

U.S.

# RADIO



SEPTEMBER

1959

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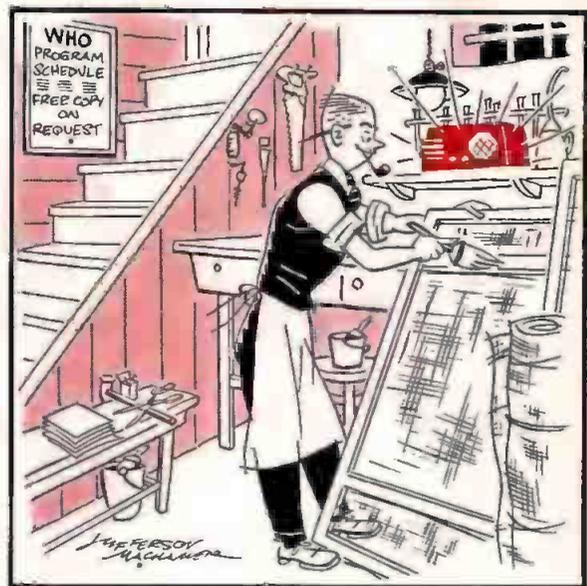


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## PEOPLE work—play—LIVE by RADIO!



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

**P**AINTING or polishing, at work or play—radio is always close at hand. There's no other medium that sells so often, so economically, so completely. The "do-it-yourselfer" certainly can't mend screens while he watches television or reads a magazine or a newspaper.

But selecting believable, big-audience radio stations for your schedule is as important as radio's own special appeals.

WHO Radio is the very best in all Iowa—the station that is aggressive, alert, *alive!*

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience — first place in every quarter hour surveyed — the balance being divided among 88 other stations!

WHO Radio's superior facilities, personnel and programming pay off. WHO is a solid salesman—a "pro" that people BELIEVE. Ask your PGW Colonel for all the details on WHO Radio—serving Iowa PLUS!

# WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts  
NBC Affiliate

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



Peters, Griffin, Woodward, Inc., National Representatives



the **HOTTEST** radio station in St. Louis

**KWK**

\***HOOPER UP . . . . . 140%**

\***NIELSEN UP . . . . . 90%**

\***PULSE UP . . . . . 60%**

**IN SIX MONTHS**

the **HOTTEST** radio buy in St. Louis

GENERAL MANAGER:

William L. Jones, Jr.

MAY - JUNE '59

National Rep:  
HEADLEY REED

**KWK***Radio, Inc.*800 NORTH 12TH ST. LOUIS 1, MO.  
MAIN 1-1380*"The Station with a Personality"*

1380 KILOCYCLES

5000 WATTS

September 1, 1959

**Memo From:** WILLIAM L. JONES JR.  
General Manager

Advertisers have found IT PAYS TO ADVERTISE ON KWK!

National spot business on KWK has jumped 400% during the first six months of 1959. Local advertisers have also increased their expenditures on KWK, showing a six month increase of 200%.

The figures you see outlined in the advertisement on the opposite page are more true today than ever before. KWK is continuing to create a Heat Wave of enthusiasm among the more than two million radio listeners in the Greater St. Louis area.

Check the figures. You'll find that your cost-per-thousand on KWK is the minimum — your results will reach their maximum.

Contact your nearest Headley-Reed office for full particulars.

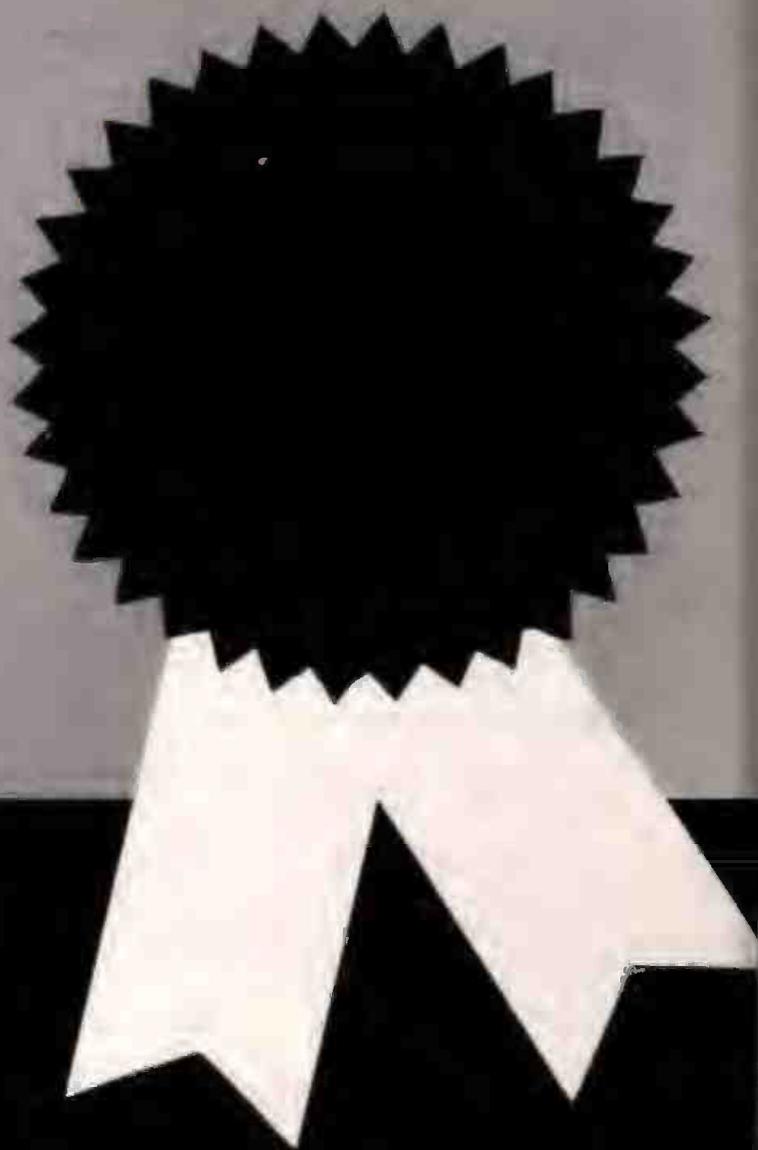
Looks like a Hot Fall and Winter ahead for St. Louis radio listeners.

*In Milwaukee it's***WEMP**

5000 WATTS

1250 KC

# WINNING POWER PLUS



There is no close second to WTOP in the Pulse 20 county study of the Greater Washington area. In quarter hour wins, WTOP leads the number two station by 73% and takes a thundering 166% lead over the number three station. In fact, all the other stations combined fail to equal WTOP in quarter-hour wins! To listeners and advertisers alike, the IMPORTANT station remains . . .

## *Wtop radio*

WASHINGTON, D. C.

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

operated by THE WASHINGTON POST BROADCAST DIVISION:

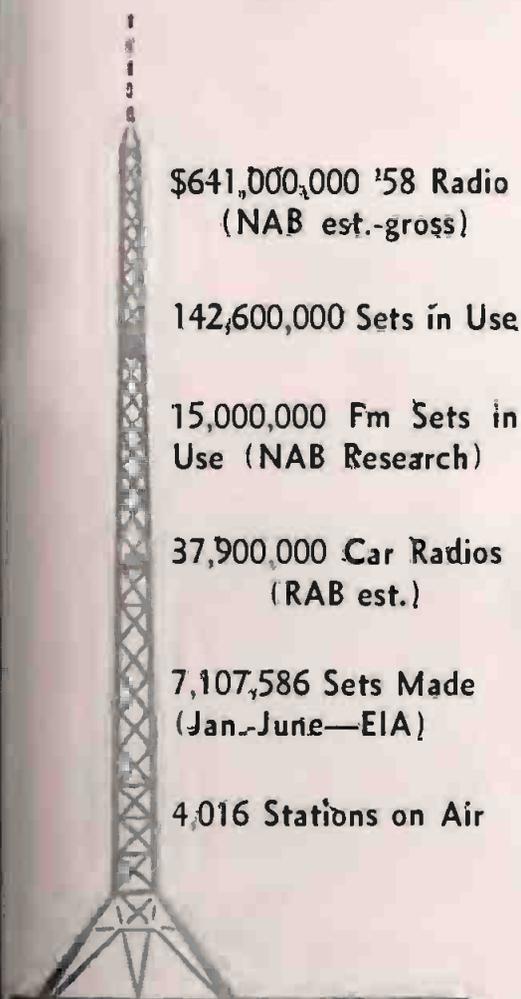
WTOP Radio, Washington, D.C.

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

WJXT, Channel 7, Jacksonville, Flor



# Radio's Barometer



**Spot:** The top 50 spot radio advertisers spent \$44.4 million in the medium during the first six months of 1959, according to the recent report from Radio Advertising Bureau. Ford Motor Co. was spot's biggest customer, spending \$3,250,000 from January 1 to June 30. The other members of the top 10 in order are: Liggett & Myers Tobacco Co.; R. J. Reynolds Tobacco Co.; General Motors Corp.; Chrysler Corp.; P. Lorillard Co.; American Tobacco Co.; Anheuser-Busch Inc.; Joseph Schlitz Brewing Co., and Thomas Learning & Co. (See *A Bridge To Sales*, p. 35.)

**Network:** ABC Radio reports nearly \$2 million in new and renewed business during July, said to be the network's largest gross billings for that period in recent years. CBS Radio states it has netted more than three-quarters of a million dollars in new and renewed business during one week in mid-August. NBC Radio reports a total of \$2 million in net sales during a one-month period ending in mid-August. (See *Report from Networks*, p. 54.)

**Local:** Increases in sales have been reported by the Westinghouse Broadcasting Co. (for its radio stations), WABC New York and KWK St. Louis. WBC states that total radio gross sales for the first six months of 1959 were 10 percent ahead of the comparable period in 1958. WABC General Manager Ben Hoberman reports that at the end of the third quarter, the station has more than 30 percent more business on the books than during the same period last year. KWK General Manager William L. Jones Jr. states that the station's national sales are up 200 percent in the same period.

**Stations:** The number of am and fm stations on the air at the end of July totaled 4,016, an increase of 17 (11 am and 6 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,388	628
Applications pending	476	42
Under construction	125	160

**Sets:** Total radio set production including car radios in June was 1,430,165; six-month total was 7,107,586, according to the Electronics Industries Association. Total auto radio production for June was 637,806; six-month total was 2,900,196. Total radio sales in June, excluding car radios, were 678,195; six-month total sales were 3,158,881. Fm set production for June totaled 50,783. • • •

# 1st



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



Norfolk - Newport News - Portsmouth  
and Hampton, Virginia

Represented Nationally by  
**JOHN BLAIR & COMPANY**

for buyers and sellers of radio advertising

# U.S. RADIO

SEPTEMBER - 1959

VOL. 3 - No. 9

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Jonah Gitlitz *Managing Editor*

Rollie Devendorf *Art Editor*  
Carol Murdock *Senior Editor*  
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Jean L. Engel  
*Production-Sales Service Manager*  
Blanche Stein *Administration*  
Jo Ganci *Secretary to Publisher*

*West Coast Representative—*  
Whaley-Simpson Co.  
700 Montgomery Building  
San Francisco 11, SUitter 1-4583  
% Edith K. Whaley  
3493 Cahuenga Blvd.  
Los Angeles 28, HOLlywood 3-2215

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tion, \$3 a year, \$5 for two years in U.S.A.  
U.S. Possessions and Canada \$4 a year,  
\$6 for two years. Please advise if you  
move and give old and new address.  
Copyright 1959 by Arnold Alpert Publica-  
tions, Inc. Accepted as controlled circula-  
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# 51.7%

of the total  
automotive gross sales  
are made in the  
**KEYSTONE COVERAGE AREA!**

• Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed **KEYSTONE AUTOMOTIVE STUDY** and our latest **STATION LIST**. Write to our nearest office:

**CHICAGO**  
111 W. Washington St.  
STate 2-8900

**NEW YORK**  
527 Madison Ave.  
ELdorado 5-3720

**LOS ANGELES**  
3142 Wilshire Blvd.  
DUnkirk 3-2910

**SAN FRANCISCO**  
57 Post St.  
SUtter 1-7440

**DETROIT** Penobscot Building

- **TAKE YOUR CHOICE.** A handful of stations of the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



Another Great Modern Radio Station For  
**YOUNG PRESENTATION**

*Effective*  
*October 1, 1959*  
*Adam Young Inc.*  
*becomes exclusive*  
*national representative for*

# KOCY

Consistently among the leaders and blessed with the most effective coverage of the prime *metro* area of

# OKLAHOMA CITY

The KOCY story is a *sales-stirring* story of modern programming . . . huge audience . . . and demonstrated effectiveness. Our knowledgeable people in seven key centers are ready to stir up sales for you at Oklahoma City's lowest cost per thousand.

# ADAM YOUNG INC.

*Representing all that's modern and effective in radio today*

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

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

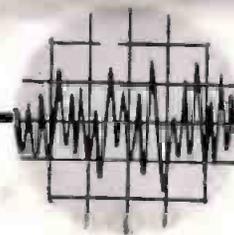
**ST. LOUIS**  
317 No. Eleventh St.  
St. Louis, Mo.  
MAIn 1-5020

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

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

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

**ATLANTA**  
1182 W. Peachtree  
Atlanta, Ga.  
TRInity 3-2564



## Expanding Radio Activity Prompts CCA Realignment

A year ago, Community Club Awards had 130 station subscribers and about 50 CCA campaigns ready to kick off for the fall; today, CCA has 184 station members with 100 autumn promotions set to take place. This growth has prompted administrative realignment and the naming of three new division managers: Philip Peterson, eastern division manager (New York office); John Karr, central division manager (Chicago office), and Russ Hudson, western division manager (San Francisco office).

## New Series of RTES Seminars Getting Ready

New series of 16 luncheon meetings of the Time Buying & Selling Seminar of the Radio & Television Executives Society, New York, will start Tuesday, November 10. Under the chairmanship of R. David Kimble, account executive, Grey Advertising Inc., New York, a record turnout is being sought.

## Programming Effort, Local Sales Key to RAB Conferences

Efforts stations are making to improve their product is evidenced in fact they are spending about 30 percent more for programming this year than last, Radio Advertising Bureau is telling its fourth annual Regional Management Conferences (September 2 through October 6). At the same time, Kevin B. Sweeney, president, estimates that local business will have a record year, running eight to 10 per cent ahead of 1958 (also see *A Bridge to Sales*, p. 34).

## Dorrell Sees New Face For Radio Research

Effective radio research will be placing greater emphasis on audience characteristics—"the faces behind the figures," W. Ward Dorrell, vice president and research director, John Blair & Co., tells U. S. RADIO. As examples, he cites two "radio audience image" studies conducted by Pulse—one in Boston (soon to be released) and the other in Washington, D. C.

## 'Big Ticket' and Health Products Targets of New Promotion

Ready to start about September 21, ABC Radio is launching a new editorial impressions promotion called "AutumnAction." It is aimed at "big ticket" and health (vitamin, drugs, food) products. Here's how it works: Each hour editorial information designed to "build remembrance and want" for products (not brands) will be carried by the network.

## Selective Network Plan Shown to Radio Executives

A plan that would create selective networks, defining a national audience in terms of age group, taste levels, education, among other things, has been shown to top executives at two networks and a few representative organizations. The plan, devised by Martin Samit, director of Consumer Behavior Labs and former NBC Radio executive, would define a network's audience in terms similar to the selectivity of magazines, but would make networks solely programming operations.

# WPTF

Raleigh-Durham



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

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

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

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

**NATION'S 28th RADIO MARKET**

NIelsen #2



# WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

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

**PETERS, GRIFFIN, WOODWARD, INC.**  
National Representatives

## time buys



Calumet Powder Co.

Agency: *Foote, Cone & Belding Inc., New York*

Product: BAKING POWDER

A heavy spot campaign in southern markets is being readied. It is set to begin sometime in October.

Campbell Soup Co.

Agency: *BBDO Inc., New York*

Full use of radio to advertise this company's many products begins this month with a heavy spot and network campaign running 21 weeks. The saturation spot schedule will cover the morning and afternoon time periods until 6 p.m. with an average of 55 spots per week in over 70 markets. In addition, the firm will sponsor CBS morning personality programs and the network's afternoon soap operas. Hal Davis handles the timebuying.

Chock Full O'Nuts Corp.

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

Product: COFFEE

The fall radio promotion for this "heavenly coffee" will begin in mid-September and run for eight weeks and possibly longer. The campaign will feature spot announcements in markets throughout the company's eastern seaboard distribution area. Don Green handles the timebuying.

Dr. Lyons Tooth Powder

Agency: *Dancer, Fitzgerald & Sample Inc., New York*

Early morning risers, in a campaign that continues until the end of November, are being reminded of the firm's product. A 20-market spot campaign in major cities will concentrate on the morning times. Ronald Bobic handles the timebuying.

Esso Standard Oil Co.

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

This company's gasoline and oil products will receive four weeks of on-air promotion beginning early this month. Using heavy spot campaigns in 16 markets, with every station being employed in certain markets, the promotion will center around the "traffic times" from Thursday through Sunday. Joe Grandia is the timebuyer.

Falstaff Brewing Co.

Agency: *Dancer, Fitzgerald & Sample Inc., New York*

Product: FALSTAFF BEER

A three-market radio campaign including the Texas area, will begin at the end of September. Running for about seven weeks, it will feature spot announcements. Walter Harvey is the timebuyer.

Ford Motor Co.

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

Product: 1960 MODELS

The initial on-air promotion for this firm's new cars, including the compact Falcon, begins September 28 in major markets across the country. Running for three weeks, the campaign will feature spot announcements at key traffic times. Allan Sachs is the timebuyer.

Ford Motor Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MERCURY

This automotive account will launch another swing into radio, with a six-week campaign beginning sometime in mid-October. Tenta-

(Cont'd on p. 10)

# Great Moments



## on a Great Radio Station



KMOX Radio outweighs  
all other St. Louis media  
in community impact.

The language was unfamiliar, but the sound was universal—the piping voice of a three-year-old singing his first song. In that moment, half a world of differences melted away. Because of young Tran-Van-Anh's song, Laos would never again be just a place on a map, nor its people nameless millions. Life among Tran-Van-Anh's people, in Communist-pressed Indochina, is brought home to KMOX Radio listeners through "Operation Medico"—a weekly report by Dr. Thomas Dooley, a St. Louis physician, on his mission to Laos. This is another example of the programming scope of the "Voice of St. Louis"—a voice that never talks down to its audience.\*

\*The largest audience ever reported by Pulse for a St. Louis radio station. (Annual Cumulative Pulse study of Metropolitan St. Louis, December 1954 thru January 1959)

# KMOX RADIO

# CBS IN ST. LOUIS

50,000 WATTS, REPRESENTED BY CBS RADIO SPOT SALES



# KONO

SAN ANTONIO



## BALANCED Programming Sells to Everyone!

Family listening is at its best in the vast San Antonio market on KONO Radio. With top ratings throughout the day, KONO delivers MORE men, MORE women, MORE teens, MORE kids — and at less cost per 1000.

To check ratings, check audience composition . . . and to check availabilities — call your

**KATZ AGENCY**  
REPRESENTATIVE

5000 Watts • 860 KC

**KONO**

JACK ROTH, Mgr.

Radio

SAN ANTONIO, TEXAS

### time buys

(Cont'd from p. 8)

tive plans call for the promotion to cover 60 markets with one-minute spots centered around key "traffic times" and news and sports adjacencies. Lou Kennedy is timebuyer.

#### The Greyhound Corp.

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

A saturation spot campaign coupled with network radio sponsorship are the fall advertising plans for this transportation firm. Beginning September 14 and running for 13 weeks, Greyhound will hit the airwaves in 24 West Coast markets with a "concentrated spot radio campaign" which will be at its peak in Los Angeles—120 to 150 spots a week. The smallest amount will be 25 spots per week for El Centro. In addition, the company will sponsor *People Are Funny* on NBC Radio for 26 weeks. This will consist of one-minute participations. Joan Ruffian is the timebuyer.

#### Grove Laboratories Division of Bristol-Myers Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: MINT-RUB

An extensive spot radio drive in major markets was tentatively set, at press time, for a September 15 start. Pete Scott is the timebuyer.

#### Robert Hall Clothes Inc.

Agency: *Arkwright Advertising Inc., New York*

Donning a new set of clothes for the coming season, Robert Hall has begun a saturation campaign which will run for about 17 weeks through the middle of December. This nationwide sound medium promotion features an average of 50 one-minute

spots per week in 150 markets. Jim Hackett handles the timebuying.

#### V. La Rosa & Sons Inc.

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

Product: MACARONI PRODUCTS

A 10-market radio campaign promoting this firm's complete line begins September 14 and will run at least until January 1. An average of 50 one-minute spots will be heard from 7 a.m. until 7 p.m. each week on about 17 stations. Vince Daraio handles the timebuying.

#### Thos. Leeming & Co.

Agency: *William Esty Co., New York*

Product: PACQUINS AND BEN-GAY

This big spot radio user will be back on the airwaves in late October with a 26-week nationwide campaign. Covering most of the major and smaller markets, it will feature one-minute spot announcements. Jack Fennell is the timebuyer.

#### National Shoes Inc.

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

The strongest advertising effort among four media is being given to radio as the company resumes heavy activity this fall on 30 stations. Total advertising budget has increased 14.5 percent over last year's and will provide fuel for the biggest ad campaign in the firm's history. A new one-minute radio jingle, which will retain the familiar "Ring the Bell" theme, will be heard in 38 markets, predominantly eastern states (Maryland, Virginia, Pennsylvania, Massachusetts, New Jersey, Connecticut

(Cont'd on p. 12)



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

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station - according to Frank H. McIntosh Laboratory, Binghamton,

N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time - check these figures below... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

## WLW RADIO WORLD COVERAGE (37th year on the air!) WITH WORLD'S HIGHEST FIDELITY

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

## NCS DAY-PART CIRCULATION PER WEEK

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

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

'THE VOICE OF LONG ISLAND'

# WHLI

10,000 WATTS

THE ONLY STATION  
THAT COMPLETELY COVERS  
THE NATION'S

# 6<sup>th</sup>

**LARGEST MARKET!**  
(Nassau-Suffolk)

WHLI dominates greater Long Island... the booming market that ranks 6th among counties in the U.S. in these categories

POPULATION	1,897,600
NET INCOME	\$4,392,349,000
FOOD STORE SALES	\$ 764,361,000
AUTO STORE SALES	\$ 408,969,000
GAS STATION SALES	\$ 174,106,000
	(Sales Mgt.)

