

For buyers and sellers of radio advertising

VOL. 4—NO. 1

U.S.

RADIO



JANUARY

1960

35 CENTS

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2nd
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DIAL

10 OR 100

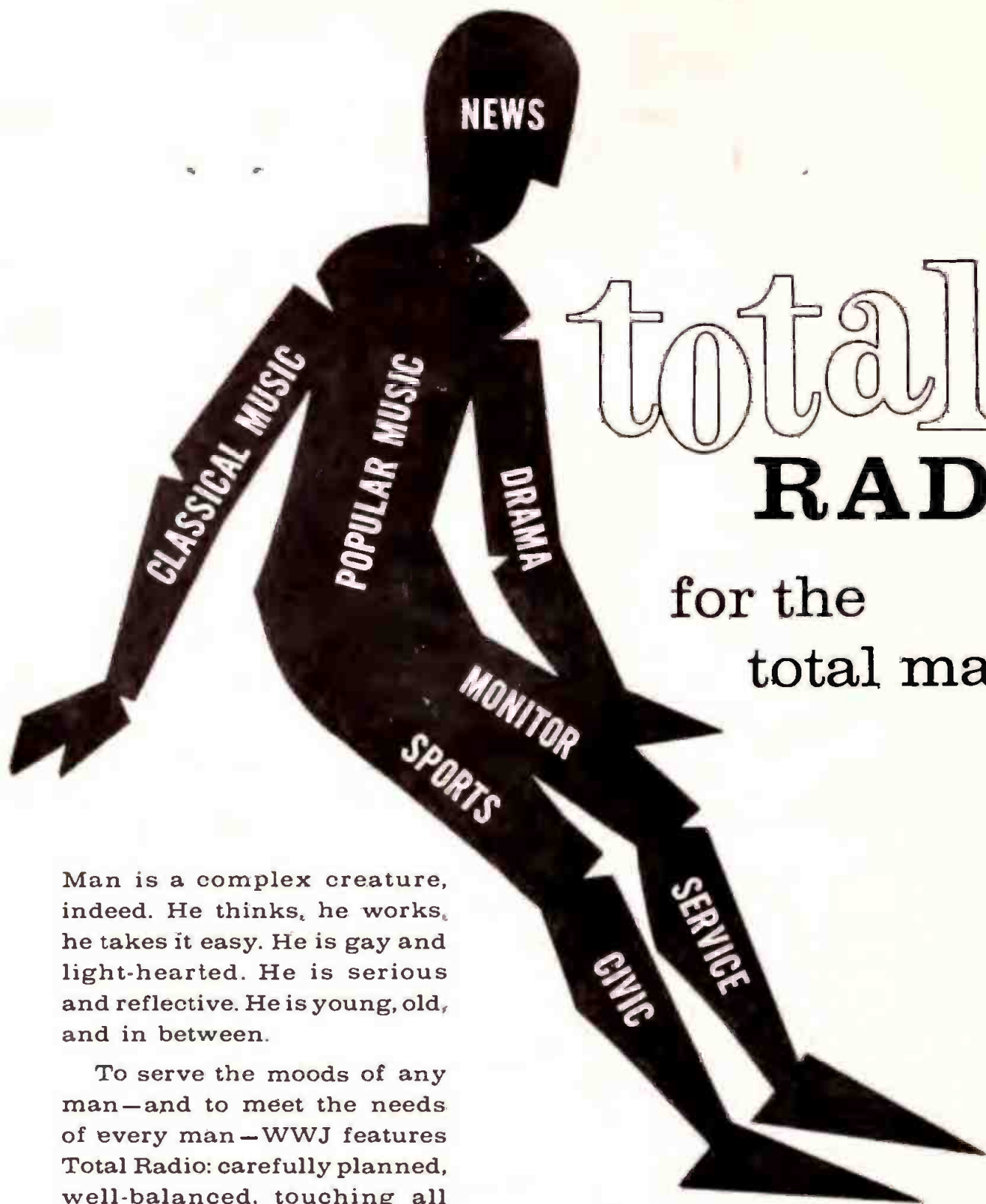
WPBC

ADULT
RADIO

Adventures
in
Better
Listening

NAB LIBRARY

* WILLIAM V. STEWART, PRESIDENT
DETAILS Daren F. McGavren Company - Representatives



total RADIO

for the
total man

Man is a complex creature, indeed. He thinks, he works, he takes it easy. He is gay and light-hearted. He is serious and reflective. He is young, old, and in between.

To serve the moods of any man—and to meet the needs of every man—WWJ features Total Radio: carefully planned, well-balanced, touching all facets of human interest.

In 1960 Detroit, sell your product to every segment of the buying public—to the Total Man—with Total Radio on WWJ.

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

**ON
AIR**

TEN SECONDS to 7500

Late in 1960, Bob Hoyt, WSBT's news director, will enter this studio to broadcast the 7500th edition of WSBT's 5:45 P.M. News Show. This probably is not a record for the consecutive broadcasting of one program, but the show is a tradition in WSBT radio-land.

The 5:45 News covers the events of international, national and area importance for an audience in 36 Indiana and Michigan counties. And as has occurred for some 28 years, the program is broadcast at a prime period in this area . . . the dinner hour.

Evidently the dinner tables in the WSBT area are well set. Last year over 1/2 billion dollars were spent on food in this 36 county market. However, this should be expected when it's considered that the area has a yearly buying income of \$3,349,051,005.

To cover this big South Bend radio market you need only one station . . . WSBT. It dominates every 15-minute segment of every broadcast day! See your Raymer man about remaining availabilities on "The 5:45 News" and for complete information about WSBT'S rich market area.



5000 WATTS
960 KC



WSBT

SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

Paul H. Raymer Company
National Representative

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!

PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audi-

ence—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "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

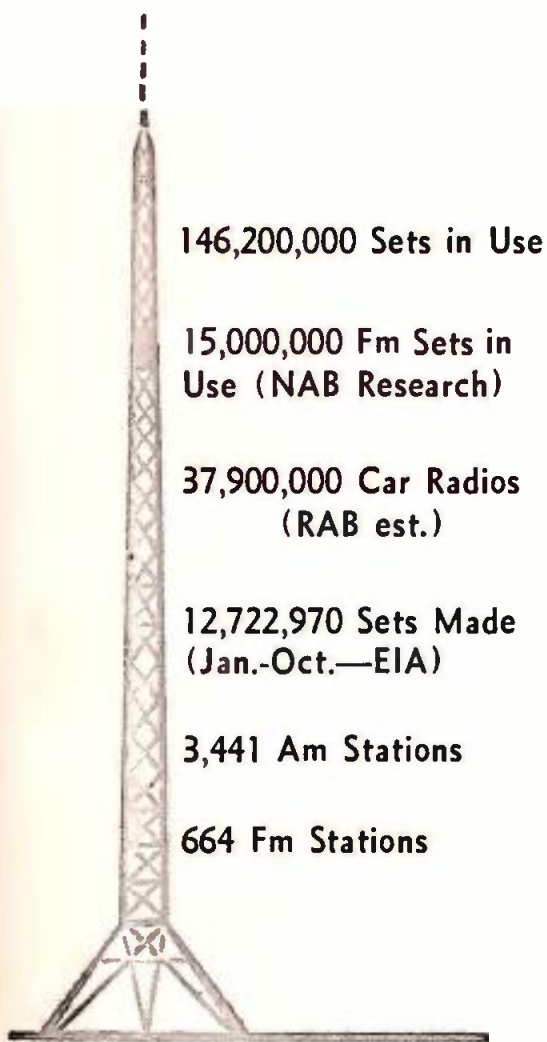
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives



Radio's Barometer



Spot: Total dollar expenditures for national spot business in 1959 was about \$179 million, according to Lawrence Webb, managing director of the Station Representatives Association. This figure contrasts with the \$171.9 million spent in 1958—an increase of five percent. Mr. Webb estimates that national spot business will reach the \$200 million mark in 1960. In another area, Broadcast Time Sales boosted its business in 1959 to 51 percent over the sales posted for the previous 12-month period, Carl Schuele, BTS president and general manager, states.

Network: ABC Radio has written orders for new and renewed business totaling \$3 million, according to Edward J. DeGray, president. Sales drive at CBS Radio brings in over \$2 million worth of 1960 business, it is reported by George J. Arkedis, vice president in charge of network sales (see *Report From Networks*, p. 55).

Local: Increases in billings have been reported by two stations—KNN Hollywood and WGN Chicago. KNN established a new mark for local sales in one week during December with billings for the seven-day period totaling \$141,484, an increase of \$21,000 over the previous high. WGN Inc.'s gross billings for the first 11 months of 1959 were 29.5 percent ahead of the same period of 1958, Ward L. Quaal, vice president and general manager, states. Mr. Quaal also reports that WGN radio's revenue established a new record with an increase of 31.3 percent for first 11 months of 1959.

Stations: The number of am and fm stations on the air at the end of November totaled 4,105, an increase of 20 (13 am and 7 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,441	664
Applications pending	506	83
Under construction	85	159

Sets: Total radio production in October was 1,795,718, including 531,116 auto receivers, according to Electronics Industries Association. Ten-month cumulative radio output came to 12,722,970, including 4,682,962 auto sets. Total radio sales in October, excluding car radios, was 839,912 units; 10-month total was 6,125,790. The number of fm sets made in October totaled 62,959; the 10-month cumulative fm production was 430,763 sets.

for buyers and sellers of radio advertising

U.S. RADIO

JANUARY - 1960

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1st

according
to all
surveys

**PULSE · HOOPER
TRENDX**

WGHR
RADIO
Color Channel 131
Norfolk - Newport News - Portsmouth
and Hampton, Virginia

Represented Nationally by
JOHN BLAIR & COMPANY



In Louisville

ONLY on WKLO

people size radio

for family size fun.

Check your latest Pulse

and re-check your

audience composition.

Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:



robert e. eastman & co., inc.

Articles Of Major Interest

Reprinted From U. S. Radio

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

- **Will the Cash Register Ring for FM?**
(including equipment style guide for FM)
- **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



Healthy Radio Year Seen on 'Horizon '60'

Both agency and industry executives foresee a growth year ahead for radio in 1960 (see *Horizon '60*, p. 19). Spot is expected to move past the \$200 million point and network, because of realistic adjustments, is certain to be in the soundest financial position in recent years. Agency executives urge the medium in the months ahead to exploit its natural assets.

NBC Medical Radio System Is Meeting With Acceptance

NBC's new Medical Radio System, which was announced late last year, expects to get started the Monday after Labor Day. It is opening offices in five cities and is already about 35 percent sold out. Cost of sponsorship for 52 weeks is about \$338,000 (see *Report from Networks*, p. 55).

Fm Supporters See Encouraging Signs

Backers of the fm medium are enthusiastic over the move by Motorola to market an fm-only car radio. It will list for \$125. Another bright sign on the fm horizon is the decision by a few major representative firms to investigate the possibility of handling fm stations. One firm, is known to have already taken definite action in naming a salesman to full-time fm duties.

Red Devil Tests Lead To National Radio Buy

A view of the results of limited test campaigns in 1958 and 1959 "sold" William Underwood & Co. on making its first major radio buy. The firm has contracted for a 33-week run on a national network for its Underwood deviled ham. The two test programs, developed by Kenyon & Eckhardt Inc., Boston, concentrated in the New England area, and were budgeted at \$50,000 each. The 1960 campaign represents a \$175,000 "vote of confidence" in radio's selling power. (see *Underwood Gives Radio the Devil*, p. 32).

Research Documents Facts of Radio Life

Research continues to demonstrate its growing ability to deliver a large, loyal and quality audience. Two reports from the Radio Advertising Bureau add more evidence to support this contention. First, a study in Littleton, Colo., a community in which 97.5 percent of the families surveyed own tv sets, shows that over 65 percent acquired new radio sets last year. Second, a study of male white collar workers earning \$5,000 to \$10,000 annually, indicates that more than nine out of 10 middle-income men listen to radio during an average week.


Country Music Stations May Get Their Pulse Taken

Details are now being worked out on a plan to have The Pulse Inc. survey the listenership of country and western music stations. Support for the project is being sought from about 50 stations. The plan was initiated by Charles Bernard Co.'s Country Music Network and is being co-sponsored by the Country And Western Music Broadcasters' Association on behalf of CMN. The survey is tentatively set to kick off in about eight weeks.

*“we
take you
now to”..*

*The most exciting words in radio—
and they carry a special meaning
on the NBC Radio Network
where microphones range far and near
to capture the Sound of the Sixties.*

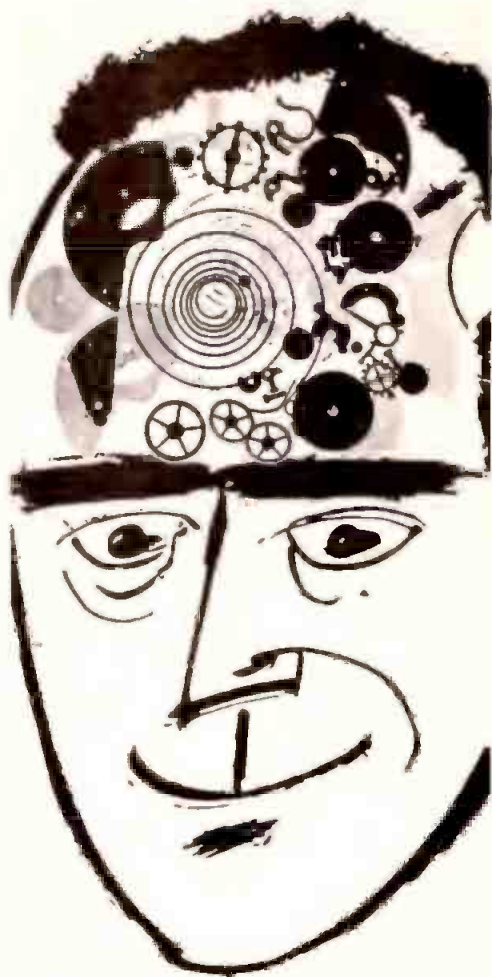
*The roar of a rocket . . .
the din of a political convention . . .
the familiar voices of headline
personalities and favorite
entertainers—these sounds are part
of the Listening Watch
which will be kept by NBC Radio
in the critical years ahead.*



*These sounds—and many more:
the immediate sounds of news events—
reported and interpreted . . .
and the lighter sounds
of music, comedy, drama.
They're brought to you,
moment-by-moment, day-after-day
on such programs as
News of the Hour, Emphasis
and weekend Monitor . . .
the kind of programs
only Network radio can provide.*

*For listeners the new
1960 NBC Radio Schedule represents
what they want to hear: the important,
exciting, entertaining sounds
which reflect our changing times.
And for advertisers,
an unparalleled opportunity
to capitalize on the
greatest listener-interest in history.*

*the sound of the sixties on
THE NBC RADIO NETWORK*



Time Buyers Delight!

What type of program or adjacency best fits your sales message? You name it; WPTF has it. Balanced programming in the Nation's 28th Radio Market makes it easier to buy time intelligently.

Put "compatible radio" to work on your next campaign. Schedule WPTF and see why time buyers call it their kind of station.



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



Air France

Agency: *BBDO Inc., New York*

Product: JÉT TRAVEL

Sharing spots with the French Government Tourist Bureau, the company takes to the air in 10 markets throughout the country this month. Air France minute spots will alternate with the Tourist Bureau 17 times a week in New York and six times a week elsewhere (see *Jet Age Radio*, p. 35). Timebuyer is Trow Elliman.

American Motors Corp.

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

Product: RAMBLER

A series of approximately 12 one-minute spots a week will sell this automobile in 82 markets across the country. The campaign will run for six weeks beginning January 18. Markets were chosen to cover a composite of the top 100 Rambler dealer areas, figured from the leading markets in automotive sales and population. Traffic times are being used to reach the adult male population. Timebuyer is Betty Powell.

Bekins Moving & Storage Co.

Agency: *Frederick E. Baker & Associates, Seattle*

Speeding into 1960 over 25 stations in three northwestern states, the firm has increased substantially its total exposures as well as its ad budget. 90-second weather spots in the 7 to 8:30 a.m. period have been scheduled throughout the year. Announcements feature 30-second weather reports and 60-second commercials.

Bristol-Myers Co.

Agency: *BBDO Inc., New York*

Product: TRIG

The first of two radio campaigns in 1960 is set to start February 15. Campaign will cover the top 60 markets with minute spots 30 times a week. The announcements will be divided between early morning news and late afternoon traffic time. Timebuyer is Ed Koehler.

Cities Service Oil Co.

Agency: *Ellington & Co., New York*

Product: GASOLINE AND OIL

First flight for 1960 begins this month in 20 eastern markets, set to last six weeks. Midwest campaign begins in mid-April in 40 markets. Minutes and ID's will run at frequencies varying from 60 to 100 a week. Timebuyer is Dan Kane.

Columbia Pictures Corp.

Agency: *Donahue & Coe Inc., New York*

Product: "WHO WAS THAT LADY?"

Saturation strategy in 45 markets across the country will announce this new Columbia release in February. Listeners will hear about the picture in minutes, chain breaks and 10's for a week before it opens in each city. Timebuyer is Evelyn Jones.

Continental Baking Co.

Agency: *Ted Bates & Co., New York*

Product: PROFILE BREAD

Multi-market activity is getting underway this month for the diet

bread. Minute spots are being used. Campaign, set tentatively for eight weeks, could be extended. Timebuyers are Terry Seastrom and Art Goldstein.

d-Con Co. Inc.

Agency: *Thompson-Koch Inc.,
New York*

Product: RODENTICIDE

In 312 markets over 321 farm stations, the company will concentrate its advertising in early morning and noontime announcements. Minutes are used with 52-second live announcements for the product and eight seconds given over to local dealer tags. Frequency varies from 3 to 12 times a week depending on the market. The campaign will run through the middle of May, break for the summer and start again in mid-September for the remainder of the year. Timebuyer is Bob Hall.

Dannon Milk Products Inc.

Agency: *The Zlowe Co., New York*

Product: YOGURT

In line with its strategy of seasonal radio advertising, the company plans to increase its radio use in mid-February, accelerating into the spring when it will double its budget over the winter. The product is now in three markets, having recently moved into Boston for the first time, in addition to New York and Philadelphia. Timebuyer is Mrs. Pauline Mann.

DeGiorgio Co.

Agency: *Cole, Fischer & Rogow
Inc., New York*

Product: SANTA FE WINES

Introduction of Santa Fe brands

to eastern markets is planned for February or March. The greatest share of the campaign budget will be in spot radio, supplemented by tv and newspapers. Marketing strategy calls for a brand by brand entry of Santa Fe into the East.

Hudson Vitamin Products Inc.

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

Hudson is on the air again in January in six markets of the Housewives' Protective League, "the program that sponsors the product." Campaign will last from 11 to 13 weeks with minute spots. The vitamin firm has also bought spot time on KFI Los Angeles. Timebuyer is Betty Silon.

V. La Rosa & Sons Inc.

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

Product: MACARONI, SPAGHETTI AND ITALIAN-STYLE SAUCES

Increasing its radio budget for 1960, the company will get its campaign underway the last week of this month. At that time 15 markets in the East will be saturated with 60-second announcements. First flight will go for 15 weeks. Timebuyer is Len Soglio.

Liggett & Myers Tobacco Co.

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

Product: CHESTERFIELDS

New year's activity on radio began on January 4 with a four-week campaign in 55 markets. 10's, 20's

(Cont'd on p. 12)

1st
in
SAN ANTONIO

FOR EVERY
**QUARTER-HOUR
SEGMENT**

6 a.m. to 6 p.m.
... as compiled by

PULSE
for
SAN ANTONIO

SEPTEMBER, 1959

and **FIRST** in
HOOPER, too!
morning and afternoon

REPRESENTATIVE:
KATZ AGENCY

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

Radio

SAN ANTONIO, TEXAS



time buys

(Cont'd from p. 11)

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

and minutes are being used at frequencies varying from 15 to 50 a week, depending on the market. Timebuyer is Gini Conway.

Liggett & Myers Tobacco Co.

Agency: *Daucer-Fitzgerald-Sample Inc., New York*

Product: L&M CIGARETTES

A small group of selected markets have been tagged for a saturation campaign starting the middle of this month. 60-second spots will be heard for 10 weeks at varying frequencies. Timebuyer is Jim Clinton.

Mennen Co.

Agency: *Warwick & Legler Inc., New York*

Product: MEN'S LINE

Radio activity for 1960 begins the middle of this month with Mennen Speed Stick. Campaigns will follow the seasons, starting in the South, moving North with the spring. Schedules are set through November, will cover 75 to 100 markets. Frequencies will vary by season and markets. Timebuyer is Herb Gandel.

Mentholatum Co.

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

Product: COUGH SYRUP

Test campaign will hit the air this month in selected markets. Minute spots are being used. Further buying will depend on the results. Timebuyer is Martin Daniels.

National Biscuit Co.

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

Product: MILLBROOK BREAD

Following its introduction this

past fall, the bread goes on the air in about 12 markets in New York state and on Negro radio in Birmingham and Pittsburgh. New York state flights run from January 4 for 24 weeks, 12 to 15 times a week, with renewal likely for 26 weeks more. In the two Negro markets, 20 spots have been scheduled for 50 weeks. All buys are for minute announcements. Timebuyer is Phil Stumbo.

Pierce's Proprietaries Inc.

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

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

Minute spots in national markets have been purchased through April. Frequency is set at five a week. Timebuyer is Joyce Peters.

Standard Brands Inc.

Agency: *Ted Bates & Co. Inc., New York*

Product: INSTANT SIESTA COFFEE

Selling its coffee in 40 markets over radio, the company goes on the air this month. Campaign will vary from eight weeks to the end of the summer depending on the markets. Timebuyer is Bob Decker.

Texaco Inc.

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE AND OIL

A national spot saturation campaign has been scheduled to cover the country for this gasoline and oil company. Dates are still tentative, but look for a start at the end of February or beginning of March. Timebuyer is Bill Santoni. • • •



Conduct Code Being Fitted For a New Set of Teeth

Stung by allegations brought out in recent investigations, and by the harshness of some of their critics, broadcasters are taking steps to insure that their house continues self-regulated. The radio board of the National Association of Broadcasters has approved amendments to the Standards of Good Practice for radio broadcasters to "guard against so-called 'payola' and other deceptive practices."

The Standards of Good Practice committee has also proposed that the standards be strengthened by adding industry enforcement powers to assure compliance by radio stations which subscribe to the radio code. It is also suggested that formal subscription to the standards—which have operated since 1937 on an honor system basis—be opened to all radio stations. As it is currently constituted, only NAB radio member stations may formally subscribe to the standards. These two provisions will be taken up at the next meeting of the radio board.

That there is not only a desire for stricter adherence to the code, but for more stations to make it a part of their operations, is indicated by the fact that there was a 42 percent increase in subscribers in the month of December. There are now 873 subscribers—an all-time high figure—representing 56 percent of NAB radio members.

Suggest New Set of Brooms To Insure Industry Self-Regulation

The approved amendments touch upon the following areas:

Payola—"The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the choice and identification of prizes, the selection of music and other creative program elements . . . inclusion of any identification of commercial products or services . . . within a program dictated by factors other than the requirements of the program . . ."

Deceptive practices—"The intimacy and confidence placed in radio demand of the broadcaster, the networks and other program sources that they be vigilant in protecting the audience from deceptive program practices. . . . No program shall be presented in a manner which through artifice or simulation would mislead the audience as to any material fact."

News interview programs—"Where there is advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon."

Explaining why it is attempting to "beef-up" the standards, the committee says it is aimed at "a relatively few members of the radio broadcasting industry whose questionable activities have tended to place all radio broadcasters in an unfavorable light."

Another move designed to bring the industry face-to-face with current woes is being made by Harold E. Fellows, NAB president. He has set up a 12-man task force of top broadcasting executives and staff experts to "deal with ethical and legal issues facing radio and television."

Mr. Fellows says this special committee "will cooperate wholeheartedly with investigations" by the Federal Communications Commission

[Cont'd on p. 14]

Broadcasters Take Steps For "Operation Cooperation"

"So I told this time buyer" . . .



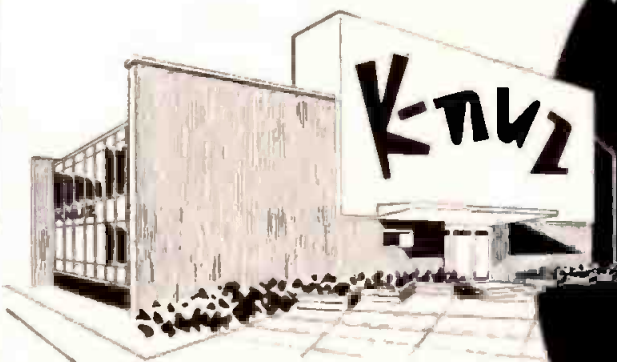
Odalisque
INGRES (1780-1867) — French School

Put your advertising dollars on the No. 1 radio

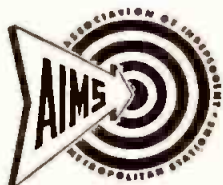
station in Houston . . . **K•NUZ***

. . . **lowest cost per thousand!**

*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS



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

and the Federal Trade Commission. "We welcome these investigations," he states. "We know they will bring out the full story of broadcasting's tremendous service to the American public which far transcends the misdeeds of a few individuals."

