

"Not only has the industry refined the use of standard sounds, but with the development of electronically produced sound I don't see any limit to its value as a creative selling tool."

Mr. Mauer points out that electronics will be producing sounds a few years from now that no one has ever heard today and he sees no reason why many of them cannot be adapted to commercial use.

"We are already giving sounds to things that have never been heard by the human ear before," he says. "We just use our imagination and make them up."

For example, when some American Motors' copy called for noises made by dinosaurs, the agency creative staff got together with the sound effects men and experimented until they were satisfied with the dinosaur's "voice."

On another occasion, Geyer's Kelvinator account needed a sound representing a star—to be used in conjunction with the firm's "Lucky Star" sale last fall. On four days' notice, Mr. Mauer and his staff sifted sound possibilities, decided on an electronic instrument called the theremin, located one of two known theremin players in the East, rewrote the copy to fit the new sound, made the recording and presented same to the client.

Mr. Mauer credits the star sound not only with helping to make something different out of what could have been "just another sale commercial," but also with considerable promotional value.

While it would be impossible, in Mr. Mauer's opinion, to compile an exhaustive list of all the ways in which sound effects can be employed in commercials—"They are as limitless as men's imaginations"—he does explain several of the more common uses current today:

- To attract attention. Perhaps the most usual way of using sound effects, Mr. Mauer believes, is at the opening of a commercial to attract the listener's attention. The sound employed may be pertinent to the product itself, or it may be a "borrowed interest" device which integrates into the commercial message. As an example of this method, he cites the bumble call which begins each of the Bond Clothes commercials.

- To create product identification. The use of a sound as a kind of "audio trademark" can be particularly effective, Mr. Mauer states. This technique is designed to make the audience identify the sound and the product to such a degree that whenever they hear the sound they think of the product. A fine example of this usage currently making the rounds is, in Mr. Mauer's view, the gong of the Northwest Orient Airlines.

"The gong—long associated with the Far East—is becoming a symbol for the 'Orient' part of the firm's name. This identification is particularly helpful in the airline field where all the names are so much alike that it is easy to confuse one with another."

- To describe a situation, product or mood. This method is employed to paint a vivid picture in sound, to draw the audience more closely into the commercial and to add realism. For example, in working up a commercial to advertise Rambler cars, the Geyer staff decided to translate the print media cartoon fables to the broadcast media.

"What emerged," says Mr. Mauer, "was a sort of radio rebus: The whimsical adventures of the owners of 'dinosaur' cars, 'gas-hog' cars and so on were told largely through descriptive sound effects. There were big-car horns for the too-big cars; small-car horns for the too-small cars: greedy slurps for the gas-hogs. When one disgusted owner hurled his car over a cliff into the sea, the sound told the story completely, while the voiceover quickly moved him into a Rambler showroom."

- To highlight or accent certain key words or phrases. Sound effects may also be utilized to make a sales message's high points stand out and to fix them in the listener's mind. A simple and frequently employed example of this technique is the use of a sirenet or bell near important phrases.

"The use of sound effects in these and other ways forms an indispensible in the sound media," Mr. Mauer declares. "Although sound hasn't been as widely used yet as words and music, it is rapidly coming into its own."
WBT Charlotte, N. C., is spreading Communist propaganda—direct from Moscow—and listener reaction is reported "very favorable."

"Calm yourself, Congressman! The Sunday night broadcasts of Radio Moscow are the station's way of letting Americans hear, "for the first time, exactly how the Communists are fighting the cold war, how they are attempting to undermine and destroy the Free World in general and America in particular."

Jefferson Standard Broadcasting Co. Executive Vice President Charles H. Crutchfield says he realizes that a few listeners will accuse WBT of spreading the Communist line.

"This is precisely what we will do," he declares. "However, we are hopeful that our efforts will be so effective that the usual complacency among Americans will be shaken to the very roots."

Alan Newcomb of WBT and Rupert Gillett, former associate editor of the Charlotte Observer, conduct the program. They interrupt the tape-recorded Radio Moscow "newscast" at necessary intervals to explain, refute and comment on the subjects covered.

Microphones in Houston, Tex., are finding a welcome in a formerly forbidden area. And KXYZ Houston has received compliments from judge, prosecutor and defense attorneys on its coverage of the recent Stickney murder trial.

KXYZ taped principal portions of the trial for broadcast every 30 minutes, and had live microphones in court for the verdict. The judge, by the way, invited the radio men back.

Residents of Kentucky were warned and kept abreast of recent weather news when WAVE Louisville made what it claims is the first use of CONELRAD for tornado warnings in the state.

From 12:50 p.m. to 11:05 p.m., WAVE aired constant reports on the CONELRAD band. Other Louisville stations that did not have type service to the weather bureau, WAVE says, got the latest weather advisories from WAVE, as phone lines to the bureau were tied-up. WAVE broadcast eyewitness accounts as well as the radar and weather bureau reports.

Public Service:

On the theory that radio's public service contributions are more easily understood and dramatized when measured in dollars, two stations have reported the release of figures to illustrate this phase of radio activity.

WQAM Miami, Fla., reports that during 1958, "to further local, regional, national and international concepts, which help make for a better community, nation and world," it contributed the following:

Spot announcements—11,297. Programs—725, ranging from 15 minutes and up, and totaling 259 hours. "A conservative estimate of the free public service time, based on our existing rate cards," Jack L. Sandler, WQAM general manager claims, "would be upwards of $500,000."

More than $138,385 in free time was donated by WHIT Hempstead, N. Y., during 1958, according to John T. Clayton, the station's director of public affairs.

WHIT lists 617 public service pro-
Radio Sends People Everywhere, Too

Radio not only reaches people everywhere, it sends them everywhere, too. Picking up on a trend that is growing in popularity, many radio stations are conducting different promotions with the same prize: A trip to far away places.