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station! Pulse

→ 10,000 WATTS

**WHLI** AM 1100 FM 48.3

HEMPSTEAD LONG ISLAND, N. Y. *the voice of long island*

Represented by Gill-Perno

## time buys

(Cont'd from p. 10)

and New York). Schedules will run for 39 or 52 weeks. Joyce Peters is the timebuyer.

**Northam Warren Corp.**

Agency: *Ellington & Co., New York*

Product: ODORONO

A six-week campaign, beginning September 14, will launch this deodorant's fall promotion in 21 markets throughout the country. Between 20 and 30 spots will be used each week during early morning breakfast and traffic times and in the afternoon to reach the housewife audience. Mary Dowling is the timebuyer.

**Pharmaco Inc.**

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

Product: CORRECTOL

A test campaign that will determine future radio use is being undertaken in eight markets in Texas and Oklahoma, centering around Dallas and Oklahoma City. Beginning September 21, and running for 13 weeks, the promotion for this women's laxative will consist of about 10 spots per week. Aimed at the housewife, spots will be aired between 9 a.m. and 3 p.m. Jeff Fine is the timebuyer.

**Rayco Manufacturing Co.**

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

Product: SEAT COVERS, MUFFLERS

An expanded radio campaign picks up this month. Schedules, running 39 or 52 weeks, will blanket about 70 markets. Over 87 stations will air a total of 2,500 minute announcements a week. Lynn Diamond is the timebuyer.

**Renault Inc.**

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

Product: IMPORTED CARS

One of the chief competitors to U. S. automobile manufacturers, this company will be using national radio for the first time beginning the end of this month. It will sponsor *NBC News On the Hour*, a network news program carried by more than 185 NBC network stations every hour; Monday through Friday. In all, this imported line will be heard 43 times per week on these newscasts. John Marsick is the timebuyer.

**Roman Products Corp.**

Agency: *Smith Greenland Co., New York*

Product: PIZZAS, RAVIOLI

This firm's normally heavy fall promotion will start around mid-September with an average of around 200 spots per week—100 of these in New York, and the remainder in Philadelphia, Washington, Boston, Bridgeport and Hartford, Conn., and St. Louis. The new campaign will feature the debut of an Italian personality, named Octavius, in the firm's commercials. (See *Can Food Advertisers Use Radio Diet?*, p. 30.)

**Tuborg Ltd.**

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

Product: IMPORTED BEER

Based on results it had with "good music" radio in the last quarter of 1958 (see *Will the Cash Register Ring for Fm?*, July 1959), this Danish premium beer is ready to buy for the fall. Campaigns that will run for eight or 13 weeks are set for Chicago, Baltimore and Houston; markets up for consideration are New York, Detroit and Cincinnati, among others. The buy is based on "good music" radio, either am or fm, depending on the market. The West Coast is being handled by the agency's western operation. Vince DeLuca is the chief timebuyer.



FOR TRUEST HI-FIDELITY  
REPRODUCTION,  
PLAY  
YOUR  
RECORDINGS

ON  
THE NEW

**GATES**

**CB-500  
Transcription  
Turntable**

case—  
wheel  
thin a  
feel" best  
describes the  
exclusive design of  
the new Gates CB-500  
turntable.

The drive is against a solid  
center hub, away from the  
slipable playing surface of the  
motor. Any vibration or rumble is  
shielding against the center bearing  
instead of pulling away, such as in  
center rim turntables.

As a result, rumble has been reduced so  
markedly that production line turntables now  
exceed earlier laboratory standards.

As a broadcaster, realize the importance of this  
emphasis on true low rumble. Both stereo and im-  
proved standard monaural LP recordings are quick to  
detect the rumble or noise factor—which has created new  
and exacting demands of transcription turntables. The Gates  
CB-500 is offered to meet these demands and to greatly  
improve the reproduction qualities of every on-air recording.

You will want to know more about this exciting new turntable,  
write today for Bulletin 108-B, which provides test comparisons of  
sliding friction drive turntables and describes each outstanding fea-  
ture of the new Gates CB-500

**HARRIS  
INTERTYPE  
CORPORATION**

**GATES RADIO COMPANY**

*Subsidiary of Harris-Intertype Corporation.*

**QUINCY, ILLINOIS**

Offices in:  
HOUSTON, WASHINGTON, D.C.

International division:  
13 EAST 40th STREET, NEW YORK CITY

In Canada:  
CANADIAN MARCONI COMPANY

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# POINT OF SALES

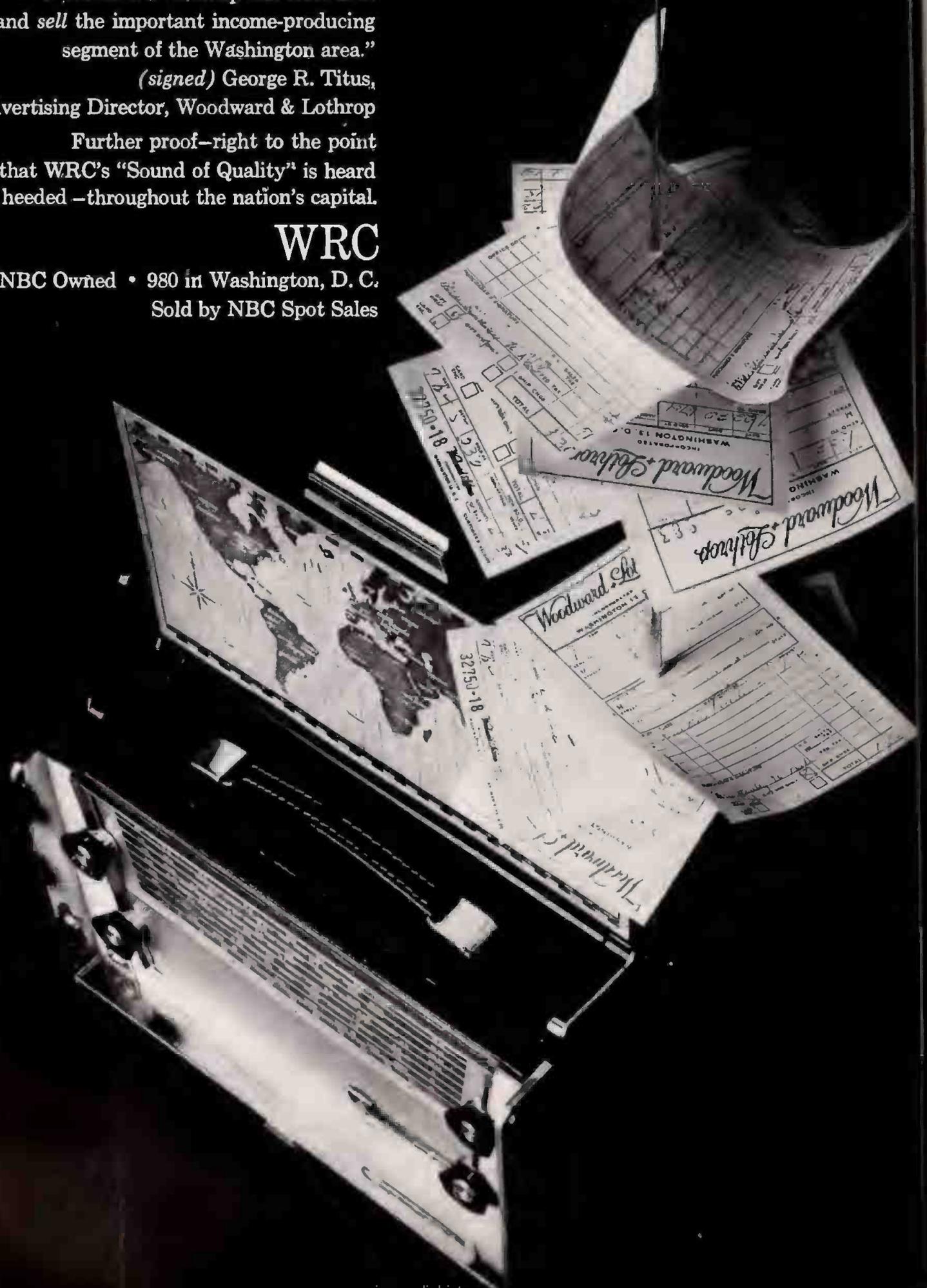
"Through consistent use of WRC Radio  
-every week for almost five years  
-Woodward & Lothrop has been able  
to reach and sell the important income-producing  
segment of the Washington area."

(signed) George R. Titus,  
Advertising Director, Woodward & Lothrop

Further proof-right to the point  
-that WRC's "Sound of Quality" is heard  
and heeded -throughout the nation's capital.

## WRC

NBC Owned • 980 in Washington, D. C.  
Sold by NBC Spot Sales





## Radio Editorial Assumes Significant Position

With radio's local community voice becoming louder, the radio editorial assumes growing significance in providing citizens with thought-provoking and well-balanced views on important issues.

The National Association of Broadcasters has long been interested in the development and historical base of the broadcast editorial. In *Editorializing on the Air*, a pamphlet prepared by its Committee on Editorializing, NAB reports on the growth of the radio editorial and discusses the broadcasters' problems—both moral and legal—in dealing properly with this new public service tool.

With individual stations having their own say concerning specific topics and methods in radio editorializing, NAB gives "ethical considerations" which can be used as guideposts for the stations. These are: The responsibility of the licensee; high professional skill; public interest; identification of the editorial and editorial record.

## Editorial Must Have These Requisites

An editorial must be presented as the opinion of the licensee himself, and not merely as that of a station employee, says NAB. A station's reputation for integrity, responsibility and fairness must stand behind every editorial. It must be based on facts assembled by individuals who have a thorough knowledge of local problems and public affairs. NAB points out that the person delivering the editorial on the air should be either the manager or his designated representative.

It is felt that only issues of public interest should be dealt with in editorials, which must be clearly distinguished from news and other programming material by clearly defined announcements. Each editorial should be identified as a statement of opinion of the station management. In addition, editorials should be delivered from a script and, states the NAB, should be available to interested individuals.

As far as legal considerations are concerned in broadcast editorials, individual stations must use sound judgment in preparing each editorial. The editorializing policy of the Federal Communications Commission has remained substantially unchanged since its ruling in 1949, states the NAB. The FCC recognizes the right of the broadcaster to editorialize on any public issue.

## Editorials Seen As One Phase of Public Service

Editorial presentation, according to the commission, is "just one of several types of presentation of public issues to be afforded their appropriate and non-exclusive place in the station's total schedule of programs devoted to balanced discussion and consideration of public issues." The obligations of a station depend upon the character of the editorial. When the subject is not expected to involve differences of opinion, the station is not expected to present other viewpoints. However, when

# RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



Things are bubbling at WETU, Wetumpka, Alabama! Ed Morgan, General Manager, sends us the story of how RCA Thesaurus' "Sell-Tunes" applied a bit of hard sell and quickly brought in big soft drink business to the station:

"Happy to report sale of 1800 announcements to Nehi-Royal Crown Cola Bottling of Montgomery, using Thesaurus jingle St-603A-2. Bottling Company 'highly pleased'... sale primarily because of the excellent jingle... \$3600.00 in brand-new billing."

Add sparkle to *your* sales story. Write for all the refreshing details about RCA Thesaurus today!

 **THESAURUS**

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

WASHINGTON (Cont'd)

the subject is deemed capable of creating controversy, the FCC requires the station to make facilities available for the presentation of contrasting views.

The FCC, in its 1949 decision, stated: "It should be recognized that there can be no one all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will inevitably require different techniques of presentation and production. The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented, and the spokesman for each point of view."

According to the FCC's decision, if the public interest is best served in a democracy "through the ability of the people to hear expositions of the various positions taken by responsible groups and individuals . . ." when it is the responsibility of licensees to encourage and implement the broadcast of all sides of controversial public issues.

## 1949 Case Gives Decision On Editorial Standards

The 1949 decision followed the hearings on the Mayflower Broadcasting Co. case, which were held in 1948. In this case, a licensee had used the facilities of his station to promote ideas and political candidates of his own choosing. The FCC ruled that "a truly free radio cannot be used to advocate the causes of the licensee. . . . It cannot be devoted to the support of the principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate." The licensee's duty to operate in the public interest, according to the FCC's 1949 decision, stipulates that only when editorialization conforms with the right of the public to hear a reasonably balanced presentation of all responsible viewpoints on certain issues, can this editorialization be considered consistent with this duty. . . .



THE  
MOST  
WONDERFUL  
SOUND  
IN  
DERBYTOWN

*the*

*grand new,  
brand new*

*WKLO*

SOLD NATIONALLY BY:

robert e. castman



& co., inc.

U. S. RADIO • September 1959

**SPONSOR**  
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

**VARIETY**

for buyers and sellers of radio advertising

**U.S. RADIO**

**PRINTERS' INK**

28 **BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**RADIO DAILY-TELEVISION DAILY**

**the editorial**

**Whee!**

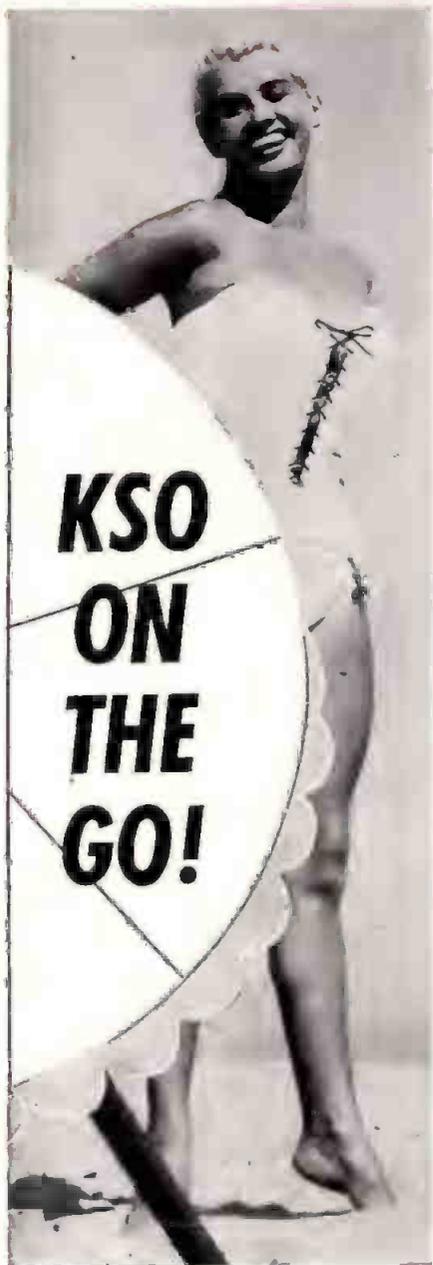
TV repair racket to Pentagon reorganization . . . child molestation to federal aid to education —WWDC has been airing its views editorially on these and other controversial topics for a year and a half. Actually, we were pioneers in this now popular field—in keeping with our position as Washington, D. C.'s most-listened-to station.\* The reactions and results have been most gratifying, not only from the trade press but even more importantly from many of the groups and individuals under whom we have managed to light a few fires.

P.S. Similarly satisfactory results are assured for straight commercials!

*\*Metropolitan Washington 5-county Pulse — month after month*

**WWDC** *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



**KSO  
ON  
THE  
GO!**

Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you *still* get that low, low cost per mmmmmmmmm!

IN DES. MOINES AND CENTRALIOWA, BUY

**KSO**

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO

or contact **H-R REPS**

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

## the *Silver Mike*



THIS MONTH:

### HENRY O'NEIL

Advertising Manager  
American Airlines

### 'More Responses From Radio Than From Other (Media)'

"We have received more responses from radio than from any other form of advertising," declares Henry O'Neil, advertising manager for American Airlines.

For the past six years, Mr. O'Neil has been responsible for the advertising campaigns of the airline. "Seven years ago, everyone thought radio had had it as an advertising medium," he says.

"The airline, however, decided to sponsor all-night music programs. These became so successful in promoting our airline, that we then purchased daytime announcements also. Today, we spend over a million dollars on long-time radio contracts," emphasizes Mr. O'Neil.

Foremost in the airline's radio advertising is the all-night program, *Music 'Til Dawn*. Mr. O'Neil states that "We have actually received a great many letters from listeners telling us that they are flying American because of the *Music 'Til Dawn* program."

Mr. O'Neil points out that radio meets the needs of American's ad-

vertising campaign because the medium allows for "sudden changes in planning and scheduling which may arise."

Starting out in 1941, when airplane travel was just becoming recognized, Mr. O'Neil has grown with American to the present era of the Boeing 707.

He came to American a few years after attending Hamilton College in Clinton, N. Y. During the course of his 18 years with the firm, Mr. O'Neil has served as district manager of passenger services in Washington, D. C., a member of the sales department in Washington, and a member of the New York operations department.

He and his wife, Doris, have a son, David, two years old. They live in Murray Hill, N. Y.

With the arrival of the jet age, air travel looms even bigger in the future. As far as American Airline's advertising is concerned, Mr. O'Neil states: "We will be quite heavy in the radio medium for a long time to come." • • •

# ARE WE "SELLING" FOR YOU?

## OUR STORY

- The "COUNTRY MUSIC NETWORK" is available from Coast-to-Coast!
- This Spot Network is flexible, and can be tailored to suit your needs . . .
- Many Stations can be bought with a single purchase-order, payable with just one monthly check . . .
- The much-desired single package-rate is in effect . . .
- Our first Success Story, is our best Success Story — SINCLAIR REFINING CO. recently renewed the COUNTRY MUSIC NETWORK for a second 52-week cycle . . .
- Selling to over half the Nation's population!!
- All of our stations specialize in merchandising and promotion.

## OUR NETWORK

**KCUL** . . . Ft. Worth-Dallas  
**KRCT** . . . Houston  
**KDAV** . . . Lubbock  
**KZIP** . . . Amarillo  
**KHAT** . . . Phoenix  
**KMOP** . . . Tucson  
**KPIK** . . . Colorado Springs  
**KLAK** . . . Denver  
**KSOP** . . . Salt Lake City  
**KKEY** . . . Portland, Ore.  
**WEAS** . . . Atlanta  
**WPNX** . . . Columbus, Ga.  
**WJIV** . . . Savannah, Ga.  
**WATV** . . . Birmingham

**WABB** . . . Mobile  
**KCIJ** . . . Shreveport  
**WMIE** . . . Miami  
**WHBO** . . . Tampa  
**WOOO** . . . Daytona Beach-DeLand  
**WQIK** . . . Jacksonville  
**WPFA** . . . Pensacola  
**KEVE** . . . Minneapolis-St. Paul  
**KOOO** . . . Omaha  
**KCKN** . . . Kansas City  
**WEW** . . . St. Louis  
**KLRA** . . . Little Rock  
**WKXV** . . . Knoxville  
**WFSC** . . . Franklin, N. C.

**KWAM** . . . Memphis  
**WENO** . . . Nashville  
**WTAQ** . . . Chicago  
**WEXL** . . . Detroit-Royal Oak  
**WREM** . . . Utica-Rome-Remsen, N. Y.  
**WCBG** . . . Chambersburg, Pa.  
**WAVL** . . . Pittsburgh-Apollo  
**WLDB** . . . Atlantic City  
**WBMD** . . . Baltimore  
**WABW** . . . Annapolis, Md.  
**WARL** . . . Washington, D. C.  
**WCMS** . . . Norfolk  
**WTCR** . . . Huntington, W. Va.-Ashland, Ky.  
**WMPM** . . . Smithfield, N. C.  
**WJWS** . . . South Hill, Va.

... and still growing ...

## OUR CLIENTS\*\*

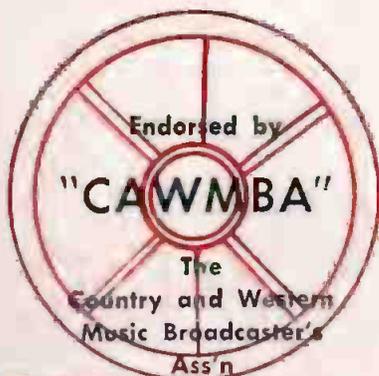
SINCLAIR  
 FORD  
 DELCO  
 POST CEREALS  
 UNITED FRUIT  
 MILLER'S HIGH LIFE  
 FOLGER'S COFFEE  
 READER'S DIGEST  
 AMERICAN CYANAMID

QUAKER OATS  
 PET MILK  
 AMOCO  
 BORDEN'S  
 GENERAL FOODS  
 ROI-TAN  
 PITTSBURGH PAINT  
 AMERICAN MOLASSES  
 REGIMEN

LEVER BROTHERS  
 PHILIP MORRIS  
 LINCOLN-MERCURY  
 DuPONT  
 KENT CIGARETTES  
 C & P TELEPHONE  
 GENERAL CIGAR  
 LYDIA PINKHAM  
 CONTINENTAL BAKING  
 NOXZEMA

LIFE MAGAZINE  
 BEECH-NUT GUM  
 GULF  
 LIPTON'S TEA  
 GREYHOUND  
 ROBERT HALL  
 MAXWELL HOUSE COFFEE  
 STERLING-WARNER  
 UNION CARBIDE CHEMICALS  
 ESSO

\*\*The above is a partial list of clients, that purchased campaigns on one or more of the above stations . . .



**Charles Bernard Company, Inc.**

STATION REPRESENTATIVES

730 FIFTH AVENUE, NEW YORK 19  
CIRCLE 6-7242



## OUR NEWS IS HOTTEST

Hottest news in WBT's area is the success of WBT's news programs.

They outdraw the so-called "music and news" stations' newscasts by 98% more listeners mornings, 91% more afternoons and 137% more at night.\*

Seven news gatherers cruising in seven two-way radio equipped cars join with CBS' honored news staff to provide Carolinians with the most complete radio news service in the nation's 24th largest radio market.\*\*

Let us make sales news for your product. Call CBS Radio Spot Sales for a WBT news schedule.

\* Pulse 25 county area 1959 (March)  
A. C. Nielsen Co.

# WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY

## LETTERS TO

### In Good Humor

All of us Good Humor Men are most appreciative for the articles (*Portable Partners* and *Are Your Call Letters 'Me Too'?*, August 1959).

It used to be a mystery to me how publications such as U. S. RADIO could produce long articles month after month and still keep the facts straight. I am sure it raises a generous crop of ulcers each publication date.

However, as in the past, you came through in excellent style.

George C. Neumann  
Vice President, Adv.  
Good Humor Corp.  
Brooklyn, N. Y.

