

For buyers and sellers of radio advertising

VOL. 2—NO. 1

NOVEMBER

1958

35 CENTS



**U.S.**

# RADIO

## PRO RADIO

Analysis of a Decade  
Growth and Change

pages 23

## OUND: PART I

Sound Can Best  
the Advertiser

page 30

## NO TEST CASE

Department Store Tried  
and Stayed With It

page 34

## 9 CAR DRIVES

Helps Spark  
Model Campaigns

page 38

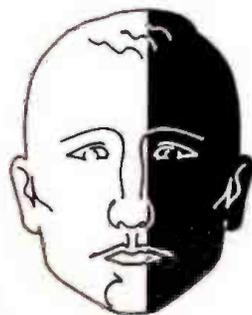


Philip T. Birch  
Oil Uses Sports,  
Analities and News  
each Male Buyers

page 26

# AMERICA'S ONLY 50,000 WATT **NEGRO** RADIO STATION WDIA

Covers the "Golden Market" of 1,237,686 Negroes  
... Nearly 10% of America's Total Negro Population



40% of the Memphis Trade Area is Negro  
And Before They **Buy**, Memphis Negroes **Listen**  
TO **WDIA** 1070 KC  
Only 50,000 Watt Station in Memphis

**CHECK ALL RATINGS—YOU'LL FIND WDIA CONSISTENTLY "TOPS!"**

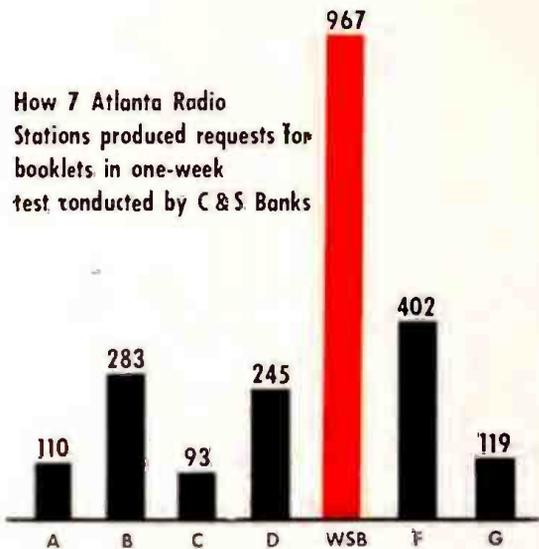
**DECEMENTED NATIONALLY BY JOHN E. PEARSON COMPANY**

in Atlanta  
nothing  
gets  
**RESULTS**  
like the  
WSB radio  
service

Results of a recent "test run" by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was 2 1/2 times the return of the second station. WSB scored more requests per commercial minute—6 times as many as the second station. WSB's cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly *your advertising* belongs on WSB Radio.



Analysis of Performance

	A	B	C	D	WSB	F	G
Total number requests	110	283	93	245	967	402	119
Number commercial min. used	16	42	20	20	17	30	24
Requests per commercial min.	6.9	6.7	4.6	12.2	87.9	13.4	4.9
Cost per request	1.15	.44	1.08	.65	.14	.45	2.10

**WSB radio**

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Peetry & Co.

The nation's  
highest  
audience-  
rated  
Negro group

**Sell...**



of

**Jackson**

**Mississippi's**



**Market**

**WOKJ**

The NATION'S HIGHEST Hooper-rated Negro station • In Jackson — 48% Negro • Top-rated consistently by Hooper-Pulse-O'Connor • The ONLY way to the 107,000 Negroes of the Jackson Metropolitan Area.

**Sell...**



of

**Little Rock**

**Arkansas'**



**Market**

**KOKY**

Arkansas' ONLY Negro station • In Little Rock — the 87th Market — 33% Negro • Top-rated consistently by Hooper-O'Connor • The ONLY way to the 114,000 Negroes of the Little Rock-Pine Bluff Metropolitan Area.

**Sell...**



of

**Shreveport**

**Louisiana's**



**Market**

**KOKA**

The Ark-La-Tex ONLY Negro station • In Shreveport — the 89th Market — 39% Negro • Top Hooper-rated consistently • The ONLY way to the 108,000 Negroes of the Shreveport Metropolitan Area.

**Sell...**



of

**Birmingham**

**Alabama's**



**Market**

**WENN**

Alabama's ONLY fulltime 100% Negro station • In Birmingham — the 31st market — 42% Negro • Top-rated Negro station consistently by Pulse-Hooper • The BEST way to the 260,000 Negroes of the Birmingham Metropolitan Area.

melendon

ebony radio

Represented by John E. Pearson



# THE 6<sup>th</sup> ANNUAL WLS-PRAIRIE FARMER FARM PROGRESS SHOW

## Bigger than Ever!

NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People  
attended this 1958 two-day event

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America's most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man *today*.



Numerous demonstrations of interest to women drew capacity crowds both days.



As far as you can see, visitors viewing exhibits in which they are interested.

# WLS

CHICAGO 7

The Most Powerful Radio Voice in Agriculture

1230 Washington Boulevard • Telephone MOnroe 6-9700

890 KILOCYCLES • 50,000 WATTS • FULL TIME • REPRESENTED BY JOHN BLAIR & CO.

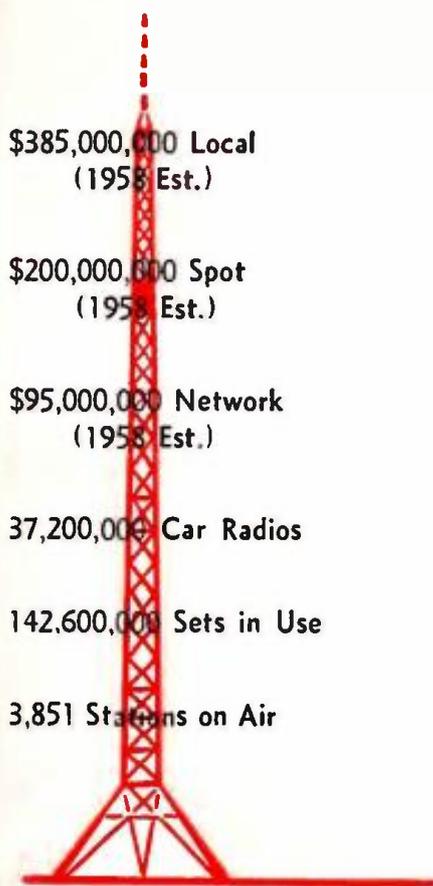
[www.americanradiohistory.com](http://www.americanradiohistory.com)



87 acres of auto parking space for visitors and another 40 acres for planes.



## Radio's Barometer



**Spot:** Total billings for Broadcast Time Sales, New York, which represents 14 radio stations, increased 100 percent for November over August, Carl L. Schuele, general manager, reports. October was 50 percent better than September, he says. "Every one of our 14 stations broke its own record for national billings with November business," he reveals, "and it looks like their business for the first six months of 1959 will be up one third over the present high."

**Network:** Recent orders totaling more than \$2,500,000 in net revenue have prompted William K. McDaniel, vice president in charge of NBC Radio network sales, to predict that "1958 business will exceed that of our 1957 banner year." He also reports an "encouraging . . . preponderance" of 1959 campaigns.

CBS Radio has reported \$3 million in new business and renewals, highlighted by a 52-week purchase by Lever Bros., according to John Karol, vice president in charge of radio network sales. ABC Radio's director of network sales, John White, reports that 13 advertisers have contracted or renewed for the fourth quarter (see *Report from Networks*, p. 62).

**Local:** KSO Des Moines, Ia., posted a 70 percent gain in gross billings in the three months beginning July 1, according to Tony Moe, vice president and general manager. KTIK Seattle had a 46.3 percent increase in business in September over August, Hugh Ben LaRue, the station's president, reports. And according to Maurie Webster, KCBS San Francisco general manager, during September "we recorded the best week of 1958." New business and renewals, he announces, totaled more than \$26,000 for the final week.

**Stations:** Total stations on the air, both am and fm, increased again in September—to 3,851, up 12 over September:

	Commercial AM	Commercial FM
Stations on the air	3,290	561
Applications pending	449	39
Under construction	101	98

**Sets:** Total set production including car radios for August was 1,028,852 (for eight months—6,611,686), according to Electronics Industries Association. Total auto radio production for August was 242,915 sets (for eight months—1,893,813). Total radio set sales excluding car radios for August were 658,217 (for eight months—4,111,080). Transistor sales for August were 4,226,616 with a dollar value of \$9,975,935 (for eight months—25,310,834 with a dollar value of \$59,419,783). The transistor figure for August 1958 is the highest for any month in history, EIA reports. Fm set production for August totaled 21,335 (for eight months—134,653; see *Report on FM*, p. 63).

**IT'S OK**

IF ADVERTISED ON

**WXOK**

45% of the Population  
in Its Coverage Area  
of Baton Rouge Are Negro

This, the only Negro station, reaches  
this potential purchasing power best.