FTC Underscores Threat Of Restrictive Legislation

Most industry figures are in agreement that the end product of the current situation may be restrictive legislation. An indication that Washington is giving the matter serious consideration is a statement included in the year-end message of John C. Doerfer, chairman of the FCC. Chairman Doerfer says:

"Nationwide expression of indignation is such that broadcasting . . . must mend certain of its ways. . . . Whether this can be done by moves to strengthen self-regulation without new and compelling legislation remains to be seen. But whatever the means, many voices are demanding a halt to some broadcast 'commercials' which, if not actually illegal, are unethical or in bad taste and are a disservice to the public.

"For its part, the FCC is engaged in a public proceeding to reappraise its role in both tv and radio broadcasting to determine how best to hold its station licensees responsible for better serving the public without the commission violating the censorship ban and other legal restrictions which limit the scope of its regulation of broadcasting."

Do-It-Yourself Discipline A Must for the Industry

The concern over possible tighter governmental controls brought this comment by Vincent T. Wasilewski, NAB manager of government relations: ". . . The broadcasting industry is as greatly disturbed over this sequence of events as is the general public. But all of the laws in the world will not end corruption on the part of a few. . . . Broadcasting must exercise self-discipline in a fashion and manner never before faced by any industry. But, in doing so, it must not be allowed to lose its imagination, its ingenuity, spontaneity and capabilities peculiar to it." • • •



The top market-media men of MacManus, John & Adams, Michigan agency, winnowing out the best media to support their market coverage plan in an account solicitation. John B. Caldwell, Director of Marketing; Charles N. Campbell, Media Director (Consumer Products); Robert L. Garrison, Vice President and Account Supervisor (Consumer Products); David Raymond, Director of Merchandising; Vincent C. Skelton, Director of Research; Robert E. Britton, Vice President and Executive Director of Marketing, Media, Research, Merchandising.

the best kept media secret

—the media plan in an agency's account solicitation!

It's no secret that as many accounts are landed today on imaginative *market coverage plans* as on appealing copy ideas. And the development of each solicitation's media proposal is classified "top secret"; developed and finalized behind locked doors.

As you might suspect, SRDS comes into play every inch of the way as the varied opinions and impressions of the agency's decision makers are resolved.

Your representatives, your general promotion, (and your competitors') have implanted a variety of concepts in the minds of these agency men ...

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*

5201 Old Orchard Rd., Skokie, Ill., ORchard 5-8500

Sales Offices — Skokie, New York, Atlanta, Los Angeles



**MORE
REACH
in the
DETROIT
AREA!**

**with
50,000
WATT
POWER**

**Means
MORE
PEOPLE
REACH FOR
YOUR
PRODUCT!**



GUARDIAN BLDG., DETROIT

J. E. CAMPEAU President

ROBERT E. EASTMAN & CO., INC.
Natl Radio Rep.

the *Silver Mike*



THIS MONTH:

LAWRENCE WEBB

Managing Director
Station Representatives Association

**Spot Radio's Future Looks
Good to SRA Director**

Spot radio's crusaders are found among station representatives, who are doing a major job in keeping the spot sales curve moving in an upward direction. Organized to coordinate their efforts, the Station Representatives Association, under its managing director, Lawrence Webb, keeps a close eye on the health and welfare of spot business. (*See Spot Radio Moves Up*, p. 22).

Taking a realistic view of the future, Mr. Webb believes that spot radio will attract greater advertiser interest in proportion to the amount of creative effort and energy that agencies expend in developing copy and techniques that capitalize fully on radio's individual and unique qualities.

As proof of spot radio's steady growth, Mr. Webb points to the 1959 figures which show that approximately \$179 million was spent in this area of broadcasting. "The 1959 total," he says, "represents a five percent increase over 1958." Looking ahead, Mr. Webb believes that spot radio billings during 1960 will climb up over the \$200 million mark.

Looking for some of the reasons behind the increasing use of spot, the SRA managing director sums it up neatly by stating that the stations and representatives have been doing a better selling job, and supporting the sales efforts with more

and improved promotion.

One of Mr. Webb's major projects in the immediate future is explaining the special sales presentation on spot radio worked out by SRA members. Designed to tell effectively the spot radio story to advertisers and agencies, the presentation, Mr. Webb says, is expected to play an important role in giving spot business a boost in 1960.

Mr. Webb's background has been a valuable asset in the performance of his duties as SRA's managing director. A native of Ohio, he got his start in the industry at WJW Cleveland in 1940. During his stay with the station, which lasted until 1953, Mr. Webb served as assistant to the president, assistant general manager and vice president. He took a four-year break during this period to serve as an intelligence officer in the Coast Guard.

After leaving WJW, Mr. Webb spent two years as vice president and national sales manager of WLOK-AM-TV Lima, O. (station's call letters are now WIMA-AM-TV). In 1955, Mr. Webb was appointed to his current position as managing director of the SRA.

An eligible bachelor, Mr. Webb lives in Manhattan. When his busy schedule permits, he pursues his favorite activity which is skiing. Mr. Webb is also a handy man around a piano. • • •

LETTERS TO THE EDITOR

Radio Speaks Out

It strikes me as obvious to a shocking degree that by far the better ad medium *per dollar spent*—radio—has sold itself short. . .

Personally, I have had the good fortune to see a change away from the trend toward mediocrity. . . I have, during 1959, seen the profit that goes with this change. . . But in this business you first have to sell your industry, as such. . .

Radio needs to tell its story very badly. Our worst enemy is our poor . . . public relations. . . And I can tell you from personal experience, all that is lacking—is the *doing*. . .

Roland C. Wolfe Jr.
Manager
WMAK Nashville, Tenn.

Honored

. . . I humbly accept your Silver Mike award. . . I am very pleased to have it and appreciative of your thoughtfulness in sending it to me.

John R. Bowers
Manager
Car Advertising Department
Ford Div., Ford Motor Co.
Dearborn, Mich.

Fm Up

It's been a long time since all three Chicago public utilities have used a single station. They now do . . . and it's our fm station.

In general this has been the most successful year in our history . . . with advertising revenue almost 50 percent over last year. Also, happily, greatly increased interest among national advertisers which, in the current quarter, accounts for one third of our billings.

Ray Norstrand
Assistant Station Manager
WFMT Chicago

Set Straight

. . . Please put the record straight.

Contrary to page 70 of the December issue of U.S. RADIO, I am vice president of WISN Milwaukee.

James T. Butler
Vice President
WISN Milwaukee

Negro Radio

I believe your magazine is relatively new and I am glad to see it. . . I am sure it is doing a favorable job in making a better selling "image"

for radio with all who read it. For this I am grateful and sincerely wish you the very best of luck.

We are a 100 percent Negro programmed station. . . This "hidden" market is deserving of greater national publicity, as its buying power is of tremendous importance to hundreds of businesses and brands.

John L. Buchanan
President & General Manager
KKSJ Dallas

I have just finished reading the Negro radio features in your December 1959 issue. The material contained therein was extremely well done and you presented the invaluable service and need that Negro radio serves, as well as emphasizing the integral part of such a medium in areas having a preponderance of Negro population and their success in reaching this important consumer group.

However, to my dismay, I found that you eliminated Montgomery completely in your *Negro Station Key*. . . Whoever was responsible for this research overlooked a highly successful Negro operation as well as completely ignoring an area which is comprised of over 52 percent Negro population. . . Our announcing and programming staff is 100 percent Negro.

Judd Sparling
General Manager
WRMA Montgomery, Ala.

Thank you for your reprint from the December supplement, "Negro Radio." Will you please consider this our order for . . . reprints.

Your *Negro Station Key* shows KGFJ with only one disc jockey and one newscaster. . . We have eight disc jockeys and four newsmen.

Molly Low
Sales Manager
KGFJ Hollywood, Calif.

Wanted

. . . Please send me approximately five copies of the article, *Cities Service and Radio: Side by Side*, which appeared in the November 1959 issue. . . I wish to distribute this article to key executives in our organization.

R. D. Weppler
Manager, Advertising & Promotion
Cities Service Oil Co.
New York



WRFM

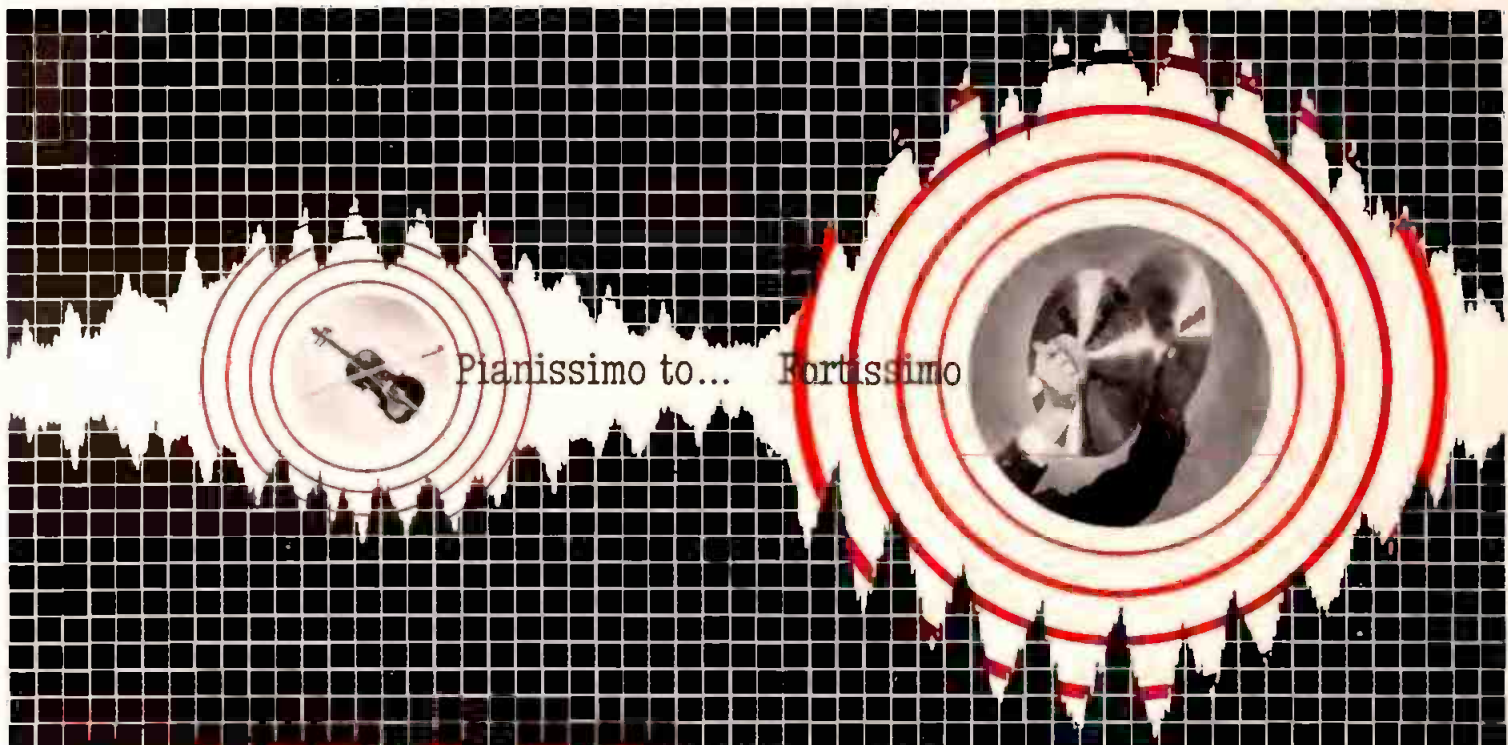
the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM

105.1 MC New York





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

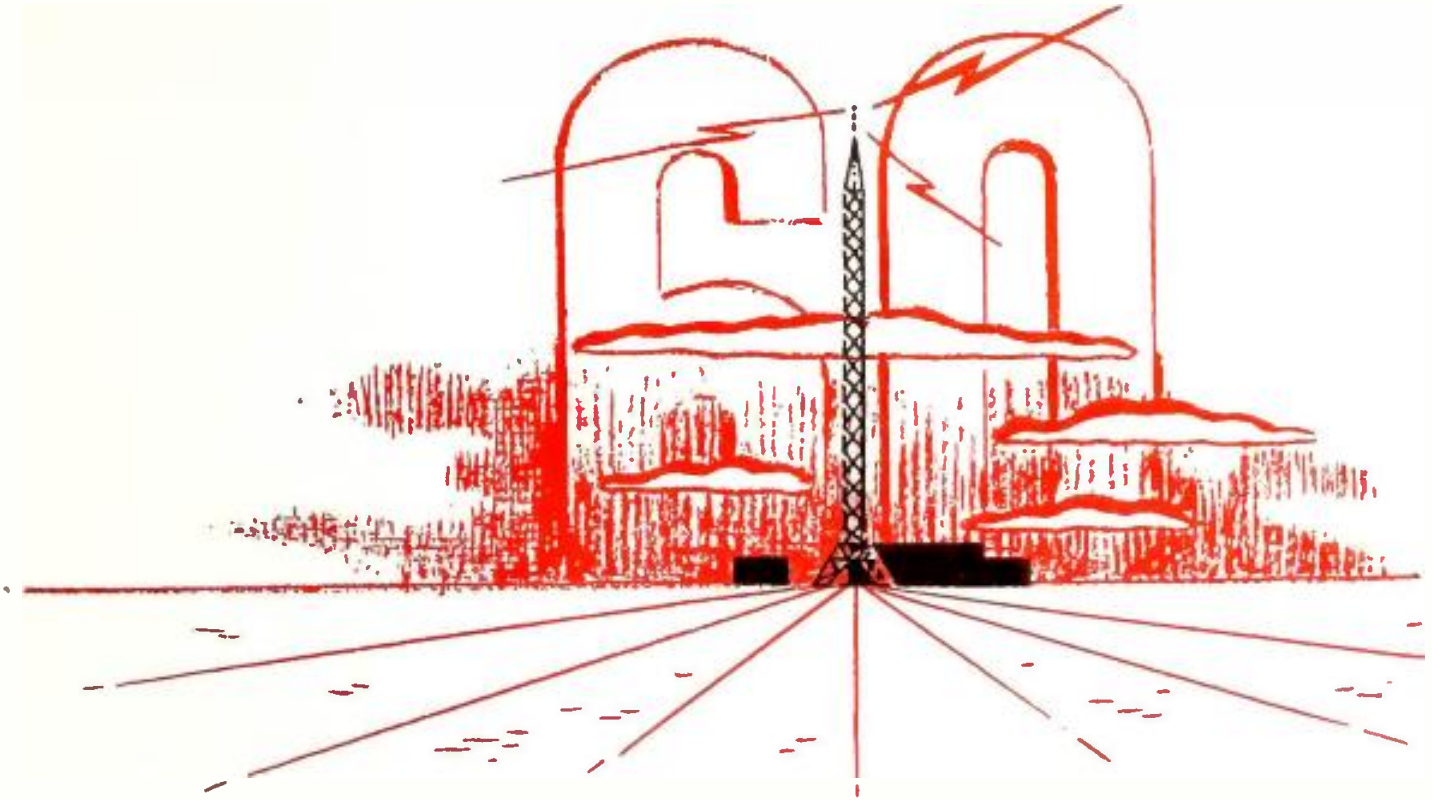
MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

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.



Sound Horizon

**Report on the prospects and problems
of radio for 1960 as viewed by
agency, spot and network executives**

 For a glimpse at what is on the radio horizon for 1960, U.S. RADIO presents a report from three sides of the industry. Immediately following are views by three agency executives on various aspects of the sound medium; on page 22 is an analysis of spot, and on page 25 is a report on network radio.

Most observers believe that radio

is in for a healthy year. Increasing set sales, immediacy, low cost and flexibility are among the reasons cited for the optimistic outlook. Other reasons mentioned are better selling efforts, programming development, research and promotion.

Two of the agency men quoted stress the need for emphasis on program building. Jack W. Laemmar, J. Walter Thompson Co., Chicago,

says. "The listener must be actively aware of the program to which the set is tuned before the enjoyment is actually participated in, and before it can provide the most effective atmosphere for a selling message."

And William J. Hoffmann, Jr., BBDO Inc., New York, believes radio should place greater emphasis on developing its natural assets—"stressing areas where radio can do

a better job than, say, tv. For example, news and special events."

The third agency executive, Herbert Zeltner, Lennen and Newell Inc., New York, deals with the need for research. Specifically, he would like to have a reliable way to measure the "ideal frequency of spot announcements" for various types of products and competitive positions.

In the area of spot radio, industry executives foresee a year of expansion. A bullish estimate has spot radio approaching the \$200 million

mark for 1960. The new radio presentation by the Station Representatives Association also will get maximum exposure in markets across the country beginning this month.

Network radio is entering the year with high hopes that it is in a stronger financial position than it has been in recent years. The realistic adjustments in programming and compensation arrangements that have been designed by all networks could eliminate the red ink from the financial statements.

may not be realized. The first step toward active participation is *awareness*. A program cannot be fully effective if the listener is no more conscious of its existence than the fact that the radio set is turned on.

The "top 40," interrupted only by too frequent commercials, often provides little more than a primitive beat that anesthetizes the mind. Yes, the listener must be actively aware of the program to which the set is tuned before its enjoyment is actually participated in, and before it can provide the most effective atmosphere for a selling message.

The old theory of "programming opposites" could take on new life in 1960. A choice must be created for the listener.

Sincerity

Another factor which contributes to "active participation" listening is being talked "with" rather than "at." This concept certainly is not new, either. Yet how great is the need for announcers to present their material "unprofessionally" — just like one friend talking with another. In such a delivery, sincerity results almost automatically.

Station management might well take the time to sit down and ask the old question, *Quo vadis?*, in 1960. Is radio destined to consist almost solely of minute commercials interrupting popular musical programs throughout the day and night? Is that constructive programming? Is that the atmosphere for the most effective selling job that radio can do?

The answers to all these questions must be "no." At the same time this soul searching is being done, management should not be swayed by the fact that many stations which are doing exactly what has been mentioned are real money makers and are, therefore, considered successful operations. But idealism and profits are *not* mutually exclusive.

Station management might well be a bit overwhelmed by its station's community responsibility. The first step in making a station a positive contribution to the community's welfare is management's recognizing,



Jack W. Laemmar, account executive, J. Walter Thompson Co., Chicago, urges radio to add "life" to programming. He is co-author, with Gene Seehafer, Needham, Louis & Brorby Inc., Chicago, of new textbook, "Successful Tv & Radio Advertising."

MR. LAEMMAR:

Radio has just passed the milestone of another decade in its history. During the fifties it was forced to step out of the spot light and give ground to its partner in the electronic field, television. To some, this sounded the death knell of the medium. To others, it was a challenge. Fortunately, the latter group was in the preponderance and, while radio has had some trying times, it is now doing quite a healthy business.

There is nothing magic or unusual about entering the sixties—yet it makes for an appropriate time to look ahead and try to view where radio is going during the first year of the new decade, and to attempt to analyze some problems confronting this medium.

On a hypothetical balance sheet we find one of radio's main assets to

be its universal coverage. The percentage of homes with radios is just a fraction under 100 percent. What a potential for a medium of entertainment, enlightenment and selling! But a potential is all it is—until people listen *actively*.

If radio is to make advancements and increase its selling effectiveness in 1960, it must find the means to make its audience more alert to its program fare. This challenge must be recognized by station management. A lethargic attitude and adherence to the *status quo* by a station will see that station lose ground in relation to other stations in its market.

We might call this necessary ingredient "active-participation" listening. Participation is an audience reaction to strive for even though it

or being reminded of, its responsibility. (There are, of course, some stations which are now providing good service to their communities—and making money.)

So, as we enter the first year of a new decade, radio should take a square look at its varied audience; it should try to contribute to the welfare—which includes the entertainment, education, information

and cultural aspects—of its audience. It can do this by a constructive and varied programming policy which invites *and earns* greater active attention by the audience. This, in turn, can only result in making sincerely-delivered sales messages more effective.

Does this sound idealistic? Perhaps. But idealism is certainly a goal which is worth striving for.

- Better sales messages—written especially for the medium, utilizing new sounds and aural effects.

- Promotion of the “modern radio” concept to advertisers and agencies.

There are many other aspects of radio that deserve comment not only because of their past importance to agencies and advertisers, but for future significance.

Here is a handful of thumbnail observations on the state of radio for 1960:

- Radio will continue to live in-medicine, provide frequency as “the workhorse medium.”

- Offer advertising efficiency on a cost-per-thousand basis.

- Intensify out-of-home dominance, especially car radio.

- Provide opportunities for the smaller advertiser who finds television too expensive.

- Number of sets should continue to increase, especially transistors. This should tend to maximize individual listening.

- Radio should continue to be a flexible medium—as to geographic area and ease of use.

- Expand promotional and merchandising assets.

In addition, one thing that is being closely watched is the development of fm. It came a long way in 1959 and the new year may very well be an important hallmark in the history of this hi-fi medium.

Radio is a medium of tremendous potential and advertiser application. What the sound medium should strive for in the year ahead is intelligent and creative selling of radio's inherent values.

MR. ZELTNER:

At the present time, measurements of radio as an advertising medium are based primarily on “circulation.” While the radio audience of a single station is not large at any one time, cumulative audience data show that considerable audiences can be built with adequate spot schedules.

As is well known, the inherent economy of radio makes it possible to achieve highly efficient schedules

(Cont'd on p. 53)



William J. Hoffman Jr., director of radio, BBDO Inc., New York, *believes radio is in for a growth year. He offers seven observations on the future and lists these goals: Improved programming, better sales messages and promotion of 'modern radio.'*

MR. HOFFMANN:

As the radio business looks ahead to 1960, there appear to be at least three goals that are worthy of pursuing. It must be remembered that in 1959 radio in general had a growth year, although the strides forward cannot be described as giant steps.

Most of the advertising business that has found radio to be an effective and low cost medium expects radio to establish further its identity as an advertising vehicle separate

from any other. This simply means the full development and utilization of radio's natural advantages as a communications and—by inference—advertising medium.

The following then are three goals that should be sought after in the next 12 months:

- Improved programming—stressing areas where radio can do a better, more effective job than, say, tv. For example, news and special events.



Herbert Zeltner, vice president and media director, Lennen & Newell Inc., New York, *outlines the task for radio research in the year ahead. He would like to see research provide the answer to this question: "What is the ideal frequency of announcements?"*

Spot Radio Moves Up



Spot radio, like football, has become a business of inches. And owing to the collective selling efforts of representatives and stations, the inches are adding up to forward movement.

According to Lawrence Webb, managing director of Station Representatives Association, spot radio in 1959 totaled about \$179 million, a five percent increase above the \$171.9 million registered in 1958.

As for that all-important look into the months ahead, Mr. Webb says "spot radio may very well go over the \$200 million mark in 1960."

This steady (albeit slow) climb in billings brings about these questions:

- From what quarters are the increases in radio coming?
- What's behind the increases?
- What can be done to boost the rate of growth?

"The upward climb in spot radio use is largely attributable to increases in radio budgets by traditional 'sound' advertisers," states Mr. Webb. "This is especially true in the food category."

He also concedes that sales development efforts have helped in bringing new radio advertisers into the field.

Mr. Webb, however, touches on a major problem in creating additional advertiser radio outlays.

"One of the big obstacles has been a lack of creative effort for radio on the part of advertising agencies. There are indications, however, that this is slowly changing for the better.

"Spot radio will command increasing advertiser interest and expenditure as agencies devote more imaginative energy in writing copy especially for radio and in using the techniques of sound to produce distinctive commercials."

As examples of radio campaigns that he believes used radio effectively, Mr. Webb points to the Coca-Cola drive that encouraged local hi-fi teen clubs and the Bristol-Myers Co. campaign for Trig that employed local copy as well as a contest among disc jockeys.

Underlying the step-by-step increases in radio billings are many factors. Among the chief two are intensified selling and research, according to SRA's managing director.

"The representatives and stations themselves have been doing a better job of selling. The stations this past year have made conscientious efforts to provide the necessary market information to their national representatives. They have also done a better job of promotion."

As for research, Mr. Webb says it is significant that new studies on listening have come not only from

the radio side but also from the agency side. For an example of industry research that has helped, he mentions the study conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc.

The H-R/Market Planning study deals with the extent to which housewives listen to radio. It shows that they spend about four hours and 36 minutes per day with radio, compared with one hour and 57 minutes reading a newspaper. (See *Housewives Listen, Too*, October 1959).

Agencies also have shown greater interest in radio and have spent time and money in researching the sound medium. An outstanding example, Mr. Webb says, is the J. Walter Thompson study on radio programming preferences of the American housewife. (See *Ladies' Day Fare*, October 1959).

In looking ahead to what can be done to boost the rate of spot radio growth, here's how representatives feel on the subject.

In the first place, it is conceded that both the agency and advertiser have to be sold. Consequently, an effort even greater than in 1959 is expected to be directed toward the client side. Stations are also urged to increase their programming development efforts, Mr. Webb states, so that the best possible product and sales story can be presented.