### Fm Interest

Splendid article on fm in your July issue (*Will the Cash Register Ring for Fm?*). Glad to see it. The more publicity this medium gets, the more industry acceptance will follow. And, of course, that's what's needed. May we have reprints?

Leonard Stevens  
Radio-Tv Director  
Weightman Inc. Advertising  
Philadelphia

We . . . would like to commend the staff of U. S. RADIO for an excellent job (on fm) in the July 1959 issue. The article (*Will the Cash Register Ring for Fm?*) has entered the portals of advertising agencies throughout the country and I believe has helped to prove that fm is an effective sales medium for any product.

Herbert E. Groskin  
National Sales Manager  
Good Music Broadcasters Inc.  
New York

Your special report on fm broadcasting (*Will the Cash Register Ring for Fm?* July 1959) and fm equipment (*Style Guide for Fm*, July 1959) fills a definite need. You have presented an interesting outline of a rapidly growing medium. Please accept our congratulations.

H. H. Brosius  
Manager  
KYOS Bellingham, Wash.

Congratulations on the fm story and material in your July 1959 issue. [It] is extremely informative to all of us who are convinced that fm

# THE EDITOR

may be the air medium of the future.

**Bruce Baffington**  
President  
WKYB Paducah Ky.

May we extend our thanks and congratulations for the fm status report. This kind of reportage is of incomparable value to the fm broadcaster and always is reflected by a prompt upswing of advertiser interest.

**Bert Cowlan**  
General Manager  
WBAL-FM New York

## Uncounted

In the July issue there was an extremely fine article concerning fm.

However, I note in the listing appearing on page 58 that there is no mention of KDKA-FM. Please include (the information) in any further listings of fm stations.

**June L. Buzzellj**  
Advertising Manager  
KDKA Pittsburgh

*Ed. Note: An addenda is scheduled for a forthcoming issue.*

## Spreading the Word

Permission is requested to quote and reproduce items of interest from U. S. RADIO in our newsletters. Complete identification of the source will always be included.

You are to be congratulated . . .

**Jim Hodges**  
Sales Manager  
KQXR Bakersfield, Calif.

*Ed. Note: Permission granted under conditions specified.*

## Note of Approval

You have made much progress and we want to congratulate you on your outstanding achievements to date.

**Ward L. Quaak**  
Vice President & Gen. Mgr.  
WGN Chicago

## Sales Development

A tremendous job on the sales development story (*Building Sales*, August 1959). We feel the KMOX radio efforts were presented intelligently and completely.

**Mrs. Alice Koch**  
Promotion Director  
KMOX St. Louis

# TIME BUYERS

... help yourself to

## A TRIPLE TREAT

Do You Want AUDIENCE?

\*First in total audience . . .  
HOOPER (May-June, 1959)  
PULSE (April-May, 1959)  
NIELSEN (May-June, 1959)

Do You Want ADULTS?

MORE ADULT LISTENERS . . .  
Mon.-Fri. 7 AM-5 PM  
\*NIELSEN (June, 1959)  
(No. 2 Station has only 51% Adult Audience)

Do You Want SPENDABLE INCOME?

MORE MIDDLE & UPPER INCOME AUDIENCE  
\*SPECIAL PULSE  
(Apr.-May, 1958)

the PACESETTER for HOUSTON . . .  
MUSIC!

NEWS!

EQUIPMENT!



*Kay-News*  
**K-NUZ**  
*Radio Center*  
Houston's 24-Hour  
Music and News

**K-NUZ**

IS

**No. 1\*** in TOTAL AUDIENCE

**K-NUZ**

Audience Composition

IS **84% ADULT\***

Men and Women

**K-NUZ**

Audience Composition is 74% MIDDLE & UPPER INCOME\*

National Reps.:

THE KATZ AGENCY, Inc.

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

IN HOUSTON,  
CALL DAVE MORRIS  
JACKSON 3-2581



## Tough nuts to crack call for "AutumnAction"

Fall promotion plans for your product got you up a tree? Don't bury the problem and wait till winter. If yours is a big-ticket item, health or food product, consider these facts about ABC's great "AutumnAction" promotion . . .

1. Your commercial is next to editorials on your *type* of product, to build listener "wants" – leaving all your commercial time for selling *your* brand. You get support in other time spots, too.

2. You get ABC's "4-Most" Marketing Plan, a complete, coordinated merchandising package, covering all market groups essential to the successful promotion of your product.

That's "AutumnAction" in a nutshell. And all for the lowest cost per thousand in any national medium. (You can continue your campaign to Christmas at a discount for the extra period.) For full information on "AutumnAction," write or call:

### **ABC RADIO NETWORK**

7 W. 66th St., New York 23, N. Y., SUsquehanna 7-5000

*A reprint of the above illustration, suitable for framing, is available on request*



## Is Radio Playing Music In a Single Groove?

**Record company executives believe radio is missing a bet by not playing music in a broader key. They contend that 'Mom' wants to listen to music, not tolerate it**

 The broad scale of musical offerings is having a tough time getting through the silver tone of radio, according to record company executives.

These men of music, who keep one ear tuned to the tastes of America and another to record sales, believe that radio in general is playing music in a single groove.

They decry what they believe is a tendency on the part of the listener's medium to reflect the musical preferences of a limited segment of the public.

Tastes have broadened more than changed, in the opinion of such music maestros as Mitch Miller of Columbia Records; Joe Reisman of

Roulette Records Inc.; Charles Grean of RCA Victor Record Division of Radio Corp. of America, and Harry Meyerson of Decca Records Inc. If radio fails to recognize this state of affairs, they declare, it may find itself playing to deaf ears so far as the majority of the populace is concerned.

Urging their broadcasting brethren to consider the facts and figures on both sides of a disc before committing a station's programming to a single groove, artists-and-repertoire men point to these "realities":

- More than four-fifths of every dollar spent on records today goes for albums
- Less than one-fifth goes for singles
- Adults buy albums, teenagers buy singles
- A limited amount of so-called rock 'n roll music appears in album form

Indications are that the broadcasting industry already has a sensitive ear to the ground regarding just such information. In recent months there has been an increasing shift to more album programming on the part of stations in various sections of the country.

"Music is the life blood of radio programming," says Mitch Miller, director of artists and repertoire at Columbia. "A station should pay more attention to it. Records to suit every preference are easily available. They're the most inexpensive commodity in broadcasting, costing no more than the postage involved."

Dismissing the term "rock 'n roll" as a meaningless catch-all as presently used, he explains, "There are really only two categories of music: One is for sub-teens and one is for anybody over 16. Sub-teen music appeals only to youngsters—and not even to all of them. It is comprised of single records by performers whose popularity is based on something other than musical performance.

"Music for over-16's is all the rest, from progressive jazz to classical music; anything performed by true musical talent."

Stations who peg their program-

ming to sub-teen music, Mr. Miller feels, are not only robbing themselves of a major share of the listening audience but are trying to satisfy a group that doesn't know itself what it wants.

"For the first time, the very young have a 'voice' of their own in the way of cheap record players," he says, "and as a result they have become a small but vocal factor in the record market. But in their need to assert themselves, they reject what parents, teachers and other adults consider good and adopt what their elders don't like.

"Deep down, though, kids have taste. That's why they change heroes every two weeks, because their innate sense of what's good rejects, after a short period, the 'performer' who lacks musicianship, and they start looking again for another hero."

For the record, Mr. Miller describes his stand as being "for" any kind of music performed by a first-rate artist.

## Quality Station?

And a "quality" radio station, in his view, is one with a program department that is imaginative; well-paid enough to have responsibility and exercise that responsibility, and considerate of the intelligence of the listener, who "may or may not agree with the tastes of the programmer, but is never insulted by his selections."

On the other hand, says Mr. Grean, who is a musical director in the RCA Victor pop singles artists and repertoire department, "Let's face the truth—that stations which play the top 40 tunes appear to have the highest ratings."

Singles at RCA, according to him, are "going very well," although this is counter to recent sales figures for the industry as a whole.

"There has been a change in tastes over the past seven or eight years," Mr. Grean believes, "although the biggest change in public preferences has been because of a broadening of musical interests.

"Lines of distinction between one kind of music and another are becoming more blurred, too, so it's hard to determine where a liking for one type leaves off and another begins."

More variety in music programming will increase radio's stature as an entertainment medium, in the opinion of Joe Reisman, recording director at Roulette as well as a performing artist himself.

"It's unfair to expose all people to just one thing," he believes. "If a station is to be truthful to the public and to be of musical service, it must provide music that appeals to all age groups and not just the 11- to 16-year-olds, who want primarily an exciting beat and a certain wild abandonment."

Analyzing the across-the-counter movement of records today as an indication of public preferences in music, Mr. Reisman points out that sales of albums have been steadily climbing for the past several years while those of singles have been dropping off. The reasons he cites are:

- A saturation of the market for singles prompted by the sudden spate of recording companies opening their doors.
- A dislike on the part of adults for buying singles.

"It's almost impossible to have one week's crop of singles digested before another crop is out," he notes. "With one record following right on the heels of another, and with each one angling for a radio hearing, frequently a good performance gets drowned out by sheer numbers.

"Although exposure doesn't necessarily mean sales—you can't tell people what to like, they're going to judge for themselves—you won't sell a record without exposure. Who's going to buy it if he doesn't know it exists?"

Regarding the booming business in albums, Mr. Reisman continues, these sales are "90 percent nostalgia," abetted by a strong "sight" appeal through attractive covers.

"Most albums contain material that is familiar, or is presented by familiar personalities," he explains. "Adults prefer to buy music with which they're familiar, or that is performed by musicians and singers

they know. They also like to buy a whole album, so they can sit down and enjoy a full 'program' of favorites—and they can afford the price, whereas most youngsters don't have three or four dollars to tie up in one lot of records all at one time."

With a note of nostalgia himself, he recalls the not-too-distant day when Frank Sinatra's records were bought by young and old alike. Sinatra albums currently sell "tremendously," however, while his singles don't, Mr. Reisman says.

Popular music today has degenerated professionally, the Roulette executive believes, even though basic tastes haven't changed.

### Big Beat

"As youngsters of the 1930's and 1940's knew it, popular music was performed in a highly professional manner—by Glenn Miller, Benny Goodman, Artie Shaw and the rest. Swing was the answer then to the teenager's desire for a tremendous beat.

"Now, the term rock 'n roll identifies a kind of music that supplies the exciting rhythm kids want—young people have a lot of energy to work off in dancing or just listening. But, professionally, the performance of this music today tends to lack quality. Somebody makes one record that sells, and then zoom, he's out."

The teenage market is not one to be ignored, however, Mr. Reisman declares.

"Elvis Presley has sold 20 million records. That's a lot of records, even for singles at 98 cents apiece. Anytime you can sell a million, you're hitting a pretty good representation of the available market."

On the other hand, he notes, the sale of classical records is mounting steadily, probably due to increasing interest in hi-fi and stereo.

"People with expensive sets—either radios or record players—want to enjoy the sound to the fullest extent. Classical works are ideal for this purpose."

Mr. Grean agrees that stereo machine sales have in turn boosted album sales to record highs. "Nobody is going to use a machine that re-

Mitch Miller  
Columbia Records

*"Music and news is a good basis. But too frequently a station ends up with fresh news and stale music."*



Charles Grean  
RCA Victor Record Div.

*"Let's face the truth. Stations which play the top 40 tunes appear to have the highest ratings."*



Joe Reisman  
Roulette Records

*"The program director of a radio station should be aware of the tastes of every population segment."*



produces all the fine points of instrumentation on a record featuring a raucous trio and a couple of bar-joes," he says. "And the excellent albums which have been coming out do provide what the stereo listener wants in the way of quality sound."

Quality, he believes, always "takes hold" in the long run. Whether or not tastes in music have changed in recent times, "a great calypso or a

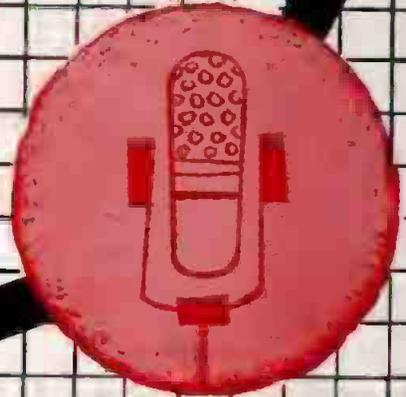
great ballad will always make itself felt."

Harry Meyerson of the artists and repertoire department of Decca Records Inc. regards American tastes in music as being so "across the board" that every type of music will get a hearing.

"People buy many varieties," he says, "from Segovia to Wayne King

(Cont'd on p. 55)

**Mother's**



1955

**ALL-RADIO CAMPAIGN PLACES  
Mother's Cookies At Top  
Of Golden State Sales**

**With 96 percent of budget in radio,  
Mother's Cake & Cookie Co. finds radio  
does complete marketing job. It builds  
grocer acceptance and consumer sales**



Typical of the cooperation Mother's Cookies is getting from stations is the Mystery Mother contest currently running on KCBS San Francisco. Discussing the promotion are (l to r): George F. Kinst, Mother's vice president and sales manager; Dave McElhatton, KCBS personality; Ole Waage, Mother's vice president and general manager; Bob Whitehead, GB&B account executive, and Maurie Webster, vice president and general manager of station KCBS.

The fight not only for consumers, but for shelf space and grocer support has prompted California's leading seller of cookies to invest 96 percent of its budget in the sound medium.

This figure becomes even more significant when viewed in the light of the firm's recent entry into radio advertising.

The Mother's Cake & Cookie Co., of Oakland, which claims to be the largest independent cookie manufacturer west of the Mississippi, plunged deeply into the sound medium for the first time only two years ago, according to its agency, Guild, Bascom & Bonfigli Inc., San Francisco. It is estimated that the firm's radio use is in the six figure bracket annually.

During Mother's radio investment, cookies sales have also increased, states George F. Kinst, vice president and sales manager, who points to a 60 percent rise in sales in the last four years for the firm's 40 varieties.

Radio has been able to attract and hold the confidence of this expanding company primarily because, the firm feels, it performs an all-around

marketing job at realistic prices.

"We feel that radio is giving Mother's a double-barreled approach to merchandising and advertising that other media are unable to provide," asserts Ole Waage, vice president and general manager.

"We are sold on radio because we find we are getting response from the retail store level which is very important to us. If we don't get on the shelf, we cannot sell our product.

"In addition, radio offers a flexibility of scheduling that fits in with our promotional activities," Mr. Waage explains.

#### Markets, Frequency

Mother's radio drive is concentrated at the moment exclusively in California, from which it derives 80 percent of total sales. The cookie concern runs an average of 225 spots per week over approximately 22 stations in eight major areas. The markets are: San Francisco, Los Angeles, San Diego, Sacramento, Chico, Stockton, Bakersfield and San Bernardino.

The firm was founded in 1914 by

Mique N. Wheatley, Mother's first president. Today, the supervision of Mother's quality is being carried on in the family tradition by Floyd Wheatley, the founder's son and current president.

Mother's distributes in Arizona, Nevada, New Mexico, Colorado, Oregon and Hawaii, plus California.

A part of the radio campaign that has proved extremely successful for Mother's is a tag to each commercial spotlighting a specific retailer in the area.

"This gratis plus to the grocer helps Mother's get into the store and gets the grocer's cooperation in obtaining a floor display for each tag given," explains Bob Whitehead, account executive.

Mother's tags are also awarded for each new store opening, he says, thus assuring a floor display on that "very important" day.

In addition to the extensive and varied use made of radio's merchandising opportunities, the sound medium also offers, in Mr. Waage's opinion, "the benefit of placing our spots when and where we want them. This flexibility affords us the

# cookie sales

added plus of being able to vary the impact as we need it."

Mother's aims its one-minute commercials at the housewife, with announcements spread from Monday through Friday, morning through afternoon. The client feels strongly that the whole week is ripe for cookie sales and does not concentrate to any degree on the end-of-the-week shopping days.

GB&B prefers strong personality shows for the cookie company, and puts a great deal of effort in off-beat, humorous messages featuring two strong personalities in their own right—The Mother's Brothers, Sidney and Freddie.

## Sidney

"Sanctimonious is the word that describes Sidney better than any other," says Bud Arnold, vice president and creative director. "He isn't a bad guy. He just hews straight to the line. His voice is as clear and forthright as his character.

"In a way, his voice is that of the super-guys we used to listen to on the radio five times a week. Clear and strong, they always reached the correct solution to the situation. The

main difference between these super-guys and Sidney is that Sidney never wins."

Sidney never wins, Mr. Arnold explains, because of Freddie, "the fun-loving Mother's brother.

"To Freddie, life is just a bag of cookies. And just like the fun-loving Rover Boy, Freddie is ingenuous, straight forward and gets a kick out of whatever he's doing, which is mainly eating cookies. Nothing bothers Freddie. He lives to eat Mother's cookies and no matter what kind of peril he finds himself in, he always manages to see it from the cookie viewpoint."

Here's a typical Mother's commercial, one in a series of 10 written by copywriter, Dan Bockman:

**Annrc:** Mother's Cookies presents—The Mother's Brothers Conquer Everest, Episode 24.

**Music:** (Real All-American Jack Armstrong type on organ)

**Annrc:** The Mother's Brothers are nearing the summit of Mt. Everest!

**Sound:** (Wind whistling, crunch, crunch of footsteps in the snow)

**Sidney:** Freddie. Stop eating those Mother's Cookies and hurry up.

**Freddie:** But Mother's are fun. Always crisp and crunchy because they're baked very slowly, not just on the outside, but clean through. (Gasp)

**Sidney:** What is it, Freddie?

**Freddie:** Strange footprints! Look at the size of them! They must belong to a monster!

**Sidney:** (Patiently) Freddie, those are my footprints.

**Freddie:** Then why do they lead to that comedian dancing over there? Gad! What an abominable show man!

**Sidney:** It's the abominable snowman. (Clears throat and is nervously friendly) Hi ho there, Mr. Snowman, or may I call you Abominable?

**Snowman:** (Grunt)

**Sidney:** (Building in passion) Tell us why, all these years you've been running, running, always running through these frozen wastelands of Tibet.

**Snowman:** (Very small, squeaky voice) To keep warm.

**Sidney:** Quick, Freddie. Give him your mackinaw. (Pause) Freddie. Mackinaw, not macaroon.

**Freddie:** Relax, Sidney. Everybody warms up to Mother's—the cookies that come in the passionate purple package.

GB&B, noting the unusual purple color, has ended the commercial since the inception of these radio spots with the tag, "Mother's—the cookies that come in the passionate purple package." According to Mr. Whitehead, this has caused considerable comment at the retail store level and has afforded an extra product identification.



The family history of Mother's Brothers, theme of firm's radio commercials, is examined by Bud Arnold, GB&B copy chief, and Dan Bockman, agency copywriter.

Mother's radio campaigns — like most of the firm's operations — are geared to please the retailer—the indispensable middleman — almost as much as the consumer.

With its purple-package and store-name tags and its promotions spotlighting individual markets, Mother's gains the goodwill—and shelf space—it needs to compete with local, regional and national competitors.

### Housewife Promotion

Radio also has turned the promotional trick in reaching the housewife. There are many station activities upon which the client and agency place heavy emphasis. Typical of such promotions is the "Mystery Mother's Voice" contest currently running over KCBS San Francisco.

The competition, which occurs twice each year for a four-week period, calls for listeners to identify the Mystery Mother's voice each day.

Contestants are telephoned on the Dave McElhatton show, or they may write in their answer on the back of a Mother's label. Prizes include trips to various California resorts.

Promotions like this are typical of the "assistance made available to us by individual stations," declares Mr. Whitehead. "We have obtained a great deal of valuable cooperation that has considerably enhanced the success of Mother's radio campaigns."

According to Mr. Kinst, Mother's averages about 30 percent of the shelf space in markets served by itself and its principal competitors, who range in number from four to nine.

In its oldest market, San Francisco, Mother's has achieved first place and believes it sells 25 to 30 percent of the total market there. In its newest major area, San Diego, which it began to sell three years ago, the company has recently been tied for second place and hopes to make it to first position within the next

three years, Mr. Kinst declares.

Two important reasons for the regional firm's success against powerful national competition are the rigid quality control it practices, plus its driver-salesman system of distribution.

Mother's makes the unequivocal statement that "There's never a stale cookie on any grocer's shelf," and backs it up with painstaking laboratory tests, and complicated but efficient systems of code-dating and stock-rotation. These are the responsibility of the firm's 120 salesmen and 13 district managers operating out of two divisions.

The driver-salesman system enables Mother's to specialize and give individual attention to each market. In addition to selling the grocer and installing displays and promotional material, the driver-salesman points out how the following advantages save money for the retailer: Direct delivery of cookies means the grocer need not store in warehouses; retailers need not spend their clerks' time on stocking or display, and they avoid the time-consuming chore of pricing each pack-

age. Finally, the salesmen point out that cookies are a high profit item. On Mother's, the margin is about 23 percent of the selling price, as compared with eight to 12 percent on food items generally.

To integrate its marketing and advertising efforts, Mother's chose radio on the recommendation of Guild, Bascom & Bonfigli because "it affords the coverage and impact we needed at a cost we can live with," says Mr. Whitehead.

"As in the case of many regional advertisers, radio was also an obvious and logical choice because it provides the flexibility necessary to shape our efforts to each market and to our special promotions.

"From the standpoint of media strategy," Mr. Whitehead continues, "we felt strongly Mother's should be in the broadcast medium in order to utilize the GB&B creative approach most effectively, and to reach most efficiently our best potential customer, the housewife."

From the client, Mr. Waage, comes the clincher for the sound medium: "Radio has worked for Mother's." • • •



Mel Blanc  
He's Sidney



Richard Crenna  
He's Freddy



Spending about \$200,000 in radio, about 40 percent of total budget, Milady uses spots in major cities from Los Angeles to New York. Has been in radio 10 years.

With estimated \$200,000 in sound, about 65 percent of total budget, Roman averages close to 200 spots per week in seven markets. New spot character, Octavius, is ready for debut.



Spending about \$150,000, Seabrook is in the middle of first big radio drive in years. Ten-week summer experiment will continue this fall in East. Markets in Midwest and West may get chance.

## Can Food Advertisers Use Radio Diet?

**Here's how one agency, Smith Greenland Co., employs radio effectively for its food clients. The strategy: To concentrate all the week's announcements on one day, Thursday, imprinting the brand label for Friday and Saturday shopping**

# 1959

SUN	MON	TUE	WED	THU	FRI	SAT

 Food clients pour more gold into the coffers of national spot radio than any other product group, accounting for about 20 percent of total spot business.