Reports from four stations, KDAY Los Angeles, WXYZ Detroit, WOV New York and WFIL* Philadelphia—have listeners traveling across the country from Palm Springs to New York, and to more distant cities such as Paris and San Juan, P. R.

At KDAY, a contest to find the “most pooped pooch” provided a four-day, all-expense-paid trip for the winning pooch and for the two “humans” the dog selected for traveling companions. About 500 “pooped pooches” reportedly entered the competition.

WXYZ is sending winners of a “Mystery Star” contest to New York for a “Hit Show Weekend.” The nine-week contest, which comes to a close at the end of March, is built around the Paul Winter Show and is divided into three-week segments. Clues in jingle form are provided by Mr. Winter for each day’s “mystery star.” Winners of the daily competition receive two LP recordings and are then eligible for the New York weekend trip—the grand prize that is awarded at the end of each three-week phase. To win the trip for two, finalists have to tell “What they like most about WXYZ Radio” in 50 words.

Winners of WOV’s “Mystery Voices” contest are going to Europe and Florida (the first and third prizes, respectively). The second prize was a Westinghouse refrigerator-freezer combination. The contest extended for about three months. Before the three grand prizes, awards were made to weekly winners. A total of 9,490 prizes were made to 55,505 entrants. In one week, for example, there were 1,700 entrants who guessed the correct voice. The contest was held for WOV’s Italian-language audience (the station also programs for the Negro market). Contest entrants had to send in five labels of Progresso foods along with their answers. At the conclusion of the contest, a drawing was made to select the grand prize winners.

WFIL listeners spent two weeks trying to identify three mystery record selections and artists aired each day on The Stu Wayne Show, The Bob Klose Show and The Bill Webber Show. It was called the Round Robin contest. After the first week, three winners received two-week vacations plus round-trip air passage to Paris, and two others won similar trips to San Juan, P. R.

‘Nicest Things Happen’ For Audience, Advertisers

A three-month promotion that shows nice things can happen to advertisers and people in general has been under way at KYW* Cleveland and comes to a close at the end of March. Called the “Nicest Things Happen” campaign, the KYW promotion included these features for listeners: The nicest news story each day is highlighted in newscasts; songs having the word “nice” in the title or lyrics are interspersed in music schedules; an amphibious houseboat was awarded to a visitor by KYW at Cleveland’s Mid-America Boat Show. One of the highlights of the campaign has been a red-suited imp carrying a KYW trident who shows up at convenient times and picks up tabs on certain days at leading grocery stores for purchases ringing up in any form of “11” (1100 on the dial).

For advertisers and agencies, these nice things are happening through the courtesy of the KYW promotion; Special merchandising and point-of-sale displays at 76 Kroger Food stores for qualified KYW advertisers; two free drinks are being awarded to agency executives whose birthdays fall during the three months.

---

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

U.S. RADIO • March 1959
DIAL 919

YOU ARE MOST CORDIALLY INVITED TO SKIP THE HOUSE PHONE, AND SIMPLY SKIP UP THE ELEVATOR TO SUITE 919-20

in the

CONRAD HILTON FOR TRADITIONAL LANG-WORTH HOSPITALITY AT THE NAB CONVENTION LANG-WORTH

1755 Broadway, New York 19

Producers of RADIO HUCKSTERS commercial jingles and AIRLIFTS Station production aids

Walker's Music Store of Omaha ran 20 spots on a Friday and 15 the next day over KBON to promote a sale of records. Walker's offered listeners a 45 rpm record for one cent with the purchase of one at list price, and all 33 1/3 rpm albums at $3.09. The store reports that 1,200 customers purchased more than 4,000 records during the announcement period, with seven out of 10 saying they heard about the sale through KBON.

Wallace E. Johnson Inc. bought eight one-minute spots over WDIA Memphis to be run on a Sunday, announcing the sale of 20 homes in a new medium-priced real estate subdivision. According to Johnson's advertising agency, The John Cleghorn Agency, Memphis, "better than two homes were sold with each announcement" as 17 were purchased before sundown on Sunday. Within six days, the agency says, all of the homes were sold. No other advertising medium was used.

Harman & Co. Federated Store in Petersburg, W. Va., purchased a series of 30 one-minute spot announcements for one week over WELD Fisher, W. Va., to promote the arrival of a shipment of new dresses. In this town of only 2,500 people, according to WELD, Harman's entire stock of 200 dresses was sold out before the announcement period was over.

White Rock soda and ginger ale franchise holder in the Norfolk, Va., area, Bruce Melchor Jr., decided to test radio by placing an offer of a free ball-point pen on WTAR's late evening (9:30 to midnight) Night Watch show. All that listeners had to do was write in for the White Rock pen, saying they heard of the offer via WTAR. The promotion employed 13 announcements on just one program. The result, according to the station, was 4,267 cards and letters from listeners in 142 cities and two ships at sea.
Sales Strategy, New Studies Highlight RAB's Role
At NAB Chicago Convention

To the radio station owner or operator, the National Association of Broadcasters convention in Chicago can be an ideal opportunity to take a refresher course — on radio, RAB declares.

This can be accomplished, RAB says, two ways:
1. By attending its presentation on Tuesday, March 17, at 11 a.m. in the Grand Ballroom of the Conrad Hilton Hotel. In one hour's exposure, RAB feels, the audience will get useful, sales-helpful background and selling strategy.
2. By seeking out one of the more than half-dozen members of the RAB staff who will be at the convention and questioning them on the latest evidence of radio's strengths.

Seeking out the staff should prove particularly valuable for the station which is not now a member, RAB states. This will provide a real opportunity to become exposed to the latest sales tactics developed by the industry.