Baton Rouge is one of America's fastest  
growing markets. Negro buying power is  
the largest of the untapped sales sources  
in this area.

A Member of the OK Group  
Reaching 1,500,000 Negroes

**Stars National Inc.**

**KNOK**  
is the **ONLY**  
**NEGRO STATION**  
in

**DALLAS and**  
**FORT WORTH**

Serving more than

**315,000**  
**NEGROES**

**KNOK**

STU HEPBURN, MGR.  
REP—STARS NATIONAL  
SOUTH—DORA CLAYTON

for buyers and sellers of radio advertising

# U.S. RADIO

NOVEMBER - 1958

VOL. 2 - NO. 11

## ... IN THIS ISSUE ...

<b>Negro Radio Tells Its Story</b>	<b>23</b>
Special Report Analyzes Development and Progress Negro Radio Has Made in Decade	
<b>Shell's 'Decisive Last Word'</b>	<b>26</b>
To Reach the Male Buyer, Gas and Oil Firm Spends \$1.6 Million in Radio Annually	
<b>A Sound for Every Image</b>	<b>30</b>
First of a Two-Part Study of Sound; How It Can Serve the Advertiser	
<b>Putting Radio to the Test</b>	<b>34</b>
Woodward & Lothrop Department Store Tried Radio and Has Stayed With It	
<b>Fuel for the 1959 Models</b>	<b>38</b>
Radio Helps Trigger Auto Campaigns In the Battle of the Fins and Grills	

## ... DEPARTMENTS ...

Airwaves	3	Report from Canada	64
BPA Memo	54	Report on Fin	63
Commercial Clinic	52	Report from Networks	62
Editorial	68	Report from RAB	58
Focus on Radio	42	Report from Representatives	59
Hometown U.S.A.	49	Silver Mike	18
Letters to Editor	20	Soundings	9
Names and Faces	66	Station Log	53
Radio Registers	56	Time Buys	10
Radio Research	65	Washington	15
Report from Agencies	60		

**ARNOLD ALPERT**  
*Editor and Publisher*

**CATHERINE SCOTT ROSE**  
*Business Manager*

**JONAH GITLITZ**  
*Managing Editor*

**ROLLIE DEVENDORF**  
*Art Editor*

**MICHAEL G. SILVER**  
*Assistant Editor*

**PATTY KIRSCH**  
*Assistant Editor*

**PATRICIA MORAN**  
(Washington, D. C.) *Assistant Editor*

**WILLIAM B. BIRDSALL**  
*Advertising Manager*

**JEAN L. ENGEL**  
*Production-Sales Service Manager*

**SARA R. SILON**  
*Secretary to Publisher*

Member of Business Publications  
Audit of Circulations Inc.

**BPA**

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# Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive *plus* service offered, at no extra cost, to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99

counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is \$250 per week for 13 weeks, or \$3250 within a 13-week period of time.

**1** Each 13 weeks the "Feature Drugs" merchandising staff encourage 250 high volume drug stores to stock your WHO-advertised product!

**2** Each 13 weeks trained "Feature Drugs" merchandisers get better display space for your products!

**3** Each 13 weeks your counter displays are placed in 60 WHO "Feature Drugs" stores!

**4** Monthly reports showing status of your product in the Iowa market, and competitive activity!

THIS STORE SELECTED  
for Courtesy  
Dependability... Service

HEADQUARTERS  
**WHO**  
Feature Drugs

PRESCRIPTIONS

WHO's "Feature Drugs Merchandising Service" is producing **BIG RESULTS** for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!



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



Peters, Griffin, Woodward, Inc., National Representatives

# WHO

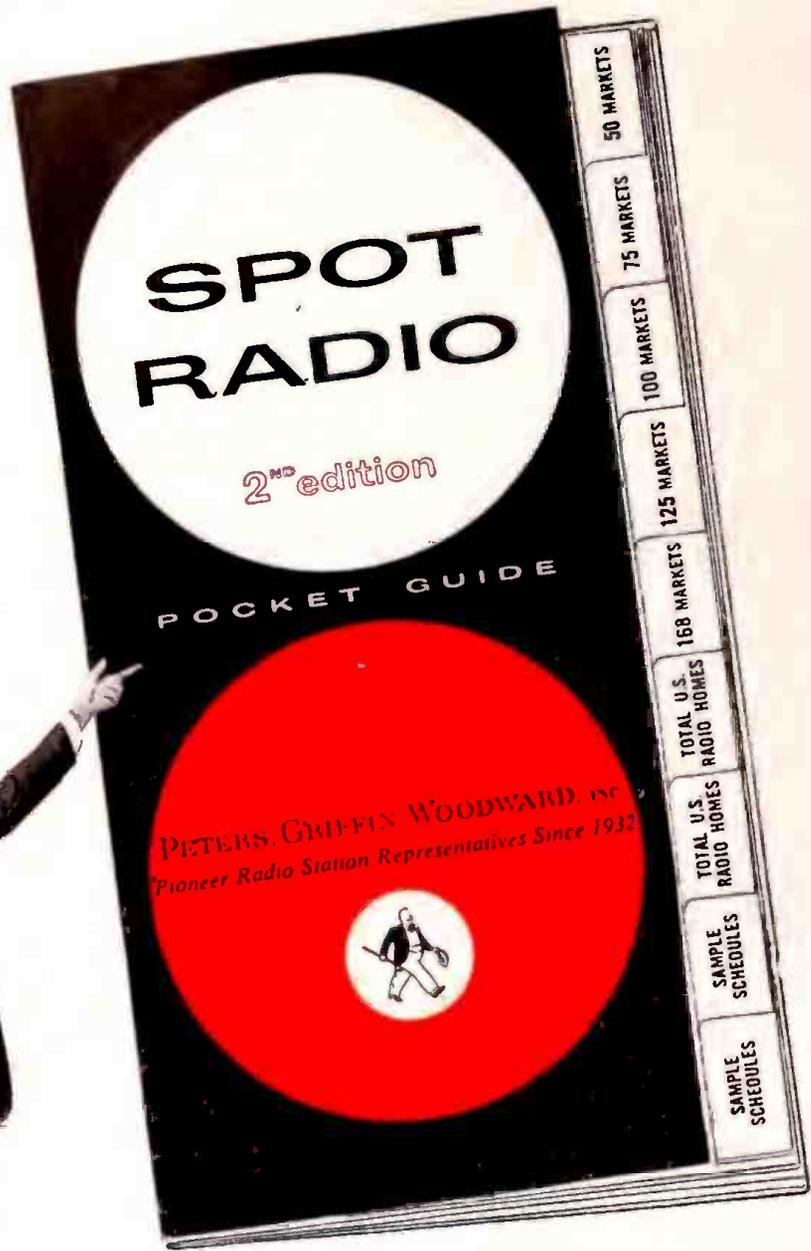
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyer, Resident Manager

Robert H. Harter, Sales Manager



# PETERS, GRIFFIN, WOODWARD, INC.

## S P O T R A

**NEW YORK**  
250 Park Avenue  
Yukon 6-7900

**CHICAGO**  
Prudential Plaza  
Franklin 2-6373

**DETROIT**  
Penobscot Bldg.  
Woodward 1-4255

**HOLLYWOOD**  
1750 N. Vine St.  
Hollywood 9-1688

**ATLANTA**  
Glenn Bldg.  
Murray 8-5667

**DALLAS**  
335 Merchandise Mart  
Riverside 7-2398

**FT. WORTH**  
406 W. Seventh St.  
Edison 6-3349

**SAN FRANCISCO**  
Russ Building  
Yukon 2-9188

*Pioneer Station Representatives Since 1932*

# E PLURIBUS UNUM

"ONE out of Many"



## That's the **PGW** SPOT RADIO GUIDE

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

Call **PGW** for a copy of the Spot Radio Guide and for helpful market information.

### THE CALL LETTERS OF THE SALES GETTERS

#### West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

#### Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

#### East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

# WOODWARD, INC.

I O

#### Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

#### Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000





*every minute is a selling minute on WFBM*

• **First all day\*** . . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . .

world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

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

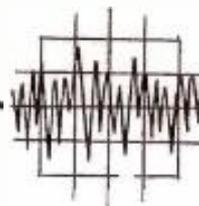
\*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

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



# soundings



## **RAB's New Set Count Slated for May Release**

May is tentatively set as the publishing date for Radio Advertising Bureau's new nationwide set count. Devised and financed by RAB with the cooperation of Advertising Research Foundation, the study will show not only the number of households with radios and automobile sets, but also the location of radios within the home. U. S. Census Bureau will interview 36,500 households in 330 sampling areas the latter part of this month.

## **Agencies Across Country To Hear 'Imagery Transfer'**

Joe Culligan, executive vice president of NBC Radio, will soon take his selling-with-sound presentation, "Imagery Transfer," across the country for the ears of advertising agencies. This was one of the highlights touched upon at the recent affiliates' meeting in New York. Another sound presentation, "Engineered Circulation," is in the works (see *A Sound for Every Image*, p. 30, and *Report from Networks*, p. 62).