Yet, when considered in the light of total food advertising dollars available, radio's cherished ambition is to win for itself an even bigger piece of the pie.

How to cut off this larger chunk of pie remains a matter for speculation and experiment in many enterprising radio circles. Some of the answers may be found, however, in the philosophy and practices of a New York agency that specializes in selling food.

According to Leo Greenland, president, Smith Greenland Co., food clients can get the most for their money on radio not only by utilizing the medium's "old virtues," such as repetition, but also by boldly developing and testing new selling techniques.

Practicing what he preaches, Mr. Greenland—whose agency bills \$4 to \$5 million annually—is currently trying out a revolutionary sales method on behalf of all his food clients in radio. The innovation was conceived, he says, on the basis of available research which shows that the bulk of the nation's food shopping is done at the end of the week, principally on Fridays and Saturdays.

### Effective Way

"Everybody knows this," he declares, "but we decided to put the information to use in a dramatic and, we hope, effective way by concentrating all our radio spots on *Thursdays*."

"In this manner, wherever the stations could give us clearance, we have applied the fundamental principle of repetition, adding to it that of concentration at the very time when the repetition will do our clients the most good."

Mr. Greenland—who says radio billings at his agency total in the neighborhood of \$700,000 a year—has been experimenting with this approach during the summer months and will continue to do so "wherever results warrant it."

"This is the best concentration device we've developed," Mr. Greenland asserts. "By dominating our stations on one day, we expect the impact to carry over to influence the heavy Friday and Saturday grocery buying."

Prior to this summer, the agency had been using the conventional methods of either spreading spots across the daytime board or grouping them in clusters during the three days at the end of the week.

Smith Greenland's principal radio users include: Roman pizza, ravioli and other Italian dishes; Milady's Blintzes and potato pancakes; Seabrook Farms products; Sau Sea foods; Vego cheeses, and Alba dried

# RADIO DIET

milk. All of these foods are frozen.

Mr. Greenland reveals that of these, Roman and Milady constitute the largest investors in the sound medium, spending this year approximately \$200,000 each. Their home offices are in South Hackensack, N. J., and Brooklyn, N. Y., respectively, and both are nationally distributed, with special emphasis on Eastern markets.

Seabrook Farms, located in Seabrook, N. J., is spending about \$150,000 on radio this year in its first big radio push in a number of seasons.

San Sea, Yonkers, N. Y.; Vego, with home offices in Mineola, N. Y., and Alba, located in New York City, are smaller radio users, billing a total of about \$150,000 in the sound medium this year, according to Mr. Greenland.

## Tailoring

Whenever his agency is creating a radio campaign for a food client, Mr. Greenland explains, it seeks to abide by several tried and true general principles, while at the same time tailoring each effort to the particular client's requirements.

One guiding principle consists of creating entertaining and enjoyable commercials regardless of specific theme. "People listen to the radio with one ear these days," he says, "with the other one tuned to the doorbell, telephone or children. Therefore, you've got to leave a pleasant, unique impression with their sub-conscious."

Rather than attracting attention with a jangling, raucous message, Mr. Greenland favors entertaining with original, fresh commercials that pay off in agreeable memories at the supermarket. This is an especially important rule to observe with food products because mealtime is ideally a sociable, happy occasion, he says.

Another "basic" for Smith Greenland is its scrupulous attention to merchandising tie-ins and full cooperation with the retail outlets

that distribute its clients' products.

"We utilize every merchandising opportunity that presents itself and encourage the usual in-store displays and mailings. In addition, whenever we can, we feature a supermarket a week on the air with each of our clients, giving equal time when possible to the small independents as well as the large chains."

On the creative side, the agency attempts to distinguish each of its campaigns with an individualized approach.

With Milady, for example, the problem was to win general acceptance for a product with a strong ethnic background. "When Milady's Blintzes first went into radio 10 years ago, we decided to use established personalities—with the testimonial approach inherent in this kind of radio—to achieve a broad market," Mr. Greenland explains.

The product employed top personalities for a number of years. Mr. Greenland believes it is necessary to be identified with the same personality for a considerable length of time to get "full value" from this type of advertising.

## Widened Market

At present, Milady has widened its market sufficiently, according to Mr. Greenland, to justify a change in approach. Its commercials now include topical tie-ins, an example being a series entitled "Inquisition" with Andre Baruch, a parody of present day broadcasting formats.

With approximately 40 percent of its ad budget in radio, Milady advertises over stations in New York, Philadelphia, Miami, Chicago, Los Angeles and Las Vegas. New York receives the heaviest spot concentration, with about 50 announcements per week (Thursdays) being heard. The commercials are all recorded, consisting of 60's and 30's.

Roman pizza, ravioli and manicotti is also a long-time and heavy radio user, having been on the air

steadily for seven years and now expending about 65 percent of its budget in the sound medium, according to Mr. Greenland.

Both Milady and Roman are year-around radio users, but heavy up in the fall and spring. After September 15, Roman will average around 200 spots per week, with 100 of those aired in New York and the remaining half in Philadelphia, Washington, Boston, Bridgeport and Hartford, Conn., and St. Louis.

## Recorded Spots

Roman commercials are recorded in 60's and 30's, and include 10-second lead-ins to some live commercials.

Here's an example of a commercial for Roman used this past summer:

**Annrcr:** Mr. Rembrandt, you've stumped the experts on "What My Vocation?" Now tell us—what is your vocation?

**Man:** I'm a ravioli crimper.

**Annrcr:** A ravioli crimper?

**Man:** Yeah. You know the little scalloped edges along the side of the ravioli. I put them there for Roman quick-frozen ravioli.

**Annrcr:** No product names, please.

**Man:** Well anyway, after every Roman...sorry, I forgot I shouldn't say Roman. After every Blank ravioli comes fresh from the kitchen, full of the delicious ricotta cheese or wonderful meat stuffing that Roman...sorry...uses, I carefully crimp the edges so that the ravioli never stick or break apart.

**Annrcr:** I imagine this job must require special

*"By dominating our stations one day,  
we expect the impact to carry  
over to influence the heavy Friday  
and Saturday grocery buying."*

training.

Man: Does it? I was an apprentice ravioli crimper for seven years. And I go to Italy for a six-week refresher course every year. Now I'm the senior ravioli crimper at the Roman Ravioli kitchens.

Annor: Remember, no product names, please.

Man: Okay, okay, but I promised my boss I'd tell everybody what an economical meal Roman Ravioli makes. 24 to a box...feeds the whole family.

Annor: Thank you, Mr. Rembrandt. "What's My Vocation?" has been brought to you by Roman Ravioli. No, I mean... (cut off)

### Octavius Debuts

A new development this coming season will be the debut of Octavius, an Italian character, who will appear first on the foreign-language stations and later, if he is successful, on the general audience outlets.

Seabrook Farms' 10-week radio experiment during the summer months this year "is doing nicely," declares Mr. Greenland, and will continue into the fall when the firm will advertise over Philadelphia, Boston and New York outlets.

Seabrook's distribution areas also include Chicago, Los Angeles, San Francisco and Baltimore where the sound medium may be utilized at a future date.

The philosophy behind the firm's excursion into radio this summer emphasizes, according to Mr. Greenland, the agency's belief that "people eat 12 months of the year, including the hot weather months."

He emphatically disagrees with those who put a near-halt to summertime advertising, and feels that

the dog days are really salad days for frozen foods because they are easy to prepare.

"I'm placing a lot of emphasis with the Seabrook campaign on the beach crowds," Mr. Greenland explains. "After a housewife has coped with a couple of kids in the hot sun all day, the last thing she

feels like doing is preparing a complicated meal in the evening. Here's where frozen foods exercise real appeal."

According to Mr. Greenland, radio with its year-around appeal—especially on Thursdays—"will continue to play a big part in the advertising plans of our clients." • • •



Leo Greenland  
President



Martin Smith  
Secretary-Treasurer



RAB's Kevin Sweeney checks IBM facilities from which test proposal data is derived, as the bureau builds . . .

## A Bridge to Sales

 In media selling, the role of Pied Piper is virtually nonexistent. It takes a lot more than a melodic tune and gentle persuasion to bring advertisers to the dotted line—especially new advertisers.

Adhering to its function as the sales promotion arm of the radio industry, Radio Advertising Bureau has undertaken a new step in its sales activities. Every client at the conclusion of a series of presentations is now getting a specific proposal for a test campaign.

"What we are aiming for is response," says Kevin B. Sweeney, president. "An advertiser's interest is more keenly whetted when he sees a tailor-made test proposal suited to his distribution and marketing needs.

"He may not agree with us, but the chances are he'll tell us about it by questioning separate points in the submitted plan. This is a lot better than having him listen to a presentation and thanking us for our effort. In such cases, it's more difficult to tell whether the interest is hot or lukewarm."

The test—or rough—proposal is given only to advertisers whom RAB feels are sufficiently versed in the basics of radio to be receptive. This level of education is sometimes gained through prior use of or con-

tact with the sound medium, or through a series of preliminary presentations by bureau salesmen.

For potential new advertisers, the proposal is generally given in the third-stage presentation. It follows the (1) basic background on radio and (2) the analysis of the newspaper versus radio story.

The RAB offering encompasses both the media and creative aspects. It includes suggested test strategy covering specific markets, audience to be reached, and length, time and frequency of announcements.

While proposals are specific as to number of stations to use and the number of announcements on each station, call letters are not used, the stations and/or networks being identified as "A," "B" or "C."

On the creative side, RAB includes suggestions for copy and copy platform, as well as ideas on how to promote and merchandise the campaign.

Not all these elements, of course, are included in every proposal. RAB emphasizes that each plan is tailored to meet the distinct needs of individual advertisers.

Under ideal conditions, the payoff of the test proposal is when an advertiser gives his agency the go-ahead on the suggested plan. In other cases, where the advertiser may

question RAB on a specific point, it is up to the bureau to meet the challenge with appropriate ideas.

Where the plan is completely rejected, there is a consolation prize. RAB receives a specific response (albeit negative) to a specific proposal. This, the bureau believes, is an improvement over the enigmatic, nodding response to a general presentation wind-up.

By learning the reason why radio cannot meet the objectives, the bureau feels it is in a better position to re-appraise intelligently the test proposal at a future date.

In expanding its sales promotion activities to advertisers, RAB touches base first with the advertising agencies involved. The intention is to seek agency help wherever possible.

At the same time, however, the association is quick to point out that this plan fills a vacuum where the agency or media department is, for example, tv oriented.

"The test proposal plan," states Mr. Sweeney, "is designed to build a bridge between conviction and use. It is not our job to perform a direct sales function. But we can do everything possible to bring advertisers to the point where all they have to do is pick up the phone and place the order, through their agencies, with either representatives or networks."

## \$5 MILLION PROPOSAL

Because of the individualized nature of each proposal much work is entailed in the preparation. The specific test markets (which can range from a handful to a nationwide cluster) and the copy ideas are often taken from the advertiser files the bureau maintains. These include available data on a company's ad strategy and expenditures, marketing and distribution methods and problems, plus such things as tear sheets of newspaper ads which can suggest a copy approach.

To help with the burden of preparing the proposals, a former agency timebuyer has been added to RAB's national sales staff. Miss Carol Agate, who served as media estimator with the Lawrence C. Gumbinner Advertising Agency Inc., New York, for two and one-half years working on national and regional accounts, will work with account executives.

The ideas and effort that are going into the test campaign proposal are aimed at realistically demonstrating how radio can work if the proper attention is provided. The bureau's national sales staff is attempting, in the words of RAB, "to convert standard trade association selling into actual dollars-and-cents salesmanship." • • •

The RAB proposal outlined below is the first of a series of plans the bureau will offer this fall to major companies which make "corporate" media buys. At press time, the proposal was still in process of being designed but these were highlights thus far developed.

**COMPANY** A food giant with diversified products, including some non-food grocery items; company's products range from leaders to items fighting for position. Distribution is national.

**PROPOSAL** Buy a \$5 million combination of network and spot radio designed to serve as a vehicle for all the company's brands. Brands would be dropped in and out of the schedule depending upon seasonal and competitive need.

**TIMING** All commercials would fall on the best grocery days to maximize impact. Schedules would heavy up in best markets or where competitive pressure is needed. In one market where 200 spots were used, Brand A might get 125. In a weak market for Brand A, it might get only 25 while other brands get larger share of spots bought by corporation.

**SPECIFICS** Proposal will specifically suggest which brands use how many spots in which markets along with complete network plan spelling out shows and time slots.

### SPOT RADIO'S 50 LEADING CLIENTS—FIRST HALF 1959

RANK	COMPANY	RAB-Estimated Spot Radio Expenditures— Jan. to June, 1959	Rank	Company	
1.	Ford Motor Co.	\$3,250,000	25.	Plough Inc.	\$ 625,000
2.	Liggett & Myers Tobacco Co.	2,500,000	26.	Northwest Airlines Inc.	600,000
3.	R. J. Reynolds Tobacco Co.	2,400,000	27.	Eastern Airlines Inc.	575,000
4.	General Motors Corp.	2,200,000	28.	Philip Morris Inc.	550,000
5.	Chrysler Corp.	2,125,000	29.	Firestone Tire & Rubber Co.	540,000
6.	P. Lorillard Co.	1,500,000	30.	General Foods Corp.	530,000
7.	American Tobacco Co.	1,450,000	31.	Corn Products Co.	525,000
8.	Anheuser-Busch Inc.	1,300,000	32.	Quaker Oats Co.	520,000
9.	Joseph Schlitz Brewing Co.	1,275,000	33.	Miles Laboratories Inc.	505,000
10.	Thomas Leeming & Co.	1,250,000	34.	Tetley Tea Co.	500,000
11.	Sinclair Refining Co.	1,200,000	34.	Metropolitan Life Insurance Co.	500,000
12.	The Borden Co.	1,125,000	34.	Studebaker-Packard Corp.	500,000
13.	Texas Co.	1,100,000	35.	Continental Baking Co.	495,000
14.	Bristol-Myers Co.	1,050,000	36.	The Gillette Co.	490,000
15.	Carling Brewing Co.	900,000	37.	Chesebrough-Pond's Inc.	450,000
15.	Standard Brands Inc.	900,000	37.	Sterling Drug Inc.	450,000
16.	Fels & Co.	850,000	38.	Pharmaco Inc.	435,000
17.	Shell Oil Co.	825,000	39.	Pharma-Craft Corp.	425,000
18.	Campbell Soup Co.	800,000	40.	Sun Oil Co.	410,000
19.	Beneficial Finance Co.	775,000	41.	F & M Schaefer Brewing Co.	405,000
20.	B. C. Remedy Co.	765,000	42.	Trans-World Airlines Inc.	400,000
21.	Chattanooga Medicine Co.	750,000	42.	Cities Service Co.	400,000
22.	Standard Oil Co. (New Jersey)	700,000	43.	Liebmann Breweries Inc.	380,000
23.	Ralston Purina Co.	685,000	44.	Pabst Brewing Co.	375,000
24.	American Airlines Inc.	650,000	45.	Ward Baking Co.	360,000

NOTE: The figures shown here are totals for each company named, including all of its brands and divisions. The figures are for the first six months of 1959 as estimated by RAB on the basis of its surveys during the period, with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures rather than overly high "gross" figures. (Where companies are tied, rank numbers are repeated.)



Ed Wood  
HPL General Manager

# HPL\*

## 25 YEARS OF

# The Art of Talking to Women

Although it's known that women almost always get the last word, it is also true that in eight cities they take a back seat to men for about 12 hours each week. And after putting up with the situation for 25 years, it can be safely said the ladies love it.

Much is being aired today about good conversation and talk re-appearing on radio. Members of the \*Housewives' Protective League, however, view the trend with some disinterest because, after all, they have been practicing the art of pleasant, informative, diverting chatter for a quarter century. (Currently celebrating its silver anniversary.)

Ever since Fletcher Wiley came out of the food industry to launch HPL, on August 14, 1934, over KNX Los Angeles, the program's goal has been communication with and product protection for the housewife.

In each of the eight major metropolitan centers across the country, a broadcaster-director of HPL holds forth approximately two hours each day (although not continuous) from Monday through Saturday (no Saturday broadcast in New York at present).

These directors are the key to the

flow of wholesome chatter the housewives hear. But even before they qualify as broadcasters, the directors must have at least two other inclinations.

"Because the program was developed for the protection of the housewife from second-rate products and erroneous advertising claims, the HPL director must be a businessman and a salesman, too," explains Ed Wood, who has been general manager of HPL since 1947, the year CBS purchased the rights to the program.

"The jobs of the HPL directors are fulltime," explains Mr. Wood. "They are not just confined to the hours that they are on the microphone. They work with all phases of local business and participate primarily in the affairs of the food industry at the retail, wholesale and consumer levels."

But above all, the HPL broadcaster-director is a communicator—a dispenser of interesting and often light conversation with the housewife. And as anyone knows, *good* conversation never comes easy.

One of the secret ingredients in the HPL formula is a crew of seven editorial researchers who supply the

directors with weekly material they can draw upon. Each director receives the same material, but it is up to the individual as to what, how and when he wants to use it.

It is significant that the kind of people who serve as researchers are generally those with an appreciation of other people. Thumbnail profiles of a few of the researchers, who work out of their homes, are drawn here by Mr. Wood:

"One of our researchers, who has been working with us 12 years, is Jerry Belcher of the original Vox-Pop programs. Jerry and Parks Johnson were the two guys who started the 'man on the street' craze. He now has reached the point of being the elder philosopher of our group and lives with his wife in Larkspur, Calif., tending his flowers and dreaming up philosophy and anecdotes to feed to HPL through its editorial office in New York.

"We also number among our group a lady who, during World War II, took over the newsroom at KNX when all the men were going into service, and carried the ball during the critical days. Shortly after the war, she suffered from the paralysis of the legs and has stayed



Paul Gibson  
WBBM Chicago



Philip Norman  
KNX Los Angeles



Morgan Baker  
WEEL Boston



John Trent  
WCAU Philadelphia



Craig Harrison  
KCBS San Francisco



Allen Gray  
WCBS New York



Grant Williams  
KMOX St. Louis



Mark Evans  
WTOP Washington



Lewis Martin  
WTOP Washington

## HPL Directors

in her wheelchair with her typewriter, her library and her philosophical viewpoint of life, turning out research material for us that only one who has suffered is capable of.

"Another of our researchers is Douglas MacCrae, who had the distinction of being one of the youngest men ever to attain a Master's Degree. He did . . . at 17. Doug then went to the wars as a Marine fighter pilot and returned to become a writer by trade.

"We have another researcher, Dorothy Cromer, who has been a writer and student of child psychology all of her life until now, in her late 60's, continues to probe mother problems for the HPL directors from her home in California.

"We have had housewives research for us, poets, novelists and just plain everyday researchers," states Mr. Wood. "A balance of material with something of interest for everyone is the goal of our programs. It is only through careful editing and screening of the subject material submitted that we have been able to continue through the years to hold the interest and confidence of our listeners."

The informative and yet informal banter is the hallmark of HPL program content. It can be light material, but not lightheaded. It is rarely serious material, but concedes

that life is a serious business.

Here is an example of recent HPL chatter by Allen Gray, HPL director of WCBS New York.

"I've brought along a couple of items and I thought that we might try these on for size.

"I have a good friend by the name of Ken Nelson who is an advertising man—and he likes to write. He likes to think up little ideas of his own—and these are original. He claims that there is a group of people that he calls 'Vanishing Americans.' Let's see if you don't get kind of a kick out of this.

"For example, there is a salesman with performance equal to promise. He's a vanishing American. Another vanishing American is people who ride herd on every detail so that someone else doesn't have to get into the act. Or teenagers who know the value of a quarter because they really earned it. Or kids who read books. Waitresses who give you half a cup of coffee when you request it. Newlyweds who don't want to start where the folks left off after a lifetime of getting there.

"Another vanishing American is the senior citizen who can understand the same mistakes that he made years ago. And finally, people who like to take advice. These are all vanishing Americans. I kind of like that. It is one of those things

that I wish I had dreamed up myself."

With little transition in mood and tempo, Mr. Gray heads into a conversational commercial on the idea of a coffee break and Hills Bros. coffee.

In addition to the directors and researchers, there is a third group of people whose story is very much a part of the HPL silver anniversary.

Because of the closeness of HPL with its community—and particularly the food business—each director has an assistant to help with the many non-broadcasting and merchandising activities.

According to Mr. Wood, "Partly by design and partly by accident, this phase of the HPL program has become a spawning ground for the sales departments of the company-owned stations and our CBS Radio Spot Sales Division. At the present time, scattered throughout those units are 11 former HPL merchandising men actively engaged in sales and sales management work. In addition to these 11, some eight more are in different phases of CBS broadcasting or associated with the radio or tv industry."

The history of HPL as well as its future is based on the continuing fulfillment of a promise—"the program that sponsors the product."

•••

# question and answers

## THE QUESTION:

**Many agency timebuyers say that ratings aren't the only reason they buy one station over another. However, stations say that ratings appear to be the reason in 90 percent of the cases. What's the real story?**

JEREMY D. SPRAGUE

 The statement is subject to modification. I would say that ratings are a major consideration in 90 percent of all cases, and the major consideration in perhaps 50 percent, but very seldom the only consideration. We invariably use more than one radio station in a campaign, and they can't all be #1.

Often we may seek a specialized audience, such as Negro; then we would buy the highest rated Negro station. Or we may want area coverage, and, if the area station's metro ratings aren't up to par, we supplement the buy with a highly-rated local outlet. If we are looking for a "quality" audience, we may pick a good music station—one that reaches the largest possible number of the elite.

So we *do* buy by the numbers, although with judgment and qualification. If, for instance, we are looking for men at rest, or women at the stove, or drivers on the road, we may pick spots that will pinpoint our audience rather than purchase a run-of-schedule package with more rating points and a lower cost-per-thousand.

It is becoming increasingly common for certain stations to make the claim that they and they alone, regardless of the numbers, reach the people with "money to spend." The inference is that all other stations play nothing but rock 'n' roll, and reach nothing but teen-agers who never have any money. However,



Mr. Sprague, assistant media supervisor, Cunningham & Walsh Inc., New York, defends buying by the numbers but with judgment and qualification. He says ratings are seldom the only consideration, although a major one.

there is seldom anything to back up their claim other than the fact that they play the music you and I like.

We believe that a station good enough to obtain and hold a good position in the market cannot appeal solely to the blue-jean and school-book set. Certainly, a station playing nothing but Glen Miller will reach an older, more sophisticated, probably wealthier audience than will the station playing today's top hits. But they will not reach the true mass audience available through spot radio.