One of the most important factors of 1960 will be the showing of the special sales presentation on spot radio that has been developed by member firms of SRA. It has already been shown to the 20 top agencies in the New York area as well as four advertisers. Beginning this month, Mr. Webb will be showing the presentation to member branch offices in other cities so that they can deliver it in their own markets. The cities presently slated are Chicago, San Francisco, Los Angeles, Detroit and Atlanta. •••

Spot Radio Revenue

	Spot Radio Revenue	% Increase Over Previous Year
1954	\$120,168,000	
1955	\$120,393,000	.2
1956	\$145,461,000	20.8
1957	\$169,511,000	16.5
1958	\$171,939,000	1.4
1959	\$179,000,000 (Estimated by SRA)	5

Source: FCC estimates except for 1959.

horizon '60

Spot radio advertisers (Cont'd from p. 23)

Lipton Soups
Lipton Tea
Lucerne Milk
Luzianne Coffee
Malt-O-Meal Co.
Martinson's Coffee Inc.
Aborn Coffee and Instant
Martinson's Coffee and Tea
Manor House Coffee
Mauil's Barbecue Sauce
Maxwell House Coffee
Oscar Mayer
Milady Food Products Inc.
McCormick & Co. Teas and Spices
Mrs. Filbert's Mayonnaise and Margarine
Mrs. Paul's Kitchens
Morton Frozen Foods
Mother's Cake & Cookie Co.
Mueller's Macaroni Products
C. H. Musselman Co.
Canned Goods
Apple Sauce
National Biscuit Co.
Millbrook Bread
Hometown Bread
Snacks
Ritz Crackers
Nabisco Crackers
Graham Crackers
Dromedary mixes, fruits and peels
Premium Crackers

Young & Rubicam
SSC&B
J. Walter Thompson
Roman
Campbell-Mithun
Anderson & Cairns
Al Paul Lefston
Earle Ludgin
George C. Nagel
Benton & Bowles
J. Walter Thompson
Smith-Greenland
Lenneu & Newell
Young & Rubicam
Aitkin-Kynett
Ted Bates
Guild, Bascom & Bonfigli
Calkins & Holden
McCann-Erickson
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McCann-Erickson

Standard Brands Inc.
Chase & Sanborn Coffee
Blue Bonnet Margarine
Instant Chase & Sanborn
Southern Bakeries
Stella D'Ora Biscuit Co.
Stewart's Coffee
Stokley-Van Camp Frozen Foods
Streitman Biscuit Co.
Sunkist Growers Inc.
Sunshine Biscuit Inc.
Taylor Pork Roll
Tea Council of the U. S. A.
Thomas' Bread & Muffins
Top-Wip
Town Talk Bread
Tree Sweet Product Co.
Tropicana Orange Juice
United Fruit Co.
Van Camp Sea Foods
Ward Baking Co.
Tip Top Bread and Cakes
Weber's Bread
Winter Pears

Compton
Ted Bates
Compton
Dowling Adams
Carlo Vinti
Roche, Rickerd & Cleary
Cunningham & Walsh
Ralph H. Jones
Foote, Cone & Belding
Cunningham & Walsh
Al Paul Lefston
Leo Burnett
MacManus, John & Adams
D'Arcy
W. E. Long
BBDO
John Douglas & Assoc.
BBDO
EWR&R
J. Walter Thompson
Houg-Cooper, Harrington & Miner
Pacific National

Arndt, Preston, Chapin, Lamb & Keen
Arndt, Preston, Chapin, Lamb & Keen

Beer, Ale, Wines and Soft Drinks

Anheuser-Busch Inc.
Budweiser Beer
Busch Bavarian
Arriba Wine
Atlas Brewing Co.
Atlas Prager Beer.
Blatz Brewing Co.
Buckeye Beer
Burgermeister Brewing Co.
Canada Dry Corp. Soft Drinks
Carling Brewing Co.
Carling's Red Cap Ale
Stag Beer
Carling's Black Label

D'Arcy
Gardner
Honig-Cooper, Harrington & Miner
Olian & Bronner
Kenyon & Eckhardt
Wentzel, Wainright, Poister & Poore
BBDO
J. M. Mathes

Champagne Velvet Beer
Coca-Cola Co.
Cott Beverage Corp.
Edelweiss Beer
Falstaff Brewing Co.
E. & J. Gallo Winery
M. K. Goetz Brewing Co.
Goetz Beer
Country Club Pilsener Beer
G. Krueger Brewing Co.
Ambassador Beer
Theo. Hamm Brewing Co.
G. Heilman Brewing Co.
Hoffman Beverage Co.
Italian Swiss Colony Wines
Kirsch Beverages Inc.
Kool-Aid (General Foods)
Liebmann Breweries Inc.
Rheingold Beer and Ale
Lone Star Brewing Co.
Miller Brewing Co.
Mission Dry Corp.
Mogen David Wine Corp.
Monarch Wine Co.

Benton & Bowles
Edward H. Weiss
Aitkin-Kynett
Harold Cabot (in Northwest)
Winius-Brandon (in Southwest)
Liller, Neal, Battle & Lindsey (in Southeast)
W. B. Doner
McCann-Erickson
Dowd, Redfield & Johnstone
Olian & Bronner
Dancer-Fitzgerald-Sample
BBDO
John W. Shaw
John W. Shaw
Grey
Campbell-Mithun
Compton
Grey
Honig-Cooper, Harrington & Miner
Paris & Peart
Foote, Cone & Belding
Foote, Cone & Belding
Glen Adv.
Mathisson & Assoc.
Dowd, Redfield, Johnstone
Edward H. Weiss
L. C. Gumbinner
DCS&S

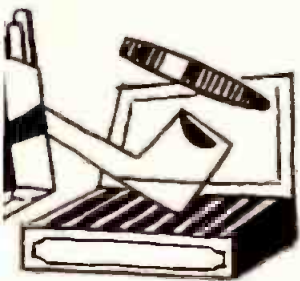
National Dairy Products Corp.
Sealtest Ice Cream
Sealtest Milk
The Nestle Co.
Nescafe
New York, New England Apple Institute
National Red Cherry Institute
Omar Inc. bakery products
Pacific Cracker Co.
Pacific Hawaiian Products Co.
Penick & Ford Ltd.
My-T-Fine puddings
7 Minute Frosting
Swel
Pepperidge Farm Inc. products
Point Adams Packing Co.
Procter & Gamble
Duncan Hines Cake Mixes
Quaker Oats Co.
Full-O-Pep
Quaker Oats
Instant Oats
Ralston Purina Co.
Reddi-Wip Inc.
Roman Real Bread
Safeway Stores Inc.
Salada Tea & Tea Bags
Savarin Coffee
S & W Foods
Sawyer Biscuit Co.
Seabrook Farms
Shrimp & Oyster Co.
Sioux Honey Assn.
F. H. Snow Canning Co.

N. W. Ayer & Son
N. W. Ayer & Son
Fletcher D. Richards
Charles W. Hoyt
Western Adv.
Fitzmorris
Raymond R. Morgan
Atherton, Mogge, Privett
BBDO
Croot
Croot
Ogilvy, Benson & Mather
Ben B. Bliss
Grant
Wherry, Baker & Tilden
Wherry, Baker & Tilden
Wherry, Baker & Tilden
Guild, Bascom & Bonfigli
North
Durstine
EWR&R
SSC&B
Foote, Cone & Belding
Honig-Cooper, Harrington & Miner
Hartman
Smith-Greenland
EWR&R
Allen & Reynolds
Daniel F. Sullivan

Manischewitz Kosher Wine
Narragansett Brewing Co.
National Brewing Co.
National Premium Beer
National Bohemian Beer
Nehi Corp.
Olympia Brewing Co.
Pabst Brewing Co.
Pabst Blue Ribbon Beer
Dr. Pepper Co.
Pepsi-Cola Co.
Piel Bros.
Pittsburgh Brewing Co.
Regal Pale Brewing Co.


W. B. Doner
W. B. Doner
Compton
Bousford, Constantine & Gardner
Norman, Craig & Kummel
Grant
Kenyon & Eckhardt
Young & Rubicam
Smith, Taylor & Jenkins
Heintz

Spot radio advertisers. (Cont'd on p. 45)



Agencies see a growth year ahead for radio. They believe the sound medium must stress program development and creative selling.

Network Realism



Network radio is entering a period that could be one of its strongest financially in recent years. The reason for this is not hard to find. Each network, without exception, has taken a realistic look at its programming and compensation structures and has re-adjusted its operations accordingly.

As opposed to the red ink that has been blotting network radio's financial statements, there already have been reports of black ink.

In numbers, the affiliate line-ups of the networks remain stable, although there have been many significant alterations in the stations themselves. But most observers believe that the days of affiliate rumbling are nearing an end because the networks have met many of the demands made by stations in altering operations.

The character of network radio has changed. Its avowed purpose is to create the kind of service that builds radio on the local scene. In this regard it has become similar to the national wire services of newspapers.

Points Made Clear

These points are seen in the statements by the heads of the four networks:

Matthew J. Culligan, executive vice president in charge of NBC Radio, states:

"The year 1960 will mark—for the first time in over a decade—a complete differentiation in network programming philosophies. Convinced that there has been too much uniformity and conformity in radio programming, the networks either by design or by accident will find themselves following dissimilar approaches to the national audience.

"At NBC we have been making basic changes and modifications over the past three years in the direction of providing the listener, the national advertiser and our own affiliated

stations with a service based on a radio network's great strengths.

"In 1960, we will see the fruition of these efforts. Rather than continue with types of programming which apparently have a constantly decreasing audience and are in conflict with good local programming technique, we have decided to concentrate our efforts and specialize in expanded news, analysis and commentary, informational and interpretive programming."

Arthur Hull Hayes, president of CBS Radio, points to "the general upswing in network radio's status in recent months, as well as to an improved financial picture. With the restoration of CBS Radio as a profit-making business, which it was in the final quarter of 1959 and which we hope it will continue to be in the current year, we intend to emphasize even more the informational and educational aspects of radio broadcasting.

"*The Hidden Revolution*, a happy blend of revenue producer and public service, won both the sponsorship of Nationwide Insurance and a Peabody Award. We feel that such programs are the proper produce of a network, and could not be created without one. News programs have become a major item in the sponsor diet in recent years and intelligent programming pays better with each passing year.

"Sponsored or not, however, CBS Radio will fulfill its obligation as a network to produce such rich informational programs as those of CBS News and our Unit One. Mixed with the wholesome entertainment of the Metropolitan Opera and New York Philharmonic, and blended well with the entertainment offerings of Arthur Godfrey and the daytime dramas, we believe that these constitute a balanced and constructive mental and emotional diet for the listener."

Robert F. Hurlleigh, president of Mutual Broadcasting System, believes "1960 will be a banner year. We believe our compensation policy of reciprocal arrangement with our stations has proved successful.

"We program 31 newscasts a day, for example. Of these, the stations have 17 news-on-the-hour segments available for local sale. They in turn clear time for the 17 we have on the half-hour. We offer two 25-minute news-in-depth features a day—one is for network sale and the other for local sale.

"Stations apparently approve. We now have 458 affiliates; a year ago we had 442. The network design of today is to make their affiliates important. The networks are in a position of service to affiliates. They offer a program service just like the wire services offer newspaper a news service.

"Frankly, we don't care as much if a listener knows he is listening to an MBS program as we do if he is aware of the call letters of the station to which he is tuned."

ABC Radio, under the direction of Edward J. DeGray, president, is optimistic about its present status.

"During the past 12-month period, the total number of ABC Radio affiliates has increased by 22 percent, rising from 287 affiliated stations to the present network of 326 affiliates. Seven new affiliates have been added during the past month.

"This increase graphically shows an ever-increasing recognition on the part of station operators that a nationwide network provides a station, and the audience it serves, program fare that is beyond the reach of individual stations. Of particular interest to stations is the world-wide news and special events and public affairs programming offered by a network. ABC Radio now covers 96.1 percent of total U. S. radio homes." • • •

NBC Radio Advertisers:

1959	1958	1957	1947
125	133	125	68

1959 Clients

Academy of Motion Picture Arts & Sciences, Alden Rug Mills, Allis Chalmers, Aluminum Co. of America—aluminum boats and aluminum products, American Dairy Assn., American Machine & Foundry, American Motors Corp., American Telephone & Telegraph Co., A-P Parts, Armour & Co., B. T. Babbitt Co., Back to God Hour of the Christian Reformed Church, Beltone Hearing Aid Co., Billy Graham Evangelistic, Book Enterprises, Inc., Bristol-Myers Co.—Trushay, Bristol-Myers Co.—Grove Laboratories Div., Brown & Williamsen Tobacco Co., California Packing Co., Harry Campbell—Sakrete, Carter Products, Chap Stick Co., Chrysler Corp.—Simca Cars, Church & Dwight, Curtis Circulation Co., Electric Autelite Co., Evangelical Foundation, Evinrude Motors, Excellence Corp., Ex-Lax Co., Florists Telegraph Delivery Assn., Food Specialties Inc., Ford Motor Co.—institutional, Ford Motors Co.—trucks, cars, & parts, Foster-Milburn, Formica, General Foods Corp.—Jell-O, General Foods Corp.—Swansdown, General Insurance Co., General Mills—Cheerios, General Motors—Fisher Body, General Motors—Services, General Motors—Oldsmobile, GHP Cigar Co., Gillette Safety Razor Corp., I. J. Grass Needle Co., Greyhound Corp., Gulf Guaranty Land & Title Co., Hearst Magazine Div., Hess & Clark, Hudson Vitamin Co., Hygrade Food Prod., International Harvester Co., Kiplinger—*Changing Times*, Lehn & Fink, Lever Bros.—Good Luck margarine, Lever Bros.—Pepsodent, Lever Bros.—Surf, Lewis-Howe, Liggett & Myers Co.,

Longines-Wittnauer Watch Co., Lutheran Layman's League, Mack Trucks, Marion-Kay Products, Mail Pouch Tobacco Co., B. Manischewitz Co.—food products, Midas Inc., Mogen David Wine Co., Monroe Auto Equipment Co., Morton Salt Co., G. H. Musselman Co., Mutual of Omaha, No. American Van Lines, Pan American Coffee Bureau, Parker Games, Pepsi-Cola Co., Pharmacraft Co., Philip Morris Co., Plastone Co., Plough Inc., Popular Science Monthly, Princeton Knitting Mills, Procter & Gamble, Purolator Products, Quaker Oats Co., Q-Tips Inc., Radio Corporation of America—Institutional, Radio Corporation of America—appliance, TV, radios, Raybestos Div., Raytheon, Readers Digest Assn., Renauzit Home Products, Renault Inc., R. J. Reynolds Tobacco Co.—Camels, Winston, R. J. Reynolds Tobacco Co.—Prince Albert Tobacco, Savings & Loan Assn., School Mfg. Co., Scott Paper Co., Shulton Co., Simoniz Co., Singer Mfg. Co., Society of Plastics, Socony Mobile Co., A. Stein Co.—Perma-lift bras, Sterling Drug Co., Sun Oil Co., Sylvania Co., Time Inc.—Life Magazine, Time Inc.—Time Magazine, Time Inc.—Sports Illustrated, Tipon—Tipon, Tyrex Inc., Twentieth Century-Fox, Union Carbide & Carbon Co., United Fruit Co., United Insurance Co. of N. America, U. S. Royal Tire Div., Vick Chemical Co., Voice of Prophecy, Voice of Temperance, Walker Mkt. Co., Warner-Lambert-Anahist Div., Watch Makers of Switzerland, Waverly Fabrics, Whitehouse Co., Yardley of London.

CBS Radio Advertisers:

1959	1958	1957	1947
102	128	118	63

1959 Clients

Aluminum Co. of America, Amana Refrigeration Inc., American Home Products Corp.—Whitehall Laboratories, American Motors Corp., American Oil Co., American Tel. & Tel. Co., P. Ballantine & Sons, Beltone Hearing Aid Co., Ben Mont Papers Inc., The Borden Co., The Milton Bradley Co., Bristol-Myers Co., Bristol-Myers Co.—Grove Laboratories Div., Burgess Vibrocrafters Inc., California Packing Corp., Campana Sales Co., Campbell Soup Co., CBS Electronics Div., Chesebrough-Ponds Inc., Clairol Inc., Comstock Foods Inc., Continental Wax Corp., Cowles Magazines Inc., Helene Curtis Industries Inc., Curtis Circulation Co., Dumas Milner Corp., Ex-Lax Inc., Dr. Peter Fahrney & Sons Co., Firestone Tire & Rubber Co., Food Specialties Inc., Foster-Milburn Co., Fram Corp., General Cigar Co., General Electric Co.—Lamp Div., General Foods Corp., General Motors Corp.—Chevrolet Motor Div., General Motors Corp.—Oldsmobile Div., General Motors Corp.—Delco Products Div., General Motors Corp.—Service Div., General Nutrition Corp., Gillette Co., Hartz Mountain Products Corp., Hastings Manufacturing Co., The Hearst Corp.—Magazine Div., Hudson Vitamin Products Inc., Insurance Co. of North America, Kellogg Co., Kiplinger Washington

Editors Inc., Kitchens of Sara Lee, Knouse Foods Cooperative Inc., Lehn & Fink Products, Lever Brothers Co., Lewis Howe Co., Longines-Wittnauer Watch Co., Mail Pouch Tobacco Co., McCall Corp., Mentholatum Co., C. H. Musselman Co., Mutual Benefit Health & Accident Assoc., Nationwide Insurance Co., Niagara Therapy Manufacturing Corp., Pepsi-Cola Co., Peter Paul Inc., Plough Inc., Popular Science Publishing Co., Puritan Research Corp., Puritron Corp., Q-Tips Inc., Reddi-Wip Inc., Renfro Valley Country Store, Renuzit Home Products Co., R. J. Reynolds Tobacco Co., Sandura Co., Savings & Loan Foundation Inc., The Scholl Manufacturing Co., Scott Paper Co., Sealy Inc., Shulton Inc., A. E. Staley Manufacturing Co., Standard Brands Inc., Standard Packaging Corp., Sta-Nu Corp., Sterling Drug Inc.—Glenbrook Labs Div., Stewart-Warner Corp., Studebaker-Packard Corp., Sweets Co. of America, Sylvania Electric Products Inc., Syntex Chemical Co., Tetley Tea Co., Texaco Inc., Turtle Wax-Plastone Co., Wm. Underwood Co., Unired Fruit Co., United States Plywood Corp., Vitamin Specialties Corp., Watchmakers of Switzerland, Wm. Wrigley Jr. Co., Yardley of London Inc.

ABC Radio Advertisers:

1959	1958	1957	1947
118	89	98	68

1959 Clients

AFL-CIO, American Home Products Corp.—American Home Food Div., American Home Products Corp.—Whitehall Laboratories Div., American Telephone & Telegraph Co., Apple Valley Building Development Assn., Assemblies of God, Bankers Life & Casualty, Baptist Bible Fellowship Inc., Beltone Hearing Aid Co., Benrus Watch, Ben Mont Paper Inc., Billy Graham Evangelistic Assn., Bristol-Myers Co.—Clairol, Bristol-Myers Co.—Grove Laboratories Div., E. L. Bruce & Co., Burgess Vibrocrafters, Campana Sales Co., Chicopee Mills Inc., Chrysler Corp.—Dodge Div., Chrysler Corp.—Plymouth Div., Colgate-Palmolive Co.—Dental Cream, Curtis Publishing Co., Dawn Bible Students Assn., Walt Disney, Dr. Pepper Co., Dow Chemical, Eugene Stevens, Ex-Lax Inc., Food Specialties, Fred Fear Easter Egg Color Co., General Assn. of Davidian 7th Day Adventists, General Foods Corp.—Jell-O, General Foods Corp.—Kool Aid, General Foods Corp.—Swansdown Cake Mixes, General Foods Corp.—Maxwell House Coffee, General Motors Corp.—Cadillac Div., General Motors Corp.—Pontiac Div., GM Guardian Maintenance, General Nutrition Corp., Gospel Broadcasting Assn., Grey-Rock (Div. of Raybestos-Manhattan), Grosset & Dunlap Inc., Gulf

Guaranty Land & Title Co., Rastings Mfg. Co., Highland Church of Christ, Harrison Home Products, Hollingshead Corp., Lewis Howe Co., Hudson Vitamin Products Inc., Kapp Records, Kretschmer Corp., Kiplinger Washington Editors Inc., KVP Corp., Landers Frary & Clark, Levolor Lorentzen Inc., Magla Products, Mentholatum Co., Midas Muffler Co., C. H. Musselman Co., McCall Corp., Oral Roberts Evangelistic Assn., Parker Pen Co., Pabst Brewing Co., Pepsi-Cola Co., Peter Paul Inc., Pfizer Laboratories, Pharmaco Inc., Plough Inc., Plantabbs Corp., Puritron Corp., Radio Bible Class, R. J. Reynolds Tobacco Co., Renuzit Home Products Co., Rock of Ages Corp., Savings & Loan Foundation, Schick Inc., Scholl Mfg. Co., Skamperettes Co., Mister Softee Inc., Russell Spruance Co., A. E. Staley, Standard Brands Inc., Standard Oil of Indiana, Sterling Drug—Dr. Caldwell Laxative, Swanson Cookie Co., Syntex Chemical Co., Trip of the Month Club, Union Carbide Corp., United Artists Corp., U. S. Pharmaco Co., U. S. Pool Corp., Universal-International Pictures Corp., Van Nuys Savings & Loan Assn., Voice of Prophecy Inc., Watchmakers of Switzerland, Western, Western Airlines, Whitehouse Co., World Vision Inc., Dr. Thomas Wyatt.

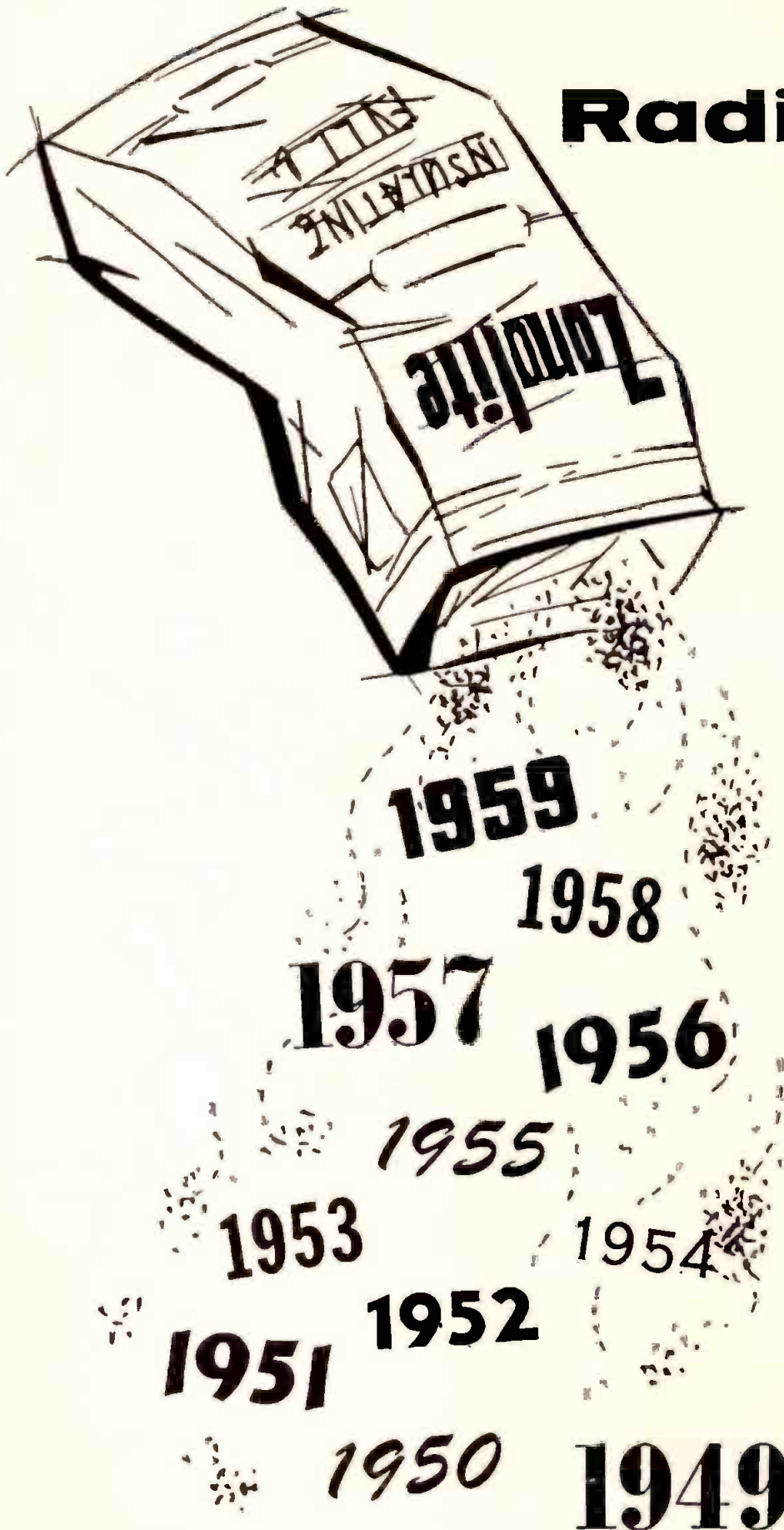
Mutual Advertisers:

1959	1958	1957	1947
77	67	83	54

1959 Clients

Aldon Rug Mills, America's Future, American Machine & Foundry Corp.—Pinspotter Div., American Red Ball Transit Co., American Telephone & Telegraph Co., American Tobacco Co.—Pall Mall, Bankers Life & Casualty Co., Baptist Bible Fellowship, Beltone Hearing Aid Co., Bon Ami Corp., Carter Products Inc., Christian Herald, Christian Reformed Church, Christmas Club, Chrysler Corp.—Plymouth Div., Church & Dwight Inc., Colgate-Palmolive Co.—men's preparations, Denver Chemical Co., Dawn Bible Students Association, F & F Laboratories Inc.—cough drops, Ex-Lax Inc., First Church of Christ Scientist, Ford Motor Co.—Mercury Div., Fram Corp., General Foods Corp.—Maxwell House Coffee, Jell-O and Calumet products, General Motors Corp.—Chevrolet Div., Billy Graham Evangelical Association, Gulf Guaranty Land & Title Co., Halogene Corp., Highland Church of Christ, Hudson Vitamin Prod-

ucts Inc., Lanolin Plus Inc., D. B. Lewis Co., Lewis Food Co., George W. Luft Co., Lutheran Layman's League, Lou Magram Inc., Mail Pouch Tobacco Co., National Brewing Co., Pepsi-Cola Inc., Peter Paul Inc., Popular Science Magazine, Pharmaco Inc., Quaker State Oil Refining Corp., Radio Bible Class, Readers Digest, Revlon-Inc.—Knemark Div., R. J. Reynolds Tobacco Co.—Camel and Winston cigarettes, Savings & Loan Foundation, Sea Breeze Laboratories, Sinclair Refining Corp., Standard Brands Inc., Sterling Drug Co., Scranton Lace Corp., Symphonic Electronics Corp., Syntex Chemical Co., Time Inc., True Magazine, U. S. Air Force, Universal-International Pictures Corp., Twentieth-Century Fox Pictures Corp., Vazol Inc., Voice of Prophecy, The White House Co., Wings of Healing, Word of Life, Watchmakers of Switzerland. • • •



Radio: Sales



PROBLEM: Shore up sagging sales of insulation materials.