Here are some of the new and current studies RAB executives at the convention will be talking about to stations:

The Gasoline Last Word Study: This is the latest in a continuing series of research projects in which radio's ability to reach shoppers on the day they buy products is documented. The gasoline study emphasizes the importance of to-day media exposure and also makes these points:
1. More motorists — up to 48 percent more — are exposed to radio on the day they fill their tank than to any other medium.
2. Radio commands 61 percent of the total time spent with media by motorists on the day they buy gasoline station products — a figure representing nearly twice as much time as that spent with all other media combined.
3. Radio delivers the final advertising impression closest to the time of sale more often than any other medium — three times as many motorists hear radio within 30 minutes of entering a gasoline station than are exposed to all other media combined.
4. Four out of ten motorists listen to radio in their cars on the day they enter a gasoline station; a third of all motorists listen to radio while actually driving to the station.

The Frozen Foods Study: An examination of the radio listening habits of shoppers who purchase frozen foods, dispelling the "misconception" that food product advertisers should concentrate announcements only in the "must buy" 7 to 9 a.m. time slots. This study reveals:
1. The 7:30 to 8 a.m. period winds up fifteenth among the 24 half-hour segments between 6 a.m. and 6 p.m.
2. The 3 to 3:30 p.m. period is almost 20 times more valuable for reaching actual purchasers of frozen foods than 7:30 to 8 a.m.

The Newspaper Drop-Off Study: A first-of-its-kind pilot investigation of the newspaper circulation drop outside the central city zone placed side by side with individual station performance in the same area. The study dramatically pits actual listening among suburban families against newspaper reach in clearly defined areas, making these points:
1. Every newspaper was topped by one or more radio stations in the vital retail trading zone.
2. All but one newspaper studied failed to match their city zone circulation in the retail trading zone. Average drop-off: 38 percent.
3. From one to four stations in every market studied exceeded its city zone penetration in the retail trading zone.

These facts highlight but three of several studies RAB has completed or placed in the works for completion early this year. Other projects will investigate the listening habits of actual purchasers of various kinds of grocery products.

In attendance at the NAB convention besides Kevin B. Sweeney, RAB president, and available for consultation on any area of radio or RAB activity, will be: John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member services, and Bob Nietsman, Pat Rheume and Carl Heiman, regional managers. • • •
Representatives Talk Up
Use of Single Rates
By Radio Stations

The only way to straighten out broadcasting’s biggest single problem—the local rate—is to eliminate it, according to Robert W. Eastman. And several stations represented by his Robert E. Eastman & Co. have joined the battle to do just that.

Seven Eastman represented stations now hold to a single rate structure for local, regional and national accounts, including WNEW New York and WLW, St. Louis which have been single rate stations for many years.

The others are WHK Cleveland, WRIT Milwaukee, KBOX Dallas and most recently WPTR Albany, N. Y., and WZOK Jacksonville, Fla. Eastman represents 29 radio outlets.

In announcing his station’s change-over, Duncan Mounsey, executive vice president and general manager of WPTR, states that the one-rate structure was adopted “because we consider it to be essential to the continued growth of the radio business.

“The one-rate system,” he continues, “means that advertisers and agencies can buy with confidence and the full knowledge that no one can buy radio at a lower price.”

WZOK’s general manager, Carmen Macri, agrees with Mr. Mounsey and adds, “We feel that this move will bring about a greater orderliness in a situation which has heretofore been most confusing.” (See Editorial, p. 108.)

New Firm Concurs

The newly organized representative firm of Ayres, Allen & Smith, with headquarters in San Francisco and Hollywood, will join in promotion of a single rate card, according to Robert R. Allen, a principal officer of the new firm.

“We are for a single rate card,” he tells u. s. radio. “and believe this simplification will make it possible to sell more radio time. Local radio, in our opinion, is inclined to sell itself too cheaply for the services it offers.”

AARS will specialize in selling time for West Coast stations, says Mr. Allen, who will manage the San Francisco office. “The 33 radio stations to be represented by AARS at the outset are those formerly served by William A. Ayres Co., which will hereafter function solely as a publisher’s representative.”

The principals in the new radio-tv firm are Mr. Ayres, who will serve in an administrative capacity, Mr. Allen, who was formerly a time salesman for the McGavren-Quinn Corp., and Jack D. Smith. Mr. Smith had been Southern California manager of William A. Ayres Co.; he will hold a similar position with AARS.

Another new firm, The Bernard I. Ochs Co., has been formed by Mr. Ochs, former general manager of the Forjoe & Co. southeastern office. Organized as a southeastern radio-tv representative, the firm has signed 10 stations in that area at far. Headquarters are in Atlanta.

Do-It-Yourself Ratings

Agency timebuyers in New York can now try do-it-yourself qualitative research on at least one Massachusetts station.

Avery-Knodel Inc. is making this possible with an offer to let a buyer pick a number from a list of 1.000 Worcester housewives’ telephones—and to call it.

The list is made up of names of housewives who called WORC for various reasons during a six-day period in January. Timebuyers can—at no expense—verify the ladies’ calls to the station, ask them how they enjoy WORC programming, and even question them as to station preferences for programming throughout the day.

Designed as a dramatic selling tool in what is expected to be a hard-sell year for spot radio, the telephone service should also help build “a strong foundation for radio itself,” according to John J. Tomney, Avery-Knodel vice president and director of radio sales. “This positive sales approach is designed to document soundly the station’s adult listening audience.”

U. S. RADIO - March 1959

www.americanradiohistory.com
report from agencies

Three Buyers Advise

Either Single Rate or Strict

Definition of Local Rates

One run doesn't make a cricket match. And seven stations adopting the single rate system may not indicate a trend. But agency people are watching the latest evidence that radio is taking a swing at a problem recognized by all parties as definitely "sticky wicket."