The blue collar worker, the factory lathe operator, the man who never graduated from high school, the couple who married in their teens—there are millions of them, they have "money to spend" these days, and they are less likely to be reached by other media than are those fortunate enough to be further up the social scale. Through spot radio we can reach them in great numbers, and we can reach them economically.

But are these the only consumers

we'll reach? Certainly not! I firmly believe that a spot radio campaign, using several stations bought by the numbers, will reach a cross-section of all socio-economic levels.

We use every available yardstick in evaluating a station. We study Politz, NCS, field strength maps, audience composition reports, mail counts, success stories, semantic differential studies; we listen to tapes, we make field trips, we question station men on programming and policy. All of these factors, and more, contribute to the buy.

But radio's strong point is its ability to deliver a mass audience at low cost, and since ratings measure audience, ratings remain a (and sometimes the) major consideration.

Ratings as they exist today admittedly have their shortcomings; but let's try to improve ratings, not abolish them or circumvent them.

I've never tried to sell a \$25,000 yacht by using radio, but when I get the chance, I'll pick the station that programs to yacht buyers. If they can prove anybody listens!

**For U. S. Radio's point of view on this question, see Editorial, p. 64**

**PETER M. BARDACH**

The station men are largely correct . . . ratings or share of audience are usually the deciding factors in choosing one station over another. Much of the time, *but not always*. The reason for this can best be understood by an appreciation of the thinking that prompts a national or regional advertiser to select the medium of spot radio as part of the marketing plan.

The advertiser selling to a general mass market is particularly concerned with radio's values in terms of: 1. Gross and unduplicated circulation; 2. cost efficiency, and 3. frequency.

**Distinctive Fashion**

If station men would have agency buyers pay greater attention to non-statistical factors, they must offer tangible evidence that their station is actually performing in a *distinctive* fashion. Unfortunately, rating reports give little clue as to the "personality," "image" or "local acceptance" of a station. Therefore, it's up to the station salesman and the representative to inform the buyer. This can be accomplished via visits, intelligent and factual mailings, and tape recordings sent to the buyer.

If radio buyers seem to pay little attention to the "intangibles" that cannot be measured statistically, when choosing one station in preference to another, the reason is that the medium has changed somewhat in the last few years. Except for the handful of "good music" stations, and regional fm networks, the indi-



Mr. Bardach, senior media buyer, Foote, Cone & Belding Inc., New York, *states that ratings and share of audience are usually deciding factors, much of the time but not always. He says ratings are necessary because of the sameness in sound in many cases.*

vidual characteristics that formerly distinguished one outlet from another are not quite so pronounced. Nearly every station, independent and network affiliate alike, is a "music and news" operation to a greater or lesser degree. Many stations play the same popular recordings, use the same "sounds," employ similar audience building gimmicks. Nevertheless, most buyers attempt to evaluate aspects not strictly related to ratings.

Because of the similarity in "sound" between stations in the same market, and since many station operators no longer permit disc jockeys freedom of selection and ad lib patter, it is often difficult for a station to develop and maintain a distinct "personality." Additionally, as more stations take to the air, the number of outlets competing for the listener pie has resulted in smaller slices for everyone.

Is it any wonder then that the agency media buyer is primarily concerned with the number of sales prospects station A offers in contrast with stations B, C, and D? Eventually, this must reduce to a question of numbers. If station A can deliver 20 percent more prospect homes than another outlet, and at a similar cost, then station A deserves to be awarded the business.

**Package Plan**

Most station rate cards today are based on package plans involving the purchase of large numbers of spots weekly. For this reason the timebuyer usually considers the performance and efficiency of a station as a *whole*, rather than one spot or strip on station A versus a spot or strip on another outlet. The *overall* cost efficiency, audience reach and frequency become the key deciding factors in selection. •••

# focus on radio



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



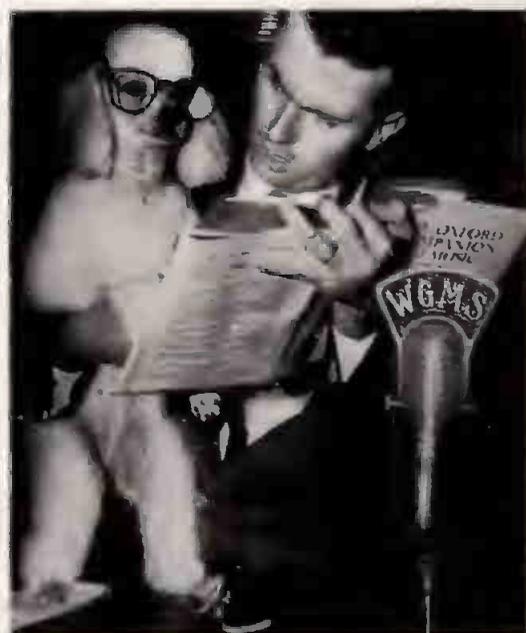
A BEARDED BEATNIK ponders over questions asked him by Merritt Hadley, KFMB San Diego newsman, during an interview in one of the city's "beat" coffee houses. This was part of a report by Mr. Hadley which discussed beatniks' "lingo, feelings and problems."



WINNING FORM is displayed by Joseph Parra, winner of the WINS New York "sun tattoo" contest. A prize of 110 silver dollars was awarded to the best tattoo reading "WINS 1010." Also showing good form are Gerry Besta (left) and Raelyn Lachel. Looking on is WINS disc jockey Murray Kaufman. Contest was at a local amusement park.



SURPRISE PARADE for new WHK Cleveland disc jockeys, Farrell Smith, Jerry Healy and Pat Fitzgerald featured distribution of hundreds of balloons containing certificates for various kinds of prizes. Caught in the act of filling a parade car with balloons is Cleveland model Barbara Arnold.



BARK OF APPROVAL for good music is voiced by Debbie to Charles O. Wood, WGMS Washington, D. C., programming director. The Capital's canine set was honored by a "Dogs Day," featuring editorials and "good music for dogs" on hour program.



MISS WASHINGTON, D. C., 1959, Virginia Pailles, chosen in a contest sponsored by WWDC Washington, is surrounded by members of panel which selected her. Left to right: Jim Kelly, of Fletcher, Richards, Calkins, Holden Inc.; Ed Fleri, BBDO Inc.; Jim Richards, John Blair & Co.; Fred Spruytenberg, SSC&B Inc., and Tucker Scott, John Blair. This was WWDC's 18th year as sponsor.



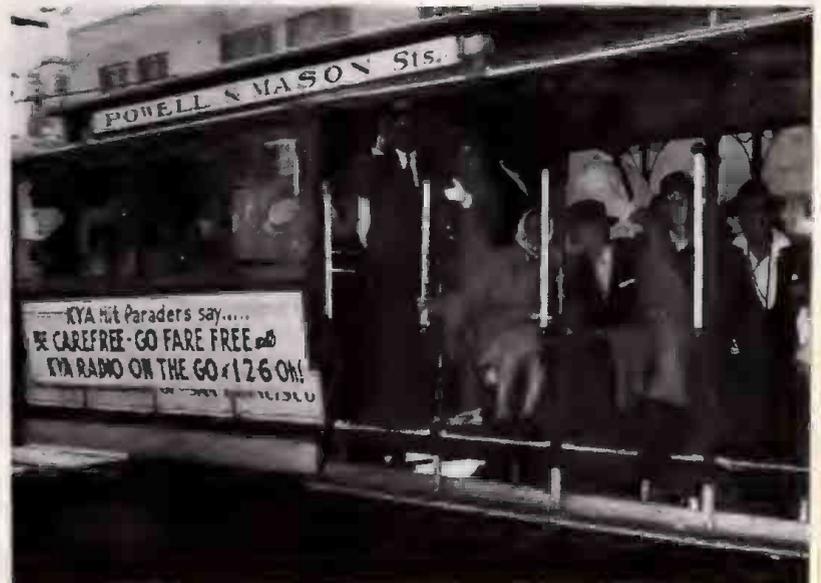
TEENAGERS' FAVORITE is Linda Jette, voted the first annual "Beautiful Doll," who will reign over weekly Teen Hops sponsored by KIOA Des Moines and m.c.'d by Doc Lemon, KIOA disc jockey. Linda and Doc look at prizes she received in winning the contest.



CLOCK STRIKES 37 at Milwaukee's City Hall saluting the 37th birthday of WISN Milwaukee. The station celebrated the event with a six-hour party at a shopping center, with food and prizes.



STOPPING TRAFFIC is WRCA New York's "Miss Wall-To-Wall Music," who rode through the city's streets and passed out buttons as part of the station's promotion campaign for its new musical programming concept.



FREE RIDES were given by KYA San Francisco to cable car passengers for three consecutive days. KYA personalities broadcast from the cars, entertained the riders, and awarded prizes throughout each of the scheduled runs.

# KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's *only* 50,000-watt station. It's Kansas City's *only* radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.



Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron

## KCMO~Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE  
PHOENIX  
OMAHA  
TULSA

WHEN  
KPHO  
WOW  
KRMG

WHEN-TV  
KPHO-TV  
WOW-TV

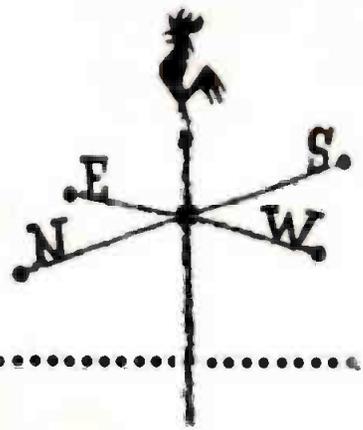
The Katz Agency  
The Katz Agency  
John Blair & Co. — Blair-TV  
John Blair & Co.

E. K. HARTENBOWER, Vice-President  
and General Manager  
R. W. EVANS, Station Manager

Represented nationally by Katz Agency.  
Meredith stations are affiliated with  
BETTER HOMES AND GARDENS and  
SUCCESSFUL FARMING magazines.

## hometown USA

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



Robert M. Light  
SCBA President

# The Sound of Sunny Radio

**Southern California Broadcasters Association shows agencies and clients in five major ad centers what the blend of radio and the market has to offer**

 There are few areas of the country where the inherent qualities of geography combine with the natural advantages of radio as in Southern California.

Taking the primary characteristics of the area, one finds: Warm weather locale, out-of-door activity all-year around, most of the people driving cars (there is no subway system), booming population.

And the salient radio values: A warm weather medium, it goes with people wherever they go, monopolizes the driving population, sales of radio sets and car radios skyrocketing.

This market and media story, combined into a sales presentation, "The Sound of Selling," reached the

ears of advertising agencies and clients late last month in New York, Chicago, Detroit, Minneapolis and St. Louis. The traveling slide presentation was financed by the Southern California Broadcasters Association, composed of more than 50 radio stations in the southern-most counties of the Golden State, as well as the western branches of CBS Radio, NBC Radio and ABC Radio.

The SCBA differs from most broadcaster groups in that its main function is promoting radio time sales for the region.

The chief missionary for SCBA is its president, Robert M. Light, who states, "We believe agencies and clients have responded enthusiastically to 'The Sound of Selling' because it is a positive radio and

market story. The negative references to other media, so standard in most presentations by all media, have been completely avoided."

The SCBA's sales presentation furnishes five essential differences "that make radio the ideal marketing medium in Southern California." These are: "Explosive growth, a high ratio of families to people, the year around outdoor living, "nobody walks in Southern California," and the tourist bonus.

Population trends show the tremendous growth that has taken place in the area. A large part of this increase has been from people migrating from other locations, and these newcomers, says Mr. Light, are buying and furnishing new homes and "are ready-made radio listen-

ers." Typical of the population trend is Los Angeles, where almost half of the SCBA stations are situated. In 1949, the Los Angeles population was 4,027,800; in 1958 it was 6,109,000, and this year, it has reached 6,476,000. Similarly, its households have also steadily increased—1,308,400 in 1949; 2,108,700 in 1958, and 2,235,400 this year.

Other areas in Southern California show similar growth in population during the past 10 years: San Diego has increased from 553,600 in 1949 to 942,100 in 1959; Imperial County has grown from 49,700 in 1949 to 70,700 this year; San Bernardino-Riverside-Ontario has increased from 416,100 to 752,000; Santa Barbara has grown from 86,400 to 145,900; Ventura-Oxnard has increased from 95,900 to 174,500; San Luis Obispo has grown from 60,600 to 67,000, and Bakersfield has increased from 213,100 to 284,300.

Obviously, states the SCBA, "more people mean more sales of everything people need to live. Growth in all categories of retail selling has followed the population increase."

The second selling point for radio in Southern California in the asso-

ciation's presentation is the high ratio of families to people. It states that the average number of persons in a Southern California family is 2.96, compared with the national average of 3.42. This means that "if the rest of the U. S. has six households, Southern California will have seven."

The area is especially suited for radio as an advertising medium, according to the SCBA, because 98 percent of the homes have radio sets, with an average of 3.2 sets per home (exclusive of auto radios). An example of the rise in homes using radio is Los Angeles, where Pulse found that the average number of homes listening from 6 a.m. to midnight, Monday to Friday, was 506,000 last year compared with 298,000 in 1951.

An example of the jump in homes listening to radio on the weekend, is San Diego, where Pulse found that there were 60,154 such homes in 1958, contrasted to 36,239 in 1952.

"The climate lets people enjoy the outdoors year 'round. . . . Radio goes with them," says the SCBA when discussing its third main point

"indoor-outdoor living." Southern Californians enjoy radio 12 months a year. According to the Electric League of Los Angeles, close to half a million sets were bought in 1958 alone, and radio set sales in a seven-county area studied by the league show a 33 percent increase in the first five months of 1959 compared with the same period in 1958.

The fact that "nobody walks in Southern California" is strengthened by the statistic that 3,813,823 passenger autos were registered in 1958—87.5 percent of which have "operable radios," according to the SCBA.

An important point for radio advertisers in this area is that automobiles are being used throughout the day, and, says Mr. Light, "the amount of traffic on the highways during the daytime low is never less than 25 percent under the highest and most congested times of the day, the 'traffic times'."

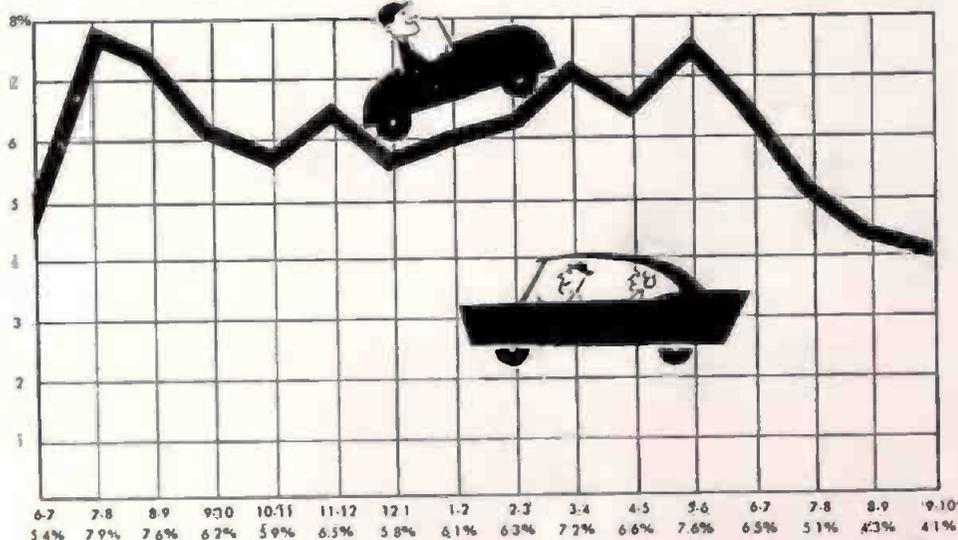
A study of traffic on five major Los Angeles freeways plus seven major Los Angeles intersections by SCBA illustrates the continuing flow of cars—and of radios. Between 7 and 8 a.m., 7.9 percent of total traffic between 6 a.m. and 10 p.m. is on the road. Between 5 and 6 p.m., 7.6 percent of the traffic is there. In between these two peak "traffic times," the smallest percentage of the traffic flow on the road is 5.8 percent from 12 noon to 1 p.m. At no other point from 7 a.m. until 7 p.m. does the traffic fall lower.

The average worker in this area drives one hour and 36 minutes daily to and from work, and one of the large supermarket chains, Alpha Beta, states that more than 90 percent of its customers come by car.

The final point in the association's sales presentation on Southern California—the tourist bonus—highlights the fact that the area's climate and physical features attract millions of tourists every year. This, says the SCBA, adds "many millions of dollars to the area's retail sales." And, since most of the tourists drive, "they bring their radios with them." • • •

**Traffic Graphic**

This SCBA research chart of total traffic on five major Los Angeles freeways plus seven major Los Angeles intersections provides percentile breakdowns for every hour from the early morning until late evening. The chart shows the relatively small variation in traffic flow between rush-hour peaks and average day-long flow.



## commercial clinic



### Radio Commercials Give Small-Budget Client Big Equity

A Southern dairy and its agency, who know how to achieve a big sales splash on a low budget, are making the region sit up and take notice with their award-winning radio commercials.

In the sound medium for the second year with musical messages, the Maola Milk & Ice Cream Co., New Bern, N. C., attributes "substantial sales increases to our radio campaigns."

During Maola's radio push, according to Kenneth G. Reesman, general manager, sales of the firm's premium priced Golden Guernsey milk have shot up 55 percent, a rise in which he feels radio has played an important role.

Harry Ginaris, president of the dairy's agency, Harry Ginaris & Associates, Charleston, S. C., states that "Of Maola's 100 milk and dairy products, there have been several with sales increases of between 30 and 250 percent since the beginning of the radio campaign. And these are products that had been well established in the markets prior to that time."

Mr. Ginaris, whose four-man agency bills approximately a quarter of a million dollars per year, adds that radio will remain "Maola's backbone medium" in the foreseeable future.

This year Maola's radio spots continue over 17 stations in eastern North Carolina, with up-to-date variations superimposed on the basic 1958 commercial theme.

The jingles, which were created by Phil Davis Musical Enterprises, New York, attracted the favorable attention of the Atlanta Radio-Tv Representatives Association, which this summer presented Maola and its agency with an award for "excellence in product broadcast advertising."

Maola, whose radio budget in-

cluding production costs runs at only \$20,000 this year, has added three musical variations and seven sets of lyrics to its basic jingle. In 1958, the firm employed only a standard jingle and one set of lyrics, with announcer tags to promote particular products.

The original jingle, according to Zandra Dengate, Ginaris media director, used two vocalists from the Ray Charles Singers and featured a lively, bouncy tune.

Music was chosen in the first place, Miss Dengate says, to project a pleasant, distinctive product image for the dairy.

"Naturally we wanted to retain the quality image, but in addition we were striving to create a special impact for Maola through music on a local level and without the national advertising backing of several of our competitors."

Mr. Ginaris adds that since Maola's market is primarily in rural areas with each small town having its own radio station, the firm's salesmen benefit from the local radio approach and often point out to prospective distributors Maola's interest in the community.

The 1959 commercials promote principal Maola products with different treatment for each season.

"To make a change from last year, Phil Davis worked up a frisky tune for our spring promotion," Miss Dengate explains, "when we featured Maola's Pixie iced desserts and the Golden Guernsey milk."

The following is the copy for the Pixie dessert jingle of last June:

Boy and girl singer:

We go for Pixie, Maola  
Pixie

Mighty smooth, mighty  
cooling and refreshing

Boys: We go for Pixie,  
Maola Pixie

Both: The most delightful  
new dessert of all for  
you.

So rich in flavor, so rich  
in proteins,  
Lower in calories, too.  
Pick up Maola Pixie in the  
half-gallon handi-pack  
And please a lot of pixies  
when you do.

Anncr.: Yes, you'll please  
everybody with Maola  
Pixie. So smooth and cool-  
ing, so very refreshing.  
Here's an economical des-  
sert with the smooth,  
velvety texture and rich  
old-fashioned flavor of  
ice cream as grandmother  
used to make it. Pixie is  
rich in flavor, rich in  
proteins, but far lower  
in calories. Pick up a  
half-gallon handi-pack of  
Pixie today. Pixie—by  
Maola.

Boy: Maola

Girl: Maola

Both: First in quality.

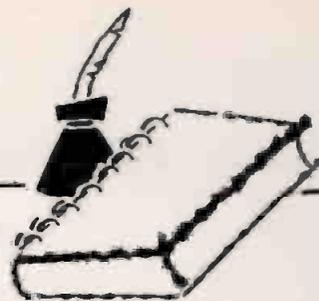
"In the summer, we used a languorous, relaxed variation for our orange drink and ice cream. For the fall, we will have the standard arrangement from last year with new lyrics promoting weekend buying.

"In the winter, Maola will employ a march-time variation to sell its homogenized vitamin D milk."

Maola averages 200 spots per week, in a three-week-on, two-off flight system, and concentrates heavily on Wednesdays, Thursdays and Fridays, the heavy shopping days.

"We know we have increased sales with radio and we plan to continue to spearhead our advertising with the medium," says Mr. Ginaris, "because local radio stations are where we want to be—close to the cash register." • • •

# station log



## News:

Fire and extreme weather conditions are giving radio stations a chance to flex their strongest muscles—up-to-the-minute news and on-the-spot coverage, according to reports from WTIC Hartford, Conn.; KIDO Boise, Ida.; KNUZ Houston, Tex., and KOIL Omaha, Neb.

WTIC served as a news clearinghouse for reports of a disastrous chemical plant fire in Portland, Conn. In addition to broadcasting beeper-phone reports to its own audience, WTIC fed the news to stations in Iowa, Ohio, New York, Rhode Island and Massachusetts. On the morning of the fire, the station reported direct from the scene from 5:30 to 9 a.m.

In covering a fire near the Idaho capital, KIDO also was involved in a rescue mission. Jack Link, KIDO manager, was reporting from the station's mobile unit at one of the strategic points in the 20,000-acre range fire when gale winds caused the flames to spread in new directions. According to KIDO, the mobile unit was cut off in one direction. Upon turning around, it was able

to rescue four Bureau of Land Management fire fighters who had been forced to abandon their truck.