## **Use Radio With Great Frequency, McGannon Tells Advertisers**

Because advertising men have learned to mould commercials with subtlety, persuasion and cleverness, "the new directions in which radio can travel, the new products and services it can sell, are virtually endless." These ideas were voiced by Donald H. McGannon, president of Westinghouse Broadcasting Co., at the 30th annual Boston Conference on Distribution. "If your product or service is one with broad popular appeal," he told the meeting, "let me urge that you think of radio and use it as a saturation medium, with great frequency, in all broadcast periods."

## **70% of Families Have Smokers, Pulse Radio Report Shows**

In the first product classification data incorporated by Pulse in its network radio report, figures show that 33.8 percent of the families have one cigarette smoker, 36.1 percent have two or more cigarette smokers and 30.1 percent have no cigarette smokers. The first study was made last July.

## **AIMS Meeting Sees Bright Year Ahead**

Members of the Association of Independent Metropolitan Stations reported a fine year in 1958 and predicted an even brighter 1959 as they met in New York to discuss programming, promotion and business trends for the coming year. Bill Simpson, national sales manager of KOL Seattle, who was elected chairman for the coming year, and Roy Albertson, owner of WBNY Buffalo, who was named vice chairman, report a half-dozen applications are pending. There are now 22 members.

## **Radio's Profit Status Stressed at Final NAB Confab**

The last of the eight fall regional meetings of the National Association of Broadcasters held in Washington, D. C., was told by NAB that: (1) Independent radio stations show a greater profit margin than stations that are network affiliated, although a larger dollar profit is shown by the affiliates; (2) regardless of the number of stations in a market total station revenue is about the same but, NAB says, dollar profit dips considerably as stations in a market grow in number; (3) editorializing is becoming more evident in a station's operation although the increase in air editorials has not been rapid.

## **Trends and Problems Dominate CBS Radio Spot Sales Sessions**

Trends and problems in sales, programming and promotion dominated the business sessions of the 14 represented stations of CBS Radio Spot Sales whose general managers met in New York the last week of October. Gordon F. Hayes, general manager of the representative firm, presided.



## American Motors Corp.

Agency: *Geyer Advertising Inc., New York*

Product: RAMBLER

In addition to its heavy use of *Monitor* on NBC Radio, word from the company is that an extensive buy on "another" network is being planned for the spring. Betty Powell is the timebuyer.

## Bache & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

This investment firm is currently in three markets with a five-minute financial show (Cleveland, Philadelphia and New York). Effective November 17, Chicago will be added after a year's lapse. Other markets are being considered. Larry Butner is the timebuyer.

## Best Foods Inc.

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

Product: HELLMANN'S MAYONNAISE

This heavy spot radio user is picking up activity again in November employing between 50 and 60 markets. Minute announcements will be used. The campaign is similar to the last one it ran in the summer. Tim McClintock is the timebuyer.

## Buitoni Foods Corp.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: MACARONI

A three-market campaign using as many as 340 announcements a week in a market started October 20 with the termination date not definite. The markets are Washington, Chicago and New York. Seven stations are being used in Washington and two each in the other cities with announcement lengths including 60's, 30's and 10's. Larry Butner is the timebuyer.

## Ceribelli & Co.

Agency: *The Ellington Co., New York*

Product: BRIOSCHI

Radio is figuring prominently in the fall plans for this effervescent preparation. The latest effort is set to begin November 3 and 24 and run for nine weeks in 16 markets east of Ohio. An earlier campaign ran for four weeks in September in about the same number of markets. It is possible that more markets may be added to the present campaign which is using minute announcements. Mary Dowling is the timebuyer.

## Chemway Corp.

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

Product: SENTOR COMPLEXION STICK

A campaign in 25 markets was set to begin November 3 and run for six weeks. Lou Bullock is the timebuyer.

## Chrysler Division of Chrysler Corp.

Agency: *Young & Rubicam Inc., Detroit*

The top 75 Chrysler markets used spot radio to promote the new 1959 models (see *Radio Helps Trigger Start for 1959 Cars*, p. 38). From one to six stations in a market have been used in two waves. The first was a teaser campaign from October 17 to 23 using 10's and 20's; the second wave ran from October 24 through November 6 using 60's, 30's, 20's and 10's. In addition, weekend news was used on ABC Radio on October 25 and 26 and November 1 and 2 as well as sponsorship of Eric Sevareid on CBS Radio from October 24 through November 6. Rodney Holbrook is handling the buying in Detroit.

## John H. Dulany & Son Inc.

Product: FROZEN FOODS

Spot radio is being employed in a handful of selected markets. The campaign started in late October. In some cases it will run continuously for 52 weeks and in others it will run for 13 weeks. Vince DeLuca is the timebuyer.

## Esso Standard Oil Co.

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

Product: GAS AND OIL

A weekend campaign to reach the motorist is under way in 20 markets. It was set to begin October 25 and run for six weeks. This promotion has special significance because it is on weekends during the cool weather. Esso previously has used weekend radio in the warmer months. Dick Branigan is the timebuyer.

## Fanny Farmer Candy Shops Inc.

Agency: *Rumrill Co., Buffalo, N. Y.*

Pre-Thanksgiving and pre-Christmas drives have been set by this candy firm. The first one started September 27 and runs until November 8; the second drive is set to begin November 28 and run until December 6. Richard Shepard, director of radio-tv, is handling the buying.

## Ford Motor Co.

Agency: *Foote, Cone & Belding, Chicago and New York*

Product: EDSEL

About 150 markets are being used in a four-day introductory drive for new models. The campaign was set to run from November 7 through November 11. Genevieve Lemper is handling most of the buying in Chicago while Dick Pickett and Nate Rind do the buying in New York, which is handling between 50 and 60 of the markets.

(Cont'd on p. 12)

**for memphis time buys  
WHBQ appoints EASTMAN**

# WHBQ

**HAS INCREASED ITS AUDIENCE BY 132% IN ONE YEAR  
TO ATTAIN ITS PRESENT DOMINANT POSITION IN MEMPHIS!**

Hooper: Aug. — Sept. 1957 to Aug. — Sept. 1958



**robert e. eastman & CO., inc.**

national representatives of radio stations

**NEW YORK:**  
527 Madison Avenue  
New York 22, N. Y.  
PLaza 9-7760

**CHICAGO:**  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-7640

**SAN FRANCISCO:**  
Russ Bldg—Room 1043  
San Francisco, Cal.  
YUkon 2-9760



## time buys

(Cont'd from p. 10)

### Ford Motor Co.

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

Product: MERCURY

A six-week campaign to introduce the new models gets under way November 10 in 70 markets. Minute announcements will be used almost exclusively. George Simco is the timebuyer.

### General Cigar Co.

Agency: *Young & Rubicam Inc.,  
New York*

Product: WHITE OWLS

A campaign that will run until Christmas has started in 25 markets. In some areas it started as early as September 22. The drive will conclude December 23. Minutes and 20's are being used. Tom Viscardi is the timebuyer.

### Kelvinator Division of American Motors Corp.

Agency: *Geyer Advertising Inc.,  
New York*

Product: APPLIANCES

A major spot radio effort is scheduled to get under way this month in major markets. Betty Powell is the timebuyer.

### Kiplinger Washington Agency Inc.

Agency: *Albert Frank-Guenther Law  
Inc., New York*

Product: KIPLINGER CHANGING TIMES AND NEWSLETTER

A combination spot and network campaign is being used to promote these two publications (the former a monthly magazine and the latter a weekly newsletter). The company is in 75 markets on a continuing spot basis. The network portion includes: NBC Radio's *Monitor* using two quarter hours each on Saturday and Sunday; two quarter hours on CBS Radio at 8:15 a.m. and 6:15 p.m. on Saturday, and four quarter hours on ABC Radio at 8:15 a.m. and 9 a.m. on Saturday and 9:05 a.m. and 6:30 p.m. on Sunday. For most of its radio advertising, the firm uses 15-min-

ute shows based on the editorial content of the publications. Larry Butner is the timebuyer.

### Liebmann Breweries Inc.

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

Product: RHEINGOLD BEER

Last summer's beer strike in New York compelled this company to drop its radio schedules in Massachusetts and Rhode Island because of budget considerations. Word from the agency indicates that these schedules will be picked up again in January at the start of the new year. Pete Bardach, broadcast supervisor for Rheingold, is handling the buying.

### The Nestle Co.

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

Product: DECAF COFFEE

Not a regular user of radio, this product is trying the sound medium in about six markets. The campaign started October 22 and will run for four weeks. Dorothy Medanic is handling the buying.

### Pierce's Proprietaries Inc.

Agency: *Emil Mognl Co., New York*

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

A six-month campaign on 60 radio stations across the country was launched in mid-October (see *Time Buys*, October 1958). Minute electrical transcriptions are being used. Joyce Peters is the timebuyer.