Speaking from the standpoint of agencies and their clients, but recognizing the complexity of rate problems faced by stations, three agency spokesmen make these comments:

Ed Fleri, BBDO media coordinator for radio-tv spot: "Industry-wide agreement on a standard pricing pattern would be of considerable consequence. Adoption of the single rate by one station won't change the blood pressure of an agency or client, but it's a step in the right direction."

Edna Cathcart, radio and tv time-buyer at J. M. Mathes: "We believe that adoption of this system on an industry-wide basis would attract more radio business for agencies."

Harry Way, former vice-president and media director and now executive vice-president in charge of the New York office of Erwin Wasey, Ruthrauff & Ryan: "I prefer to work with the single rate because of the simplicity it offers. Local rates can lead to abuses."

Stand Clarified

Clarifying his reference to a "standard pricing pattern." Mr. Fleri says, "I believe the radio industry has a choice of two possible ways to eliminate confusion and price inequities that currently exist. The first is for stations to adopt the single rate, adjusting their charges to a fair level for both the local and national advertiser.

"The second is to define, clearly and explicitly, who qualifies for the local rate and to have the rates in line with the definition."

There is nothing essentially wrong with having a local rate, Mr. Fleri contends, so long as that rate is equitable and specific. (See Editorial, p. 108.)

"But why should the national advertiser pay $10 for a spot when the local advertiser pays $2 for the same audience?" he asks. "If the audience isn't the same for both, all right—but that difference should be specified."

"By the same token, why should a client who can buy locally in market A not be able to buy locally in market B?

Is a bottle of a national beverage, for example, entitled to the local rate? Such questions should be answered by standard definitions established for radio as a whole."

Miss Cathcart expresses her agency's view that a client such as Canada Dry (a Mathes account) which owns and operates a local plant is entitled to the local rate where it exists.

"We'd be happy to see stations everywhere on a one-rate basis," she adds. "However, we recognize that there are many factors involved for the stations as well as for us. We're grateful whenever a station eliminates one of our headaches, and the dual-rate structure is a headache."

Pointing out that present rate structures are a market condition rather than a station condition, Mr. Fleri voices the hope that individual stations will find a rallying point on which to build a standard code of pricing throughout the industry.

"When a national advertiser looks over the markets and sees that radio rates for him in one area are perhaps 50 percent higher than for the local advertiser, he may have to skip that whole market," he explains. "When a buyer is drawing up a media plan, his thinking is bound to be colored by the knowledge that there are inequitable differences between national and local rates in certain markets."

Mr. Way sums up with the observation that "agencies can operate either way, moving to a fee basis where their client is entitled to the local rate, or adding a commission to the local rate."

But, he notes, a simplification of rates would be a score in favor of the radio industry. • • •
WHATEVER HAPPENED TO ROBERT HALL?

LOOK FOR HIM AT THE FLOWER ROOM FLOOR ONE

BLACKSTONE HOTEL

YOU'LL GET YOUR REWARD!

... when you visit him and audition his new transcription services.

ROBERT HALL PRODUCTIONS

WLCX kicks off with CCA

In a letter to Mr. Boyd Lawlor, Mid-

West Sales Manager of Community Club

Services, Inc., Mr. Joe Rohrer President

& Manager of Radio Station WLCX

in La Crosse, Wisconsin stated: “We are

just getting underway with our

Community Club Awards Campaign.

It looks as if CCA will be a big

success in La Crosse. It appears to be the

answer to a radio station’s require-

ments for a well

planned promotion and sales campaign with a bonus of ex-

cellent public relations and public serv-

ices. It should produce some happy ad-

vertisers. The way it adds up for CCA is

to take a good station, a good market,

mix them up and it should be nothing

but good!”

COMMUNITY CLUB AWARDS

20 E. 46th Street

New York 17, N. Y.

Phone: MU 7-4466

Conrad Hilton

Hospitality Suite 1218A

NAB ASSOCIATE MEMBER

REPORT FROM NETWORKS

➤ NBC:

In an 11-day period ending in early

February, NBC received new orders total-

ing $412,517 in net revenue, according to

William K. McDaniel, vice president in

charge of sales.

Mr. McDaniel says that a leveling off

had been expected after the “peak sales

activity” at the end of 1958, but that

“this had not proved to be the case.”

The new business includes “substan-
tial orders” from the Aluminum Co. of

America and Fink Products Corp. Other

new advertisers are: Carter Products Inc.

for Coloniaf Laxative, Mail Pouch

Tobacco Co., Lever Brothers Co. for

Pepsodent, Sakrete Inc., Kiplinger Mag-

azine, Popular Science Magazine and

White House Co.

WRVA Richmond has returned to

NBC as an affiliate after 22 years, an-
nounces Harry Bannister, vice president

in charge of station relations.

In a programming change, Matthew

J. Culligan, executive vice president in

charge, has announced that NBC Radio

will expand its Star Dust segments to 17
daily, Monday through Friday, on a

regular hourly basis. The vignettes fea-
ture top show business talent.

The segments will be scheduled at

25 minutes past the hour, from 7:25

a.m. to 11:25 p.m. (EST). They are,

Mr. Culligan says, another step to im-

prove NBC’s operating position. He

describes the plan as a “marriage of out-
standing audience attractions and

NBC’s ‘national-local plan’ which has already

... meant more than 180,000

local sales resulting from 16 national

advertising campaigns on the network.”

Each segment will have availabilities for

one network and one local commercial.

➤ CBS:

American Oil Co. will sponsor six 10-

minute on-the-spot broadcasts of the

Selbing (Fla.) Grand Prix Race of auto

endurance plus a 15-minute period and a

five-minute slot on March 21. One

broadcast will be heard each hour be-

tween 10 a.m. and 10 p.m., with de-

scription by Walter Cronkite, according to a CBS spokesman.

The network also reports that Curtis

Circulation Co. has purchased a quarter

hour of Arthur Godfrey Time for 26

weeks, scheduled to start in mid-

February.