A previously arranged plan for hurricane coverage by KNUZ went into effect at the first signs of Hurricane Debra, which, according to the station, took all other media in the area by surprise. The station's cabin cruiser, used for seagoing news coverage, was out of action. Consequently, two mobile units were sent to the Freeport and Galveston areas. At these points, which were located right in the path of the 105-mile-an-hour winds, KNUZ newsmen sent warnings of the approaching hurricane. For 36 hours, says the station, KNUZ newsmen issued bulletin material and supplementary reports to the United Press International news service wire. Taped reports were relayed from the hurricane scenes to stations in all parts of North America as well as the Mutual network's news department.

KOIL newsmen were dispatched to the scene of a flood as the Papio Creek overflowed in a residential district of Omaha. Throughout the day, they broadcast on-the-spot, wading through flood waters.

While the Russian Premier Khrushchev is currently being informed about our way of life, William J. Edwards, president and general manager of WKNX Saginaw, Mich., was informing local citizens about the Russian way of life. The *Saginaw News* invited him to give his observations and views in a guest editorial, based on his recent visit to the Soviet Union.

## Public Service:

WBBM Chicago has prepared a booklet on its public service activity in 1958. For that year, it devoted 304 hours, five minutes and 34 seconds to public service programs, partial program features and announcements. During the year, WBBM used 1,001 programs, 121 features and 6,139 announcements for public affairs, at an estimated value of \$860,275.06, according to the station.

WHLI Hempstead, N.Y., will broadcast emergency announcements during the storms, hurricanes and snowstorms of the winter months for the 12th consecutive year. The station reports that its facilities have been made available to over 400 schools and almost 400 industrial and commercial firms in its coverage area.

## Programming:

"The music never stops on the Ted Jackson Show" is a new programming concept of WRCV Philadelphia. Specially selected music is heard continuously, even behind "live talk" on the two-hour show. The new music concept is interrupted only for recorded musical commercials, according to WRCV.

WABC New York's new music policy, the "greatest sounds of all time," features a well balanced program of music rather than just the top 40 tunes. Also, the station's new news policy will provide 10 minutes of "news in depth" every hour. • • •



Mayor-president Jack Christian of Baton Rouge, La., is presented with an fm radio from Roger Davidson, WJBO Baton Rouge sales mgr., as Frank McConnell, president pro tempore, looks on. The occasion saluted the establishment of WJBO.FM with "Fm Month."

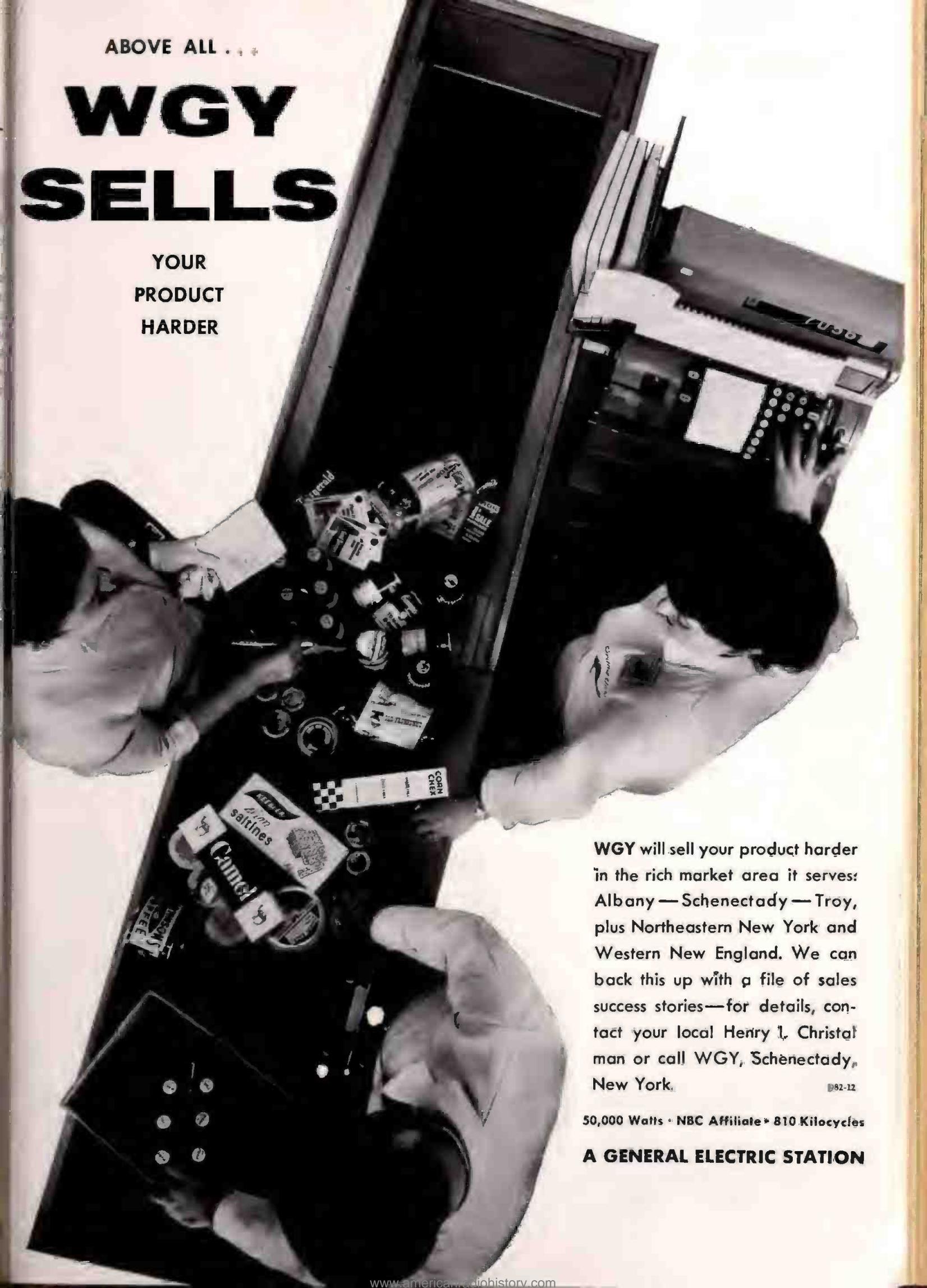


Glen Broughman, news director WRBL-AM-TV Columbus, Ga., congratulates Eleanor Whitelaw, station news director, after she was awarded diploma for economics course sponsored by local Chamber of Commerce.

ABOVE ALL . . .

# WGY SELLS

YOUR  
PRODUCT  
HARDER

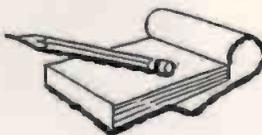


**WGY** will sell your product harder in the rich market area it serves: Albany — Schenectady — Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry L. Christman or call WGY, Schenectady, New York.

©82-12

50,000 Watts • NBC Affiliate • 810 Kilocycles

**A GENERAL ELECTRIC STATION**



## Homes and Swimming Pools Make Grand Prize Gifts

Gracious living, in the form of modern homes and private swimming pools, is being offered to radio listeners through promotion campaigns by three stations—WCOL Columbus, O., WYDE Birmingham, Ala., and KFVB Hollywood, Calif.

WCOL, in cooperation with Huber Homes Inc., a Columbus home builder, has been conducting a "Dream Home" contest for three months, coming to a close this month. The station reports that the winning listener will receive a four-bedroom brick ranch home completely furnished, along with a Bermuda swimming pool. The worth of the prize, says the station, is in excess of \$25,000.

WCOL is placing word clues next to commercials on an irregular basis. Listeners must select 25 or more words from a list of 1,000 words heard over the air and complete the statement, "I would like to live in the new WCOL Dream House because..." Also, the station's campaign consists of 96-spot-per-day saturation—every 15 minutes, 24 hours a day.

WYDE, along with the Birmingham JayCees, sponsored the "Birmingham Home Show" at the Alabama State Fairgrounds. The grand prize of the show was a Knox home and lot in a Birmingham suburb, Vondales. The second prize, according to WYDE, was a fully installed Lancer swimming pool. WYDE manager Tom Whitley states that in addition to promoting many of the station's sponsors' home products, the show also provided an opportunity to cooperate "with the Junior Chamber of Commerce in its worthwhile ventures."

A KFVB programming feature, "The swimming pool on the roof," has resulted in a three-way promotion campaign, according to KFVB. The Elliott Field show, heard from 3 to 6 p.m. during the summer,

created the illusion among listeners that it was being done "poolside." Paddock Pools Inc. decided to take part in the program-promotion and is offering one of its swimming pools as a contest prize to the listener with the correct count on the number of times "Paddock" is mentioned by Elliott Field during the course of the contest. A swimming pool trade journal has arranged a feature story on the KFVB "pool on the roof."

## A Day Off With Pay Adds Up to Easy Listening

While some radio listeners are winning homes and pools, others are content with receiving a day off with pay from their jobs, through promotion campaigns by WBZ\* Boston and KISN Portland, Ore.

New England employers, entering the WBZ "Day Off With Pay" contest, submitted letters to the station giving reasons why certain employees were entitled to a day off to be guests of WBZ at Pleasure Island, the area's recreation center.

With regular broadcasts from the island, the station selected a winner each day for one week. Each person was the station's guest, and according to WBZ, was "given the VIP treatment."

KISN's "Goldbrick" contest gives listeners a chance to "goldbrick" from their jobs for a day, according to Steve Brown, KISN program director. Running indefinitely, the contest asks listeners each day to write a letter of 25 words or less about why they need a day off from work. The station then arranges for the person with the best reason to have a day off with pay.

## Station and Movies Develop Musical Salute

A "movie musical salute" campaign involving radio spots, film trailers, lobby displays, newspaper ads, and record shop displays, has been

launched by KWK\* St. Louis, in cooperation with motion picture exhibitors in the St. Louis area.

The station saluted the greater St. Louis motion picture industry with a campaign called "Get More Out of Life—Go Out To a Movie." This consisted of devoting the 11 a.m. to 12 noon segment of *Hi-Fi Showcase* on three Sundays in August to telling the story of the local motion picture industry's economic, cultural and public service contributions. It also highlighted Academy Award-winning songs and other movie favorites. Musical salutes to the movies were heard every half-hour around the clock for two weeks. The 60-second trailer film was reportedly shown on every theatre screen in the area from July 27 to August 15. It advertised the station's campaign for the movies and gave the various times when people could hear "music from the movies" or interviews with top show business stars.

## Dialing Right Number Can Put You on the Air

WBAL\* Baltimore set up special telephone receivers as part of its "You're on the Air" contest. Listeners called certain numbers with the chance of having their voices recorded for possible playback over the station during the day.

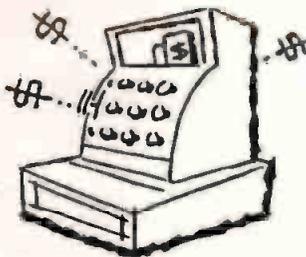
According to WBAL, over 3,000 persons called the special telephone numbers during the second week of the contest. Only selected voices were aired at irregular intervals throughout the week, and those listeners who correctly identified their own voices within a half-hour after broadcast received transistor radios. Over 500 persons responded during the week, believing that their voices had been aired.

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



HOMETOWN, U. S. A.

## radio registers



### REFRIGERATOR DEALER

Hynes Brothers, the Washington, D. C., distributor for Gibson refrigerators, used spot radio on WMAL Washington for four weeks. Using primarily the daytime hours to reach the women listeners, Hynes ran 40 spots a day throughout the campaign in its first use of radio. According to WMAL, 498 sales were directly attributed to the radio campaign, and John Hynes states that "Gibson had the biggest sales month in the history of the company."

### HOME TRAILERS

Shipley Sales Co. ran a two-day promotion campaign over WFPA Fort Payne, Ala., to introduce a new trailer sales lot. The station moved its entire programming into one of the trailers for the regularly scheduled spots. In the first week of the WFPA "Time on Time" remote broadcasting, the company sold seven mobile homes, at an average price of \$3,000, according to the station. Shipley then ran a second campaign two weeks later and sold six more trailers.

### SUPERMARKET

IGA Thriftway supermarket ran a weekend saturation campaign to build store traffic over KFPW Fort Smith, Ark. Consisting of 40 live spots during the two days, the promotion featured a special sale of Tang breakfast drink. According to KFPW, the store made 644 cash sales of Tang through the radio campaign.

### APPLIANCE STORE

Pullman Appliance & Music Store, Pullman, Wash., ran a three-day remote campaign over KRPL, Moscow, Ida., to acquaint new families in the area, as well as old customers, with its line of new appliances. The station reports that the store sold 33 major appliances in the three days.

## RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



The WBEC, Pittsfield, Mass., sales department is delighted with the "Department Store Radio Campaign Service" of RCA Thesaurus. Program Director Paul Edwards tells why WBEC is so very excited.

"Sold England Bros. 1000-spot, 52-week DEPARTMENT STORE RADIO CAMPAIGN...income over \$7800! Jingles sold the sponsor, who hummed them all the way through the tape demo... everyone here is very pleased!"

If you want more department store business... or any other kind... in your town, write for complete RCA Thesaurus details now!



## THESAURUS

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

## report from RAB

### Auto Dealers Target Of New Sales Tools

What may be the biggest radio sales campaign ever launched at a single retailing group begins this month as station members of the Radio Advertising Bureau Inc. set out to sell the nation's automobile dealers.

Although auto dealers are the largest source of local revenue for most stations, according to RAB findings, it's felt the opportunity for more automotive billing has never been greater than right now.

To help stations fit their push to the need of the 1960 model year, RAB this month mailed to its members a complete package of auto dealer sales tools.

The chief package ingredient is facts—on radio, on the automobile business, on the marketing and advertising trends affecting the industry. The kit includes 11 separate booklets, brochures and folders.

RAB says auto dealers have many problems to solve even though the industry has rebounded nicely from recession-hit 1958. Among the difficulties dealers face: Profitless prosperity, high business mortality, lack of public confidence, "compact" car sweepstakes.

For example, RAB points out that in a recent record-breaking year for new car sales, operating profits averaged only 1.7 percent while within four recent years dealers declined 4,600 in number.

How can radio help brighten the dealer profit picture, help beat the sure-to-come competition in 1960? RAB takes 24 pages to show radio's superiority for automotive advertising in a presentation: "Radio: Miles Ahead for Auto Dealer Advertising."

Using arguments developed under nine specific headings, RAB tells dealers that radio reaches the full potential of their markets, delivers the decision-making male and excels in the suburbs, where the dealer's best customers are moving.

Some facts from the presentation: Better than 55 percent of all car-owning households are in suburban locations; radio reaches two-thirds more suburban families than metropolitan newspapers in five typical markets; 80 percent of total new car sales are made to persons who already own cars; 37.9 million cars are radio-equipped.

The RAB package also includes eight full-length case history folders explaining in detail how dealers in various-sized markets use radio with success. One capsule case history tells this story:

Twelve announcements each day for three days sold 75 cars for the Hull Dobbs Ford agency in Winston-Salem, N. C. The commercials offered no startling deals, just straight discounts. Total dollar volume gained: approximately \$220,000, about what the dealer would score in a month. Cost of the radio campaign: Just \$144.

RAB rounds out the kit with two booklets, "Background for Selling Auto Dealers," and "101 Sales Ideas for Auto Dealers." The background piece is designed to brief salesmen on the automotive business and contains facts and figures on current marketing trends. The idea booklet is a collection of contests, copy points and promotional stunts. • • •

### RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls  
Several brands, not the top sellers in their product categories, are now considering or testing radio in an effort to compete with larger budgeted brands active in tv. The brands include a filter cigarette, a drug product, an insurance company and a line of baby foods. The feeling is that they should move into a medium that they could dominate. Radio's economy would permit them to compete equally with their competitors, allow them to be "big" on a small budget.



Now Operating  
**24  
HOURS  
A DAY**

SERVING KALAMAZOO  
AND BATTLE CREEK.  
PRIMARY AREA COVERAGE  
431,000 POPULATION.

Western Michigan's  
Most Powerful  
Independent

**MUSIC and NEWS**





# Our awards are your rewards!

*Constant quality programming  
pays off in audience  
growth and loyalty!*

**Peabody Award**—Won by WGN-TV's Blue Fairy as the best children's program of the year.

**Alfred P. Sloan Award**—Presented to WGN Radio "Signal 10" for public service in promoting traffic safety. "Signal 10" documents the work of the state police of Indiana with on-the-spot recordings of actual traffic violations and instructive comments on their dangers. This popular, 25-minute feature has been made available to 17 other mid-western radio stations.

**Ohio State 1958 TV Award**—Presented by Ohio State University to WGN-TV for its documentary program "The Cardinal's Two Hats," based on

the life of the late Samuel Cardinal Stritch.

**3 Emmy Awards and 10 Plaques**

WGN-TV's Fran Allison was awarded two Emmys. She was chosen best actress of the year and best saleswoman of the year.

WGN-TV's cameraman, Wilmer Butler was awarded the behind-the-camera Emmy for "best creator with material elements."

The ten plaques awarded to WGN-TV were shared by these seven WGN-TV staffers: Fran Allison, Frazier Thomas, Jack Brickhouse, Sheldon Cooper, Frances Horwich, Bob Trendler and Bob Stebbins.

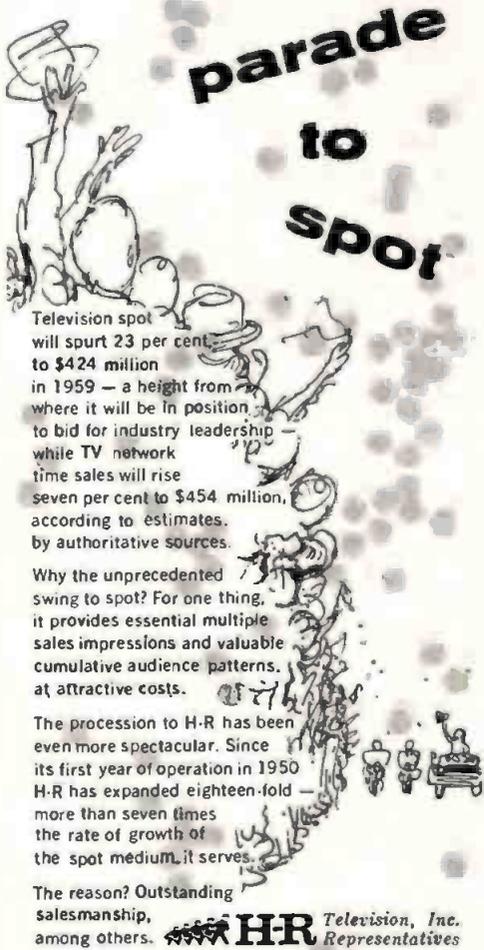
*Quality programming, presented with integrity, produces award winners. It also produces rewards for advertisers who can depend on WGN and WGN-TV to deliver loyal audiences day after day, year-in, year-out.*



## WGN and WGN-TV

Serving all Chicagoland  
441 N. Michigan Avenue, Chicago 11, Ill.

# parade to spot



Television spot will spurt 23 per cent to \$424 million in 1959 — a height from where it will be in position to bid for industry leadership while TV network time sales will rise seven per cent to \$454 million, according to estimates by authoritative sources.

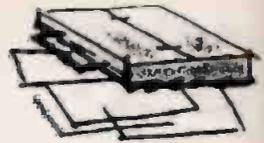
Why the unprecedented swing to spot? For one thing, it provides essential multiple sales impressions and valuable cumulative audience patterns, at attractive costs.

The procession to H-R has been even more spectacular. Since its first year of operation in 1950 H-R has expanded eighteen-fold — more than seven times the rate of growth of the spot medium, it serves.

The reason? Outstanding salesmanship, among others.

**HR** Television, Inc. Representatives

## report from representatives



### Petry Study Provides Fuel For New Car Advertisers

Automobile advertisers are being advised not only how to promote their products, but when, in a study conducted by Edward Petry & Co. on the shopping and purchasing habits of new car buyers.

The survey was conducted in 29 Petry-represented station markets and furnishes automobile advertisers with data on the favored shopping days and hours of potential customers in each market. Berr Holmes, Petry vice president in charge of radio, states, "An automobile manufacturer can effectively pinpoint his target.

"Spot radio, with its unique flexibility, has always allowed an automobile advertiser to hit his audience, no matter where it is, whenever he wants—on a market-by-market basis. This study tells him when."

#### Saturday Big Day

Petry found that Saturday is overwhelmingly the best day for new car sales, with the morning and afternoon about even. Monday and Friday are also very good, although usually only in the evening. In certain markets, the study revealed that Thursday evening was good after supermarket shopping.

Typical of the response to the survey is Dallas, Tex., where 25 new car dealers were interviewed. Saturday was voted as the best day for selling cars by 17 dealers, while five voted for Monday, two voted for Friday, one voted for Wednesday and another voted for Thursday. The most popular selling hours were 3 to 6 p.m., 9 a.m. to 12 noon, 12 noon to 3 p.m., and 6 to 10 p.m.

While Saturday is clearly shown as the leading car-selling day in the week, certain market areas have also found other days to be equally as successful. In Milwaukee, for example, nine dealers were contacted by the Petry-represented station in the area.

One Chevrolet dealer stated that

in the summertime, Monday and Tuesday were the best nights, and in the winter, Saturday was the best day. Another picked Saturday and Monday daytime as the best days throughout the year. Of three Ford dealers interviewed, the first stated that Monday and Tuesday nights were the best all year, while in the winter alone, Friday night and all day Saturday brought out the most customers; the second dealer picked Monday, Tuesday and Wednesday evenings in the summer and all day Saturday in the winter; the third chose Monday and Friday nights in the summer.

An Oldsmobile dealer reported that his best selling time was Wednesday night all year except in the summer. Friday nights and Saturday afternoon were the next best. A Plymouth and Chrysler dealer picked Monday night as his best time, with Friday night running second and all day Saturday placing third. A Buick dealer stated his best times were Friday all day and Saturday daytime.

Mr. Holmes declared that "Radio is the natural medium for reaching new car prospects. . . . This is one of the singular applications of radio's highly sales-directional flexibility, for in the case of new car buyers, we can narrow down to the prime prospect and aim new product persuasions at him while he actually is using the old."

The markets that are covered in the Petry study, in addition to Dallas and Milwaukee, are: Albuquerque, N. M.; Atlanta; Buffalo, N. Y.; Chicago; Cypress Gardens, Fla.; Denver; Detroit; Harrisonburg, Va.; Houston; Indianapolis; Little Rock, Ark.; Miami; Minneapolis; Norfolk; Omaha, Neb.; Philadelphia; Portland, Ore.; Providence, R. I.; Richmond, Va.; Sacramento; San Antonio; San Diego; San Francisco; Shenandoah, Ia.; Spokane, Wash., and Tulsa. • • •



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV looks over . . .