### Prentice-Hall Inc.

Agency: *Albert Frank-Guenther  
Law Inc., New York*

This publishing firm is promoting its new book, "Low Fat Way to Health and Longer Life," in 15 selected markets. The campaign features 15-minute programs using one or two stations in a market. Larry Butner is the timebuyer.

### Royal McBee Corp.

Agency: *Young & Rubicam Inc.,  
New York*

### Product: ROYAL TYPEWRITERS

The company will run a radio campaign for the first time on a major basis. It is set to start in November and run until Christmas in major markets. Lorraine Ruggiero is the timebuyer.

### Scott Paper Co.

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

Product: SCOTKINS

A special Thanksgiving campaign is set to run in more than 30 markets for six days beginning November 19. Saturation schedules comprising 20's and 10's will be used. Markets are: Minneapolis; Buffalo, N. Y.; Providence, R. I.; Seattle; Houston; Cincinnati; San Francisco; Pittsburgh; St. Louis; Washington; Cleveland; Baltimore; Dallas; New York; Chicago; Los Angeles; Philadelphia; Detroit; Boston; Milwaukee; Kansas City, Mo.; Louisville, Ky.; Hartford, Conn.; Miami; San Diego; New Orleans; Indianapolis; Portland, Ore.; Atlanta; Denver; Norfolk, Va.; Columbus, O., and Richmond, Va. Marie Barbato is the timebuyer.

### Studebaker-Packard Corp.

Agency: *D'Arcy Advertising, New  
York*

A combination network and spot campaign is being used to introduce the new Studebaker. Starting date is tentatively set for November 10. The network portion includes all four national webs. The spot portion will run for two weeks in 25 to 30 markets using 60's and 30's. Jim Marino is the timebuyer.

### Tuborg Breweries Ltd.

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

This Danish import is testing radio in two or three west coast markets. The campaign runs for eight weeks, having started in mid-October. A total of seven stations (both am and fm) is being used. Vince DeLuca is the timebuyer.

**IT TAKES ONLY ONE**



**TO TAKE TOLEDO!**

SPeeDy's dominance in Toledo is dramatically demonstrated with the station's receiving the highest morning Hooper rating in its 37 years of operation—56%!\* Top listeners' acceptance coupled with an all-time high in customer acceptance reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details. \*Aug.-Sept. Hooper

"Famous on the local scene"

**WSPD** 

**NBC RADIO in TOLEDO**



**Storer Radio**

**WSPD**  
Toledo

**WJW**  
Cleveland

**WJBK**  
Detroit

**WIBG**  
Philadelphia

**WWVA**  
Wheeling

**WAGA**  
Atlanta

**WGBS**  
Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498





## **FCC Denies Daytimers' Time-Extension Request**

There were three major points upon which the FCC denied the long-standing petition by the Daytime Broadcasters Association for longer daily operating hours. In turning down the request, the six participating commissioners claimed that (1) interference caused by the extension would curtail service of certain clear channel outlets, (2) service to rural areas would be practically lost because an extension of daytimers' on-air hours would, for all practical purposes, mean the end of all clear channel secondary hours and (3) an interference problem with stations outside the U. S. would arise if daytime hours of operation had been extended. The decision also declared that only a small portion of a daytimer's area would be served by the station operating during non-daytime hours, resulting in an actual limitation of broadcast service.

## **Dorn Plans Newsmen-Immunity Bill**

Even while Congress is in official adjournment, legislation plans that will affect broadcasting in the 86th Congress are taking shape. A bill giving newsmen the legal right to withhold their sources of information will be introduced by Representative Francis Dorn (R-N. Y.) early in the first session of the 86th which convenes in January. Motivating Representative Dorn's decision to sponsor the bill was a contempt citation against Marie Torre, columnist for the New York *Herald Tribune*, who refused to name a CBS executive who supposedly furnished her quotable material used in her column.

## **FTC Clamps Down on Phony Pricing . . .**

An intensified drive to get prices advertised on radio and in other media back on a track more compatible with the truth has been given the go-ahead at the Federal Trade Commission. A concrete nine-point plan for studying commercial copy has been handed to the FTC staff.

## **Two Major Instructions Are Provided . . .**

Among the instructions which accompanied the new guide: (a) Excerpts of ads are not of primary interest — ads should be considered in their entirety and (b) even an indirect attempt to mislead the consumer will be considered grounds for a charge of deceptive pricing. FTC Executive Director Harry Babcock stated that he hopes the new guide will "educate advertisers on what the law requires and . . . encourage the widest cooperation on a voluntary basis."

## **Nine-Point Guide For Evaluating Copy . . .**

Advertised merchandise must now meet the following tests at the FTC: (1) A reduced price must apply to a specific article — not a similar one; (2) when an article has been artificially marked up, it cannot be advertised for sales at a reduced price; (3) comparative prices for comparable merchandise are acceptable only when a claim is clear that the ad refers to comparable merchandise and not the former price of the merchandise to be sold; (4) advertised sale prices must be less than the usual retail price; (5) claims that two articles may be purchased for the price of one will pass the FTC only if the actual price of the two is the seller's usual



Big Saul Hampton "The King" Swain Ray "Satellite Papa" Brown

WIBB is tops in Negro programming in Macon, with 1,000 watts and a good signal in all middle Georgia towns. It originated Negro programming in Macon over nine years ago, and has top rated Negro personalities. Latest Negro Pulse, July-August 1958, 6 A.M.-12 Noon, 39% share of audience; 12 Noon-6 P.M., 40% share of audience.

Represented by Walker-Rawalt Co., Inc.,  
Dora-Clayton Agency

**WIBB**  
Macon, Ga.

WASHINGTON [Cont'd.]

price for one; (6) if special penny sales are contingent on other purchases the ad must make that clear; (7) factory or wholesale price claims are not acceptable unless the merchandise is actually sold for that amount; (8) an article may not be tagged with a price that exceeds the usual retail figure, and (9) unless it is made clear that "perfections" are higher in price, imperfect or irregular merchandise may not be advertised at comparative prices.

... And Elsewhere  
The FTC Sounds Off

In still another area, the FTC through Chairman John W. Gwynne took a firm stand recently. At a meeting of the Federal Bar Association in Washington — attended also by Representative Orin Harris (D-Ark.), chairman of the Legislative Oversight Subcommittee—Chairman Gwynne spoke up in harsh language on the shortcomings of certain "congressional inquiries."

Among Chairman Gwynne's observations: "There seems to be a growing tendency to look upon the commission as simply a creature of congress to support the views of certain committees. . . . This is having some bad results. These committees tend to become rallying points for disgruntled litigants. . . ." He also charged that the inquiries were more intent on making headlines than establishing the truth and that the hearings were neither impartial nor objective.

FCC Updates Political  
Broadcast Guide

As the election year moved into high gear, the FCC had issued to all station licensees a guide for political candidates. Purpose of the booklet is to assist broadcasters in dealing with the thorny problems which arise on broadcasts by candidates for public office covered in the much-debated section 315 of the Communications Act.

The guide was first published four years ago. The present revision includes 19 interpretations which the FCC has considered since its original publication.

**WMAY**

IS

**NO.**

**1**

SPRINGFIELD, ILL.

FIRST ALL DAY  
IN EVERY WAY

FIRST PLACE—

HOOPER (Apr.-May 1958)  
All day—7:00 AM-10:30 PM  
Average

FIRST PLACE—

PULSE (Sept. 1957)  
With first place every 1/4 hour from  
7:30 AM-6:00 PM

FIRST PLACE—

NIELSEN NCS #2  
And 4th in entire State of Illinois excluding Chicago

LOCAL AND NBC NEWS  
AROUND THE CLOCK

24 HOURS A DAY

**WMAY**

Springfield, Illinois

970 KC.  
1000 WATTS, DAY—500 WATTS, NIGHT

Represented by John E. Pearson Company

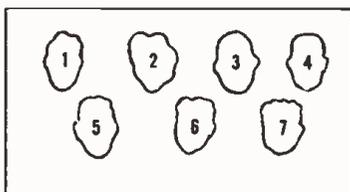
**NO ET'S PLEASE!**



. . . of course we'll accept your ET's—but the way our men and women sell you're far better off sending us a fact sheet. At **WHAT** you are never lost in the shuffle — your commercial always gets "personalized sell" from every dynamic member of our team. Our job is to sell your product — not merely advertise it. That is our only purpose . . . we accept the responsibility.

Our potency for you in America's **THIRD LARGEST NEGRO MARKET** — 600,000 — is further enhanced by . . .

1. Average actual delivered cost-per-thousand listeners — less than 25¢ for typical ROS advertisers!  
C/P/M figures based on latest Pulse reports not projected beyond Pulse reporting area.
2. Comprehensive "custom-designed" in-store merchandising plans.
3. Total adult programming 24 hours a day.