WRNL Richmond has joined CBS as an

affiliate. Also KBIZ Ottumwa, Ia.,

has joined the CBS network as a bonus

affiliate.

➤ ABC:

New and renewed business for two weeks ended in mid-February for ABC Radio

totalled $1.5 million, according to John H. White, director of network sales. New

sponsors include Fred Fear & Co., Mr.

Sofer Inc., Syn-Tex Chemical Co. and

Davidian Seventh Day Adventist. Re-

newals were signed with Cadillac Motor

Car Division of GM, Clairol Inc., High-

land Church of Christ and Radio Bible

Class.

With seven stations joining the net-

work as affiliates, ABC has raised its
total to 294 affiliates, Edward G. DeGray,

vice president in charge, has announced.

The outlets are: WHAY New Britain,

Conn.; WBLG Lexington, Ky.; WVOL

Buffalo, N. Y.; WCKI Greer, S. C.;

WGBG Greensboro, N.C., and two Mis-

sissippi stations, WABG Greenwood and

WKOZ Koscisko.

➤ MBS:

In its new network sales presentation

now being shown to agency executives,

Mutual employs Nielsen figures to sup-

port its claim that ratings have gone up

24.4 percent from April to December

1958. Biggest hikes, according to MBS,

were in the morning news time periods,

with two of the five-minute newscasts on

the half hour in the Monday through

Friday strip showing 55.1 and 58.7 per-

cent increases in national audiences.

MBS is carrying or has just completed

campaigns for nine consumer magazines,

the network reports. All are employing

newscasts. Time and U. S. News and

World Report have beamed their air

copy to subscription purchases. Readers

Digest, Look, Argosy, True, Coronet,

Popular Science and Esquire are going

after newsstand sales.

KVTL Folsa has affiliated with MBS.

➤ Keystone:

Keystone Broadcasting System now

claims 1,061 affiliates with the addition

of 10 new outlets to its line-up. As

listed by Blanche Stein, director of sta-

tion relations, the new affiliates are:

RUKI Ukiah, Calif.; KXJ Fort Collins,

Colo.; WWVC Bremen, Ga.; KLER

Orofino, Idaho; KARA Salmon, Idaho;

KMCQ Fairfield, Ia.; WMNT Mt. Ste-

ering, Ky.; KDAM Winton, Minn.;

KIMA Pendleton, Ore., and WAVL

Appaloa, Pa.

U. S. RADIO • March 1959

www.americanradiohistory.com
"Cue" Magazine Adds

Fm Programming After Its

Research Affirms Audience

Research documenting the existence of a growing fm audience has given the medium a boost forward. Recently, a weekly entertainment guide did an audio-video survey and found a very thriving fm listenership. This led the magazine to incorporate fm program news.

For the first time, according to Cue magazine, an all-inclusive fm listing for the New York area is being made available. "Based on reader demand," Cue has inaugurated a special eight-page music section in each of its weekly issues containing a comprehensive listing of fm programming.

Several months ago, Cue conducted "A Report on the Home Audio-Video Habits of the Cue Reader." The survey covered more than 3,000 subscribers and indicated, says Cue, that 93.8 percent own one or more radios, with 62.2 percent owning fm sets. Fm owners average eight hours per week listening.

In response to questions regarding musical preference, 59 percent like classical music, 57.5 percent like semi-classical music, 48 percent like show albums, 45.5 percent like popular music, 28 percent like opera and 13.5 percent like jazz.

Cue is a weekly guide to goings-on about New York, including theaters, movies, restaurants, night clubs, sports events, concerts, among other things.

International Fm

In the field of international fm, live broadcasts of full-length symphony concerts—via trans-Atlantic cable—have been beamed to Europe by WGBH-FM Boston.

The first broadcast, featuring the Boston Symphony Orchestra under the baton of Pierre Monteux, was heard live in Great Britain, France and Belgium with the cooperation of the Home Service of BBC, the Radio-Diffusion Française and Radio Brussels. The potential audience was 90 million.

For the second broadcast, under the direction of Charles Munch, WGBH-FM invited radio stations in Austria, Denmark, Finland, West Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Spain, Switzerland, Sweden, the USSR and Yugoslavia to participate.

Fuller Schedules

A number of fm stations report that their usual music is being supplemented by a fuller programming schedule. KYW-FM Cleveland, for example, has expanded operations from seven to 12 hours per day and added discussion segments five times daily.

Called Point of View, the five-minute talks, at 2, 4, 6, 8 and 10 p.m., will feature opinions on current topics by "educators, scientists, musicians, politicians, sports figures, artists, art critics and key business men."

At KCMO-FM Kansas City, Mo., news, weather and sports reports have been added to the schedule. Traditionally a "fine music" station, KCMO-FM will air the reports as five-minute summaries every hour on the hour and will make use of the three KCMO-AM mobile units on an around-the-clock basis.

In the Chicago area, WOPA Oak Park, Ill., has initiated a regular series of daily stereophonic music programs. The 30-minute shows are broadcast every evening at 10:30 p.m. over WOPA-FM. WOPA now claims to be the only station in the Chicago area broadcasting stereo programs on a daily schedule.

Fm Factory Production

Fm factory production for December 1958 totaled 72,306 sets, according to Electronics Industries Association—up 4,145 over November. Total set production figures since July, when they were first made public, stand at 976,114, ETA reports.

U. S. RADIO  •  March 1959
report from Canada

Radio Household

Population Show

Increases in 1958

The Bureau of Broadcast Measurement in its latest report does not attempt to estimate households with radios, because "due to the high radio set ownership saturation" it considers radio households to be identical with total households.

The figure for total households, and total radio households, for the end of 1958 is 4,196,100, according to BBM's Executive Vice President Charles C. Hoffman. This compares with 4,102,100 at the end of 1957. "We do not prepare estimates on multiple radio set ownership," he says.