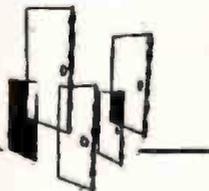
Letters of GOOD WILL—  
34 years in building—  
a productive PLUS for  
WHBF advertisers.

STRONG & PRODUCTIVE FROM DEEP ROOTS



Covering Western Illinois — Customized • RADIO & TELEVISION

# report from agencies



## D'Arcy Sees Need For Close Radio Ties

A growing regard for the job radio can do has been clearly brought to light by the recent Media Day seminar of D'Arcy Advertising Co., St. Louis. For the past two years, the agency has held 10 such seminars as it seeks to improve the business partnership between itself and the media it uses.

Prominent during these programs has been the participation of radio station executives and their representatives, for, according to John Weber, producer-director of the radio-tv department, "Radio is of vital importance at D'Arcy and demands equal creative effort with all other media."

The sound medium's significance at the agency is illustrated by the firm's \$5 million billings in spot radio campaigns during 1958, according to Richard T. Greer, public relations manager.

Broadcast (radio-tv) billings for the current year, he states, are expected to approximate 32.3 percent of the total agency billings, with the home office in St. Louis handling a \$5.5 million share of the broadcast business. The home office alone anticipates spending approximately \$2.5 million for radio.

### Beer Client

Among the firm's principal radio clients, Anheuser-Busch, St. Louis, maker of Budweiser beer, allots "more than \$2 million annually to radio commercials," Mr. Greer declares. The beer company represents the agency's largest single account in the medium in St. Louis.

Other important radio users in the area are: The Krey Packing Co.; the Banquet Canning Co.; the Missouri Pacific Railroad; the Laclede Gas Co., and the Reardon Co.

"Each client has his own philoso-

phy about radio and its effective use," states Harry K. Renfro, radio-tv media department manager. "Anheuser-Busch, for example, feels that its radio commercials must entertain as well as sell Budweiser. (See *Where There's Radio There's Bud*, February 1958.)

"The brewery has made its campaigns sales-successful through the buying of heavy spot schedules on 540 stations in more than 300 markets, thus assuring exposure to the largest possible cross-section of the population. Repetition of the 'Where there's life there's Bud' spots has also done much to create a lasting product image in the minds of listeners."

### Different Approaches

Some clients, on the other hand, Mr. Renfro points out, don't feel that jingles set to music do their selling job or reach the public needed for their products. They may turn to humor or to straight selling commercials instead.

Mr. Weber adds that "while the agency prefers to transcribe commercials, there are times when the budget for a given campaign will not permit it."

In a market like St. Louis, however, where control over live commercials can be exercised by the agency, clients such as Budweiser supply wholesalers with live spot copy for use by the station personalities and announcers, he says.

Since the media meetings were instituted, 125 persons have attended the seminars. During the most recent session, held during the summer, eight men from the broadcast field participated along with six print media representatives and three outdoor media people. • • •

## "NATURALLY I LISTEN TO KFWB"

"When surfing, I thrill to the coordination and speed. When listening to radio, I want the same zest and personal pleasure... so naturally I listen to KFWB."

The KFWB audience gives you more men, women, children, more everybody, than any other Los Angeles station. Buy KFWB... first and last in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151  
 ROBERT M. PURCELL, President and Gen. Manager  
 JAMES F. SIMONS, Gen. Sales Manager  
 Represented nationally by JOHN BLAIR & CO.

## A "Handy" Way To Buy The Best in Birmingham

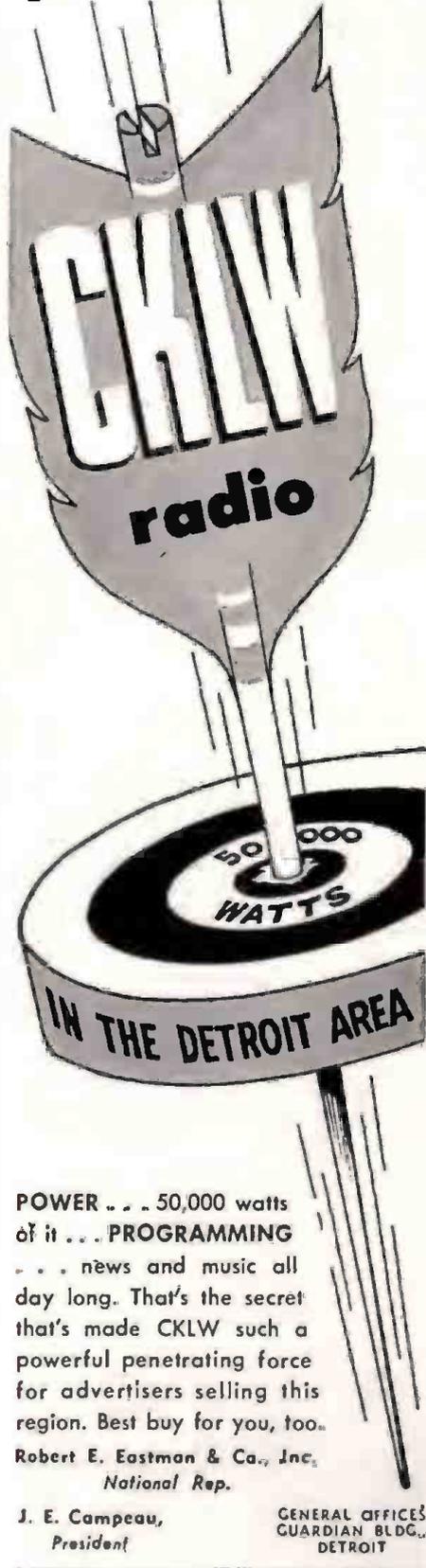


Ask C. E. Hooper  
 or  
 The Pulse  
 or  
 Anybody in Alabama

# WSGN

## 61

# POWER to penetrate!



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

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

J. E. Campeau,  
President

GENERAL OFFICES  
GUARDIAN BLDG.,  
DETROIT

## report from networks



### ► ABC:

Nearly \$2 million in new and renewed business was signed by ABC Radio in July—the largest gross billings for that period by the network in recent years, according to Edward J. DeGray, ABC Radio president.

New ABC sponsors include: Western Air Lines Inc., Peter Paul Inc., Swanson Cookie Co., Chicopee Mills Inc., Dawn Bible Students Association, Curtis Circulation Co., Plantabbs Corp., Burgess Vibrocrafters Inc., Magla Products, Standard Oil Co. (Indiana), Bankers Life & Casualty Co., Lab-Co. and R. J. Reynolds Tobacco Co.

Six renewals for 52-week periods include: The Kretchmer Corp. for *Breakfast Club*; Dr. Thomas Wyatt for *Wings of Healing*; Voice of Prophecy Inc. for *Voice of Prophecy*. Also, Cadillac Motor Car Division of General Motors Corp. has renewed its sponsorship of *John Daly-News*.

Beginning September 8, John Cameron Swayze will be heard on *Business Final*, Monday through Friday, 4 to 4:10 p.m., and rebroadcast from 7:15 to 7:25 p.m. Aired directly from the New York Stock Exchange, the program will present late financial news of interest to business men and will analyze current market trends and their effects on the general economy.

### ► CBS:

More than three-quarters of a million dollars was netted by CBS Radio in new business and renewals during a week ending in mid-August, according to George J. Arkedis, CBS Radio vice president in charge of network sales. Major buys by Grove Laboratories and The Mentholatum Co. highlighted the sales.

Grove purchased 28 weeks of daytime serial units and "Impact" segments, with 12 to 15 of the broadcast units per week beginning Sept. 11. Mentholatum, for Deep Heat Rub, purchased a combined order of *House Party*, daytime serial units and "Impact" segments. Effective October 4, the campaign will run for 26 weeks.

The Oldsmobile Division of General Motors Corp. will sponsor *Lowell Thomas and the News* (6:45 to 6:55 p.m., EDT, Monday through Friday), effective September 28. Also, Foster-Milburn Co. has renewed two weekly daytime serial units for 52 weeks beginning August 11,

### ► NBC:

A total of \$2 million in net sales during a one-month period ending August 19 was announced by William K. McDaniel, NBC Radio vice president in charge of sales. The sales were highlighted by a one-quarter sponsorship of *News on the Hour* for 39 weeks by Auto-Lite Battery Corp., beginning August 31. This marks the company's return to the use of the broadcasting media.

Other sales during the one-month period included: A 52-week order by Time Inc.; a three-week saturation schedule for General Foods Corp., for Swans Down Flour, beginning Oct. 12, and one-half sponsorship by Philip Morris Inc. of the National Football League's championship game on Dec. 27.

### ► MBS:

The Mutual Broadcasting System has received creditors' acceptance of its entire financial reorganization plan, following a meeting in Federal District Court last month.

This action was concerned only with the Class I creditors, since those in Class II and Class III had already given their acceptance previously, according to Benjamin Weintraub, the network's special counsel. In all, there are 195 proofs of claim filed by Class I creditors, with 171 acceptances. The 195 proofs represent \$1,633,646 in creditor claims against Mutual, and of this amount, \$870,831, or more than the needed majority, agreed to settlement under the network's reorganization plan.

During the two-month reorganization period, the network says it signed affiliation agreements with 16 new stations, among them: KAYO Seattle; KOBV San Francisco; WJMK Syracuse, N. Y.; WINF Manchester, Conn., and WZOK Jacksonville, Fla.

### Keystone:

Charlotte Tucker, director of station relations for the Keystone Broadcasting System, has announced the addition of seven new affiliates: KTOC Jonesboro, La.; WDLB Marshfield, Wisc.; WWIZ Lorain, O.; KGRO Gresham, Ore.; WRWH Cleveland, Ga.; KASO Minden, La.; and KRMS Osage Beach, Mo.

to newcomer Carl Dobkins Jr. There's room for all kinds of music on the air, not just one or two."

Because of the varied nature of the buying public, Mr. Meyerson continues, "trends" are difficult to define and almost impossible to predict.

"Everybody loves to spot a trend," he observes, "in movies, politics, or Top 40 tunes. We try to guess, to start a few little 'trends' ourselves, but you can't work by computer findings in such an emotional area as music."

Illustrating those things that are unforeseeable in the recording industry, he points to one of the three top discs for 1958—"Volare."

"This record broke all the accepted rules as to what would sell. It ran over three minutes long. It broke tempo several times. And it was in Italian—how many people in this country can understand Italian? But it became a hit.

"Then everybody jumped on the bandwagon and started making Italian records galore. Nothing happened."

On the subject of rock 'n roll, Mr. Meyerson is equally skeptical of predicting what its status will be.

"Critics have been pronouncing it dead for the past four years," he recalls. "But it is now part of the American musical idiom. It's vociferous, but a good portion is basically an early blues form."

Mitch Miller remembers when he and Rosemary Clooney made a record in 1953 entitled "My Baby Rocks Me with a Steady Roll." It's a famous old blues piece, he explains, but six years ago (just prior to the era of rock 'n roll) its revival was vetoed by Columbia because of two dubious words: "rock" and "roll."

Music, Mr. Miller continues, is one of the freest expressions of formal art.

"In these days of conformity in dress, food and living habits, one of the few remaining areas in which an individual can express himself is in his selection of music. But now the 'numbers' people are trying to bring conformity into this field, too. A person doesn't want to listen to all

the same things his neighbors hear."

Looking for the ingredients with which to produce a hit record, Mr. Miller says, entails seeking out what will affect the most people. An artists and repertoire man, in his opinion, should be part psychologist, part English teacher and a lot of other things as well as a musician himself, in order to gauge what will evoke the necessary immediate emotional response.

To be successful, adds Joe Reisman of Roulette, music must strike a familiar or receptive chord in the listener.

"Lyrics alone might sell a record if they really hit home with a lot of people," he says. "One of the reasons why rock 'n roll is so popular with teenagers is that, besides its having an exciting beat, its lyrics generally tell a story of what kids think and do and feel. Adults just don't think and do and feel things the same way, so the lyrics don't capture them."

#### Program Director Role

The program director for a radio station would do well to take a page from the book of the recording company's artists and repertoire man, Mr. Reisman suggests.

"He should be aware of the tastes of every segment of the population simultaneously. He's dealing with all age groups and markets."

Age rather than geography now determines who's buying what in the record category, the recording director points out.

"There used to be regional differences in musical tastes," he says. "But now country and western music, for instance, sells nationwide. Types of music themselves have melted together. Some rock 'n roll is nothing but country and western with a blues beat—add strings, and it's a pop tune."

On the subject of tastes in music, Martin Samit, director of Consumer Behavior Labs, New York, says studies he has conducted in this regard indicate that psychological factors related to age, sex and education determine an individual's preferences.

"City size or regional characteris-

tics have only a negligible bearing," he finds. "For instance, tastes in the South appear to differ from other regions only because the South has more young people whose preference is for simple music with a definite beat."

#### Musical Consumers

The relationship between musical tastes and personality characteristics are very close, Mr. Samit notes.

"You can do a personality diagnosis using musical themes. And since buying patterns are strongly related to personality factors, a radio station should take into account that its programming of music can help considerably to determine its success as an advertising medium for a given product."

Mr. Miller carries this point further in declaring that the radio listener who is not hearing what he likes in the way of music will turn off his set and turn to his record player for satisfaction.

"Emphasis today is on broadcasting music and news, which is a good basis," he states. "But too frequently a station ends up with fresh news and stale music.

"Program departments should keep in mind that Mom isn't necessarily listening to the radio the kids have turned on—she's tolerating it. It's a rare sub-teen music performer who has entertained an adult audience for an evening, in a nightclub act, for example. That's a test for holding adult interest.

"With so many people owning record players today, we find the market for all kinds of records has expanded tremendously. A whole new era has opened up for poetry readings, comedy and other performances besides music."

Anyone who deals in services is subject to providing what the client wants, according to Mr. Reisman, who expresses his sympathy with radio's efforts to play to the interests of its listeners.

"But you can't underestimate the variety and degree of those interests," he maintains. "To each his own—and radio, like the recording business, must make sure there's something for each available on the market." • • •

## Power Ratings!

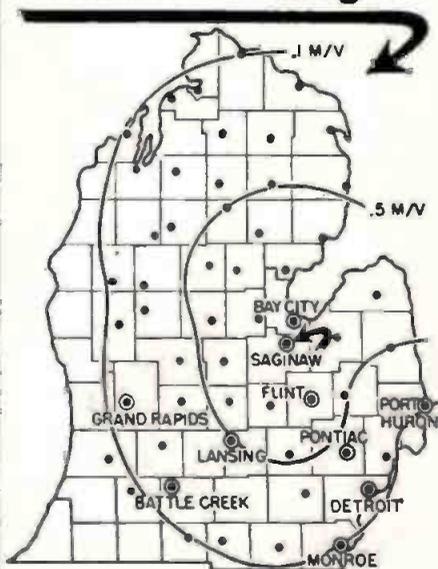
The **NUMBER ONE**  
**RADIO STATION**  
 in **SAGINAW-BAY CITY**  
 for the **5th CONSECUTIVE**  
**YEAR** —(Pulse)—

## Power Personalities!

- ☆ Bob Dyer    ☆ Harry Parterfield
- ☆ Dave Skinner    ☆ Phil Baller
- ☆ Art Allen    ☆ Mike Chamberlain
- ☆ Dwayne Riley    ☆ Dave Millan
- ☆ Dave Kushler    ☆ Dick Davis



## Power Coverage!\*



A Giant New MICHIGAN MARKET  
 of more than 1,000,000  
 High-Income People  
 \*TARGET DATE SEPTEMBER 75

# 10,000 WATTS

Outstate Michigan's Most  
 Powerful Radio Station

# WKNX

SAGINAW, MICHIGAN

Represented By **GILL-PERNA**  
 NEW YORK—CHICAGO—LOS ANGELES  
 DETROIT—SAN FRANCISCO—BOSTON

## report on



### 22 Texas Fm Stations Analyze Practices, Problems

A state-wide profile of fm broadcasting, throwing some light on programming practices, research—or lack of it—and sponsored time status, has been formulated through a survey of 22 Texas fm stations.

The report, compiled by KHFI-FM Austin, shows a wide range of programming concepts covering various forms of music, news and weather.

While music generally comprises most of an fm station's programming schedule, the form of this music varies with each station. It runs the gamut of popular, mood and classical selections.

Popular music comprises 50 or 60 percent of the schedule of five of the stations, according to the survey, although nine others are at the opposite end and do not program this "Top 40" music.

Background mood music comprises over 15 percent of the programming of seven of the 22 stations. This music makes up between 30 and 40 percent of the programming of five other stations. As far as classical music is concerned, one station devotes 84 percent of its schedule to this form, while seven others program over 20 percent of it. Four stations do not program classical music.

The importance placed on news in fm programming differs with each station, according to the Texas survey. While five stations broadcast news on the hour daily, seven others are at the other extreme, and do not broadcast news. In the middle are two stations that broadcast news four times daily, two others that broadcast news two times daily, another two that broadcast news one time daily, and one station that broadcasts news 30 times daily.

The need for more audience listenership studies for the fm medium is shown in this survey. It points out that nine of the stations have had no audience information and

have not yet employed any means of measuring their audiences. Among the other stations, three used Pulse surveys, two used fm retail sales and projected an index, two others used local independent pilot surveys and one station used mail response and program guide subscriptions as an index.

### Sponsored Time

The amount of sponsored time on the stations' schedules varies among those affiliated with am or tv stations (10) and the independents (12).

Only four of the affiliated stations show over 30 percent of their time sponsored, with one reporting 85 percent. The independent fm stations, however, report a much higher percentage of sponsored time.

Six of the independents—one-half of those surveyed—show over 45 percent of their schedule sponsored, with the largest being 65 percent, by one station. For the most part, much of this is local sponsorship, with either little, or in most cases, none of it being national sponsorship. The survey states that nine of the 22 stations have no national accounts and only one has four accounts, another has three, and two others have one each.

The 22 stations included in the survey are: KGNC Amarillo, KAZZ Austin, KHFI Austin, KRIC Beaumont, KCLE Cleburne, KCMC Texarkana, KHMS El Paso, KFJZ Fort Worth, WBAP Fort Worth, KDMC Corpus Christi, KIXL Dallas, KEFC Waco, WFAA Dallas, WRR Dallas, KGAF Gainesville, KSPL Diboll, KTRH Houston, KFMK Houston, KRKH Lubbock, KBFM Lubbock, KNFM Midland, KEEZ San Antonio.

The Texas fm broadcasters were surveyed on a possible meeting October 17, 18, and 19 to discuss the problems of the medium. • • •

# Articles Of Major Interest

## Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



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

### 1. Will the Cash Register Ring for Fm?

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

### 2. Style Guide for Fm

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

PRINTED IN U.S.A. JULY 1955 U.S. RADIO

- **Will the Cash Register Ring for FM?**  
(including equipment style guide for FM)
- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints

U.S. RADIO

50 West 57th Street, NYC 19.

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

**Enter Your  
Subscription  
Today  
\$3 For 1 Year  
\$5 For 2 Years**

### U.S. RADIO

SUBSCRIPTION

50 West 57th Street  
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

# KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . .  
 Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri depends on KFAL RADIO NEWS. Your finest choice for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400  
 Fulton, Missouri  
 900 Kilocycles 1000 Watts

## A SMASHING SUCCESS IN MONROE

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. Raymond W. Baker, General Manager of KMLB Monroe, Louisiana, stated that "our recently concluded CCA Campaign was the most successful Radio promotion to hit Monroe in many a moon. With our competition consisting of two "frantic" operations with all their attendant gimmicks and giveaways, it took something as good and fundamental as CCA to do an effective job.



"To my way of thinking, Community Club Awards is the answer to a harassed manager's prayer. It accomplishes three all important objectives: produces local and regional revenue not otherwise readily obtainable; supplies tangible proof of definite results for advertisers; and serves as an ideal audience and community goodwill promotion.

There's been a lot of comment in the trade concerning the detail work involved in proper handling CCA. It's true, but that also holds good for almost anything that might be as worthy of the effort, and they are all too few and far between."

Raymond W. Baker

## COMMUNITY CLUB AWARDS



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

# report from Canada



## Fenton Cites Value of Radio

### For Potential Sponsors

Radio offers many advantages to potential Canadian advertisers, according to Charles W. Fenton, director of radio sales for Canadian Association of Broadcasters. Mr. Fenton declares that with over 7,500,000 sets now being used in Canada, the "tremendous umbrella-like coverage that radio has . . . extends out of the home as well."

He further states that "1,138,000 cars have a radio and people are listening to portable and small sets in a dozen and one different places.

"It used to be that the family gathered around the one living room set. Now, however, radio gathers around the family—both in and out of the home."

The average home in Canada, according to Mr. Fenton, listens to radio four hours and six minutes every day—over 28 hours per week. "Radio is, therefore, important in people's lives."

### Sponsor's Viewpoint

Discussing the medium from the viewpoint of the potential sponsor, Mr. Fenton feels that radio "reaches nearly every home in an area in a way and at a cost that is difficult, if not impossible, to duplicate."

Reaching the housewife—"the largest segment of radio's audience"—is an important asset of the medium, he says.

The fact that an advertiser can arrange a schedule and then change it is another advantage of radio. This flexibility of scheduling means that an advertiser doesn't have to "decide a year in advance what to

do." Radio can ride with an advertiser's yearly business cycle, emphasizes Mr. Fenton.

Offering advice to potential radio sponsors, Mr. Fenton sees slogans, jingles and variety as being important in many campaigns. "Radio lends itself well to slogans. People like to be entertained even with advertising. Humor in copy or slogan is a very effective way to register with the listeners."

The jingle is a proven selling device in radio. "Don't overlook a jingle," Mr. Fenton advises advertisers. "It combines entertainment very nicely with sell."

A change from time to time in the advertiser's radio campaign is also advised. "Doing this," he states, advertisers "will reach more different families or people" and it will provide a "change of pace."

### No Time Stealer

Radio isn't just a diversion—"although it is probably that as well." Neither is it a time stealer, Mr. Fenton declares. "It can reach and sell people while they are doing something else."

Radio is a big advertising medium, reaching more homes in Canada and the United States than any other medium, he states. "Ninety-six percent of all homes in Canada have at least one radio and 27 percent have two or more." A total of 982,831 sets were sold in Canada last year, according to Mr. Fenton. "This is one sold every 32 seconds throughout the year. . . ." ● ● ●

The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Vice President and Account Supervisor; Hal E. Rumble, Media Supervisor; Charles V. Hicks, Vice President and Creative Supervisor.