1. **BILL CURTIS**  
6 to 10 AM & 5 to 7 PM
2. **LOUISE WILLIAMS**—Gospel Train  
Sunday 6 AM to 12 Noon
3. **MARK HYMAN**—News Analyst  
5 shows daily
4. **"BONNIE PRINCE"** Charlie Geter  
Sunday 12 Noon to 6 PM
5. **EMORY SAUNDERS**  
9 PM to 1 AM
6. **PORTIA PERRY**  
10 AM to 12 Noon & 8 to 9 PM
7. **LLOYD "FATMAN" SMITH**  
12 Noon to 5 PM

Let us go to work for you.

**WHAT** AM  
FM

PHILADELPHIA 31, PENNSYLVANIA

Call **STARS NATIONAL INC.** New York, Plaza 8-0555 • Chicago • Dallas • Los Angeles • San Francisco

**IT'S OK**

IF ADVERTISED ON

**KAOK**

In Lake Charles, KAOK is the only radio station that has a Negro personality programming to the Negro. It reaches this untapped source of added sales at a low cost. And you get a plus . . . a large consumer audience in the area . . . with selling personalities on the air . . . unsurpassed by any other personality. Check this fast growing market . . . Check this source of added sales potential. Check the low cost.

KAOK can be bought in a group with a multiple discount that makes it the economical buy of the area.

A Member of the OK Group  
Reaching 1,500,000 Negroes

**Stars National Inc.**

**1<sup>ST</sup>** Latest Pulse  
(Negro Market)

Every period surveyed!

100% NEGRO  
PROGRAMMING

Metropolitan Area

**35.4% Negro!**

The Only All-Negro  
Programmed Station in  
**COLUMBUS, GEORGIA**

**WCLS**

Charlie H. Parish, Jr., Gen. Mgr.

Contact:

Natl.—Walker-Rowall

South—Dora-Cloyton

the *Silver Mike*



THIS MONTH:

**ROBERT L. FOREMAN**

Executive Vice President  
Batten, Barton, Durstine & Osborn Inc.

**'Radio Best Achieves Two  
Prime Goals of Media Buying'**

"The most important things in media buying are flexibility and frequency. Nowhere can you achieve these two goals better than in radio."

Thus does Robert L. Foreman, director, executive vice president and chief of all creative services at BBDO, New York, describe "the medium that we almost forgot during the holocaust of the advent of tv. Two years ago," he confides, "we realized that radio had never gone away; we had left radio. Since then, with a large and tremendously increasing radio budget for both spot and network, we are continually seeking new and better ways of tailoring radio commercials to fit advertising problems."

Mr. Foreman began writing radio copy soon after joining BBDO in 1939 as a trade copywriter in print. Soon he was put in charge of the radio copy department—and in 1948 at the age of 32 he was made a vice president. In February 1955, he was elected to the board of directors and in 1957 was made executive vice president in charge of the agency's plans board.

"Memories of radio in the early 1940's are of the comparative wonderment of recording studios—jingles, sound effects, sonovox—and of fun for pay," Mr. Foreman reminisces. "Today all the creative savvy that went to make voice, sound and music unbeatable selling tools in those days—drained for a while by tv—is back at work for radio."

The students of radio advertising, Mr. Foreman states, will determine its future. "We must discover new ways of using radio," he declares. "We must apply new skills and create new ways of implementing the great virtues of the medium."

These virtues, he notes, are radio's low cost, flexibility and its ability to offer frequency to advertisers. "They spell a huge future for the medium."

In his present position as chief of all creative services for BBDO, Mr. Foreman supervises all copy, art, tv and public relations—as well as radio. From this vantage point, he is able to compare results obtained from all media. "And I can tell you," he says, "that we have many sales successes directly and solely attributed to radio, especially among our limited budget products."

As well as being an executive and a creative member of the agency team, Mr. Foreman is a student of advertising and broadcasting. His second book on broadcasting, and his first novel, was published recently by Criterion Books. Called *The Hot Half Hour*, it deals with quiz shows which have coincidentally hit the headlines recently.

Mr. Foreman is married to the former Betty Nevins of New York City, and they have three children—Patricia, Betsy and John. He is an avid hunter, fisherman and theater goer. He and his family live in Weston, Conn. • • •

# new up-dated Consumer Market Information in November SRDS

**NORTH CAROLINA**

**SRDS Consumer Market Data**  
STATE, COUNTY, CITY, METROPOLITAN AREA DATA

**CITIES AND COUNTIES**  
This list shows counties to which data are related. Check any SRDS, counties, etc.

CITY	C & S		C & S		Total		Retail Sales by Store Type		Year %11/58 to %11/57		Farms		Farms		
	Household	Household	Household	Household	Household	Household	Food	Drug	Other	%	%	Value	Value	%	%
Asheville	13,407	5,652	1,140	492	3,873	923	106,838	128,720	478,990	226,200	214	738,451	354,018	1,263	974,200
Charlotte	58	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Chapel Hill	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Greensboro	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Raleigh	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Updated market information reflects July 1, 1958 conditions.

Every six months — November and May — SRDS revises the market data that appears in its regular monthly issues. It presents new and complete market information on populations, households, consumer spendable incomes and retail sales... all by states, counties and metropolitan areas.

SRDS November issues carry up-dated statistics reflecting market conditions as of July 1, 1958. Now all SRDS users can spot significant changes in the marketing scene that may influence their market and media recommendations and decisions.

**Who uses SRDS Market Data and Media Maps**  
Here are the highlights of a survey made among 301 agencies with a media-buying potential of \$3 billion annually:

93% use SRDS Consumer Markets sections; 90% use the media maps.

All agencies billing \$5 million and over reported use of SRDS Market Data.

All agencies billing \$10 million and over reported use of SRDS media maps.

*Uses mentioned most often were:*

- Evaluating markets
- Establishing sales quotas
- Selecting and recommending specific markets
- Evaluating media coverages

**Accessibility and convenience prompt wide use**

One reason for the widespread use of SRDS Consumer Market Data is, of course, that it is especially compiled for use by advertising professionals in market evaluation and coverage analysis. But the real secret is that the market information and media maps are right in the SRDS books themselves, every month. Here they are instantly accessible to anyone who at anytime gets into the selection of markets and media. In the same place many media regularly present useful market and media coverage information in their Service-Ads.

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying junction  
Walter E. Botthof, Publisher

1740 Ridge Avenue, Evanston, Ill., Davis 8-5600  
Sales Offices — Evanston, New York, Los Angeles

**New SRDS service feature**  
TV and radio household data now in SRDS, effective with current issues.

# LETTERS TO THE EDITOR

THE  
ONLY  
NEW YORK  
STATION

WITH

87%

OF  
TIME  
DEVOTED  
TO

NEGRO  
PROGRAMMING

WLIB  
1190 ON YOUR DIAL

**WLIB**—has more Negro listeners than any other New York radio station—network or independent (PULSE)

**WLIB**—only New York radio station with studios in Harlem

**WLIB**—first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour

**WLIB**—only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa  
2090 Seventh Ave., N. Y. 27, N. Y. MO 6-1800

## Confirmation

Congratulations on your article, *Is Spot Breaching Non-Driving Hours?* (October 1958). This confirms to me that any agency with a healthy spot radio budget for a client should position the announcements throughout the day and evening. After all, most radio salesmen have been forever repeating that the pay off in radio is "In the Cume," and this surely is one solid way to deliver a mass audience.

John J. Ennis  
V. P. and Media Director  
Bryan Houston Inc.  
New York

## Accurate Data

*Alaska: Land of Opportunity for Radio and Sponsors*, which appeared in your September issue, has found a particularly fine reception at both agencies and the clients. What made the article so welcome was its emphasis on accurate data.

Many of the simplest truths about the Alaskan market, which happen to be very important to someone planning an advertising campaign, are succinctly stated. Indeed after several re-readings, I'm amazed that the writer was able to include so many important facts, in so interesting a manner, in such a limited space. Several agency people have commented to us along those lines.

Arthur Gordon  
Sales Manager  
National Time Sales  
New York

## Agency Needs

According to the Editorial Index for your first year of publication (October 1958), please send me the following reprints: Liller, Neal, Battle & Lindsey's Colonial Store Success (May); wholesale grocery use (March); local-regional program innovations (March); programming formats (May); local programming (November 1957); MBS news format (December 1957); chain store merchandising (July); Local promotion: Civics or Gimicks (October 1957), and Grand Ole' Opry contest (August).

H. Lesseraux  
President  
H. Lesseraux Adv. Agency  
Philadelphia

Please send reprints of the following listed in your annual Editorial Index: home builder (February, April), ranch

homes (July), realty company (November).

Rudy Simons  
Stane & Simons Adv. Agency  
Detroit

We plan to contact the banks in our area and feel that the information in your article, *Banking on Radio* (February 1958), would be most valuable. Would it be possible to either receive a copy of that issue or the feature itself?

Cy McCormick  
Manager  
KDIO Ortonville, Minn.

## For Permission

As participants in the Community Club Awards program, we should like your permission to reproduce your excellent article on CCA (August 1958). We are planning a second CCA cycle and feel that this article would be fine material to include in the sales brochure we are now preparing.