The household estimates are prepared twice a year, using the latest census figures as a base. "Each year our government publishes population estimates by provinces and also furnishes a total estimate of the Dominion population quarterly. We endeavor to combine these figures," he states, "using as well any data that may be obtainable from municipal and other sources."

The population and household estimates are broken down into counties, census divisions "or parts and balances thereof." Just about every city, municipality, town, village, township, parish and "improvement district" is included in the listing, with the exception of those in the Yukon and Northwest territories.

The reports are sent to all BBM members and, in addition, to broadcasters, advertisers and agencies, Mr. Hoffman says.

The bureau, which was founded 14 years ago, is a non-profit organization unlike its major competitors, Mr. Hoffman points out. Directors are drawn from all areas of the broadcast industry. "BBM was the result of an idea born at the annual meeting of the Canadian Association of Broadcasters in 1942," says Mr. Hoffman. "This was that there be formed a tri-partite committee of advertisers, agencies and broadcasters to study the current methods of measuring broadcast station coverage." BBM was officially incorporated under Dominion charter on January 22, 1945.

The population and household measurement, Mr. Hoffman declares, is one more service aimed at presenting a "practical, unbiased and accurate picture" of the Canadian listening public.

The following is a 1958-57 comparison of population-radio household figures of the 10 Canadian provinces (excluding the Yukon and Northwest territories):

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland</td>
<td>442,100</td>
<td>432,300</td>
<td>84,000</td>
<td>82,100</td>
</tr>
<tr>
<td>Prince Edward Is.</td>
<td>101,100</td>
<td>100,600</td>
<td>23,000</td>
<td>23,000</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>716,900</td>
<td>712,500</td>
<td>168,100</td>
<td>167,000</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>582,700</td>
<td>573,300</td>
<td>126,700</td>
<td>121,500</td>
</tr>
<tr>
<td>Quebec</td>
<td>1,931,100</td>
<td>1,827,600</td>
<td>1,066,700</td>
<td>1,041,600</td>
</tr>
<tr>
<td>Ontario</td>
<td>5,359,300</td>
<td>5,703,600</td>
<td>1,509,800</td>
<td>1,619,500</td>
</tr>
<tr>
<td>Manitoba</td>
<td>878,500</td>
<td>872,600</td>
<td>223,200</td>
<td>223,700</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>890,900</td>
<td>891,900</td>
<td>273,900</td>
<td>256,700</td>
</tr>
<tr>
<td>Alberta</td>
<td>1,212,600</td>
<td>1,176,900</td>
<td>317,200</td>
<td>308,900</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1,539,000</td>
<td>1,508,600</td>
<td>457,500</td>
<td>423,200</td>
</tr>
<tr>
<td>Canada total*</td>
<td>17,180,200</td>
<td>16,799,900</td>
<td>4,196,100</td>
<td>4,102,100</td>
</tr>
</tbody>
</table>

*Not including the Yukon and Northwest territories. Population and radio households are rounded to hundreds. 

U.S. RADIO  March 1959
Negro Consumer Pictured
As High Food Purchaser
And Loyal Radio Listener

Giving chase to out-dated notions, a new study shows that the Negro consumer is reasonably well-educated, has a fair degree of purchasing power and is a loyal radio listener.

This is the portrait painted by Far West Surveys of San Francisco in its KSAN-sponsored report on the buying habits of Bay Area Negro families. The conclusions should be of interest to advertisers throughout the nation.

In the first of what is scheduled to be an annual survey, 600 Bay Area men and women were interviewed personally about their brand preferences for more than 75 different products.

This information highlights the report along with eight other categories of data: (1) Radio listening habits, (2) newspaper readership, (3) occupations and family income, (4) length of residence in California, (5) family size, (6) maintenance of checking and savings accounts, (7) type and number of family pets and (8) ownership of cars, homes and large appliances.

A Radio Listener

More than 51.5 percent of those surveyed (male and female) listen to radio between one and three hours a day, the study reveals. An additional 21 percent listen between four and six hours a day.

"It should be noted," the report states, "that the consumer-listener has grown to know the disc jockey announcer as a person. She is sensitive to a variety of voices and personalities."

Every respondent to the survey owns one or more radios with 98.8 percent having them at home, 49.9 percent with car radios and eight percent with sets in their places of business.

Radio is listened to most at home—by 89.2 percent of those questioned, according for the importance of the housewife to advertisers. Breaking it down even further, 91.3 percent of the women listen at home, 82.6 percent of the men. A total of 10.6 percent listen in cars, 2.2 percent at work.

Most listening is done in the morning, with the study showing that 50.4 percent listen at that time, 23.9 percent in the afternoon and 25.7 percent in the evening hours. "The respondent often replied," the survey notes, "that she turns the radio on in the morning and it stays on throughout the day and evening."

Religious programs are most favored by those asked to suggest new or more programming (30.2 percent), followed by music (17.4 percent), news (6.3 percent), special events (4.7 percent) and sports (5.2 percent). The "other unsated" category accounts for 85.2 percent.

Music tastes run this way: Modern (25.7 percent), popular (22.4 percent), classical (18.6 percent), rock 'n roll (17.3 percent), rhythm and blues (12.2 percent), ballads (8.7 percent), dixieland (7.5 percent), blues (4.9 percent) and "other" (28.9 percent).

According to the survey, at the time it was conducted there were 200,000 Negroes living in the San Francisco metropolitan area (285,000 within the KSAN coverage area).

Consumer Profile

Far West Surveys' Clifford V. Levey, who directed the survey, draws the following profile of the "average consumer" based on the tabulation of data obtained from all respondents:

"The average Negro consumer can be pictured as a woman. She buys 60 percent of all consumer purchases, but because of the size of the average family income ($400 a month) a full 30 percent of it is spent in food stores. This is the largest single item in her budget.