SOLUTION: Extensive use of local radio for the first time.

IMMEDIATE RESULTS: Sensational!

LONG RANGE RESULTS: Radio became an integral and basic element in all future advertising plans.

Today Western Mineral Products Co., Minneapolis, Minn., manufacturing distributors of Zonolite insulation products, its distributors and dealers are currently running campaigns on 106 stations. The frequency of the spots average 10 to 15 a week, with most of the activity being concentrated in a mid-September through January period.

The amount of money spent in radio by Western Mineral itself has increased 500 percent since 1949, when the firm took its first step into the medium. The company also co-ops on a 50-50 basis with its distributors. In addition, 155 dealers pay their own time costs for local campaigns.

In 1949, Western Mineral was struggling to reverse the general downward sales trend of insulation

Building Material

Western Mineral's mixture of regional and local radio campaigns for Zonolite insulation material integral part of ad plans for 10 consecutive years

products which had hit the entire industry. Although radio had been given little consideration in the past, Harvey W. Steiff, vice president in charge of sales for Western Mineral, decided that a concentrated campaign on the airwaves would not only maintain but increase insulation business.

"The decision to go into radio as an advertising medium," Mr. Steiff says, "went directly against the generally accepted feeling in the building materials industry that radio couldn't sell its products. However, we felt that local radio could reach our potential customers. The more aggressive dealers," Mr. Steiff continues, "agreed to go along with our experiment and give radio a try."

Zonolite spots were placed on about 75 stations in the upper midwestern territory the company services. The 1949 campaign not only halted the drop in sales, but broke all existing sales records for Western Mineral, according to the company. Enough momentum was also built up to sustain sales through winter, when business is traditionally slow.

The dramatic results of Western

Mineral's first venture into radio, Mr. Steiff points out, warranted continued use of the medium. After 10 consecutive years of working with radio, the company has evolved a flexible and successful formula for its distributors and dealers. "We have been steadily increasing our radio activities," Mr. Steiff says, "and our sales curve has been showing the results. In the past three years our firm doubled the volume of business it had built up over a 21-year period.



Harvey W. Steiff, WMP's sales vice pres.

And when all the figures are in, we are sure that 1959 will have been the biggest single year in the company's history."

Western Mineral limits its own radio buys to full power stations in 35 key markets in nine midwestern states which comprise its sales territory. The primary objective is to provide an "umbrella" for the local spots and shows aired by the company's distributors and dealers.

"We don't have a rigid set of rules we follow when making a time buy," Mr. Steiff explains. "We try to be flexible and to make use of strong local personalities wherever possible. For this reason we use one minute transcriptions in some instances, and live copy delivered by the local celebrity in others.

"By making use of popular local personalities," Mr. Steiff continues, "we not only get the advantage of associating him with Zonolite to his loyal listening audience, but we are also provided with a strong argument to help persuade some doubting dealers to climb on the radio bandwagon. As a matter of fact, we have invited some of these perform-

ers to address local dealer meetings with very satisfactory results."

Western Mineral does not work directly with its dealers in setting up local time buys; responsibility for this is left to the individual distributors. However, the firm does supply complete and expert assistance to its distributors. As an indication of just how important these local radio activities are to Western Mineral, Mr. Steiff says that there are 22 people on the sales and merchandising staff who have been given special training by broadcasting experts in how and when dealers should use radio. These experts are put at the disposal of distributors to develop effective and coordinated campaigns.

"In addition to the specialized training," Mr. Steiff states, "we often have broadcast people come down to talk at general sales meetings. Some recent guest speakers have been Larry Haeg, manager of WCCO Minneapolis, and Lloyd G. Venard, president of Venard, Rintoul & McConnell Inc., New York, representing radio and television stations throughout the country.

"Our local dealers," Mr. Steiff says, "have adopted our flexible attitude about programs. The end result is a wide variety of time buys. Many spots are currently being used on early morning farm hour shows, high school basketball game broadcasts and newscasts. For example, dealers in the Milwaukee area have been using Zonolite spots very effectively in conjunction with the WRI F broadcasts of the Milwaukee Braves baseball games.

"For three consecutive years," Mr. Steiff continues, "Zonolite's distributor at Iowa City has sponsored the football broadcasts of Iowa University games, sharing the cost with a group of dealers in that trading area. Our Rapid City, S. D., distributor first tried a program with dealer cooperation over KOTA Rapid City. The response was so gratifying that this year six stations are being used to cover the Black Hills market — KCSR Chadron, Nebr.; KNDC Hettinger, N. D.; KOBH Hot Springs, S. D.; KOLY Mobridge, S. D., and KOTA and KEZU, Rapid

City. During 1959, every station in the state of South Dakota carried the Zonolite message."

Describing other local activity, Mr. Steiff mentions a jobber in Grand Rapids, Mich., blanketing the Minnesota Iron Range over the facilities of KOZY Grand Rapids, WMFG Hibbing, WEVE Eveleth and WHLB Virginia. Although no specific dealers are involved in this campaign, the spots being used carry the tag, "See Your Local Lumber Dealer."

"These co-op radio plans being offered by building material distributors," Mr. Steiff says, "are interesting because, in most cases, it is the first time that any of them have offered their dealers much of an advertising program aimed at the consumer market. And as more and more of our distributors spread the word of their success with local radio, we expect this trend to continue."

Mr. Steiff explains that Zonolite vermiculite insulating fill is an ideal building product to aim at the consumer since it easily fits into the "do-it-yourself" category. Spots run on local sports shows, and similar programs, catch the young home owners who would be interested in such a product. In the past two years, Mr. Steiff says, the theme of the fall campaigns has been attic re-insulation, which is said to be a new selling approach in the field.

Western Mineral has been careful to see that the copy used on the spots takes full advantage of radio's selling impact, and that it can be dove-tailed with other advertising efforts. When the first radio campaign was launched, Mr. Steiff says, the company used three 30-second and two 1-minute spots to be read by the local station announcer. The following year Western Mineral started using ETs.

"In 1952, we decided to use a new approach and try to rub a little glamor off on our product," Mr. Steiff says. "Each year, for five years in a row, we used the voices of well-known figures from the entertainment world on our announcements. Claude Kirchner made the first

transcription for us in 1952. The Chordettes made the first Zonolite singing commercials in 1953. Bob Crosby was our 'salesman' in 1954, Danny Kaye was our 'voice' in 1955, and Bing Crosby told our story in 1956.

"In order to get the most mileage out of our radio efforts, the same personalities were featured in Zonolite newspaper mats, national magazine advertising, outdoor billboards and point-of-sale displays. The added prestige that came from these campaigns was another factor in getting many reluctant dealers to participate in radio."

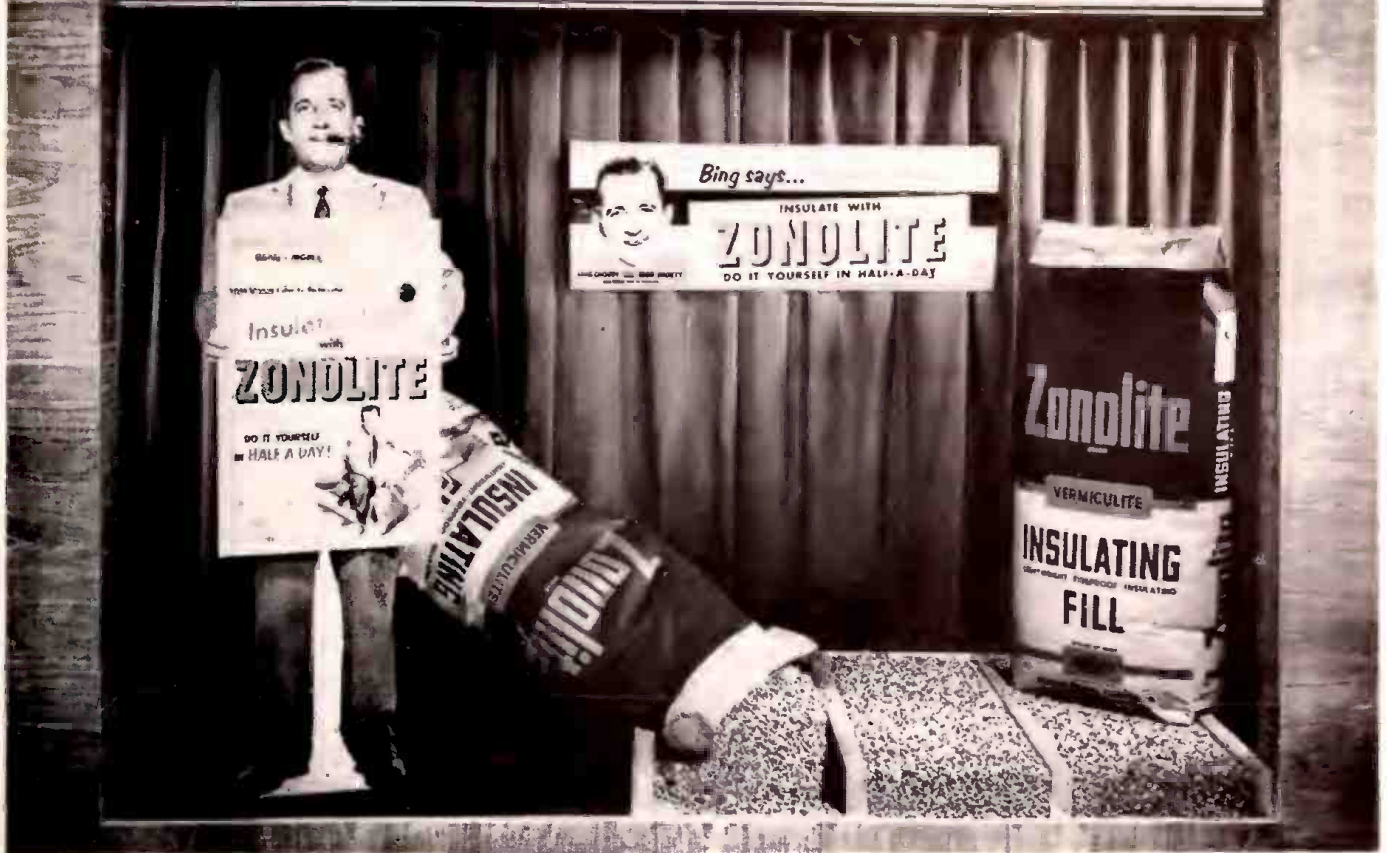
Mr. Steiff says that now that dealer radio advertising is well established, Zonolite has gone back to hard-sell spots with unfamiliar but persuasive voices. And as mentioned previously, local "names" are being employed to provide the candy coating for the hard sell.

Here is an example of a 60-second announcement currently being used by Zonolite:

There's a thief in your attic . . . robbing you of comfort and fuel dollars! If you don't believe it, check and see! Yes, insulation that has shrunk and sagged down as much as 1/3 to 1/2 may be costing you many fuel dollars. Packed-down, vanishing insulation is like having no insulation at all in places where you thought you were being protected. So, check and see if your attic insulation is falling down on the job. If it's below the safety and comfort level, insulate right over your present insulation with Zonolite. Just pour it, leave it. Zonolite is the permanent mineral insulation that never goes flat, never packs down. Zonolite cuts your fuel bills as much as 40 percent! It's rot-proof, vermin-proof, and so completely fire-proof, it actually snuffs out flame! Takes only a few hours to install yourself. Come in for a free Zonolite estimate today!

DO-IT-YOURSELF FOR LESS DO-IT-YOURSELF

ZONOLITE Insulation ZONOLITE In



For a number of years Western Mineral used well-known entertainers as the focal point of all of its advertising and promotion efforts. Seen is a display built around the famous Bing Crosby.

This is a sample of a typical 30-second spot:

LOCAL ANNCR: Your ZONOLITE weather forecast: (LOCAL WEATHER FORECAST).

E. T. ANNCR: Whether it's hot or cold outside, your house can be comfortable inside—if you insulate with ZONOLITE! Enjoy a cooler home in summer—save on fuel bills in winter! ZONOLITE BRAND VERMICULITE is permanent, fire-proof, easy to install yourself! Costs as low as SIXTY-SEVEN SIXTY for the average home! Insulate with ZONOLITE!

LOCAL ANNCR: See (DEALER'S NAME AND ADDRESS) about ZONOLITE FOR YOUR house!

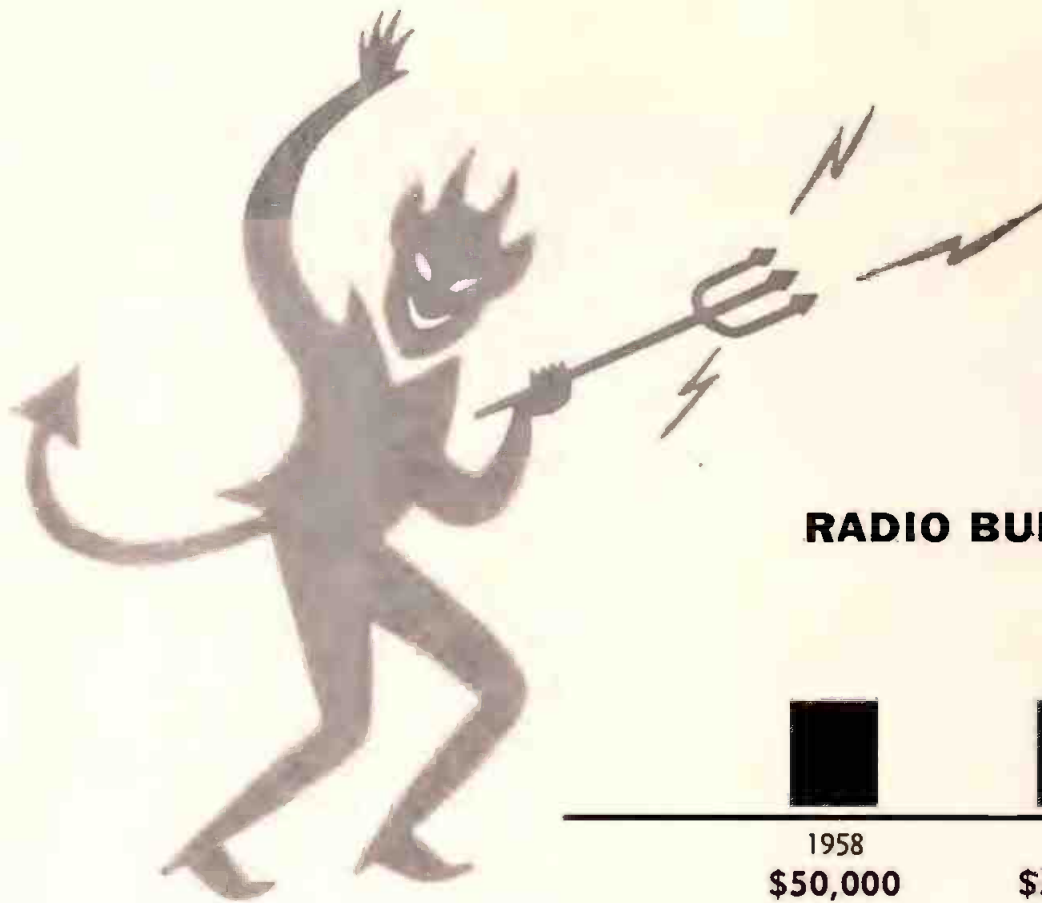
1960 Campaign Plans

"When we kick off our fall 1960 campaign next September," Mr. Steiff says, "we are confident that our dealers will be using more radio than ever before. Much of this confidence is based on reports that come in to us. For example, when the Independent Lumber Co. in Sioux Falls, S. D., went on KSOO, it doubled its sales over the previous year. The Central Lumber Co., Stillwater, Minn., went on WAVN with a concentrated campaign of several spots a day, and sold more Zonolite in 10 days than it had ever sold in 12 months. Let me assure you that results of this kind do not go unnoticed by other dealers in our territory."

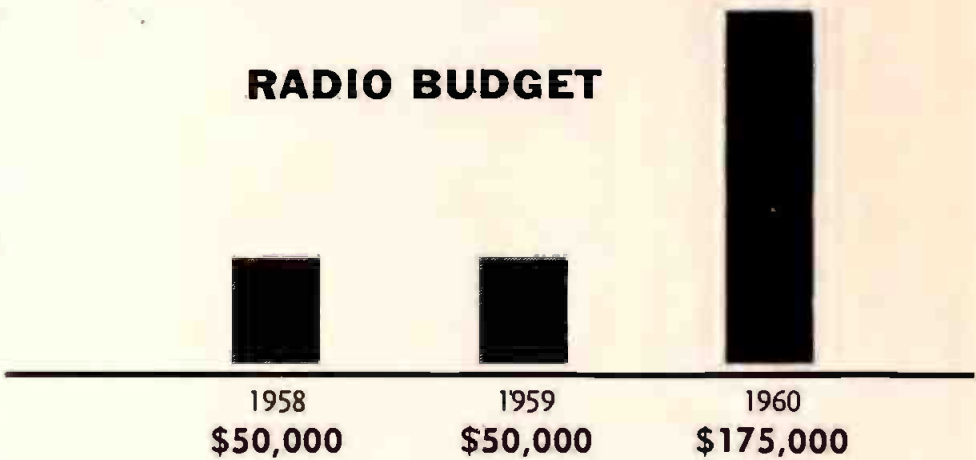
In describing Western Mineral's plans for the new year, Mr. Steiff tells how they intend to enlist the

aid of the stations to get Zonolite dealers to continue with their radio activities. "Early this fall we are going to send a letter and a transcription of our new spot announcements. The letter will inform the station of dealers in its sales territory who have used radio, and suggest that they be contacted about their plans for 1960."

After 10 full years of experience with radio, Western Mineral Products has come to look upon the medium as a basic part of all its advertising and promotional activities. Radio's ability to permit the firm to blanket its territory, and still allow local distributors and dealers to pinpoint their markets, and mold the campaigns to their individual requirements, has proved to be a potent combination that is paying off at the cash register. • • •




RADIO BUDGET



Underwood Gives

After being on limited radio diet for two years, firm develops taste for the medium and purchases a \$175,000 slice of national air time

 After two years of nibbling at radio in test campaigns, the Wm. Underwood Co., reportedly the largest seller of deviled ham in the world, has taken a full-sized bite into national radio for its Red Devil brand.

The company had its first taste of sound in 1958 and a second one in 1959, apparently to confirm its earlier inclinations. The trial was pleasing enough for Underwood to take a slice of *Arthur Godfrey Time* for most of 1960. The campaign, which will cost \$175,000, is set to run on 199 stations of CBS Radio for 33 weeks, having started the middle of last month.

Underwood, formerly a confirmed user of the magazine medium, made its decision to tell its story on radio after these tests convinced it that radio could sell their quality product. The company put an estimated \$50,000 into each of the tests.

The first one ran in the summer



Putting the Red Devil on radio are (l. to r.) James D. Wells, Underwood manager of marketing; radio personality Arthur Godfrey; Ellen Stillman, Kenyon & Eckhardt account executive; and George C. Seybolt, president of Underwood. First national radio buy will run for 33 weeks.

Radio the 'Devil'

of 1958 in the New England area. The results were enough to make the Red Devil prick up his ears. To prove it wasn't a fluke, however, the test was repeated in 1959.

"Since the per capita consumption of Underwood's deviled ham is greatest in New England, we figured that if sales results were satisfactory there, the prognosis for the success of national radio advertising would be excellent," says Ellen Stillman, Underwood's account executive at Kenyon & Eckhardt Inc., Boston.

The campaigns were the same both years. Each ran for 13 weeks during the late spring and summer. A total of 500 spots a week were scattered on stations throughout the New England area, averaging 20 to 30 spots a station. The company maintained its magazine schedule in New England as it did in the rest of the country. No other additions to any part of the advertising schedule were made. The only difference between the New England markets and the

rest of the country, therefore, was radio.

The format of the campaign was humor, utilizing a girl's voice. The same voice was used in all the commercials, easily identifying the Underwood commercial in a variety of situations. The girl appeared in a supermarket, getting out of a cab, in the midst of a party. She continually described the advantages of Red Devil ham in words ending in "ly." Here is an example of the "Krazy Talk" series:

The commercial begins with background noises of crowds and a loud rattling of many cans. The cans crash noisily onto the checkout counter as the clerk calls for the next purchase:

MAN: Lady! Did you know these are all cans of Underwood Deviled Ham?

WOMAN: (All rightee voice) Of coursily. . .

MAN: But how much Underwood Deviled Ham can you eat?

WOMAN: Neverily enough.

MAN: I like it myself—my wife uses it in sandwiches—and things . . . but how many cans you got here?

WOMAN: Thirtyily. . .

MAN: But why?

WOMAN: I lovily it's richily flavor—that heavenly hamily flavor—it's devilicious!

MAN: Richily—hamily—lady, do you always talk this way?

WOMAN: Whatily way?

MAN: Forgetily—I mean forget it—the customer's always right?

ANNOUNCER: This customer is right—no matter how she says it. Underwood Deviled Ham has true ham goodness because it's made from fine whole hams. Try this Underwood Deviled Ham treat—spread deviled ham on bread, top with swiss or

American cheese—and grill or boil. Always keep several cans of Underwood Deviled Ham on your pantry shelf—only Underwood Deviled Ham is

WOMAN: devilicious!

The "Krazy Talk" commercial was used to attract the attention of the listener. Evidently it served its purpose. The company received a score of unsolicited letters from listeners. Some liked the commercial; some objected to it. The results both years, according to James D. Wells, Underwood's manager of marketing, were "outstanding sales increases in areas where people already bought lots of Underwood Deviled Ham."

So successful, in fact, that the company decided on the 33-week participation on the Arthur Godfrey show that began last month. This is the company's first network buy. It

was felt, according to Mr. Wells, that this would offer the best possible national coverage for the product. Underwood will be on once a week, on Wednesday or Thursday, for a 10-minute segment.

Why the Arthur Godfrey show? The choice for a format, points out Mr. Wells, was either a humorous one like that used in the test campaigns, or one that relied on a personality. It was Mr. Godfrey's proved sales ability that attracted Underwood to the personality approach. "We are convinced," says Mr. Wells, "that Arthur Godfrey's remarkable ability to make a strong product presentation will be highly effective in selling Underwood Deviled Ham."

It is interesting to note, Miss Stillman points out, that after Underwood decided on Arthur Godfrey, it had to sell Mr. Godfrey on the product. "It's very true," she says, "that

he won't take a product he isn't sold on. Only if he thinks he can mean what he says in his sales talk, will he take it." "The prestige that comes from this kind of discrimination could only add to the quality image that Underwood would like to portray," the agency feels.

Mr. Wells says that the advertising budget has been increased to allow for the radio buy. It is not, however, another test. Nor is it intended as a supplement to the magazine schedule. Radio will be used as an integral part of the 1960 advertising strategy, states Miss Stillman.

The Underwood advertising story has two parts. One concerns the variety of uses to which deviled ham can be put. The other concerns the quality of the product. The job of the magazines, according to Miss Stillman, is to show the many different ways in which the ham can be used. Radio, while also suggesting uses, puts stronger emphasis on quality than is being done in print.

The Underwood quality story goes back to its founding in 1821. Since that time, when Boston clipper ships carried the first Underwood canned goods around Cape Horn, the company's products have been sold as quality goods at premium prices. "Consumers, however," according to Miss Stillman, "don't yet understand that Underwood is one of the nation's pioneer quality food producers." It is hoped that radio will help draw attention to this facet of the Underwood story.