Ted Beebe  
Production Manager  
KSON San Diego, Calif.

## Anniversary

Congratulations as you complete a magnificent first year, and best wishes for continued progress.

Larry Schwartz  
President  
The Wexton Co.  
New York

Seems like more than just a year's worth of good material from U.S. RADIO. Congratulations on your first anniversary from all of us at KYW.

Janet Byers  
Advertising Promotion Mgr.  
KYW Cleveland

Heartiest congratulations to you and your staff on your first anniversary. Today's radio demands ideas, and everyone at KSO radio depends on U.S. RADIO to help us sell creatively.

Tony Moe  
President and G. M.  
KSO Des Moines

Congratulations on a perfectly wonderful first anniversary issue.

James M. Kiss  
Promotion Director  
WPEN Philadelphia



# It's a Matter of Reach

When you want to score in the St. Louis market.

KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 81.3% of the radio homes in the area in just one week.\* When you're looking for scoring power in St. Louis, send in the first team . . . KMOX.

\*Most Recent Pulse Cumulative Unduplicated Audience Study

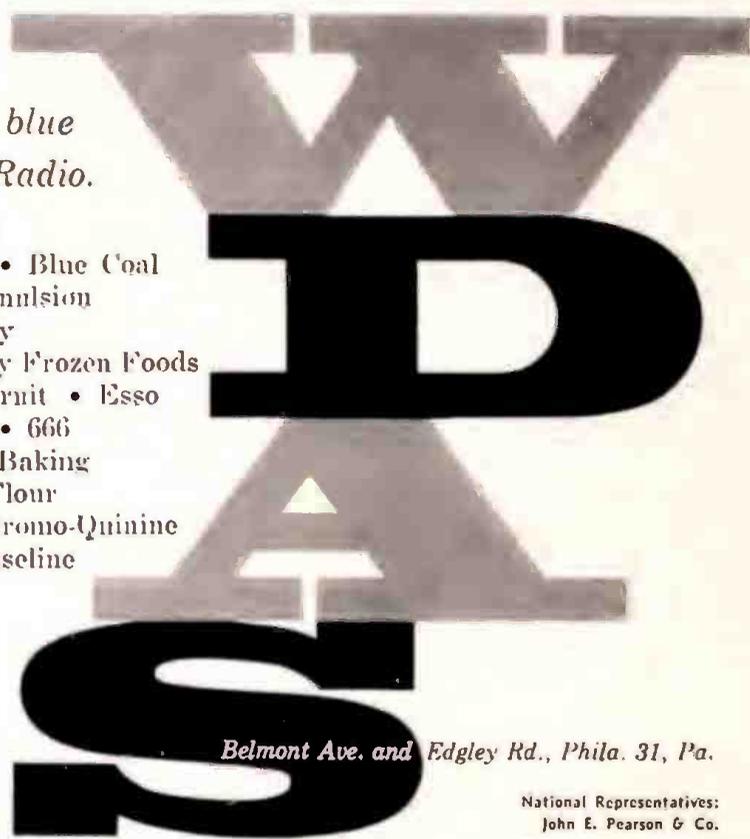
CBS Radio  
Represented by CBS Radio Spot Sales

**KMOX** RADIO

THE VOICE OF ST. LOUIS

*There is no more complete list of blue chip advertisers in Philadelphia Radio.*

Father John's Medicine • Morrell-Felir  
Pabst Blue Ribbon Beer • Humphreys • Blue Coal  
Parks Sausage • Black Draught • Creomulsion  
Contadina • San Giorgio • BC Remedy  
Scott's Emulsion • Roma Wine • Dulany Frozen Foods  
Budweiser Beer • Nadinola • United Fruit • Esso  
Italian Swiss Colony Wine • SSS Tonic • 666  
Rem • Krey • Sulfur S • Continental Baking  
Tetley Tea • Carolina Rice • Ceresota Flour  
Washington Flour • Camels • Artra • Bromo-Quinine  
Booth's Beverages • Lucky Strike • Vaseline  
Boscul Coffee • Lipton • Wrigley's  
Carnation Milk • Coca-Cola  
Blue Cross • Bell Telephone  
Strawbridge & Clothier  
John Wanamaker  
Pennsylvania Saving Fund Society  
Arrid • Gillette  
Sun Oil • Stanback



*Belmont Ave. and Edgley Rd., Phila. 31, Pa.*

National Representatives:  
John E. Pearson & Co.  
National Sales Manager  
Alex Klein

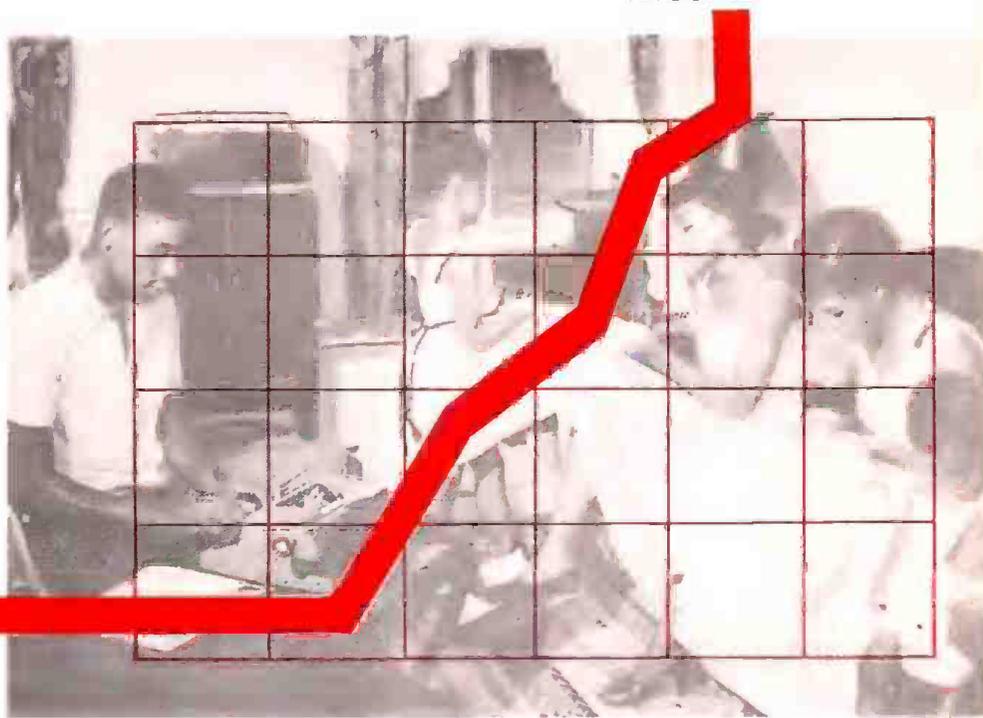
Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station . . . and WDAS HAS MORE NEGRO PULSE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS IN THIS AREA COMBINED.

Absolutely no other advertising medium in Philadelphia can deliver the specialized Negro Market proof-of-performance merchandising available to WDAS advertisers. The WDAS Negro Market Merchandising Department is the first, and only, full-time, fully staffed department in Philadelphia offering participations in Food Fair Stores, Best Markets, Philadelphia Association of Retail Druggists and WDAS Spot-lite Superettes. This comprehensive merchandising program ranges from point-of-purchase "WDAS APPROVED PRODUCTS" through to finished detail reports.

1958

**\$17 BILLION SPENDABLE  
INCOME**

THE NEGRO  
MARKET HAS  
GROWN  
TO A . . .



# Negro Radio Tells Its Story

- **The Market**
- **Problems**
- **Sales Story**
- **Merchandising Plusses**
- **Programming**
- **Community Relations**

 In the 13 years since the close of World War II, the Negro market has grown in population, purchasing power and status. Kin to this phenomenon has been the development of specialized media to appeal and cater to this audience that represents the purchasing needs of about 18.5 million Negro Americans.

Most of this has happened in the past decade. And radio has played a role second to none in the shaping of this specialized approach to the marketing and selling of goods and services. From swaddling clothes has emerged full grown a radio service that cumulatively reaches the entire

# negro radio



fast-changing, high-spending Negro market.

According to a U. S. RADIO survey, more than 550 radio stations in the U. S. program either full time or part time to the Negro audience.

The average number of hours of Negro programming carried by full-time stations is 116 hours weekly ranging from a low of 91 to a high of 162 hours a week, according to replies from stations. Those stations that program in part to the Negro audience average about 34 hours a week, ranging from a low of a half-hour a week, or less than one percent of the total program schedule, to a high of 61 hours, or between 50 and 60 percent of the weekly schedule.

## The Market

The most important flip to the growth of Negro radio in the past decade has been the social and economic improvement of the status of the Negro American.

One of the significant developments has been the movement of the Negro from agriculture into industrial occupations creating a shift in population in favor of urban areas. Today, more than 87 percent of the 4,731,000 Negro households are urban or non-farm, according to Dr.