"Complete or partial control over the entire family budget is held by seven out of 10 women. The average woman," he states, "is educated to the point where she understands that her first responsibility is to her children and home. She has a clean home. It is neat, but not fancy.

"She is interested in today," he notes, "not the past. She listens to the world. She has a radio, a telephone, a tv set. She reads the local popular newspaper. She is conscious of the limitations under which she lives. She faces facts; she is a proud person.

"She lives in the city, or near enough to the city so that any changes in products and brands make an impression in her otherwise slowly changing world.

"She enjoys being thought of. She likes service. She likes being noticed. Like all women, she wants to feel secure—and her buying habits reflect this feeling." • • •

<table>
<thead>
<tr>
<th>RADIO LISTENING HABITS</th>
<th>Percentages</th>
<th>FEMALE</th>
<th>MALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part of day listened most</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td></td>
<td>52.2</td>
<td>44.5</td>
<td>50.4</td>
</tr>
<tr>
<td>Afternoon</td>
<td></td>
<td>23.1</td>
<td>22.2</td>
<td>23.9</td>
</tr>
<tr>
<td>Evening</td>
<td></td>
<td>24.7</td>
<td>33.3</td>
<td>25.7</td>
</tr>
</tbody>
</table>
| | "The respondent often replied that she "turned the radio on in the morning and it stayed on throughout the day and evening."

Number of hours the radio is on per day

<table>
<thead>
<tr>
<th></th>
<th>FEMALE</th>
<th>MALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ hours</td>
<td>11.8</td>
<td>9.3</td>
<td>11.3</td>
</tr>
<tr>
<td>1-3 hours</td>
<td>48.7</td>
<td>59.0</td>
<td>51.3</td>
</tr>
<tr>
<td>4-6 hours</td>
<td>20.8</td>
<td>22.2</td>
<td>21.0</td>
</tr>
<tr>
<td>6 or more hours</td>
<td>18.7</td>
<td>9.5</td>
<td>16.4</td>
</tr>
</tbody>
</table>

Source: KSAN study.
names and faces

Noting the Changes Among

The People of the Industry

AGENCIES

WILLIAM R. GILLEN promoted from vice president in charge of the Chicago office of BBDO to assistant to the president. WAYNE TISS, formerly head of BBDO's Hollywood office, replaces him in Chicago. ROBERT J. STEFAN replaces Mr. Tiss.

WILLIAM D. LEWIS, account executive at Geyer, Morey, Maddlen & Ballard Inc., Detroit, elected a vice president.

ROSELOU FLANAGAN, Norman, Craig & Kummel Inc., New York, comptroller, elected a vice president.

HENRY L. BUCELLO, account supervisor for Guild, Bascom & Bonfigli Inc., New York, named a vice president. Also, THOMAS E. J. SAWYER, formerly with Dowd, Redfield & Johnstone Inc., named an account executive.

JOHN HOAGLAND, formerly vice president and broadcast account supervisor at BBDO, New York, has joined Ogilvy, Benson & Mather Inc., New York, as a vice president and associate director of the broadcast department.

RICHARD E. GOEBEL, general manager of the San Francisco division of Compton Advertising Inc., elected a vice president. Also, DALE ANDERSON, formerly a vice president of Lennen & Newell Inc., has joined Compton as vice president and account supervisor.

TERRELL VAN INGEN, formerly on the sales staff of Curtis Publishing Co., has joined Erwin Wasey, Ruthrauff & Ryan Inc., New York, as a vice president and member of the business development committee, eastern division.

NORMAN WAIN, former program director and broadcast personality at WOOK Cleveland, named radio-television director of Wye Advertising, Cleveland.


STATIONS

ROBERT S. HIX, former manager of KOA Denver, named general manager of KHOU Denver. Also ORVILLE RENNIE, former promotion manager at KOA, named KHOU director of station relations.

WILLIAM J. PAGE, former general manager of WABZ Alhambra, N. C., named to that post by WEZL Richmond.

BOONE NEVIN promoted from the sales staff to general manager of WHQI Memphis.

GIBBS LINCOLN promoted from sales manager to station manager of KING Seattle.

LEN CORWIN named vice president in charge of sales by WCRB-AM-FM Waltham, Mass. He was commercial manager.

HAL MUNDBERG promoted from sales director to manager of WWBD Poriia.

DON LOUGHMAN promoted from sales promotion manager to station operations manager of WHB Kansas City, Mo.

GLENN F. KENSMER, former account executive and radio-television director at Glenn Advertising, Houston, named director of operations at KPRC Houston.

PAUL EVANS, former account executive with WINS New York, named national sales manager by WIP Philadelphia.

VICTOR WILLIAMS, formerly with WTTI-TV Milwaukee, named general sales manager of KWK St. Louis.

REPRESENTATIVES

BEN HOLMES promoted from an account executive to vice president in charge of radio at Edward Petry & Co., New York.

HILTON F. ALLEN, formerly eastern sales manager of CBS Radio Spot Sales, appointed general manager. He is replaced by RAY H. KREMER, formerly manager of sales development.

PAUL C. HOLTER, formerly San Francisco sales manager for KLX Oakland, appointed head of the San Francisco office of Avery-Knodel Inc.

JOHN K. MARKEY, formerly with the Chicago Daily News, appointed midwest manager of Denney Inc.

ED DYER, formerly with KLAC Los Angeles, named manager of the Los Angeles office of Broadcast Time Sales.

LEE W. SWIFT Jr., formerly with Storer Broadcasting Co., has joined the sales staff of Headley-Reed, New York.

ROGER SHELTON, previously with KJMB San Diego, appointed to the sales staff of Adam Young Inc., Los Angeles.

CALVIN P. COPSEY, formerly account executive with KNBC San Francisco, named an account executive in the San Francisco office of NBC Spot Sales.