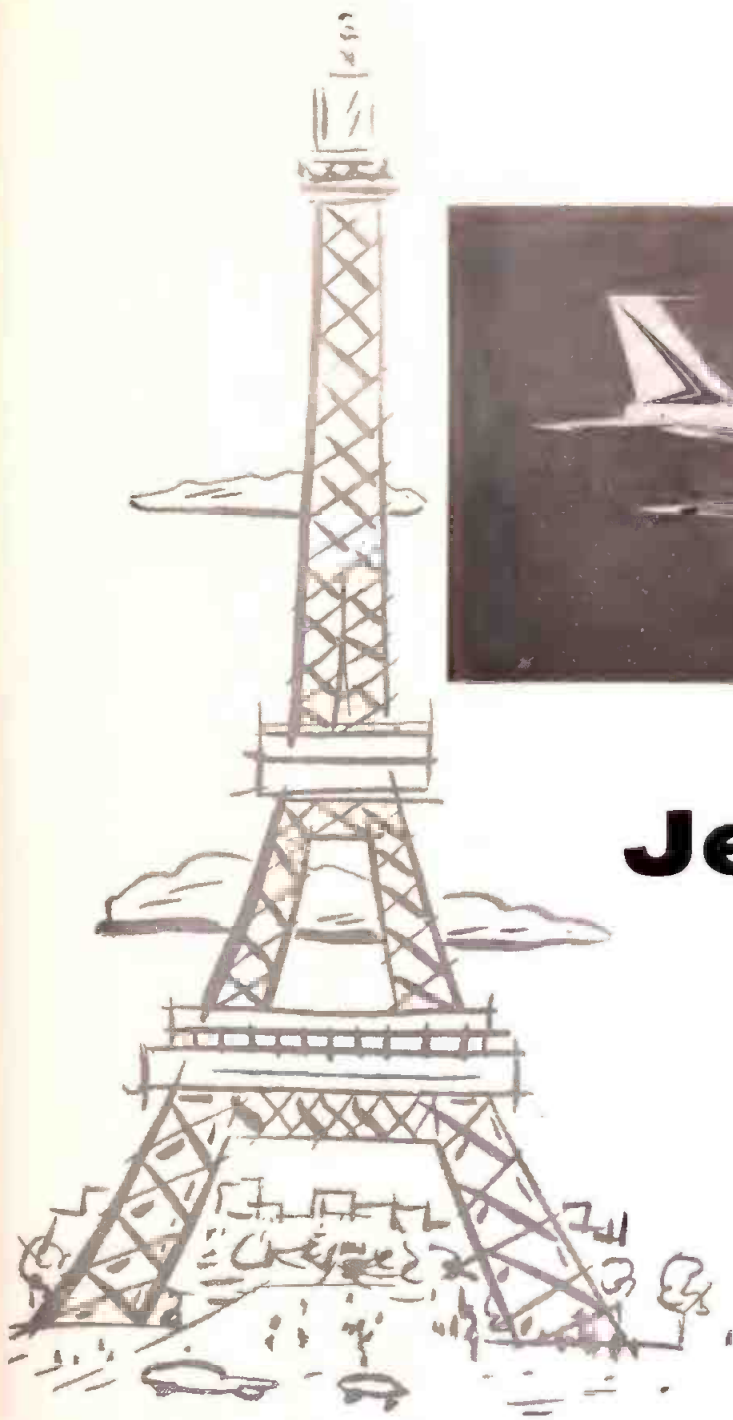
Another more recent development at Underwood is its concern for expansion and its interest in progressive marketing practices. The Red Devil trademark, for instance, dates back almost a hundred years to the introduction of Underwood Deviled Ham in 1867.

The company is proud of the tradition that has evolved as the trademark has aged. Recently, however, the company began expanding its point-of-purchase advertising. The displays included large posters of the company's Red Devil, which did not show up well when enlarged. So the company redesigned the trademark, and replaced the old Satan, with a more amiable version.

Now, the use of national radio is paralleling the forward steps the company is making. • • •




New Red Devil waves gaily from modern package design. White paper overwrap is Underwood tradition, was used in 19th century to protect ham on sea voyages.



Jet Age Radio

**Air France switches to
hard-sell spot approach**

 Air France is currently flying high on the wings of the most extensive advertising campaign in its 40-year history—a campaign which has been precision-tooled to power the inauguration late this month of the airline's regularly scheduled transatlantic jet service.

The company's \$6 million-plus budget for 1960 in the U. S. continues to provide—as it did throughout the 1950's—for radio support in 10 major markets across the country.

What's new for the sound medium is the doubling of its dollar share of the budget in the last two to three years, declares Paul Burrows, advertising manager for the firm's

North American division, which has headquarters in New York.

With this increase, Air France and its American agency, BBDO, New York, have revamped their entire radio strategy, changing over from sponsored good music programming to spot announcements in all markets.

"While we are still primarily on good music stations," Mr. Burrows explains, "the switch from program to spot seemed to be in keeping for several reasons with the airline's major move from conventional engines to jets.

"We felt that a jolt in our radio maneuvers, which had remained largely unchanged for eight or nine

years, would make our listening public sit up and take notice. We needed a new method to announce a new product."

In addition, Mr. Burrows points out, both the airline and agency were convinced that spot commercials could hit harder and generate greater immediate impact than institutional-type announcements between musical selections by a good emcee.

One factor in Air France's operations which has not changed is its cooperative relationship with the French Government Tourist Bureau, New York, with whom the airline co-sponsors all radio activities.



Paul Burrows, advertising manager for the Air France North American Division helped set up the firm's new radio advertising approach for the 1950 jet service.

According to Myron Clement, public relations director for the bureau, this long-standing arrangement is advantageous to both parties because it makes the most efficient use of the available budgets to impress the French image on the American public.

"By working together under previous program sponsorship arrangement and the present spot use, we can insure that the public hears about France at given times. By concentrating and not diluting this image, one of our commercials builds on the impression made by the others. We at the tourist office talk about the attractions of the country itself, and the airline talks about the attractions of traveling to it. What could dovetail better?"

At the present time, the tourist bureau and the airline share 17 one-minute spots over WQXR in the New York market. Each organization gets eight spots one week and nine the next. In the other nine radio markets each company gets three announcements per week. Neither sponsor refers to the other in its commercials—the only connection from the public's viewpoint being the subject matter—France.

The spots are aired primarily during the evening hours, aimed at reaching the entire family when it is most likely to be together.

"Both men and women are important to us," says Mr. Burrows, "be-

cause while the husband pays for the tickets, the wife can influence the choice of air carrier.

"We stick to good music stations for the obvious reason that we are selling a luxury product and we feel our best market is among the financial and cultural upper brackets. Our theory is that a family must have both the means to use our service and the desire to see far-away places."

To stimulate interest in worldwide travel in general and French tourism in particular, the airline's commercials in 1960 will emphasize the comfort of flying via Air France and the French atmosphere on the planes. This will be in addition to the publicity given in each market to the new jet flight schedules.

The major commercial copy points will include: largest and most dependable airline, jet speed, excellence of cuisine, interior comfort and Parisian decor, fares, schedules and addresses of district offices in each city for inquiries.

The commercials will be delivered live by the local announcer in each city. A typical announcement will sound like this:

A lone American made headlines some 30 years ago by flying from New York to Paris in 36 hours! Starting the

end of January you can make that same trip—any day—in just six hours and a half, thanks to the new Air France Boeing 707 Intercontinentals—world's fastest, largest, longest-range jetliners! These giant new jetliners are American-built but they are unmistakably French in decor, service and cuisine! The atmosphere is bright, cheerful, subdued, restful. The stewards and hostesses attend to your every wish and need with speed, efficiency and extraordinary courtesy. And the food is a gourmet's dream, prepared in separate galleys—one for economy class, one for de luxe meals. Anyway you look at it, it's a fabulous experience—flying to Paris aboard a luxurious new Air France Boeing 707 Intercontinental...Remember, jet service starts the end of January. Round trip New York to Paris, just \$532.20 economy class...only \$979.60 de luxe. For reservations see your travel agent or call Air France. Phone Olympia 6-6000. That's Olympia 6-6000.

This kind of straight-forward selling announcement represents a considerable shift in emphasis from the more institutional commercials in

(Cont'd on p. 56)



Arthur Wurtmann, BBDO account executive (l.) discusses Air France's expanded radio plans for new jet service with Robert Haller, assistant account executive.

Last year, traffic accidents killed 37,000, injured 1,400,000

... and they wasted Five Billion Dollars!

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*

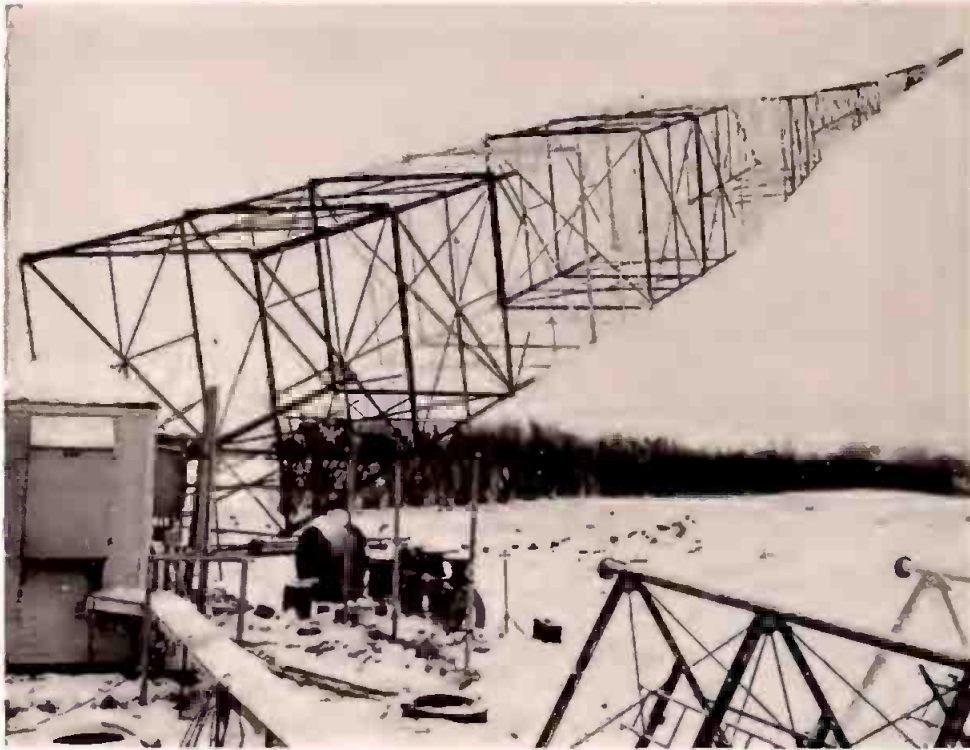


Where traffic laws are strictly enforced, deaths go DOWN!

Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.



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



FALL OF A TOWER is caught by the camera, paradoxically a symbol of progress for WTMJ Milwaukee. The station had just completed the erection of a new 685½-foot tower. The old 400-foot tower had been in service since 1935. Two of the legs were severed, then the tower was pulled and allowed to topple over. The entire operation took less than 45 minutes.



EMCEE with main attraction of the 29th Annual Laurel Rotary Minstrel take bows. Beauty is Mary Ann Mobley, Miss America of 1959, pictured with Gene Tibbett, co-owner and general manager of WLAU Laurel, Miss. Proceeds of the show are being used for the crippled adult rehabilitation campaign fund.



ONE OF THREE winners in timebuyer competition coincident with move of three John Blair companies to Corning Glass Building, New York, is William E. Warner (c) of Ted Bates & Co. Gift of Steuben Crystal is presented by Art McCoy (l.), executive vice president of Blair & Co., and Ed. D. Shurick, executive vice president of Blair-Tv.



ARDENT KEX Portland, Ore., cyclists Lee Smith and Barney Keep proudly enter Portland State College five-day Bike Marathon. They didn't get far, but two rival Portland State fraternities kept the relay going for 108 hours around the clock, while the disc jockeys kept interested listeners informed on pedal-by-pedal progress of the race.

"TOYS FOR TOTS" are solicited by remote set-up of KMGM Albuquerque, placed in parking lot in front of station's studios. Everyone driving through the lot and donating a toy to the Marine Corps drive could dedicate a tune to anyone they wanted. Over 3,000 toys were collected at the event, it was reported.



LIFE IN A dungeon is the fate of disc jockeys "Doc" Holiday and Tom O'Shanter of KOFA Yuma, Ariz. Until the local United Fund chapter reached its goal, they would eat, sleep and broadcast from their prison confinement.

IN MIAMI, Marines line up to collect toys from dancers at "Toys for Tots" dance marathon jointly sponsored by WQAM Miami, the Marine Reserve and the Hialeah Recreation Department. Six and a half-hour event was held in the Hialeah Municipal Auditorium. Over 1,500 toys were collected as the price of admission.



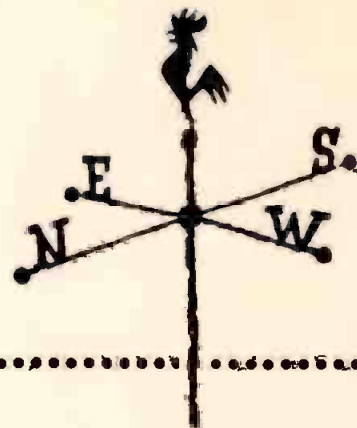
"SCHOOLS ARE YOUR Business" proclaims the WBAL Baltimore "Schoolmobile" as it travels through Baltimore Country from school to school gathering educational information. Topics for the weekly 15-minute show range from driver education to student government. Galen Fromme, WBAL news director, conducts the interviews with students, teachers, officials.

TASK OF COUNTING the 180,647 postcards sent in to WTVN Columbus, O., for its "High School Ballot Box Contest" is taken on by radio staffers (l. to r., front row): Amy Lou Hardin, Anne Duey and Louise Lehman, and (back row) Glenys Rickard, Laretta Bowlby, Jane Paillet and Sylvia Westerman. Students entered contest by writing their school's name on a card and mailing it to the station. Winning school received juke box and records.




hometown USA

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



The Female Influence In Automobile Market

**Study by BBDO shows the growing role
the woman of the house is playing
in auto buying decisions. Other studies also
reveal that she's a "radio influential"**

 The next time you take the car out for a spin around town, don't be too surprised if the salesman's shack on that used car lot off Main Street has chintz curtains on the window. And if you stop into a station for gas, don't head for the nearest exit if the attendant starts giving your windshield a quick swipe with a lace-trimmed cloth.

The simple fact of the matter is that women are becoming more and more a factor in all automotive pur-

chases. With over 27 million women now driving, and with the number of women drivers increasing an impressive three and one-half million in the past two years, this is a mobile market, which bears some watching.

BBDO Inc., New York, has issued the results of a study of the female influence on automotive purchases which may have some direct bearing on whom and how radio is used. As other studies have shown (see *Housewives Listen, Too*, October, 1959)

women are both avid and loyal radio users. Housewives, according to the Market Planning Corp. study for H-R, spend about four and one-half hours each day listening to radio.

The BBDO study indicates that Mrs. Housewife also takes the radio listening habit with her when she gets into the family automobile. The number one piece of equipment found in the cars used in the survey was a radio, with 77 percent of the women replying that their cars were so equipped.

When making up schedules with the lady of the house in mind, it might be of value to know that sometimes she might not be in the house. According to the survey, 48 percent of the women use the car at least once a day. More than nine out of 10 drive a minimum of once a week. A good deal of this driving is done during the non-peak traffic hours. And when "m'lady" gets into her auto, her destination is shopping (56 percent); visiting (37 percent), and meetings (24 percent).

In addition to uncovering some new areas of thought for all users of radio, the study specifically comes up with data of considerable importance to the firms directly involved in the sale and advertising of autos, automobile products and services.

When considering the purchase of a car, the female member of the family appears to be exerting greater influence in the final selection. Whereas the husband was once expected to make most of the decisions on his own, the agency study shows that in 35 percent of the cases the selection of the car is now a joint venture. In determining the price bracket, 12 percent of the women make the decision themselves, and 43 percent work it out with their husbands.

The selection of accessories on a new auto seems to be moving strongly into the female sphere of influence. The BBDO study says that women are the determining factor in the selection of seat covers (34 percent), automatic transmission (26 percent), power steering (23 percent) and tinted glass (20 percent).

Radio campaigns aimed directly at the woman may serve to bolster the image of new car dealers. When asked, "Do you think you will patronize the same dealer that sold you the car you now own?" a substantial 45 percent of those replying said no. It seems safe to assume that the female influence in the selection of which dealer to patronize will continue on an upward curve.

Used car dealers appear to be even more in need of creating a favorable

image with the female decision makers. The BBDO study shows that 48 percent of those replying who had purchased their present auto from a used car dealer do not intend to patronize that dealer again. Radio spots beamed at the large female listening audience might be a very effective promotion.

The survey indicates still another, and perhaps not so obvious area in which radio may be effectively put to use. BBDO has found that as many women as men visit service stations. When asked, "Who normally buys gasoline for your car?" 43 percent of the women reported that they made the purchase. Another significant fact is that 75 percent of the women replying said that they "personally have a favorite service station." Possible copy themes are indicated in the degree of importance women place on service station facilities. The report shows that efficient service is considered important by 97 percent of those responding. Convenient location is mentioned by 89 percent, and 86 percent place importance on a station that is an "easy place to drive into."

About 25 percent of women drivers actually control the money that is spent for the service and maintenance of the family auto. The report also shows that in the great

majority of cases the woman knows where to go to purchase supplies and services.

When buying automotive products women generally consider that they are not as good as men in judging quality, and in getting the best price. Since, however, the woman is becoming increasingly involved in this area, radio presents another opportunity for advertisers in this market to gain their respect and confidence with material beamed directly at the female.

BBDO sums up its report by stating:

"It seems safe to conclude that the female influence in automotive purchasing is considerable, and as more and more new women drivers take to the road this influence will increase.

"Like the barber shop of yesterday, service stations, car dealers, repair shops and all the other former all-male habitats in the automotive field are subject to an invasion by the women.

"Judging from the experience of centuries, men, we might as well prepare to meet this invasion head on. So let's be nice to the girls, answer their automobile questions, help them solve their problems, gain their respect and confidence—and their business." • • •

Study Shows Women Have Lots of "Drive"*

- 27.4 million women drivers in the United States
- 77% women drivers' cars have radios (most desired accessory)
- 48% women drivers use car daily
- 43% women drivers jointly decide price range of car purchase with husband
- 35% women drivers jointly decide make of car with husband
- 52% women drivers attach importance to radios as an accessory
- 43% women drivers will change dealers when buying a new car
- 48% women drivers will change dealers when buying a used car
- 43% women drivers normally buy gasoline for family car
- 25% women drivers control money spent for service and maintenance

*Statistics taken from BBDO study of "The Female Influence in Automotive Purchases."

commercial clinic



Stereophonic Sound Adding New Dimension to Advertiser's Message

Although still in the early stages of its development, a small group of advertisers is preparing sales messages geared to cash in on the added aural impact provided by stereophonic sound.

A local Philadelphia appliance dealer is making use of dual channel radio to demonstrate the virtues of stereo phonographs right in the potential customer's living room. He is also taking advantage of this dramatic advance in home listening to focus attention on the less vocal merchandise carried in the store.

Gerhard's of Glenside, a Philadelphia suburb, sponsors stereophonic broadcasts over three am-fm stations in the Philadelphia area. Its vice president, James Whelan, came up with the idea of a stereo commercial while watching color tv. It seemed silly to him that a color tv show would have black and white commercials. "That wouldn't be using the full effect of the medium," he thought.

Following up on this he asked himself, "Why limit ourselves to monaural commercials on our stereophonic programs? And what better way to demonstrate our stereo than to bring it into the listener's home?"

He then approached Philip Klein Advertising Inc., Gerhard's advertising agency, with these questions. The agency, in turn, contacted J. R. Productions, Washington, D. C., to see if a stereo commercial was feasible. Deciding they could do the job, the agency and the musical production firm went to work on it.

Dignified Theme

The first consideration was an appropriate theme. They felt a dignified commercial would be most appropriate. Gerhard's, an established prestige store, sells national brand merchandise. In fact, it received last

April the Brand Names Foundation's 1958 "Retailer of the Year" award in the appliance division. The award is given to the retailer who does the most to promote brand names in his store. The commercial had to be one that conveyed the distinction and prestige of the Gerhard store.

The second consideration was to create a commercial that not only made the most effective use of stereophonic reproduction, but one that would also hold up on a monaural program. Gerhard's, which puts 90 percent of its advertising budget into radio, sponsors 25 programs a week. It broadcasts stereo over WFLN-AM-FM, WFIL-AM-FM and WCAU-AM-FM. Many of its programs, however, are broadcast monaurally over other am and fm stations in the Philadelphia area.

Perfect Fit

With these facts in mind, J. R. and Klein first contemplated a question and answer commercial. "One channel would ask the questions while the other would answer." From this developed the idea of an old English round.

"It fitted perfectly into Gerhard's picture," says the agency. "By the very nature of its form, a round shows off stereo by building up and fading out from one side to the other. Its very tone and quality convey dignity and prestige. And it is a form of music that people like to listen to." The result, the agency believed, would be a thoroughly entertaining commercial.

The music, created by J. R., includes seven voices and five instruments. These are a harpsichord, flute, bassoon, oboe and clarinet. Together they utilize the whole range of the musical scale.

The lyrics, too, are light, charm-

ing and right to the point. Four male voices sing from the left channel to three female voices on the right channel. The message is:

Male voices: Oh, fair maiden, where do you run?

Female voices: To Gerhard's of Glenside where shopping is fun.

Female voices: Tell me, kind sir, what shall I buy?

Males voices: Appliances of every kind from freezers to hi-fi.

Male voices: Selection...

Female voices: Service...

All: Quality...

All: At Gerhard's of Glenside, you'll find all three.

A 20-second interlude for the spoken announcement is bridged by a background of harpsichord music. Then the round, starting from the left, moving to center and ending on the right channel, picks up the last four lines of the opening!

All: For the very best in sight, sound, service...

Round: Selection, service, quality—at Gerhard's of Glenside, you'll find all three.

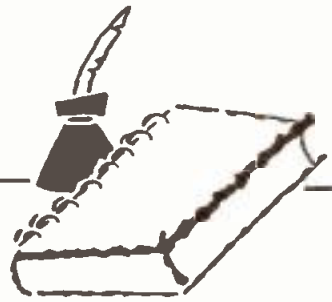
Taping the Round

After the commercial had been written, the agency had to find a suitable recording location.

The J. R. people observed that "there is only one place to do it." So the entire cast moved into the Cafritz Auditorium of the Jewish Community Center in Washington for the recording. This, insists the production firm, is one of the best acoustical auditoriums in the world for the purpose.

The result of all these efforts is a one-minute sales talk as entertaining as it is effective. • • •

station log



► **News:**

Reports from several stations show how radio can be responsive to public interest in public affairs, local problems and social issues.

You and the Law, a new series over KEX Portland, Ore., is a 25-minute live show designed to make people familiar with their basic legal rights and acquaint them with the general principles of the law. Inaugurated by the Multnomah Bar Association, the program will feature volunteer lawyers answering questions on the law telephoned in by listener. During the 26 weeks for which the program is scheduled, a total of 80 lawyers will offer their services and give their opinions.

tion, KEZY Anaheim, Calif., has used the editorial to fight the traditional battle of radio coverage of civic proceedings.

When the city council of Stanton refused to permit a radio newsman to tape record its proceedings, the station took to the air with strong editorial objections. Claiming that the action of the council was an infringement of press rights, the station asserted that the people have a right to the news and that a tape recorder is an essential reporting tool to a radio newsman, just as a typewriter is to a journalist. The editorial was broadcast 24 times on the first day out. Within 24 hours, newspapers in the county came out in support of the station's stand.

The result? A unanimous vote by the city council reversing itself and permitting authorized press representatives to tape its meetings, the station reports.

Several staff members of KMA Shenandoah, Ia., were pictured in a recent issue of *Life Magazine* which featured a photo story of the "good life" in Shenandoah.

► **Programming:**

With the emphasis on balance, WWJ Detroit has initiated a program format designed to provide something for every segment of the radio audience. The music schedule runs the gamut from pop tunes to old time favorites to show hits to concert music.

In the attempt to present a balanced image, the station will include news and informational services, hour-long dramas, interviews and public affairs programs. Inauguration of the new programming schedule has been accompanied by a full-scale promotion that includes tv spots, bus cards, newspaper and trade press advertising, and point-of-purchase material.

► **Public Service:**

Public service can mean sales, according to WOWO Fort Wayne. It sold time to one of the community's larger fire insurance companies for the first time during its last "Fire Prevention Week."

The station went all out on cooperative projects with the community. Some of its activities included a "Fireman of the Year" contest in which listeners were asked to nominate their choices. Letters were turned over to the Fire Prevention Committee of the local Chamber of Commerce for judging. The station cooperated with the local Lions Club in printing and distributing 10,000 brochures on fire safety. It cooperated with the school administration in staging a mass fire drill that included 700 schools in its listening area. It asked its listeners to write in tips on fire prevention and broadcast some of the ideas that were contributed.

The station says it was happy with the results. First, in the community goodwill that it generated. Second, in the participation of some of the smaller communities in its listening radius. Third, the sales it made. • • •



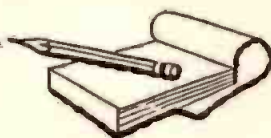
All parties concerned seem well satisfied as plans for 1960 are discussed by Robert E. Eastman & Co., New York, national representatives, and WXLW Indianapolis. Seated (l. to r.) Robert D. Enoch, WXLW executive vice president and general manager and Robert Eastman. Eastman staffers are in the rear.