Frank Davis, research director of *Ebony* magazine.

He states that since 1940 the proportion of Negroes engaged in non-agricultural employment has risen from 57 percent to 85 percent. Manufacturing now accounts, he says, for almost a third of all employed Negroes compared with only a sixth in 1940. The construction, government, trade and finance fields have likewise seen the proportion of Negroes employed double and in some cases triple. Dr. Davis states.

All this has produced a Negro market that represents approximately \$17 billion in spendable income.

In examining this market, Radio Advertising Bureau has found that like most American families, Negroes own more than one radio set with listening concentrated in bedrooms, living rooms, kitchens and automobiles, in that order. Moreover, RAB finds that nearly all Negroes listen to the radio during the course of the week.

The new purchasing power of the Negro in cities is illustrated in a 1955 survey by the Department of Agriculture. The average income of Negro households in cities under 50,000 is \$2,103. However, in cities between 50,000 and 250,000 population, the average income is \$3,303.

And in cities of 250,000 population and over, the average income of Negro households is \$3,453.

The significance of this new purchasing power can be shown by the fact that 74.5 percent of Negro households in urban areas are located in cities of 50,000 and over, and that 47 percent are located in cities of 250,000 and over.

What this means to the national advertiser is that \$11.6 billion or 67 percent of Negro purchasing power, states Dr. Davis, is concentrated in cities of 50,000 and over.

In addition to the fact that the total Negro population has been on the upswing (18.9 percent increase from April 1950 to July 1957 compared with a 12.6 percent jump in the white population for that period), the movement from the farm to urban areas has further meaning. This shift has brought about not only a demand and need for more and varied products and services, but also a desire for different items.

Such things as a change in use from fresh vegetables to the frozen variety, or the switch from mixing one's own flour to buying prepared flour mixes are cited by Dr. Davis as representing the important changes from farm dwelling to city living.

There is at least one more point that has vital bearing on the economic status of the Negro market. The level of consumption and purchase of goods and services is an



Super market displays by WWRL New York feature in station personalities with merchandising.



"Sunny Jim" of WAMO Pittsburgh encourages youngsters to use energies for sports as part of station's community relations program.



In-store displays are created for advertisers by WDAS Philadelphia. Left, are one week's suggested "features" at a local super market.

extremely high rate in all income groups. A 1957 survey by the University of Pennsylvania reveals that the Negro family spends at the rate of 20 percent more for clothing than the white family; six percent more for house furnishings and equipment; 15 percent more for recreation, which includes everything from admissions to phonographs and records to magazines and books; 36 percent more for personal care; 16 percent more for tobacco, and 35 percent more for alcoholic beverages. The latter rate of expenditure, of course, is primarily academic as far as radio is concerned with only beer and wine advertising heard on the airwaves.

### The Problems

The past few years have been relatively "fat" ones for specialized Negro radio. Although in actuality it really is just beginning to see substantial acceptance by advertisers.—national, local and regional. The growth of Negro radio, as has already been pointed out, has paralleled the enhancement of the Negro's position during the past decade.

Some of today's successful multiple-station operations such as the Ebony group did not get started until 1954. In fact, to show how relatively new this field is, Ebony's head man, John McLendon, was attracted to radio about that time from the super market business.

The chief problems that Negro radio has today are an outgrowth of this relative newness. They are chiefly two-fold:

- Convincing the advertiser that the Negro market is economically strong with a high degree of purchasing power for all range of products and prices.
- Convincing the advertiser that the best way to reach this market is through a specialized medium with a loyal following.

"The greatest problem in selling Negro radio," says Jules Paglin, president of the OK Group, "is to prove to the advertiser that all of the other things that he does in the white market does not have any impact, or very little impact, on the Negro market. The advertisers feel that they reach them through regular schedules and, therefore, are reluctant to appropriate additional money for a specific minority group.

"However," Mr. Paglin continues,

## HIGH RATE OF SPENDING

Item	Percent of Total Consumption		
	Negro	White	% Negro of White
Clothing	13.6	11.3	120.3
House Furnishings and Equipment	7.2	6.8	105.8
Recreation	4.7	4.1	114.6
Personal Care	3.0	2.2	136.3
Alcoholic Beverages	2.3	1.7	135.2
Tobacco	2.1	1.8	116.0

Source: University of Pennsylvania Study on Consumer Expenditures, 1957. Comparison of the proportion of disposable income spent for selected items by Negro and White households.

## ON THE RISE

	Negro Population	Total U. S. Population	% Negro
1958 Est.	18.5 million	170 million	10.9 %
1956	17.3 million	166.4 million	10.4 %
1950	15.5 million	150.7 million	10.3 %
1940	12.9 million	131.7 million	9.4 %

Source: Census Bureau, 1940 to 1956.

"we are constantly accumulating information to prove that the Negro has felt little or no impact in the past 20 years from the advertising of national advertisers in general media. We also can now prove that the Negro market is different and that Negroes respond more quickly to radio."

A similar stand is taken by Harry Novik, general manager of WLIB New York, who emphasizes the loyal following these specialized stations have. Mr. Novik, whose station programs 75 hours of Negro programming a week (87.5 percent of the total schedule), states that his operation's biggest headache is "trying to convince account executives and timebuyers that you cannot cover the city's Negro population by just buying 'radio stations.' The advantage of buying stations that are programming to the Negro people," he states, "is that these stations have consistently shown the largest ratings amongst Negroes. We are able to prove that more Negroes listen to these stations and have confidence in them because the stations are programming to their likes and preferences and are telling them on the news programs of problems they are personally interested in.

"More and more agencies," Mr. Novik states, "are realizing that Negroes want and have been buying quality merchandise."

Some of the economic myths about the economic level of the Negro are exploded in material prepared in booklet form by Rollins Broadcasting Co., which operates seven stations. In question and answer form, submitted by Tim Crow, general manager of WAMS Wilmington, Del., the following is an example of the material:

Q. "Isn't it true that the Negro's needs are simple? The Negro only wants a bite to eat . . . a place to sleep?"

A. You may still be living in the dark ages. The segregation-integration question, which is today a part of our lives, has been brought about principally by the great desire for education among Negroes. Better homes, better jobs, better living conditions, more luxuries are the constant desire and goal of most Negroes, the same as of most whites."

For the most part, advertisers in growing numbers are focusing attention on the realities of today's sales problems and are finding that the Negro market is more clearly shaped and identifiable than it has ever been.

"More and more clients," says Stan Raymond, president of WAOK Atlanta, "are realizing that a dollar is a dollar, and the Negroes spend (Negro Radio Section Cont'd. on page 44)



## Terms Radio



Shell strives for local "touch" with sports broadcasts and personalities (right, Klavan and Finch).

Hopping into the family chariot each morning for his drive to work, John A. (for Automobile) Jones first switches on the ignition — and then? Turns on the radio, of course.

That's when the Shell Oil Co. "tunes in" on an audience well suited to its sales message—the man behind the wheel. Multiply John Jones 37.2 million times (the estimated number of car radios in the U. S.) and you have a rough idea of the potential driver audience Shell aims to reach morning and evening with its carefully scheduled programming of local radio advertising.

The company and its advertising agency, J. Walter Thompson Co., believe radio is suited to telling Shell's advertising story in two respects. First, radio catches the prospective customer while he's "car-conscious"—that is, actively concerned with the performance of his automobile. Second, radio gets top "mileage" from local situations, per-

# 'Decisive Last Word'

**Gas and oil firm invests estimated \$1.6 million in medium yearly. Station personalities and sportscasts are preferred for local 'touch'**

sonalities and habits—it adapts easily and effectively to any given community.

These two facets—immediacy and adaptability—make radio a major consideration in Shell's advertising budget. At present the company spends annually on radio almost \$1.6 million, U. S. RADIO estimates, which is about 15 percent of its total allocation for all media.

"Our radio gets bigger each year," D. C. Marschner, sales promotion and advertising manager of Shell, reveals. A major portion of this expenditure is for national spot with the remainder going to local co-op with dealers and distributors. About 115 radio stations are involved in the spot buy, while the co-op arrangement accounts for approximately 300 outlets.

"The media plan for Shell employs each of five media as a building block to fill out the over-all Shell advertising objective," explains Phil-

ip Birch, associate media director for J. Walter Thompson. "Because our product is naturally aimed at the automobile driver, two of these media—outdoor and radio—are particularly valuable because they sell at the time our potential customer is actually driving.

"Of the two, outdoor advertising serves as a visual reminder of our product. Radio, on the other hand, is the one medium through which we can tell our *full* sales story to the driver at a time when he's aware the engine is knocking or the gas gauge is dipping toward 'empty'—radio is the decisive last word in persuading the motorist to see his local Shell dealer *now*."

Shell and its agency have organized an advertising program on a decentralized basis matching Shell's 18 geographical sales divisions. A company advertising representative is attached to each division and, in cooperation with a field representative from JWT, works closely with local

dealers and media to achieve maximum effectiveness for each advertising dollar spent. At the national level, Shell uses a formula which enables it to allot the advertising budget over all divisions in a manner that takes into account such factors as sales potential, development of markets and problems peculiar to each area.