## DOUBLE OR NOTHING

the decision: more in some media, nothing in others

It happens all the time—in every agency—sudden change in the client's plan calls for *more* space per ad; *more* time per commercial... and *with the same budget!* No time to lose. Figure it out *right now.*

As Brooke, Smith, French & Dorrance points out, these decisions are not made on "numbers" alone... what's making them thump their skulls and pound the table is the miserable chore of resolving the relative virtues of the many similar media that had been painstakingly worked into the schedule before the change-order came through.

Your sales representatives, your promotion have made their impressions on some or all of these decision makers—so have your competitors'—*but who is selling them now?*

with a properly planned, strategically positioned Service-Ad in SRDS  
**YOU ARE THERE** selling by helping people buy

**SRDS** STANDARD RATE & DATA SERVICE, INC.  
*the national authority serving the media-buying function*  
 Walter E. Botthof, *Publisher*  
 1740 Ridge Avenue, Evanston, Ill., Davis 8-5600  
 Sales Offices—Evanston, New York, Los Angeles, Atlanta



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



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

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

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

Represented Nationally by the KATZ Agency

## radio research



### Set Production and Sales

#### Lead Radio's Summer Triumph

Underlying the Sindlinger & Co. report that radio listenership surpassed tv viewing during the month of July and at least the first two weeks in August are significant factors which played major roles in the medium's summertime success.

Among the chief factors are increased radio set production and sales, and the burgeoning out-of-home audience. Here are some of the figures:

- The production in June of 1,430,165 radios, including 637,806 auto sets, compared with 742,426 radios produced in June 1958, of which 235,433 were auto sets.
- The production of 50,783 fm radios in June, compared with 48,841 in May and 31,425 in April.
- The increase in retail radio sales for June, totaling 678,195 excluding auto sets, compared with 400,882 radios sold in May.
- The growing popularity of transistor radios.
- The heavy use of portable radios out-of-home.

Sindlinger & Co., Ridley Park, Pa., a business analyst firm, found that "For the first time in two years, more Americans are listening to radio each day than are watching television programs." In its media activity report, the firm stated that when radio outdistanced tv during July and August, it was the first time since July 1957.

#### Ahead of 1958

Indicative of the July 1959 success is the fact that production and sales for the first half of the year were well ahead of the first half of 1958.

Cumulative radio set sales, ex-

cluding auto sets, according to the Electronics Industries Association, showed a substantial increase—3,158,881 during January to June 1959, compared with 2,712,134 during the same months last year.

Sindlinger showed, for example, that during the week ending July 9, 79.4 million people (12 years or older) listened to radio, while 78.6 million persons watched television daily. The firm states 62.4 percent of the people interviewed listened to the radio the previous day, whereas 61.8 percent had viewed television.

The radio dominance continued through the following weeks. During the week ending July 16, daily radio listening was attributed to 79.1 million people—62.2 percent of those interviewed—while 77.9 million—61.3 percent—watched television daily. During the week ending July 23, 79.3 million persons—62.3 percent—listened to the radio, while television accounted for 77.1 million viewers—60.6 percent.

Auto radios were responsible for 30 percent of the total daily listenership, and portable sets accounted for 12.5 percent of the total, according to Albert E. Sindlinger, president of the firm.

Mr. Sindlinger declared " . . . other studies by our organization indicate more people are outdoors this summer, more are turning from tv to radio, and the volume of auto traffic has risen. These factors, plus the run-off of pre-1948 films which supported tv last summer, are causing the rise in radio listenership."

The importance of out-of-home listening during the hot weather months is shown through recent studies conducted by the Radio Advertising Bureau. RAB found that four out of every 10 groups at beaches, parks and picnic spots have portable radios with them. • • •

# Announcing the appointment of

*Radio-T.V. Representatives, Inc.*

NEW YORK 17, NEW YORK

7 EAST 47TH STREET

OFFICES IN

CHICAGO  
BOSTON  
SEATTLE  
LOS ANGELES  
SAN FRANCISCO.

*as  
exclusive  
national  
representative  
of*

**Radio Atlanta**  
**WPLO**

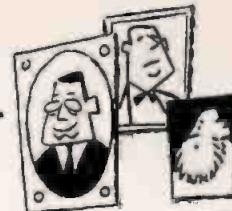
Prior to July, 1959, WPLO call letters were WAGA

*and these other Plough Stations:*

Radio Baltimore **WEAO** Radio Boston **WCOP** Radio Chicago **WJJD** Radio Memphis **WMPS**

# names and faces

Noting the Changes Among  
The People of the Industry



## AGENCIES

Richard Mann, formerly v.p., Cunningham & Walsh Inc., named v.p., account supvr., Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York.

John O. Roche, copy dir., Gardner Advertising Co., St. Louis, appointed v.p., creative dir., New York office.

Channing M. Hadlock, formerly v.p., radio-tv dir., Rose-Martin Agency, New York, appointed radio-tv dir., The James Thomas Chirurg Co., New York.

Ross Legler, F. Michael Carroll, account executives, and Maurice Sculfort, assoc. media dir., Compton Advertising Inc., New York, elected v.p.'s.

L. E. Miller, formerly senior v.p., management account supvr., Lennen & Newell Inc., New York, named v.p.

dir. and account supvr., J. M. Mathes Inc., New York. Clark L. Wilson, founder of a West Coast personnel-marketing research consulting firm, named research v.p., Batten, Barton, Durstine & Osborn Inc., New York.

George J. Zachary, formerly a producer at Wightman Productions, has rejoined Kenyon & Eckhardt Inc., New York, as a radio-tv programming supvr. Also, Frank Clayton, formerly media group supvr., Gardner Advertising Co., St. Louis, named media dir., and Sidney M. Maran, copywriter, named account executive.

Thomas P. Wheelwright, formerly a member of plans board, Erwin Wasey, Ruthrauff & Ryan Inc., New York, appointed administrative asst., Advertising Counselors of Arizona.

## STATIONS

Thomas J. Swafford, formerly WCBS New York sales mgr., appointed v.p., gen. mgr., WCAU Philadelphia.

O. P. Bobbitt, KTBC-AM-TV Austin, Tex., gen. sales mgr., named v.p. in charge of sales for KRGV-AM-TV Weslaco and KTBC-AM-TV.

Robert B. Lees, WIBM Jackson, Mich., sales mgr., named v.p. and gen. mgr.

Gordon Davis, formerly KYW Cleveland gen. mgr., named WIND Chicago gen. mgr. Also, Carl W. Vandagriff, formerly WOWO Fort Wayne, Ind., gen. mgr., named KYW gen. mgr., Edward Wallis, formerly KYW sales mgr., named WOWO gen. mgr. and Fred E. Walker, former v.p., gen. mgr., WTTM Trenton, N. J., named KYW gen. sales mgr.

Melvin Bartell named pres. and gen. mgr., WOV New York.

Jayne Swain, WAKE Atlanta, Ga., station mgr., elected v.p., gen. mgr.

Tom Whitley, WYDE Birmingham station mgr., elected gen. mgr.

George Goldman, promotion, publicity, KYA San Francisco, named head of Creative Services Department of Bartell Family Radio Group.

Gustave Nathan, formerly dir. of sales development, WKNB-WNBC (TV) New Britain, Conn., appointed gen. mgr. of the four New York Herald Tribune radio stations.

Robert F. Bartusch, formerly WLOK Memphis, Tenn., asst. gen. mgr., appointed gen. mgr.

Wendell B. Campbell, formerly v.p. in charge of Pacific Coast sales, RKO Teleradio Pictures Inc., appointed umng. dir., KPOP Los Angeles.

Thomas H. Ruben, formerly asst. gen. mgr., Welworth Enterprises, named station mgr., WLOI-FM Minneapolis.

Tom Duggan, formerly KICN Denver sales staff, appointed sales mgr.

Roy H. Philson, KDKA Pittsburgh account executive, named asst. sales mgr.

Randy Archer, KING Seattle account executive, appointed local sales mgr.

James C. Kissman, formerly Capital Records asst. advertising mgr., appointed KBIQ (FM) Los Angeles account executive.

Al Racco, formerly KLAC Los Angeles account executive, appointed KNX Los Angeles account executive.

Mark Olds, KYW Cleveland program dir., named WNEW New York program dir.

## REPRESENTATIVES

Stephen R. Rintoul, account executive at Venard, Rintoul & McConnell Inc., New York, appointed v.p., succeeding his father, Stephen Rintoul, Sr., recently deceased. Also, Brock Peterson, formerly in the media dept., Benton & Bowles Inc., New York, added to New York sales staff.

H. William Smutzer, Jr., formerly with NBC, appointed gen. mgr., Chicago office, Bernard Howard & Co.

Allen Hundley, formerly field representative in Dallas for NTA Inc., named Dallas office mgr., John E. Pearson Co.

Pete Watkins, formerly with Forjoe & Co., New York, appointed account executive, Gill-Perna Inc., New York.

James H. Fuller, formerly adv. sales mgr., Sponsor magazine, named to New York sales staff, Robert E. Eastman & Co.

## NETWORKS

Stephen J. McCormick, MBS dir. of news, named dir. of the network's Washington, D. C., operations.

Charlotte C. Tucker, formerly timebuyer, Earle Ludgin & Co., appointed dir. of station relations, Keystone Broadcasting System.



Goldman



Davis



Vandagriff



Bartell



Rintoul



Swain



Whitley

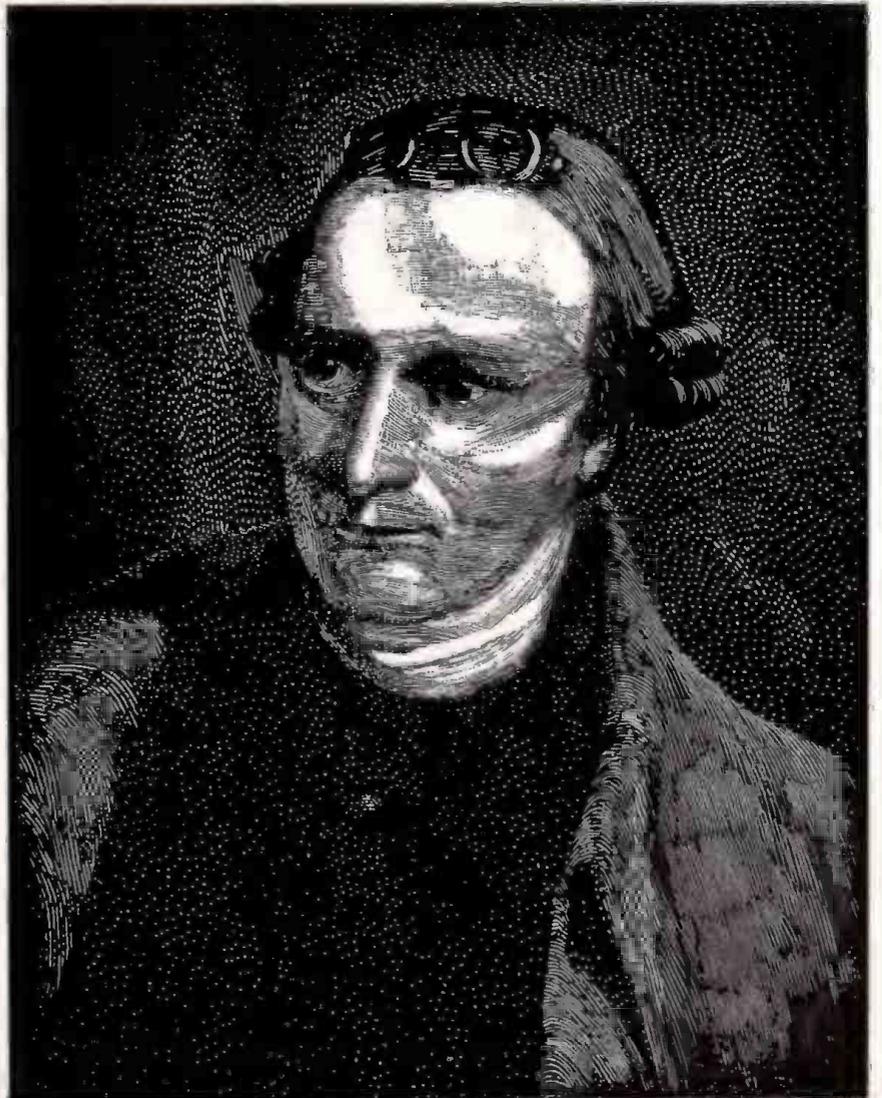


Fuller

# Lasting Impressions

*"I have but one lamp by which my feet are guided, and this is the lamp of experience. I know of no way of judging the future but by the past."*

Patrick Henry (1736-1799). American revolutionary leader whose mighty voice and pen helped forge the original colonies into one nation.



A host of long-time friends are using WWJ this fall—advertisers and agencies who come back again and again because experience tells them it's the thing to do. Detroit's pioneer radio station can always be counted on for intelligent, quality service, for exceptional audience loyalty, for results you can be proud of. Ask your PGW Colonel for the complete WWJ story. It makes good listening—and good buying for lasting impressions.

**WWJ** AM and FM  
**RADIO**  
Detroit's Basic Radio Station  
NBC Affiliate

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

# EDITORIAL



## ... a bright blush

### THE RATINGS QUESTION

Most people are susceptible to acquiring a bright blush under the collar in given circumstances. And in the radio business, one of the surest ways to bring this condition about is to talk about ratings.

Whether you are on the station or agency side of the fence, the numbers game in radio is almost always accompanied by rising blood pressure.

In *Question and Answers* (p. 38), two agency timebuyers were asked, in effect, if ratings are the major considerations in deciding station preference.

These men made no attempt to conceal that buying "by the numbers" is practiced, although this is done with "judgment and qualification," as one states.

It is also declared that ratings are "a" consideration, but not necessarily "the" consideration.

### THE REAL PROBLEM

The problem, however, for radio is this. With the rising number of stations in markets throughout the country, the battle for audience is keener than in any other medium.

U. S. RADIO'S *Airwaves* reveals that an average of 15 to 20 new stations (am and fm) go on the air every four weeks.

A new station in a market is likely to create new, steady listeners of its own. But the chances are just as probable that the new station will be battling for a share of the existing pie.

Under this kind of competitive situation,

many stations have staked out niches for themselves in a market through specialized programming—categorized in audience as to education, age, sex or race.

Assuming that a station through a special approach has in effect withdrawn itself from competing for the top three or four positions, how can it live with the battle for numbers?

### THE REAL ANSWER

The most accurate answer to the problem is supplied in *Q & A* by a timebuyer who defends current rating factors because, he says, they are the only way to tell one station from another in most cases. This is his answer:

"If station men would have agency buyers pay greater attention to non-statistical factors, they must offer tangible evidence that their station is actually performing in a *distinctive* fashion. Unfortunately, rating reports give little clue as to the 'personality,' 'image,' or 'local acceptance' of a station.

"Therefore, it's up to the station salesman and the representative to inform the buyer."

This can be accomplished by visits, factual mailings, promotion and tape recordings sent to the agency.

Agencies are open to much criticism for the lack of time and effort often expended in making the radio purchase. But on the other hand, stations, especially in today's multi-outlet situation, also have their call letters pinned to the tackling dummy for not engaging in a personal, distinctive selling effort to tell their story.

in  
**RADIO**

**you  
know  
where  
you're  
going  
with**

**STORER**

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

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

**WJW**  
CLEVELAND  
Wonderful,  
just Wonderful!  
Tops in network —  
Tops in local.  
Call KATZ.

**WJBK**  
DETROIT  
WJBK • RADIO is Detroit!  
Dominates out-of-home.  
Captures in-home, too.  
Call KATZ.

**KPOP**  
LOS ANGELES  
Covering the nation's  
2nd largest market.

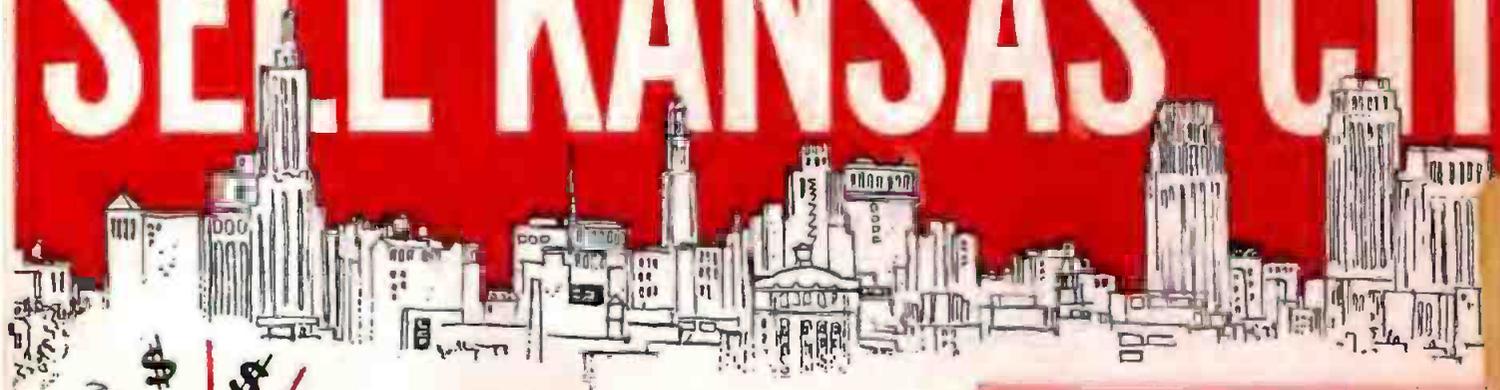
**WGBS**  
MIAMI  
50,000 watts • CBS  
The most in  
music, news, sports.  
Call KATZ.

**WIBG**  
PHILADELPHIA  
The happy 50,000  
watt station.  
1st, by far—all ratings.  
Call KATZ.

**WSPD**  
TOLEDO  
Takes only one to  
take all Toledo. NBC.  
Call KATZ.

**WWVA**  
WHEELING  
Only full-time CBS  
network station in  
Pittsburgh-Wheeling area.  
50,000 watts • Call BLAIR.

# SELL KANSAS CITY



WASHINGTON 6 D C SUR 2  
 NR 05-19-D8-1276-NOR



## America's 17<sup>th</sup> Market\*

with the TOPularity Stations

## KMBC-TV CHANNEL 9

... reaches 36,316 more homes with Class "A" coverage than does its nearest competitor.

KMBC-TV is the most powerful station in its huge coverage area ... 316,000 watts from its "Tall Tower" ... serving 1,674,978 people!

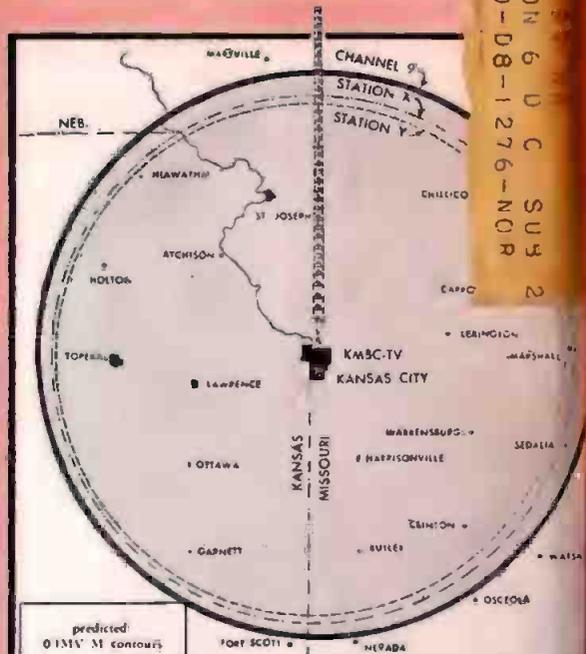
KMBC-TV is the most popular station in the Kansas City market. High-rated, station-produced programs are liberally laced with an ever-growing number of sparkling ABC-TV shows destined to capture a still greater majority of the area's top network program ratings.

## KMBC-KFRM RADIO

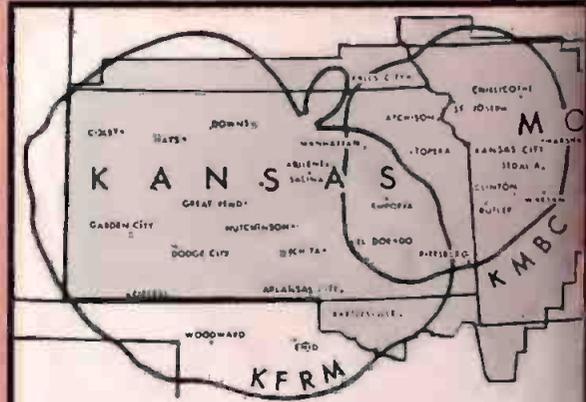
The Kansas City Trade Area Team

... serving the Kansas City Trade Area with twin transmitters and 10,000 watts power ... blankets a prosperous area of four million population—western Missouri plus ALL of Kansas as a BONUS. You get KFRM free when you buy KMBC! Deftly balanced programming features the Midwest's TOPular broadcasting personalities. Their audience-oriented music, live news and sports, farm service and women's shows deliver terrific listenership and turn advertising impact into sales. Top personalities plus top programming with "the Top 10,000 Tunes" create TOPularity.

\*Kansas City Metropolitan area has risen to 17th in the nation in TOTAL NET EFFECTIVE BUYING INCOME, according to Sales Management 1959 "Survey of Buying Power." (Kansas City has recently been rated by a national investment authority as having the greatest growth potential of any city in the United States!)



KMBC-TV's 0.1 mv contour covers approximately 25,500 square miles in rich western Missouri and eastern Kansas. Class "A" coverage from the 316,000-watt "Tall Tower" reaches 36,316 more homes than does its nearest competitor!



Note how closely KMBC-KFRM 0.5 mv coverage fits huge Kansas City trade area (shaded) as defined by industrial economists of 10th District Federal Reserve Bank. Area 1 1/4 million families (about 4 million persons) possess buying power exceeding \$6 1/2 billion annually!

In Kansas City the Swing is to

## KMBC-TV



DON DAVIS, President  
 JOHN SCHILLING, Executive Vice  
 GEORGE HIGGINS, Vice Pres. &  
 ED DENNIS, Vice President  
 MORI GREINER, Television Mgr.  
 DICK SMITH, Radio Manager



Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing is to

KMBC of Kansas City — KFRM for the State of Kansas

with 10,000 Watts Power from Twin Transmitters



PETERS GRIFF  
 WOODWARD  
 Exclusive National Rep.