NETWORKS

GEORGE A. GRAHAM, JR., director, sales planning, NBC Radio network, promoted to vice president, sales planning. And ALBERT L. CAPSTAFF, director, NBC Radio network programs, promoted to vice president, network programs. Also, EARL ZIEGLER promoted to manager, press and publicity, NBC Pacific division.

STEPHEN C. RIDDLEBERGER promoted to vice president for ABC-owned and operated radio-television stations, and WILLIAM H. TREVARAUGH promoted to vice president in charge of production services.

JOHN KAROL named vice president in charge of planning and development by CBS Radio. He is succeeded as vice president in charge of network sales by GEORGE J. ARKEDIA, general sales manager for WBBM-TV Chicago.

JIM McELROY promoted to Eastern sales manager for MBS. GENE ALSWICK promoted to administrative manager of MBS's sales department and PHIL D'ANTONI named division sales manager.
as basic as the alphabet

EGYPTIAN

Word of mouth was man's first form of communication. Therefore, the sign for mouth was one of the most common ideographs used on the papyrus the Egyptians made from reeds growing along the Nile.

PHOENICIAN

Marketing papyrus throughout the ancient world was big business with the Phoenicians. In time, the Egyptian mouth sign became their letter pei—fore-runner of the modern P.

GREEK

To papyrus and wax tablets, the Greeks added another writing material: parchment, made from animal skins and first used in the city of Pergamum. Gradually, pei was changed to pi.

ROMAN

Paper became a favorite with the Romans about the 8th Century after the Arabs had brought the Chinese invention into southern Europe. Meanwhile, scholars had transformed pi into P.

Push up spring sales by using WWJ, Detroit's Basic Radio Station. Dealers and distributors favor WWJ because they know it moves merchandise. Listeners prefer WWJ because it entertains them with modern radio at its very best.

Personalities like Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—programs like WWJ News, sports, and weather, NBC's Monitor and Nightline are the talk of the town. Buy WWJ—it's the basic thing to do!

WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.
... single or double rate?

ETHICS OR ECONOMICS?

Among the most pressing questions that advertising agencies and radio stations alike are asking today are these: Are stations swinging to a single-rate structure? Will the dual standard of one rate for bona fide retailers and one for national accounts prevail? Or is there, in fact, a need that presupposes that the rate structure of all 3,915 commercial stations (including fm) have the same system — either single or double?

The origin of the dual rate system in radio stems from the newspaper medium. For like newspapers—but unlike magazines—radio came along to cater to both the national and local advertiser:

Those who favor the adoption of a single rate for radio (the idea itself has been successfully used by stations for years) claim that the dual rate system has been abused.

DEFINITION NEEDED

On the other hand, there is evidence to show that much of this dispute is more an issue of ethics than economics. Some agencies, for example, have stated that there is nothing wrong with the double rate provided eligibility for local and national rates are clearly defined and administered.

The cases for the two viewpoints are presented here by William B. Caskey, executive vice president of WPEN Philadelphia, and Duncan Mounsey, executive vice president of WPTR Albany, N. Y.

Mr. Caskey, who is in favor of a retail rate, believes it is necessary for "the little retailer who cannot use the extensive coverage a radio station provides." Mr. Caskey emphasizes that this retailer must qualify on three counts. "He must be advertising his store, his services or his prices."

Regional advertisers, Mr. Caskey explains, pay the general rate because they can avail themselves of the broader coverage. At present, there is approximately a 20 percent differential between the local and general rate for WPEN.

The case for the single rate is taken up by Mr. Mounsey whose WPTR just brought its local rate up to the national level. Prior to this, he states, there was a 25 percent differential between the average local and national package.

Mr. Mounsey feels that a radio station today is a "community service operation with total market impact. Radio," he continues, "is a product where one minute is as good as the next, 24 hours a day. This product should cost everybody the same thing."

Mr. Mounsey states that 65 percent of his total income is in local business. And such local accounts as the Woodbury Lumber Co. in Glens Falls, N. Y., about 50 miles from Albany, appear satisfied with the rate change. There are also, he declares, considerations in favor of the single rate in avoiding price inequities that sometimes exist as to who qualifies for the local rate.

ADHERENCE TO STABILITY

As we see it, it is as much a matter of ethics as economics. Newspapers have never had their success measured by the double rate. The single rate can make it easier for the national agency when confronted with a confused local situation. On the other hand, the single rate alone is not insulated against bargaining either. Stations, agencies and advertisers all will benefit by adherence to a stable rate structure.

For radio to continue to earn the respect of national and local advertisers, its rate structure—single or double—must be not only clearly stated but diligently maintained.
Sherman Did It! So Can You-

TAKE GEORGIA
The Easy Way
WITH THE
BIG 50

NOW 50,000 WATTS* REACHING
366,600* Homes—1,406,000* Customers with
$1,785,478,000*
TO SPEND ON YOUR PRODUCTS

Power, programs, prestige and personalities all selling for you. Now, WMAZ, always a good buy, offers you more than ever.

*More Than
340,000
Radio Homes*

THE BIG 50

CBS WMAZ 940
50,000 WATTS
MACON, GEORGIA

Represented by
Avery-Knodel, Inc.

*Source—SRDS, Feb., 1959
(within the 0.5 MV/M circle.)
WINS leads in advertiser acceptance—billing 50% above 1957.

WINS leads in audience acceptance. Delivers more adult listeners per dollar than any other station.

WINS leads in balanced programming — news — music — sports — special events — community service.

WINS • RADIO CIRCLE • NEW YORK • JUDSON 2-700

"NEW YORK'S MOST IMPORTANT STATION"

Horv McCaw, President • H. G. (Jock) Fearnow, V.P. and General Manager • Jack Kelly, Sales Manager

Represented by The Katz Agency, Inc.