KDKA Pittsburgh has come up with a concept called *Sounding Board*, a series of programs devoted to a variety of social problems. The first series probed the extent to which business is entering the world of politics. Another discussed how Negroes in the Pittsburgh area are being treated in various fields. Additional documentaries on other civic problems will be aired in the coming months.

In another area of news presenta-



Metropolitan Broadcasting Co. has signed Sande & Greene as exclusive musical promotion creators for its WNEW New York outlet. Seen (l. to r.) are Marc Olds, program director; John B. Sullivan, vice president and general manager, WNEW; Larry Greene, S & G executive v.p., and Bob Sande, S & G pres.



Record Marathon Brings In Toys for Tots

Four radio disc jockeys from KPHO Phoenix locked themselves into the station's studios in what turned out to be a seven and one half-hour "Toys for Tots" drive.

"Toys for Tots" is an annual Marine effort to provide toys for needy youngsters. The disc jockeys locked themselves into the broadcasting studio, refusing to let anyone in or out until listeners delivered a total of 910 pounds of usable toys to the station's offices.

From 3:05 until 10:29 p.m., they played one tune, "Little Drummer Boy," over and over. While listeners phoned in pledges, they played the record backward and forward, at regular, fast and slow speeds.

The toys were weighed as they came in. After the pledges, listeners delivered the toys to the station's offices. Local car clubs cooperated by picking up toys from donors who had no means of transportation. One woman phoned offering to repair dolls for the drive. Some listeners even purchased brand new toys and brought them in.

At 10:29 a car club automobile brought in 46 pounds of toys, bringing the total to 912 pounds. At 11:30 p.m., almost 1,300 pounds of toys had been collected, with calls still coming in the next day, KPHO states.

Station Promotes Radio Through Student Training

High schoolers interested in a career in broadcasting now have the chance to find out what working at a radio station is like. WBCM Bay City, Mich., has developed an internship program for one of the local high school radio classes. The students work at the station at jobs that do not require extensive training, such as filing, typing, continuity and production work.

In return, they find out how a station is run and get an idea of what radio work means. The internship

program is optional, but the entire class reportedly has signed up for work. The city's superintendent of public schools already recommended that the program be studied by other departments and classes.

D.J. Takes to the Air — In a Balloon

WCAU* Philadelphia radio man Ed Harvey took to the air recently—in a balloon. With the help of the Balloon Club of America, Harvey took off on a free balloon flight to let his listeners guess where he'd land.

Since nobody, including the balloonist, could tell where he'd land, Harvey made a contest out of the flight. He promised a weekend in Pittsburgh to whoever came closest to guessing the actual landing spot. The contest was promoted for two weeks before the flight. Over 5,000 cards and letters guessing the landing spot came in, the station reports.

Birdseed Drive Overshoots Goal By 200 Pounds

Shooting for 500 pounds of birdseed in the annual "Operation Bird Feed" of KOMA Oklahoma City, Don Hodges, seven to midnight disc jockey, prevailed on Tweetie and Sweetie, parakeet and canary respectively, to chirp five straight hours for their hungry brethren. The birds chirped "Deck the Cage (with Boughs of Holly)" over 100 times during the evening.

KOMA reports that local telephone service was snarled for the entire evening and that over 500 long distance calls came in during the five hours the program was on the air. Grand total of pledges by wire and phone was over 700 pounds.

Christmas Promotion Filled Stocking to Top

Every gift that went into the Christmas stocking of KING Seattle went to a needy family in the Seattle area. The station built a Christmas stocking 36 feet high, 14 feet wide and 9 feet deep.

Early morning and late afternoon programs were broadcast from a remote studio in the Christmas stocking, appealing to listeners and passers-by for their donations. Toys, clothing and non-perishable foods were solicited.

When the stocking was emptied, the contents were sent to the Christmas Project Division of the Salvation Army and St. Vincent DePaul which determined where the gifts would be sent. Distribution was made by the King County Junior Deputy Sheriffs.

Job Opportunities Explored At Broadcast Career Seminar

A move to acquaint students with the career opportunities available in the broadcasting field has been made recently by WICE Providence. At the first of what it hopes will be an Annual Broadcast Career Seminar, the station filled the 300-seat Providence Library auditorium. The student response was reported by the station to be "exceptionally high." According to the seminar's director, Sherman A. Strickhouser, "it seems that almost half the high school and college students in Rhode Island" wanted to attend.

The four-hour seminar began at 9 am and ran through 1 pm. Seven radio and television authorities and four advertising executives participated in question and answer panels. In addition, the session was addressed by Rhode Island Lt. Governor John A. Notte, Jr., by Dr. Francis H. Horn, president of the University of Rhode Island, and by FCC member Frederick W. Ford.

The seminar was designed to give interested students a chance to learn the inner workings of the broadcast industry and to learn something about their chances for a career in the field. The station intends to conduct an annual seminar as a regular public service to advanced students. • • •

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

Spot radio advertisers (Cont'd from p. 24)

Roma Wineries Inc.
F & M Schaefer Brewing Co.
Adam Scheidt Brewing Co.
Valley Forge Beer
Prior Beer
Ram's Head Ale
Jos. Schlitz Brewing Co.
C. Schmidt & Sons Inc.
Schmidt's Beer
Tiger Head Ale
Schweppes (USA) Ltd.
Seven-Up Co.
Tuborg Breweries Ltd.
Virginia Dare Wines
Welch Grape Juice Co.
White Rock Corp.
George Wiedemann Brewing Co.

Al Paul Lefton
Al Paul Lefton
Al Paul Lefton
J. Walter Thompson
Al Paul Lefton
Al Paul Lefton
Ogilvy, Benson & Mather
J. Walter Thompson
EW&R
MacManus, John & Adams
Richard K. Manoff
MacManus, John & Adams
Doherty, Clifford, Steers & Shenfield

Proprietary Medicines, Drugs, Chemicals and Toilet Requisites

Associated Products
5 Day Deodorant Pads
B. C. Remedy Co.
Bertie Inc.
Intimate Hours
Bristol-Myers Co.
Ammens
Bufferin
Mum
Trig
Burma Vita Co.
Carter Products Inc., Colonaids
Ceribelli Co.
Brioschi
Chap Strick Co.
Chap Strick
Chap-Ans
Charranooga Medicine Co.
Black-Draught
Soltice, Velvo, Cardui
Chesebrough-Pond's Inc.
Pertussin
Vaseline
Colgate-Palmolive Co.
Hal Collins Co.
Bakers Hair Tonic
Colonia Inc.
Creomulsion Co.
Robert Curley Ltd.
Locks Foot Preparation
Eastco Inc.
Clearasil
Espotab
Foster-Milburn Co.
Doan's Pills
Gillette Co.
Grove Laboratories Inc.
Div. of Bristol-Myers
4-Way Cold Tablets
Minit-Rub
No-Doz
The House for Men Inc.
Hudson Vitamin Products Inc.
Kayson Pharmacal
Labco Co.
Super M39-Vitamins
Lan-O-Sheen Inc.
Thomas Leeming Co.
Ben-Gay
Pacquin's
Silk 'n Satin
Lucky Tiger Mfg. Co.
McKesson & Robbins Inc.
Kessamin
Mennen Co.
The Mentholatum Co.
Colban
Deep Heat Rub

Grey
C. Knox Massey & Associates
Joe Gans
DCS&S
Young & Rubicam
DCS&S
BBDO
Bozell & Jacobs
Kastor, Hilton, Chesley, Clifford & Atherton
Ellington
L. C. Gumbinner
L. C. Gumbinner
Cohen, Dowd & Aleshire
Noble-Drury & Associates
Compton
McCann-Erickson
Ted Bates
Commercial Advertising Assoc.
Robert Conahay Inc.
Wayne, Tucker
Kenneth Rader Co.
BBDO
Street & Finney
Street & Finney
Maxon
Cohen, Dowd & Aleshire
Doherty, Clifford, Steers & Shenfield
Gardner
Harry F. Port
Pace
Paul Muchnick
W. C. Beals
Joe Gans
William Esty
William Esty
William Esty
Gardner Adv.
DF&S
Warwick & Legler
J. Walter Thompson
J. Walter Thompson

Miles Laboratories Inc.
Alka-Seltzer
Nervine
One-A-Day Bactine
Monticello Drug Co.
666
Murine Co. Inc.
Nebraska Pharmaceutical Assn.
No Sick Travel Pills
Norex Laboratories
Amitone
Norkon Tablets
Northam Warren Corp.
Odorono
Northern Paper Mills
Northern Tissue
Norwich Pharmacal Co.
Pepto-Bismol
Noxzema Chemical Co.
P-M Laboratories Inc.
Pharma-Craft Corp.
Pharmaceuticals Inc.
Conti Shampoo
Skol
Pharmaco Inc.
Correctol
Feen-A-Mint
Chooz
Pierce's Proprietaries Inc.
Lydia E. Pinkham Medicine Co.
Plough Inc.
Coppertone
St. Joseph Aspirin
Pomatex Inc.
Puritan Research Corp.
Magic English Pellets
Q-Tips Inc.
Remington Rand
Electric Shavers
Revlon Inc.
Hi & Dri
Living Curl
Sun Bath
Top Brass
Rexall Drug Co.
Ronson Corp.
Electric Shavers
Harold F. Ritchie Inc.
Eno
Scott's Emulsion
Shulton Inc.
Desert Flower Lotion
Good Aire Insecticide
Isoderm
Old Spice
Sleep-Eze Co. Inc.
Stanback Co.
Sterling Drug Inc.
Bayer Aspirin
Bayer Nasal Spray
Campho Phenique
Double Danderine
d-Con
Dr. Lyon's Tooth Powder
Energine
Fletcher's Castoria
Haley's M.O.
Midol
Molle
Pepsomar
Phillips Milk of Magnesia
Sutton Deodorant
Swedish Shampoo Laboratories
Blondex
Synten Chemical Co. Inc.
Aqua-Ivy
Terminix
Thrifty Drug Stores
5 Day Deodorant
Toni Co.
Vick Chemical Co.
Whitehall Laboratories
Anacin
Heet

Geoffrey Wade
Geoffrey Wade
Geoffrey Wade
Charles W Hoyt
J. Walter Thompson
Robert Nichols
Kastor, Hilton, Chesley, Clifford & Atherton
Grey
Joe Gans
Ellington
Y&R
Benton & Bowles
Sullivan, Stauffer, Colwell & Bayles
Stern, Walters & Simmons
J. Walter Thompson
Parkson
Parkson
DCS&S
DCS&S
DCS&S
Mogul, Williams & Saylor
Cohen, Dowd & Aleshire
Lake-Spiro-Shurman
Lake-Spiro-Shurman
R. T. O'Connell
Curtis Advertising
L. C. Gumbinner
Y&R
Mogul, Williams & Saylor
Warwick & Legler
C. J. LaRoche
Mogul, Williams & Saylor
BBDO
Grey
Kenyon & Eckhardt
J. Walter Thompson
Wesley Assoc.
Wesley Assoc.
Wesley Assoc.
Wesley Assoc.
Max W. Becker
Piedmont
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
Thompson-Koch
Thompson-Koch
Thompson-Koch
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
Brown & Butcher
Dancer-Fitzgerald-Sample
Thompson-Koch
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
L. C. Gumbinner
Firestone
Anderson & Cairns
Dozier, Eastman & Co.
Honig-Cooper, Harrington & Miner
Clinton E. Frank
Morse International
Ted Bates
Ted Bates
(Cont'd on p. 46)

Spot radio advertisers (Cont'd)

Wildroot Co. BBDO
 Willard Tablet Co. Bozell & Jacobs
 J. B. Williams Co. Parkson
 Aqua Velva
 At. Winarick Inc. Kastor, Hilton, Chesley, Clifford & Atherton
 Jeris Hair Tonic

Tobacco Products

American Snuff Co. Simon & Gwynn
 American Tobacco Co. BBDO
 Lucky Strike SSC&B
 Pall Mall SSC&B
 Half and Half BBDO
 Hit Parade SSC&B
 Riviera L. C. Gumbinner
 Tareyton
 Brown & Williamson Tobacco Co. Keyes, Madden & Jones
 Raleigh Keyes, Madden & Jones
 Sir Walter Raleigh Smoking Tobacco Ted Bates
 Kool Ted Bates
 DuMaurier Ted Bates
 Viceroy
 Consolidated Cigar Sales Co. EWR&R
 Harvester Cigars Maxon
 D. W. G. Cigar Corp. Compton
 G. H. P. Cigar Co. Young & Rubicam
 General Cigar Co.
 Liggett & Myers Tobacco Co. McCann-Erickson
 Chesterfield McCann-Erickson
 Oasis Dancer-Fitzgerald-Sample
 L & M
 P. Lorillard Co. Lennen & Newell
 Kent Lennen & Newell
 Newport Lennen & Newell
 Old Gold Charles W. Hoyt
 Mail Pouch Tobacco Co.
 Philip Morris Inc. Leo Burnett
 Marlboro Benton & Bowles
 Parliament Leo Burnett
 Philip Morris
 R. J. Reynolds Tobacco Co. William Esty
 Camel William Esty
 Cavalier William Esty
 Salem William Esty
 Winston

Chemical Corp. of America D'Arcy
 Colgate-Palmolive Co. Ted Bates
 Fab Cunningham & Walsh
 Super Suds Norman, Craig & Kummel
 Vel Fuller, Smith & Ross
 Commercial Solvents Product Services
 Hi-D Monroe F. Dreher
 Continental Wax
 Dazzle Bleach
 Dracket Co. Young & Rubicam
 Windex Kenyon & Eckhardt
 Eno Aitkin-Kynett
 Fels & Co. Jules Power Prod.
 Glamorene Inc. Campbell-Mithun
 Gold Seal Wax Geyer, Morey, Madden & Ballard
 Griffin Shoe Polish Keeling & Co.
 Hastings Mfg. Co. Lennen & Newell
 King George Dry Cleaning Cloth Cohen, Dowd & Aleshire
 Kiwi Polish Co. Lennen & Newell
 Lastco Inc. Needham, Louis & Brorby
 Clear sail SSC&B
 Lever Brothers Co. SSC&B
 All J. Walter Thompson
 Breeze Kenyon & Eckhardt
 Silver Dust Blue Aitkin & Kynett
 Rinso Blue
 Praise
 Hum Liquid
 Lehn & Fink McCann-Erickson
 Lysol Edward H. Weiss
 Old Dutch Cleansen Ellington & Co.
 Odo-Ro-No Hedrick & Johnson
 Parson's Ammonia Co. Inc. Young & Rubicam
 Procter & Gamble Co. Young & Rubicam
 Cheer Spic & Span
 Dreet Dancer-Fitzgerald-Sample
 Chlorox Honig-Cooper, Harrington & Miner
 Oxydol Dancer-Fitzgerald Sample
 Ivory Soap Compton
 Zest Benton & Bowles
 Tide Benton & Bowles
 Purex Corp. Liquid Trend Foote, Cone & Belding
 Roman Cleaner Co. O'Grady-Anderson & Gray
 Simoniz Co. Young & Rubicam
 Solarine Co. C. D. Ferguson
 S.O.S. Division of General Foods Corp. Foote, Cone & Belding
 Turtle Wax Bozell & Jacobs

Banks, Utilities and Insurance

Allstate Insurance Co. Leo Burnett
 Auto Owners Insurance Co. Wallace Lindeman Inc.
 Bank of America Johnson & Lewis
 Bank of California Honig-Cooper, Harrington & Miner
 Bankers Life & Casualty Co. Phillips & Cherbo
 Bell Telephone Gray and Rogers
 Blue Cross, Blue Shield J. Walter Thompson
 Central National Bank & Trust Co. Compton
 Chase Manhattan Bank Albert Frank-Guenther Law
 Chesapeake & Potomac Telephone Co. N. W. Ayer & Son
 Chicago Title & Trust Co. Buchen Co.
 Continental Casualty Co. George Hartman Co.
 General Insurance Co. of America Cole & Weber
 Household Finance Corp. Direct
 Illinois Bell Telephone Co. N. W. Ayer & Son
 Insurance Co. of North America N. W. Ayer & Son
 International Tel. & Tel. Carpenter-Procter
 Investment Planning Corp. Curtis
 Merit Plan Insurance Co. Lennen & Newell
 Metropolitan Life Insurance Co. Young & Rubicam
 New York Telephone Co. BBDO
 Northwestern Bell Telephone Co. BBDO
 Pacific Tel. & Tel. BBDO
 Prudential Insurance Co. Reach, McClinton & Pershall
 Southern Bell Telephone Co. Tucker Wayne
 State Automobile Insurance Assn. Parson, Huff & Norlich

Cleaners

B. T. Babbitt Inc. Brown & Butcher
 Bab-O Weiss & Geller
 The Bon Ami Co.
 Brondon Inc. Mohr & Eicoff
 Breath O Pine J. Walter Thompson
 Brillo Mfg. Co. Wade Adv.
 Calusa Chemical Co.

Automobiles and Accessories

American Motors Geyer, Morey, Madden & Ballard
 Rambler
 Anderson Co. Remcke, Meyer & Finn
 Windshield Wipers
 Robert Bosch Corp. Dunay, Hirsch & Lewis
 Blaupunkt Car Radio Div. Joe Gans
 Cadee Chemical Co. J. Walter Thompson
 Champion Spark Plug Co.
 Chrysler Corp. Y&R
 Chrysler BBDO
 DeSoto Grant
 Dodge Y&R
 Imperial N. W. Ayer & Son
 Plymouth BBDO
 du Pont Zerex Sweeney & James
 Firestone Tire & Rubber Co.
 Ford Motor Co. J. Walter Thompson
 Ford Dealers Meldrum & Fewsmith
 Ford Tractors J. Walter Thompson
 Ford Cars Kenyon & Eckhardt
 Ford Institutional Foote, Cone & Belding
 Lincoln-Mercury
 General Motors Corp. MacManus, John & Adams
 Cadillac Campbell-Ewald
 Chevrolet Cars & Trucks Campbell-Ewald
 Deleo Products Div. Kudner
 Fisher Body Div. Campbell Ewald
 GMAC D. P. Brother
 Oldsmobile MacManus, John & Adams
 Pontiac D. P. Brother
 A. C. Spark Plug Div. McCann-Erickson
 Buick D. P. Brother
 Safety Services D'Arcy
 General Tire & Rubber Co. BBDO
 B. F. Goodrich Y&R
 Goodyear Tire & Rubber Co.

Rayco Mfg. Co.
Renault Inc.
Studebaker-Packard Corp.
Toyota Motors
Willys Motors Co.

Mogul, Williams & Saylor
Kudner
D'Arcy Adv.
Hixson & Jorgensen
Norman Craig & Kummel

PSA Airlines
Sabena Belgian World Airways
Scandinavian Airlines System
Trans World Airlines Inc.
United Air Lines Inc.

Gross & Roberts
Marschalk & Pratt
Burke Dowling Adams
Foote, Cone & Belding
N. W. Ayer & Son

Gas and Oil

American Oil Co.
Atlantic Refining Co.
Cities Service Co.
Clark Oil & Refining Corp.
Continental Oil Co.
Crown Central Petroleum Corp.
D-X Sunray Oil Co.
Deep Rock Oil Corp.
Esso Standard Oil Co.
General Petroleum Co.
Mobilgas
Gulf Oil Corp.
National Carbon Co.
Prestone
Ohio Oil Co.
Oklahoma Oil Co.
Phillips Petroleum Co.
Richfield Oil Corp.
Shell Oil Co.
Signal Oil Co.
Sinclair Refining Co.
Skelly Oil Co.
Socony-Mobil Oil Co.
South Penn Oil Co.
Pennzoil
Standard Oil Co. of California
Calso Gas
Standard Oil Co. (Indiana)
Stewart-Warner Corp.
Alemite Division
Sun Oil Co.
Texaco Inc.
Tidewater Oil Co.
Union Oil Co.

Jos. Katz
N. W. Ayer & Son
Ellington
Tatham-Laird
Benton & Bowles
Al Paul Lefton
Potts-Woodbury
Winius-Brandon
McCann Erickson

Stromberger, LaVene, McKenzie
Young & Rubicam

William Esty
N. W. Ayer & Son
Needham, Louis & Brorby
Lambert & Feasley
Hixson & Jorgensen
J. Walter Thompson
Barton A. Stebbins
Geyer, Morey, Madden & Ballard
B. B. Brewer
Compton

Fuller, Smith & Ross

BBDO
D'Arcy

MacFarland, Aveyard
William Esty
Cunningham & Walsh
Foote, Cone & Belding
Erwin, Wasey, Ruthrauff & Ryan

Transportation: Airlines, etc.

Air France
Air Transport Assn. of America
American Airlines Inc.
American Export Lines
Atlantic Coastline Railroad
Baltimore & Ohio Railroad
Bay Boat Center
Braniff International Airways
British Overseas Airways Corp.
Capital Airlines

BBDO
Ketchum, MacLeod & Grove
Young & Rubicam
Doyle Dane Bernbach
Wayne, Tucker
Richard A. Foley
West-Pacific
Potts-Woodbury
Victor A. Bennett
Kenyon & Eckhardt

Based on realistic adjustments in programming and compensation arrangements, network radio is entering the new year with high hopes of being in a stronger financial position than it has been in recent years.

Continental Air Lines Inc.
Continental Trailways Bus System
Delta Air Lines
Eagle Airways, Ltd.
Eastern Airlines Inc.
Greyhound Corp.
Matson Navigation Co.
Motor Wheel Corp.
National Airlines
Northwest Orient Airlines
Pan American World Airways

J. Walter Thompson
Sanders Ad. Agcy.
Burke Dowling Adams
Harry W. Graff
F. D. Richards
Grey
Fuller, Smith & Ross
Brooke, Smith, French & Dorrance
Marschalk & Pratt
Campbell-Mithun
J. Walter Thompson

Pets and Pet Foods

Armour & Co.
Dash Dog Food
Ideal Dog Food
National Biscuit Co.
Pal Dog Food
Red Heart Dog Food
Regal Pet Centers Inc.
Rival Dog Food
Thrivo Dog Food

Foote, Cone & Belding
Roche, Rickerd & Cleary

Kenyon & Eckhardt
John W. Shaw
Dennis, Parsons & Cook
Guild, Bascom & Bonfigli
The Clements Co.

Publications

American Heritage Books
American Poultry Journal
Better Homes & Gardens
Book-Of-The-Month Inc.
Cowles Magazines Inc.
Curtis Publishing Co.
Engineering News Report
Harper's Brothers Magazine
Holiday Magazine
Kiplinger
McCall Corp.
Philadelphia Bulletin
Popular Science Magazine
Parent's Magazine
Reader's Digest
Standard & Poor
Time Inc.
Life
Sports Illustrated
Time Magazine
U. S. News & World Report

Joe Gans
Shaffer-Brennan-Margulis
W. D. Lyon
Schwab, Beatty & Porter
McCann Erickson
BBDO
Direct
Joe Gans
BBDO
Albert Frank-Guenther Law
Shaffer-Brennan-Margulis
N. W. Ayer & Son
Schwab, Beatty & Porter
Joe Gans
J. Walter Thompson
Wilson, Edwin, Bird

Young & Rubicam
Young & Rubicam
Joe Gans
Schwab, Beatty & Porter

Sweets

Albert Dickinson Co.
Fanny Farmer Candy Shops Inc.
Peter Paul Candies
Sealtest Ice Cream
Steven's Candy
TV Time Popcorn
Whitman Chocolate Candies
William Wrigley Jr.

Hanson & Stevens
Rumrill
Dancer-Fitzgerald-Sample
Tucker Wayne
Reach, McClinton & Pershall
EWR&R
N. W. Ayer & Son
Arthur Meyerhoff

Apparel and Shoes

Brown Shoe Co.
Robert Hall Clothes
P. W. Hanes Knitting Co.
Hat Corporation of America
Howard Stores Corp.
Kaysen-Roth
Supp-hose
Thom McAn Shoes
Memo Girdles
Mode O'Day
National Shoes Inc.

Leo Burnett
Arkwright Adv.
N. W. Ayer & Son
Grey
Silberstein-Goldsmith

Daniel & Charles
Doyle, Dane, Bernbach
Dowd, Redfeld & Johnstone
McNeil-McCleery & Cochran
Mogul, Williams & Saylor

Religious Organizations

American Board of Missions To The Jews
Baltimore Gospel Tabernacle
The Calvary Hour
Conference of 7th Day Adventists
Evangelical Foundation
Good News Broadcasting Assn. Inc.
Gospel Broadcasting Assn.
Billy Graham Evangelistic Assn.
Lutheran Hour
Oral Roberts Evangelistic Assn.
Radio Church of God
Unity School of Christianity
Voice of Hope
Voice of Prophecy

DeWitt
Walter F. Bennett
Stern Adv.
Milton Carlson
Paul Locke
J. M. Camp & Co.
R. H. Alber Co.
Walter F. Bennett
Gotham-Vladimir
Keyes, Madden & Jones
M. B. Scott
R. H. Alber
J. M. Camp
Milton Carlson
(Cont'd on p. 48)

horizon '60

Spot radio advertisers (Cont'd)

Wings of Healing
World Vision Inc.

Century
Walter F. Bennett

Miscellaneous

Acousticon Hearing Aids
Allied Mills
A. C. Allyn & Co.
Aluminum Co. of America
American Can Co.
American Cyanamid Co.
American Lamb Producers Council
American Machine & Foundry Co.
Automatic Pinspotters
American Sheep Producers Council
Amsco Chemical Co.
Armour Fertilizer Works
Bache & Co.
Beltone Hearing Aid Co.
Bethlehem Steel Co.
Black, Siralls & Bryson
Blair Laboratories
Book Enterprises
Maps
Boyle-Midway Inc.
Walter Boysen Co. Paints
California Physicians Service
Harry T. Campbell Sons' Corp.
Cannon Mills Inc.
Cargill Inc.
J. I. Case Co.
Chemagro Corp.
Columbia L. P. Record Club
Columbia Pictures
Communication Workers of America
Cook & Dunn Paint Corp.
Dahlberg Hearing Aids
Darling & Co.
Day & Night Mfg. Co.
DeJur-Amsco Corp.
DeKalb Agricultural Assn.
Diamond Alkali Co.
Dow Chemical Co.
Dro Inc.
E. I. duPont de Nemours Co.
Dutex
Dyno Merchandising Corp.
Snip-Grip
Eastco Inc.
Eastman Chemical Co.
Edgewood Farms Inc.
Fairmont Swig Hotels
Flex-O-Glass
Florists' Telegraph Delivery Assoc.
Florida Shores Real Estate
Gaffers & Sattler
Water Heaters
Garst & Thomas Seed Co.
Geigy Agricultural Chemical Co.
General Electric
Light Bulbs
Telechron Alarm Clocks
Geneva Modern Kitchens Inc.
Glidden Paint Co.
Great Moments in Music
Hamilton Watch Co.
Harrison Tackle Co.
Hercules Powder Co.
Hess & Clark Inc.
Hill Packing Co.
Hilton Hotels Corp.
Hydroponic Chemical Co. Inc.
Hyponex
Ice Capades
International Harvester Co.
International Swimming Pool
JFD Electronics Corp.
Kelvinator Div., American Motors Corp.
Kerr Glass Mfg. Co.
Keystone Steel & Wire Co.
King-Merritt

Atherton Mogge Privett Inc.
Western Advertising
Reach, McClinton & Pershall
Ketchum, MacLeod & Grove
Compton
Cunningham & Walsh
Potts-Woodbury
Cunningham & Walsh
Potts-Woodbury
Simon & Wynny
Liller, Neal, Battle & Lindsey
Albert Frank-Guenther Law
Olian & Bronner
Hazard Advertising
Potts-Woodbury
Doyle, Dane, Bernbach
Schwab, Beatty & Porter
J. Walter Thompson
Reinhardt
Hoefor, Dieterich & Brown
Van Sant Dugdale & Co.
N. W. Ayer & Son
B. B. Brewer
Western Advertising
W. S. Walker
Wunderman Ricotta & Kline
Donahue & Coe
Maurer, Schenabel & Fleischer
H. Swanson Assoc.
Joel Douglas
Reincke, Meyer & Finn
Hixson & Jorgensen
Friend, Reiss
Western Adv.
Fuller & Smith & Ross
MacManus, John & Adams
Kenneth Rader
BBDO
Keyes, Madden & Jones
Maxwell Sackheim
Lennen & Newell
DCS&S
Weiner Organization
Honig-Coöper, Harrington & Miner
Presba, Fellers & Presba
Keyes, Madden & Jones
Hume-Smith-Mickelberry
Robinson, Jensen, Fenwick & Haynes
Compton
Wildrick & Miller
Young & Rubicam
BBDO
N. W. Ayer & Son
O'Grady-Anderson-Gray
Meldrum & Fensmith
Kushins, Anderson & Takaro
N. W. Ayer & Son
Victor & Richards
Fuller & Smith & Ross
Klau-Van Pietersom Dunlap
Davis Ad. Agency
Needham & Grohmann
Fred Beck
Heintz & Co.
Aubrey, Finlay, Marley & Hodgson
Doyle, Dane, Bernbach
Delphi
Geyer, Morey, Marley & Hodgson
Honig Coöper, Harrington & Miner
Fuller & Smith & Ross
Albert Frank-Guenther Law

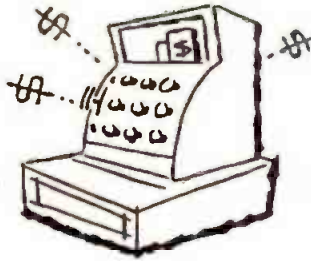
Levolor Venetian Blinds
Linco Products
Littleton Stamps
Loew's MGM
Magla Products
Silicone Ironing Board Cover
Marcal Paper Products
Massey-Harris-Ferguson Inc.
McCulloch Motors Corp.
Chain Saws
Merck & Co.
Mister Softee Inc.
George Wilson Meyes
Milnot Co.
Minneapolis-Moline Co.
Monsanto Chemical Co.
Murphy Feeds
Myzon Inc.
National Carbon Co.
Eveready Batteries
Niagara Cyclo Massage
Northrup King & Co.
Oliver Corp.
Outdoor Marine Co.
Paper Products Inc.
Paramount Pictures
Chas. Pfizer Inc.
Piano Magic
Pillsbury Feeds
Pittsburgh Plate Glass Co.
Pittsburgh Sun-Proof Paint
Plant Research Co.
Plymouth Cordage Co.
Profit Research
Puritan Research
Streeter's Plant Growth
RCA Victor Record Div.
Ray-O-Vac Co.
Remington Chain Saws
Research Inc.
Richmond Chase
J. C. Robinson Seed Co.
Royal McBee Corp.
Ryan-Sutherland Mortuary
S&H Green Stamps
Dr. Salisbury's Laboratories
Scott Mitchell
Scott Mitchell House
Scott Paper Co.
Sealy Mattress
Sheffield Steel
Silversmith's Guild
Slenderella
Society of Plastic Industries
Springfield Home Products
Ironing Board Cover
Stromberg-Carlson Co. (Div. of
General Dynamics
Standard School Broadcasts
Star Import Co.
Stauffer System
Superior Feed Mills Inc.
Superior Feed Mills, Inc.
Sylvania Electric Products Ing.
Texas State Optical
Textron Inc.
Homelite Chain Saws
Time Savers Inc.
Top Value Stamps
Tru-Ade Co.
United Auto Workers
U. S. Industrial Chemical Co.
U. S. Steel
American Steel & Wire Div.
Tennessee Roofing
United Steel Workers of America
Utilities Engineering Institute
Virginia-Carolina Chemical Corp.
Voice of China & Asia Inc.
State of Washington
Whink Products
Zee Products

Friend-Reiss
Henri-Hurst & McDonald
Schwab, Beatty & Porter
Donahue & Coe
Edward Lieb
Riedl & Freede
Needham, Louis & Brorby
Stromberger, LeVene, McKenzie
Charles W. Hoyt
Gresh & Kramer
Foote, Cone & Belding
McCann-Erickson
BBDO
Needham, Louis & Brorby
Aubrey, Finlay, Marley & Hodgson
Arthur Meyerhoff Assoc.
William Esty
Joel Douglas
BBDO
Buchen Co.
Erwin Wasey, Ruthrauff & Ryan
Wade Advertising
Lennen & Newell
Leo Burnett
Kushins Anderson & Takaro
Campbell-Mithun
Maxon
Maxon
Phillips & Cherbo
Fuller & Smith & Ross
Sidney Walton
Curtis
Grey
H. Monk & Assoc.
BBDO
Alexander Lloyd Charles
Cunningham & Walsh
E. W. Brown
Young & Rubicam
Mulle, Breens & Waldie
Sullivan, Stauffer, Colwell & Bayles
Biddle Co.
Maxwell Sackheim
Wunderman, Ricotta & Kline
J. Walter Thompson
Gilbert Sandler
Potts-Woodbury
Fuller & Smith & Ross
Product Services
BBDO
Joe Gans
Rumrill Co.
BBDO
Fitzmorris Advertising
Foote, Cone & Belding
James R. Reese
James R. Reese
J. Walter Thompson
Erwin, Wasey, Ruthrauff & Ryan
Sutherland-Abbott
Joe Gans
Campbell-Mithun
Clinton D. Carr
Maurer, Schubel & Fleisher
Albert Sidney Noble
BBDO
BBDO
Robert Wiltman
Muriel Wageman Advertising
Albert Sidney Noble
Tom Westwood
Howard J. Ryan & Sons
W. D. Lynn
Cunningham & Walsh



HOMETOWN, U. S. A.

radio registers



TURKEY FARM

The Wasburg Turkey Farm, with 500 turkeys to sell, purchased participation on one Saturday Breakfast Party over WJTN Jamestown, N. Y. Total cost of the participation was \$8.50. The station reports that 75 telephone calls for turkeys were made during the program and that all the turkeys were sold by the time the weekend was over.

CAR DEALER

For its "Name Your Own Deal" sale, Mer-Lin Motors Ltd., turned to CFPL London, Ont. It ran a 14-hour saturation and remote campaign advertising its new Meteor cars. Mer-Lin says it sold about 130 cars in four days. The cost of the campaign was \$859, or \$6.60 per car for the radio advertising.

SUPERMARKET

Triplett's Supermarket bought 20 spots on WBVL Barbourville, Ky., to advertise two truck loads of peaches. The one-day campaign ran on a Tuesday, an off-day for supermarkets. No other advertising was used. The station reports that within six and one-half hours the store had sold its entire stock of 600 bushels of peaches. Only 15 of the spots had been run by the time the stock was all sold.

HOME BUILDER

Bonk Home Builders ran 50 one-minute announcements over WIRL Peoria. The purchase was made to promote a real estate open house taking place in an out-of-the-way area. The campaign ran for three days, on Friday, Saturday and Sunday. According to the station, radio was credited with luring a goodly portion of the 3,000 to 4,000 visitors who attended the exhibit.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



RCA Thesaurus' latest success was a Canadian caper. From manager A. A. Bruner of radio station CJSP in Leamington, Ontario, comes this happy account:

"18-week campaign brought in \$3267.00 additional dollar volume from 22 participating 'Shop at the Store with the Mike on the Door' sponsors . . . all concerned very pleased with results."

U. S. or Canadian . . . if your station is looking for lots of local business, RCA Thesaurus can help. Write today for the details.

 **THESAURUS**

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

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

A tip to Timebuyers—

... There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands ... More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell ... sell ... SELL! That's what KFAL has—SELL! ... with a day by day program that's "hot" for Missourians ... keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story now from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

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



* U.S. RADIO

For the buyers and sellers of radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

What Lies Ahead For the New Year?

For the radio industry, what next in 1960?

RAB charts here a series of trends that have been evolving gradually out of the past decade of tremendous change and are now likely to emerge solidly in 1960.

Radio set sales in 1960, an accurate testimonial to the popularity of the medium, will run around 17 million sets. In 1959 purchases of portables, transistors and miniatures hit 16 million—a new radio set for every third U. S. household.

Radio sets are expensive, should get costlier in 1960. Of 63 small transistors tested by a nationally known independent consumer research firm, none were cheaper than \$29.95. Many cost \$75. Prices of transistor clock radios began at \$68. It is apparent that people will continue to pay fairly substantial sums for the entertainment and companionship radio provides.

This vast number of radio sets (146.2 million sets was RAB's mid-1959 estimate) available to Americans in 1960 means more listening posts and more listening time. If one notable trend continues, radio is likely to dominate summertime, for example, even more completely in 1960. This past summer radio surpassed tv for eight consecutive weeks in terms of adults reached during a 24-hour day. In 1958, radio accomplished this impressive feat only a single summer week.

Just as listening will increase, business for the radio industry should continue to register impressive gains. RAB estimates radio's gain in 1959—even in a first quarter hit hard by late recession hangover—to be about seven percent.

One reason for the increase in 1960: More scientific radio scheduling by advertisers. RAB's new research concept, "On Target," exploits the fact that purchasers of a specific product apparently have a definite radio listening pattern.

For example, a study commissioned by RAB shows that in a market where dozens of stations circle

the dial, a single station reaches half of all canned milk buyers during its weekday morning schedule.

If the concept continues to prove out in repeated tests, 1960 will see advertisers buying radio schedules letting them reach known buyers of specific commodities.

1960 will see a continuing policy of more aggressive sales tactics by industry salesmen. Armed with more facts, salesmen will call confidently on more varied accounts, and channel more new blood to the medium.

In the forefront of this new attack will be RAB's national sales force. Employing a highly successful tactic—"Specific Sell"—RAB salesmen will make tailored proposals to advertisers all over the U. S. Called "an entirely new concept in media selling and sharply at odds with most trade association selling," RAB's sales technique not only tells an advertiser why he should use radio; it tells him how much he should invest for a trial in the medium, and a definite number of announcements he needs in each market to make the maximum sales impact.

'County Fair'

RAB executives started the New Year with a metropolitan version of a "County Fair." Key personnel of RAB's three main departments—national sales, member service, and promotion and research—met at the Hotel Delmonico early this month, and exhibited projects, designed to stimulate radio business in '60. This showing of "wares" was the lone similarity to county fairs. As part of the event, members of RAB's national sales staff, under Robert Alter, manager of sales administration, offered examples of RAB's policy of "specific sell," which resulted in large radio buys by national and regional advertisers. Both of RAB's vice presidents, Miles David and Warren J. Boorum, cited a number of promotion and member service projects. • • •

report from representatives



Young Firm Studies 'Advertiser Areas' and Car Ownership

If agency reaction endorses the new "advertiser area" survey of Adam Young Inc. as a valuable research tool, the representative firm intends to encourage The Pulse Inc. to conduct regular quarterly or semi-annual reports on all major markets.

At the same time, of course, the firm is seeking support from all its stations.

The purpose of the "advertiser area" plan is to create a uniform area by which to measure the listening of radio stations. The idea for the plan was set forth last spring (See *The Young Proposal, April, 1959*). The results of the first two studies were released last month—one for Tulsa and the other for Pittsburgh.

Much spadework had to be accomplished first before the surveys were taken. In each case, agency agreement was sought on appropriate areas that conformed to client distribution. It was the intention of the Young organization to develop an area of "maximum advertiser interest."

As the firm celebrated its 15th anniversary it also has been busy in another area of radio research—automobile ownership in relation to listening.

It commissioned Pulse to conduct a special survey of Portland, Ore. A sample of 1,000 radio homes in the metropolitan area were interviewed.

The questions asked were these:

- "Do you own an automobile?"
- "What is the make and year?"
- "Which of these stations did you

or any member of your family listen to yesterday?" (Cards with call letters were shown on a rotating basis.)

The final compilation shows the make and year of car ownership by station tune-in, as well as percentage of car ownership by station.

In discussing the role of radio as the firm marks its 15th milestone, Adam Young, president, states that people listen to different radio stations because they find them "companionable."

He says, "Because radio has become the personal medium, a station has to appeal to an individual rather than a group of people.

"The station of the future will not try to be all things to all people, but will carve out a niche for itself. We can see this forming in market after market. Our research indicates that this is the trend radio will take."

In regard to research, Mr. Young, of course, is very enthusiastic over the "advertiser area" concept.

Seven points, the company believes, are represented by this new study:

1. "It will, we hope, provide a common denominator upon which to evaluate the quantitative values of radio stations . . . a denominator that is larger than the customary metro area, which handicaps radio with respect to newspapers.

2. "It will provide this measurement in an area selected not by stations but by the advertiser himself.

3. "It will encourage more money into radio research since stations will realize that such surveys carry a greater degree of acceptance than surveys specifically tailored to their coverage characteristics. The norm will be rightfully the 'area of maximum advertiser interest.'

4. "It will provide a better means of comparing radio with newspapers.

5. "Expansion of these surveys into the top 100 markets would remove the necessity for future coverage studies since over 75 percent of all U. S. counties could be measured on a regular basis.

6. "The need for using coverage data, such as NCS #2 which is over three years old, would be unnecessary.

7. "A greater confidence in the tools for measuring radio's effectiveness will result in expanded use of the medium by advertisers." •••

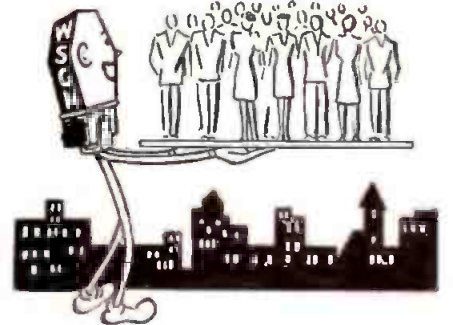
MEMO

to: *All Time Buyers*
from: *Milt Klein KEWB*

We didn't have time to get up a slick ad... but did you know that KEWB has gone from a big fat 0 to NUMBER TWO in the San Francisco-Oakland market in only 5 Months? Both Oct/Nov Hooper & Oct Pulse give us an average total audience share of 15%



KEWB BERMUDA BUILDING
2150 FRANKLIN • OAKLAND 12, CALIFORNIA
Exbrook 7-2891 • Templebar 6-0910
ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC.
National Sales Representatives
A Service of Crowell-Collier
ROBERT M. PURCELL, Director



WSGN carries the audience
in Birmingham

THE PULSE—October
Mon. - Sat.
6 am - 6 pm

National Representative:
Venard, Rintoul & McConnell, Inc.

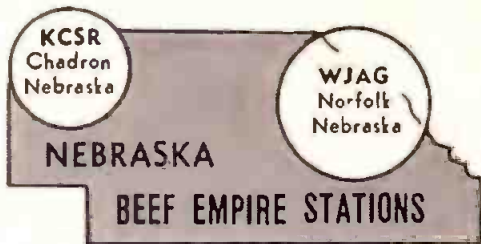
Southern Representative:
James S. Ayers Company



WJAG-KCSR

Covering Nebraska's
Rich Beef Empire

Where Agri-Business
is Big Business



WJAG—Independent farm voice—NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C.—\$498,675,000 Consumer Spendable Income—Retail Sales \$424,447,000—31,490 radio homes—42% more listeners.

KCSR—Chadron, Nebraska, "Beef Empire" market—\$411,870,000 Consumer Spendable Income—\$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York—Chicago—Boston
Kansas City—Los Angeles

NOW we can offer you
PROVEN RESULTS*

with these
TELE-BROADCASTER STATIONS

IN Hartford - **WPOP**
(CONNECTICUT)

IN Kansas City - **KUDL**

IN Los Angeles - **KALI**
(SPANISH LANGUAGE MARKET)

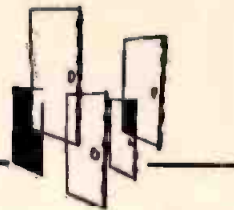
IN San Francisco - **KOFY**
(SAN MATEO)

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

report from agencies



Broadcast Advertising Is Subject of New Text

Radio management and advertising come under scrutiny in a new text *Successful Television and Radio Advertising* (McGraw-Hill, 1959), written by two executives from the agency world.

The co-authors are Gene F. Seehaler, media supervisor at Needham, Louis & Brorby Inc., Chicago, and Jack W. Laemmar, account executive at J. Walter Thompson Co., Chicago. The two collaborated on a similar work published nine years ago. When they decided it was time to update the work, they realized how much the broadcasting industry has changed since then.

New Developments

Among the new developments they've noted is the new role that radio plays today. Radio, say the authors, has established new programming and sales patterns in the last decade. While still part of the broadcasting industry, it has evolved to take advantage of its potentials as a distinctive medium.

For instance, the authors have pointed out several differences between radio and television. One is the composition of the audience. A family or other group comprises the characteristic television audience, explains the text. The advertising message must therefore be directed to a group. On the other hand, individuals rather than groups tend to listen to radio, they say, so the sales message must be directed to a single person.

Another consideration is the comparative low cost of radio. This enables the advertiser to select his markets and define them more precisely than he can on television.

Once they have established radio in a slot of its own, the authors describe and explain it. The book is designed primarily as a text. Radio is separated from television by sec-

tions throughout the book.

In describing the role of the time-buyer, the authors stress the importance of the analytical awareness in his make-up. From planning, to purchase and throughout the duration of the campaign, they point out, the buyer must be aware of every fact and change that affects his purchase and must analyze the information objectively and accurately.

From there, the text goes into the detail of the timebuyer's job. After stating the background information the buyer must have about the advertiser and his product, there are listed and described considerations to be made in the purchase itself. These include coverage, audience size and composition, cost, availability, competitive programming and station service.

In addition, they define and discuss the work of the timebuyer after the purchase is made. The timebuyer, state the authors, should be able to promote the program he has purchased. He should provide the advertiser with notification of rate changes. He should keep up on availabilities so he can be in a position to consider changes to a more favorable time. He should be aware of any problems that may come up in scheduling or producing the program he has purchased, and of any changes in the conditions under which the purchase was made.

Multitude of Jobs

When time has been purchased on a hundred or more stations, the buyer's job becomes rather hectic, the authors acknowledge. "It is difficult," they conclude, "for the outsider to appreciate the multitude of jobs and requests which confront the timebuyer of an advertising agency."

The book is part of the McGraw-Hill Series in Marketing and Advertising. • • •

from a standpoint of cost per thousand homes reached.

However, there is a real question concerning the "ideal" frequency of spot announcements or network participations to be used for a given product. Despite the low cost per thousand that radio offers, a compromise between the need for maximum frequency and budget limitations is necessary.

Judgment

A choice between intensive exposure of a segment of a market rather than blanket coverage with lower frequency of spot announcements for a given budget often has to be made largely on the basis of judgment.

This question of frequency is not easily answered, of course. For one thing, the requirements for the various types of products are likely to be quite different. Therefore, the scope of the research needed is extensive. But more basic is the difficulty of devising a way to measure the extent to which advertising "comes across" via radio with various levels of activity for each product category. However, even approximate indications would help better to point out the values of radio to advertisers.

Patterns of Activity

For a start, it would be useful to examine the patterns of radio activity used by the major brands in several categories. At various levels of activity, comparisons of exposure in terms of the cumulative audience reached per month together with the frequency of listening may help establish some norms based on current activity.

In addition, research of the advertising penetration achieved with various patterns of radio advertising may provide advertisers with an additional dimension to guide them in planning radio campaigns best suited for their products. . . .



570 WBAP

RADIO REFINED TM

FORT WORTH • DALLAS

WITH THAT SOOTHING INGREDIENT ...

NO-YAK

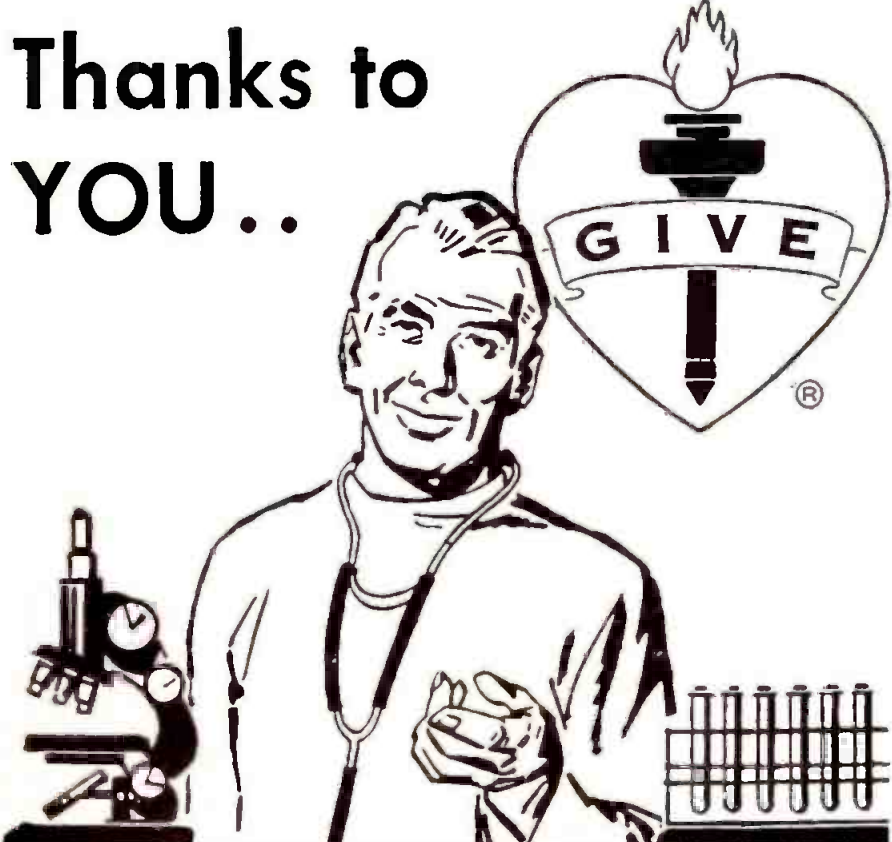
ASK YOUR COLONEL OR HERMAN CLARK FOR
THE ULTRA-REFINED 570 PACKAGE

WBAP AM-FM-TV

STUDIO & OFFICES
3900 BARNETT, FORT WORTH

DALLAS
1900 N. AKARD

Thanks to YOU ..



**.. YOUR HEART FUND
IS SAVING LIVES**



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 covering fm transmitting and receiving.

REGISTER FEBRUARY-JULY 1959 U.S. RADIO

NOW . . .

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

For complete details write—

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

Fm: Market for 'Class' And New Products

Evidence continues to mount indicating that fm radio is putting out enough "weight and speed" to make a serious bid for "first-team" status.

Identifying fm as the "Finest Market," Dave Kimble, senior account executive at Grey Advertising Agency Inc., New York, presents some interesting facts to support this contention.

"Fm radio," Mr. Kimble says, "presents two distinct opportunities for advertisers: (1) For the seller of the 'Cadillac' type of product, the luxury, 'class' product. (2) For the seller of any new or renewed product in any field . . . in order to get to the 'highly mobile' trend-setters who are so influential on the tastes of the rest of the populace."

Having discussed the size of the fm market in an address last month at the Association of Advertising Men & Women, Mr. Kimble says that there are now 15 million sets in use, "bigger than the circulation of the biggest class or mass consumer magazine—with nearly a million more sets produced and imported here last year alone. And fm equipped-automobiles are coming up fast."

He also states that fm has a national penetration of "more than 25 percent—heavily concentrated in the valuable major markets, with New York at 57.1 percent, Boston at 50 percent, Los Angeles at 48 percent, San Francisco at 47 percent."

Turning to fm station growth, Mr. Kimble points out that the total has risen from 530 outlets in 1956 to an authorized total of nearly 800 by the end of 1959 (see *Airwaves*, p. 3). Another indication of fm station strength, he notes, is that the number of grants in 1959 broke a 10-year record, and that the number of fm station fall-offs (22) established a 10-year low.

Turning to the question of audience loyalty, Mr. Kimble illustrates his point with a Pulse study done for the QXR Network. The results show that "68.5 percent of (its) listeners tune in (am) radio less than an hour a day, and 57.4 percent watch tv less than an hour a day . . . while spending an average of five and one-half hours a day with fm weekdays, and four and two-third hours a day during the weekend."

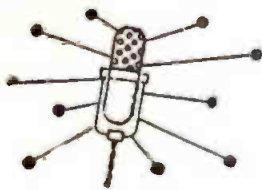
Admitting that qualitative research in the fm market is still primarily restricted to local and regional findings, Mr. Kimble believes that what is known is highly indicative of the medium's potential.

"Figures from the Good Music Broadcasters, the QXR Network, the Fm Association of Southern California and a number of individual stations, all tend to portray a similar profile of this listener to *specialized fm programming*:

- Most family income ranges upwards of \$7,500, many over \$15,000.
- Most are between 30 and 55 years of age—averaging about 40.
- Most attended college—many also took post-graduate courses.
- Their occupations tend to be professional and managerial in nature.
- Their favorite magazines seem to be of the *Saturday Review*, *New Yorker*, *Atlantic* breed.
- Their musical preferences start with symphony music and continue through chamber music, opera and classic, and jazz.

"Most important," Mr. Kimble continues, "the loyal listener to specialized fm radio tends to be what the Opinion Research Corp. terms the 'high mobiles'—the tastemakers and trend-innovators of American society." • • •

report from networks



► NBC:

Progress report on NBC's Medical Radio System shows that about 35 percent of available time has already been sold. According to Henry Sjogren, project manager, broadcasting will begin the week after Labor Day. Transmitters have been purchased to cover all markets in the 16 cities in which the system will be initiated. Plans for the manufacture of the closed-circuit sets have also been finalized.

"The outlook," says Mr. Sjogren, "is extremely encouraging. We have been able to purchase space in all the Medical Society Bulletins of the areas we will cover. Advertisements in these medical journals must be approved before they appear in print." This would indicate at least tacit acceptance by the medical societies for the project.

"An example of the enthusiasm shown by physicians," says Mr. Sjogren, "is the reaction of Western Pennsylvania Hospital in Pittsburgh." The service, he says, expects about 60 subscriptions from physicians attached to that hospital alone.

► CBS:

Arthur Hull Hayes, president of the CBS radio, has reported that for the final quarter of 1959 the network was operating in the black.

The network has also announced, through George J. Arkedis, vice president in charge of network sales, that over \$2 million worth of time has been purchased on CBS Radio for 1960. Among the advertisers placing orders were: Pepsi-Cola, with a 26-week purchase starting February 10; Bristol-Myers Products Division, with a 52-week, Monday through Friday, twice daily news buy; Tetley Tea and Curtis Publishing, who both bought participations on *Arthur Godfrey Time*; American Molasses Co., with a 16-week buy starting mid-January; Northam, War-

ren Corp., buying for four weeks; Whitehall Pharmaceutical Co., renewing 30 five-minute segments a week, and Glenbrook Laboratories, renewing a 52-week order.

► ABC:

The highest sales volume for the last several years was reported by ABC Radio in a recent 30-day period. Orders in new and renewed business totaling \$3 million were announced by President Edward J. DeGray for a 30-day period ended last month.

A later report set at 118 the total number of advertisers for all of 1959, including 56 advertisers buying ABC exclusively and 57 renewals. The total number of advertisers on the network increased by 28 during the year. Among the advertisers placing new business were The Frito Co., Maxwell House Coffee, Oldsmobile, Pharmaco, Inc., and Universal Pictures.

► MBS:

For the last six months of 1959, MBS announced the addition of 19 new advertisers. It was also reported that 12 major advertising agencies initiated the use of the network for their clients. These included Cunningham & Walsh; Richard & Raymond; Ruben Advertising; Mogul, Williams & Saylor; Lilienfeld & Co.; Ogilvy, Benson & Mather; Fidelity Advertising; W. B. Doner; Geyer, Moyer, Madden & Ballard; Charles Schaifer; Wexton & Co. and Aitkin-Kynett Co.

The Keystone Broadcasting System has added 13 new affiliates. They are KAVI Rocky Ford, Col.; KBIZ Ottumwa, Ia.; KGAN Bastrop, La.; WLYN Lynn, Mass.; WNBK Newburyport, Mass.; KWEB Rochester, Minn.; KYRO Potosi, Mo.; WOTW Nashua, N.H.; WPNC Plymouth, N.C.; WMPO Middleport-Pomeroy,; KVLG La Grange, Tex.; WTSA Brattleboro, Vt., and WISV Viroqua, Wis. • • •

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



"Show me," they say in Missouri. RCA Thesaurus gladly showed them — radio station KGMO, that is — how to bring in plenty of new local business. Sales Manager Jack Kohrumel reports:

"Twenty sponsors extremely happy with 'Shop at the Store' campaign . . . sold a separate package over and above existing contracts . . . additional dollar volume over \$5,000.00."

Thesaurus means good news in town after town. Like yours. Write today for all the details!

RCA **THESAURUS**

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

Air France's radio past. Prior to last year, the airline had for several years jointly sponsored a French music program, emceed by Jacques Frey, a soft-spoken Frenchman with a cultivated manner and understated approach to commercial delivery. Originating in New York, the show was taped for broadcasting in other markets, and was heard twice a week for 25 minutes.

Currently, Air France's spot announcements—in addition to WQXR—are being aired over KFAC Los Angeles; KDFC-FM and KIBE San Francisco; WFLN Philadelphia; WCRB Boston; WFMT Chicago; WGMS Washington, D. C.; WVCC Miami; WTHH-FM Baltimore, and KADY St. Louis.

According to BBDO's assistant account executive, Bob Haller, it is possible that this schedule will be extended during the spring months to include the San Diego market. This would represent Air France's first solo journey into radio air space without the company of the French Tourist Bureau.

So far, the airline buys radio only in those markets where it has district offices (with the exception of Baltimore, so close to the Washington branch) and which are the sources of Air France's principal American revenue.

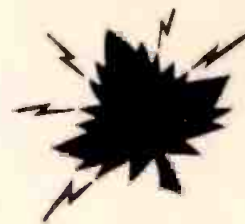
Anticipates Great Growth

Air France whose total revenue, according to Mr. Burrow, increased by 32 percent in 1959 over 1958, anticipates great growth in the American market in 1960 as the result of its jet services.

The airline presently serves 236 cities in 76 countries and has 192,000 miles of route. During the 14 years that Air France has been operating between the U. S. and France, it has flown more than 500,000 passengers across the Atlantic.

"With the seating capacity of our jet aircraft almost double that of conventional planes, and with the support of our advertising, we hope it won't be long," Mr. Burrows declares, "before Air France will be making a few new records in passengers carried and in the revenue received." • • •

report from Canada



New Radio Service Aims For Quality Programs at Low Cost

A new programming service to provide a pool of programs for Canada's private radio stations may soon be launched by S. W. Caldwell Ltd., radio production firm. The intention of the service is to provide stations with high caliber programs for low cost budgets.

Plans for the venture, tentatively called the Canadian Program Service (CPS), are being developed by Caldwell's radio transcription department in Toronto. The undertaking is under the direction of Gordon Keeble, executive vice president of the company, assisted by John Gaisford, also of Caldwell.

The service would provide two things:

- The production of new high quality programs for use by subscriber stations.
- A pool of taped programs produced by individual stations that would be available for use at any time.

The company has been sufficiently impressed with the response to a survey it has taken to speak of plans for starting the service this month or next. With the backlog of tapes already produced, the service could get started immediately. And Caldwell will act as the clearing house until CPS gets on its feet.

"We intend," says Mr. Gaisford, "to supply duplicating and distributing services at nominal cost in order to get the project started. What we hope will develop, however, is a kind of syndicated network for Canada's private stations, run by the stations themselves. CPS would be run by a board composed of executives of the member stations, while Caldwell would be primarily a private firm in competition with other production firms for CPS business."

In explaining the need for CPS, Mr. Gaisford says, "Many Canadian stations serve small markets and can't

afford high priced productions. Under CPS, subscriber stations would help share the cost."

For example, he points out, a small independent station may not be able to spend \$1,000 on a half-hour program. If, however, the same program was duplicated and distributed to 50 stations, it could be broadcast at a cost of \$20 to each station, plus the small distributing costs, he says. Each of the 50 stations would be able to provide for its listeners a half-hour of entertainment it could not afford to produce itself.

The idea for such a service, explains Mr. Gaisford, has been suggested and discussed at various times during the last three or four years. Several presidents of the Canadian Association of Broadcasters reportedly have commented on the advantages of a programming pool. Caldwell decided to take on the development of the service and sent out a mailing recently to test interest in CPS. The reaction, says Mr. Gaisford, has been mixed. The smaller stations that would benefit most from the service, he points out, have been quite enthusiastic about the project. Larger stations serving metropolitan areas have been more reserved, declares Mr. Gaisford. "While they would be willing to contribute their programs to a pool, they have indicated a reluctance to take from a central source."

These objections would not create serious barriers to the success of CPS. Mr. Gaisford does note the importance of the larger stations to the project. They have the resources to produce high quality programs, while the smaller stations would have to use outside producers to create a pool and keep it going.

With the anticipated cooperation of the larger stations and the availability of independent producers, however, CPS hopes to get off the ground shortly. • • •



An Over-the-Shoulder Glance At a Year of Radio Research

A quick over-the-shoulder look shows that radio devoted a considerable amount of time and energy to research activities in 1959. The results of these efforts may be expected to exert their influence in the months ahead. U. S. RADIO has reflected much of this research on its editorial pages throughout the year. Here are some of the research highlights of 1959:

December: U. S. RADIO survey of Negro stations shows the average station that programs 100 percent Negro material has 71.25 percent of its time sold in 1959 compared to 64.19 percent in 1958. (See *Negro Radio Supplement*.) Survey of 120 agencies sponsored by Phil Davis Musical Enterprises Inc., New York, shows 82.6 percent of respondents employ services of musical specialists when preparing musical commercials. (See *Report From Agencies*.) WKJF-FM Pittsburgh survey on audience listening habits, and WTMJ-FM Milwaukee survey on new fm family preferences. (See *Report on FM*)

November: Westinghouse Broadcasting Co. studies changing market areas and develops a plan called Megatown, defined as a giant community area that is "influenced by and tied to a dominant central city." WBT Charlotte, N.C., studies same subject resulting in Total Market Concept. (See *Mushrooming Markets*.)

October: Market Planning Corp. study for H-R Representatives Inc. shows housewives spend about 4 hours and 36 minutes daily listening to radio compared with 1 hour, 57 minutes reading newspapers. (See *Housewives Listen, Too!*) Family Advisory Staff of J. Walter Thompson Co. survey showing housewives listen to radio while they work—and principally to music (54 percent) and news (36.1 percent). (See *Ladies Day Fare*.)

September: RAB reports that sta-

tions are spending 30 percent more for programming in 1959 than in the previous year. (See *Soundings*.) KHFI-FM Austin survey of 22 Texas fm stations indicates a wide range of fm programming concepts. (See *Report on FM*.) Survey by Sindlinger & Co. shows that radio listenership surpassed tv viewing during month of July and part of August. (See *Radio Research*.)

August: Nielsen research study shows that the so-called prime hours of 7 to 9 a.m. and 4 to 6 p.m. account for only 21 percent of listening throughout the day. (See *What Will Fall Winds Bring?*) RAB study indicates that 78.5 percent of retail businesses and 67.3 percent of manufacturing establishments have radios reaching 70 million workers while on-the-job. (See *Report From RAB*.)

July: U.S. RADIO survey shows that average fm station which programs separately, or is an fm-only operation has 31.3 percent of its commercial time sold compared with 7.2 percent for average station that duplicates am programs. (See *Will The Cash Register Ring For FM?*) The average fm station reporting finds 83.5 percent of its business is local, and 16.5 percent is national.

June: U.S. RADIO survey of farm stations shows that outlets with a farm director or specialist on the staff average 17.6 hours a week programming for the farmer. (See *The Change Down On The Farm*.) A. C. Nielsen Co. prepares ranking of the top 20 network radio clients by total home broadcasts and total commercial minutes for first time. (See *Radio Research*.)

May: Dollar expenditures for local radio advertising have increased from \$288.5 million in 1951 to \$370 million in 1958—a rise of 28.2 percent. (See *Local Radio Phenomenon*.)

April: Adam Young Inc. devises plan designed to have advertising agencies define "advertiser areas,"

presumably a compromise between smaller metro areas and larger station coverage areas. (See *The Young Proposal*.) Motivation study in Houston, conducted by Dr. Bullock of Texas Southern University, shows if average Negro had \$25,000 to spend in advertising, he would put the major share of the money—43 percent—in radio. (See *Soundings*.)

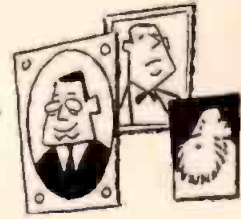
March: Figure for total households, and total radio households, for the end of 1958 in Canada is 4,196,100 according to the Bureau of Broadcast Measurement. (See *Report From Canada*.) Far West Surveys of San Francisco's KSAN sponsored survey of Bay area Negro families shows that 51.3 percent of those surveyed listen to radio from one to three hours a day. An additional 21 percent listen between four and six hours daily. (See *Radio Research*.)

February: Nielsen study of weekend schedules points out that the percentage of homes reached by 10 spots, for example, increases from 15.4 percent to 15.4 percent to 20.2 percent when Sunday is substituted for Wednesday. (See *Weekend Bonanza*.) Pulse figures indicate that during summer of 1958 out-of-home listening added 28.3 percent to the in-home audience, compared with 25.7 percent the previous year. The figure for out-of-home listening in 1951 added only 17.3 percent to the in-home audience figures. (See *Radio Research*.)

January: RAB ranks the top 15 spot users by dollar outlays, recording this data for the first time. (See *Report From RAB*.) WOR New York sponsored study by Pulse discloses that 73.7 percent of housewives interviewed listen to radio on average day prior to shopping, compared with 35.1 percent who read newspapers before marketing. (See *Radio: The Way to Food Shopper's Heart*.) • • •

names and faces

Noting the Changes Among The People of the Industry



AGENCIES

Herbert Zeltner, formerly v.p. and assistant media director at Lennen & Newell Inc., promoted to director of media.

Roy Passman, formerly with NBC, has joined J. M. Mather Inc., New York, as director of the radio and television department.

E. R. Pickut, assistant public relations director at Norman Malone Associates Inc., Akron, O., promoted to media director.

James R. English Jr., associate media director at Kenyon & Eckhardt Inc., New York, elected a v.p.

Robert C. Barker named v.p. and account supervisor at Compton Advertising Inc., New York. He had held the same title at Kenyon & Eckhardt.

William W. Woodbridge, formerly v.p. and account supervisor at Dancer-Fitzgerald-Sample Inc., New York, has joined Guild, Bascom & Bonfigli Inc., San Francisco, as assistant to the president.

G. Douglas Morris, senior v.p. at Lambert & Feasley, moves to Warwick & Legler Inc., New York, as v.p. and head of drug division.

Howard Rowland, account supervisor, elected v.p. at Smith, Greenland Inc., New York.

Quentin Fox, formerly account executive at Ted Bates Co., New York, appointed account executive on the Lever Brothers account at BBDO.

Richard J. Farricker, previously management service director at McCann-Erickson Inc., New York, has joined Geyer, Morey, Magden & Ballard Inc. as exec. v.p.

STATIONS

Arch Andrews, formerly operation director at KOWH Omaha and KICN Denver, appointed program director, KHLN Denver.

George Allen Jr. appointed local sales manager, KWIZ Santa Ana. He had been general sales manager at WOC Davenport.

James T. Butler, formerly mgr., WISN Milwaukee named v.p.

Franklin H. Small promoted from radio sales manager to station manager, WFBM Indianapolis.

Kenneth J. Baugh, formerly station manager, promoted to general manager, WPEO Peoria.

William F. Waterbury, formerly director of operations, named president and general manager, WBCB Levittown, Pa.

Bob Cooper, assistant general manager, promoted to program director, KICN Denver.

Ralph Petti Jr., formerly sales manager, KJAX Santa Rosa, moves to KROY Sacramento as sales manager.

Norton I. Virgien Jr., promoted from commercial manager to station manager, WKNB West Hartford, Conn.

William F. Schnaudt, formerly general sales manager WICO Salisbury, Md., named general manager.

Jim Curtis appointed production director, WEBR Buffalo.

Bill McGonigle named account executive for KROP Los Angeles.

Walter Stark has joined WNTA Newark, N. J., as account executive.

Terry Mann, formerly director of media research at Foote, Cone & Belding Inc., named account executive, KFI Los Angeles.

REPRESENTATIVES

James M. Florsey, formerly assistant product manager with the Virginia-North Carolina Chemical Corp., has joined Peters, Griffin, Woodward Inc., New York, as radio account executive.

James S. Gessner, formerly timebuyer at J. Walter Thompson Co., New York, appointed to radio sales staff, The Branham Co.

Robert Huth, formerly with Neagle Outdoor Co., Oakland, Calif., has joined The Katz Agency Inc. as a radio salesman in the San Francisco office.

H. J. Grenthot, presently assistant treasurer, named treasurer, The Katz Agency Inc., New York, succeeding M. J. Beck, who is retiring. Michael J. Flynn is also retiring after 27 years on the radio sales staff.

NETWORKS

William T. Rafael, network script editor since 1957, named national program director, ABC Radio.

Herbert R. Hahn, director of public relations, elected vice president, American Broadcasting-Paramount Theatres Inc.

Marion Stephenson appointed director of business affairs for NBC Radio.

W. Thomas Dawson, director of sales promotion and research for CBS Television Spot Sales, named v.p. in charge of advertising and promotion for CBS Radio.



Small



Butler



Rafael



Farricker



English



Flynn



Dawson



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!



If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education





. . . horizon 1960

WHAT'S AHEAD

Industry observers who should be in a position to know believe that radio is in for a good year. General increases are anticipated, following a year of moderate growth in 1959.

It is expected, for example, that spot radio will go over the \$200 million mark in the year ahead. This would be an improvement over the estimated \$179 million counted for spot radio in 1959, which in turn was about five percent over 1958.

Network radio, many believe, is entering 1960 in a stronger position than it has been in recent years. Why stronger? Because networks have realistically re-evaluated their programming and compensation concepts to a point that could mean black ink for all such operations in the months ahead.

PROGRAMMING AND RESEARCH

As agencies and clients look ahead to the new year, there are many things they can expect of radio. Programming development that stirred much thinking and action last year is expected to gain continued momentum this year. Emphasis will likely be on news, public service and diversity in programming formats.

In research, too, the new year is certain to see an extension of the efforts that were made in 1959 to put radio listening under the microscope. (For a review of the many research projects undertaken last year, see *Radio Research*, p. 57.)

While crystal-ball gazing is always a hazardous occupation, many observers believe that changes will occur this coming year in the basic character of the listener's medium. Chiefly, radio is being urged to "be itself"—to develop its natural assets to the fullest.

William J. Hoffmann Jr., director of radio, BBDO Inc., New York, states, "Most of the advertising business that has found radio to be an effective and low cost medium expects radio to establish further its identity as an advertising vehicle separate from any other.

FULL DEVELOPMENT

"This simply means," he continues, "the full development and utilization of radio's natural advantages as a communications and—by inference—advertising medium. (See *Horizon 1960*, p. 19.)

In a similar vein, Mr. Hoffmann also believes that commercials should be "written especially for the medium, utilizing new sounds and aural effects."

The year 1960 will be one of radio's greatest challenges. It offers the opportunity of transforming moderate growth into accelerated growth.

The key word is awareness. Let radio management be aware and responsible to its audience; let agencies and clients be aware of the performance of radio.

in

RADIO

you know
where you're
going with

STORER

Now in Los Angeles, the nation's second largest market, there is a Storer station — **KPOP**. For top news, music, local personalities and Storer programming, in Los Angeles it's **KPOP**. Call Peters, Griffin, Woodward.

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

WWVA

WHEELING

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

WJW

CLEVELAND

NBC network.
Tops in local
Personalities,
News and Music.
Call KATZ

WJBK

DETROIT

WJBK-RADIO *is* Detroit.
First from noon
until midnight.
Call KATZ

KPOP

LOS ANGELES

Covers nation's 2nd market.
Call PETERS, GRIFFIN,
WOODWARD

WGBS

MIAMI

50,000 watts—CBS
Covering ALL of
South Florida.
Call KATZ

WIBG

PHILADELPHIA

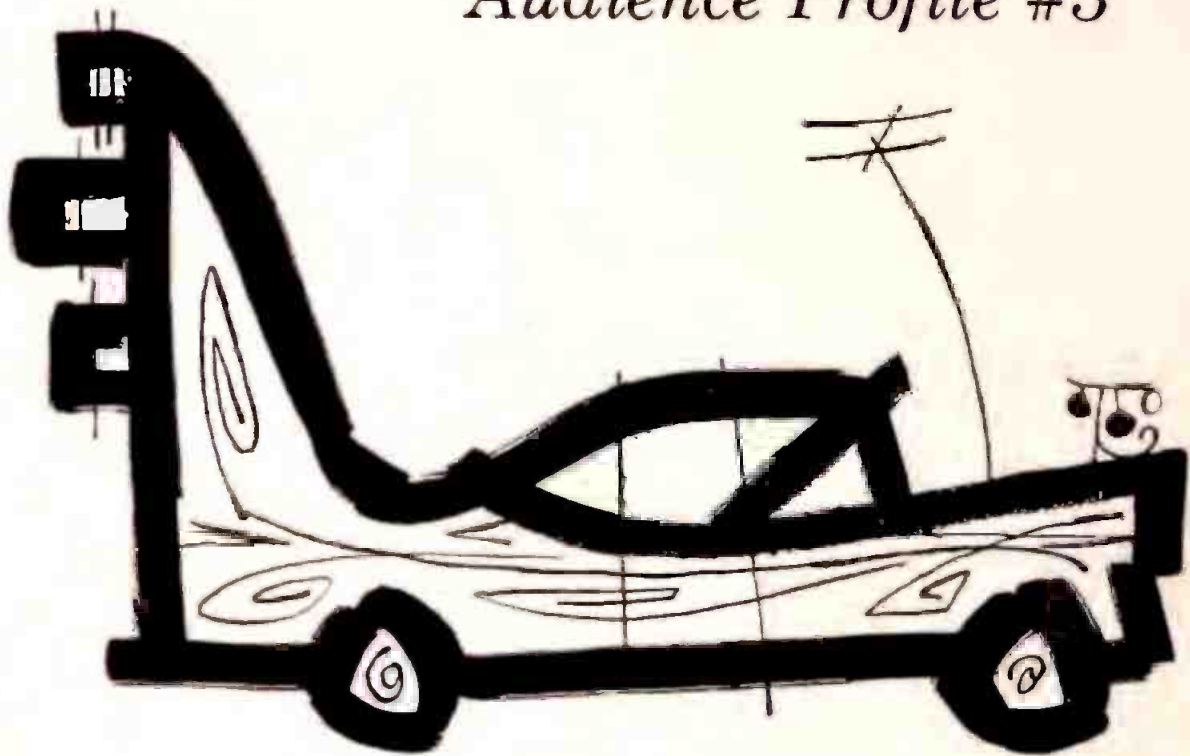
50,000
watt station.
First in all surveys.
Call KATZ

WPSD

TOLEDO

It takes only one to reach
ALL Toledo. First by far.
NBC • Call KATZ

Audience Profile #3



357,519 WWDC homes own
at least one car...13.5%
above the total sample
Washington, D.C. average.
210,485 are 1957 or newer...
17.9% above average.*

**PULSE Audience Image Study—July, 1959*



WWDC Radio

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

MAIL ROOM OF PRODUCERS
1771 - N - ST NW
WASHINGTON 6 D C SUB I
USR 05-19-39-1275-21R