This set-up gives Shell a well-controlled though widely flexible program that delivers effective localized radio programming.

As part of its media strategy, Shell encourages local media to offer ideas. An example is a program sponsored by Shell over WLW in Cincinnati where traffic congestion is a major local concern. A helicopter flying low over the city during rush hours morning and evening broadcasts periodic reports on traffic conditions on all major thoroughfares. The broadcast voice is that of Arthur Mehling, nationally recognized law enforcement officer of the Cincinnati



Making a personal tour of Shell stations participating in KYA San Francisco's traffic-cast service are (left to right) Bartell Group execs Morton J. Wagner, Gerald A. Bartell and Lee Bartell.

Police Department, who is popularly known as Cincinnati's "hero cop."

"This program of six 30-second announcements during the morning rush and six again during the afternoon rush has become an outstanding civic feature in Cincinnati," Mr. Birch declares. "Where did the idea originate? WLW brought it to us, and we snapped it up—with delight."

The program has been credited with unsnarling several traffic jams to date, and has been so well accepted locally that Shell, says Mr. Birch, turned down a tv program featuring a popular local personality in order to continue broadcasting Cincinnati's traffic-watch. In fact, the company has just "taken to the air" in Miami, too, to sponsor a similar helicopter program on WGBS.

"Our policy of decentralized control in selecting advertising media makes it possible for us to realize just such advantages from local conditions," Ed Harvell, Shell's head office representative for radio and tv, emphasizes. We here in New York can't keep a close check of all the programming arrangements at vari-

ous stations. We rely on local people to tell us that a particular station does a particular job."

And Shell is mighty "particular" about a lot of incidental details related to its radio time. In directing its advertising primarily at men, the company is naturally concerned with the "climate" it buys along with its spots or programs. The number of commercials permitted in a 15-minute interval, the personality of the station, the type of listeners as well as the number—all are important considerations for Shell and JWT.

"Our company produces a quality product and we are quality-conscious in every respect," Mr. Harvell states. "We look for 'good music' stations, news stations and radio personalities with an adult following." In New York, for example, Shell participates in the Klavan and Finch morning show and the William B. Williams *Make Believe Ballroom* evening program on WNEW. "And we ourselves," he asserts, "never use more than two 1-minute announcements in a 15-minute period."

Gasoline, oil and other Shell items are definitely "masculine-type" prod-

ucts, both the company and JWT feel. Even when the "missus" drives the car, it is felt, she defers in most cases to a man's recommendation on which brand to buy or which dealer to patronize. That's why Shell's radio time is keyed primarily to the male audience via news and sportscasts.

For instance, in New York it's the baseball "warm up" and "wrap up" on WMGM; in Dayton, it's the baseball games over WHIO, and in San Francisco it's one-eighth sponsorship of the Giants over KSFO. In Kalamazoo on WKZO, Shell sponsors half the radio time for the University of Michigan football games. The Shell sportscasters, it is interesting to note, are well-known personalities locally.

Detroit, however, bends a keen ear to the news, so Shell has obligingly sponsored a 15-minute news broadcast from 6 to 6:15 p.m. Monday to Saturday for more than 10 years over WJR. ("Shell doesn't change just for the sake of change," Mr. Birch notes. "When we get a good thing, we keep it.")

Programs comprise about 60 percent of Shell's radio time, and spot announcements the remainder. The tendency at present appears to be a swing away from programs, but that all depends on the local situation and varies considerably from one Shell sales division to another.

#### "Operation First Freeze"

Spots are getting a big seasonal boost in the Southeast this fall because of a promotional campaign being launched there called "Operation First Freeze"—again, a local feature geared to tie in with a local situation. At press time, "First Freeze" may already have made its pitch, touched off by a weather bureau forecast of the area's first blast of winter. The plan calls for high frequency spots over stations in the Mobile-Birmingham-Jackson region to promote Shell-Zone anti-freeze during the first few days of cold weather.

Radio's flexibility permits seasonal usage and timeliness in ways that suit Shell's advertising needs to a TCP. The three major summer holidays—Memorial Day, July 4 and Labor Day—are peak periods for automobile traffic, so Shell finds they're stellar dates on which to peg high frequency radio announcements in well-defined areas throughout the country.

### Copy Stresses

Copy for the national spot buy sells Shell gasoline chiefly. Copy used on the dealer co-op arrangement stresses, naturally enough, such local aspects as where's the nearest Shell station, and it's time for a tune-up (or anti-freeze, or the special service the dealer can promote currently to best advantage).

Both types of copy are mainly live, but supplemented with a sizable number of electrical transcriptions. Most of the live copy is in the form of a straight sales delivery, but is written in a conversational tone—keeping in mind that it will be delivered by a local personality who is familiar to the listeners.

The lead-in to the sales message is usually bright and thought-provoking, like: "Remember Ponce de Leon who vainly searched for the Fountain of Youth? Today, he could have found that fountain of youth—not

for himself, but for his car."

This one-minute message stresses the cost factor:

The three most costly investments a man makes in his lifetime are his wife, his home and his car. And the car, as one of these expensive items, deserves T.L.C.—the same tender loving care he gives his wife or home. For example, what kind of gasoline are you buying for your car? If you're using an ordinary premium gasoline you're probably not protecting your initial investment. But if you're using Super Shell with TCP, you're a cinch to be getting all the performance you paid for.

You see, Super Shell has the higher octane you need for anti-knock but it also has TCP to add anti-miss to anti-knock. Top additive neutralizes the harmful combustion deposits that cause spark plug misfiring and actually restores 20 to 30 lost horsepower. So give your car the care it deserves. Get Super Shell, the most powerful gasoline any car can

use. And TCP adds anti-miss to anti-knock.

"The agency writes the copy, subject to company approval and acceptance," Mr. Harvell states. "Shell controls the technical aspects of it—we're extremely conservative in what we say, deliberately so."

Shell has been making use of radio advertising since the advent of the medium and "we have every expectation of continuing to use it in its highly effective capacity for years to come," Messrs. Birch and Harvell agree.

They further declare that as representatives of the advertiser they have much to gain from quick-witted, creative local stations that have ideas to sell along with their time.

### Local Feeling

"We look to the station for ideas, just as we look to ourselves," they say. "We use rating services, too, but we find that the local 'feel' can often be more significant for us than the statistics provided by ratings."

The prime goal for Shell, they emphasize, is the radio station that knows how to catch the local ear. John A. (for Automobile) Jones buys Shell at the corner of Main and Cherry, not on Madison Avenue—a fact that the company and JWT both keep firmly in mind. • • •



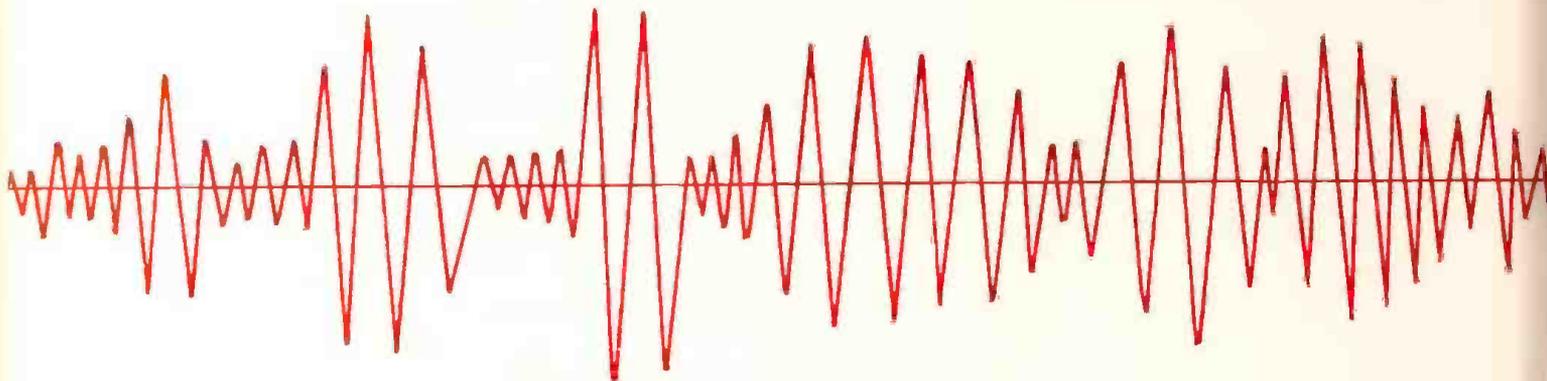
Philip T. Birch, JWT assoc. media dir.



D. C. Marschner, Shell advertising mgr.



Ed Harvell, Shell radio-tv representative.



# A Sound For Every Image

**Research into the portrayal of sound  
in radio reveals that for every mental  
image or concept there is a suitable sound**

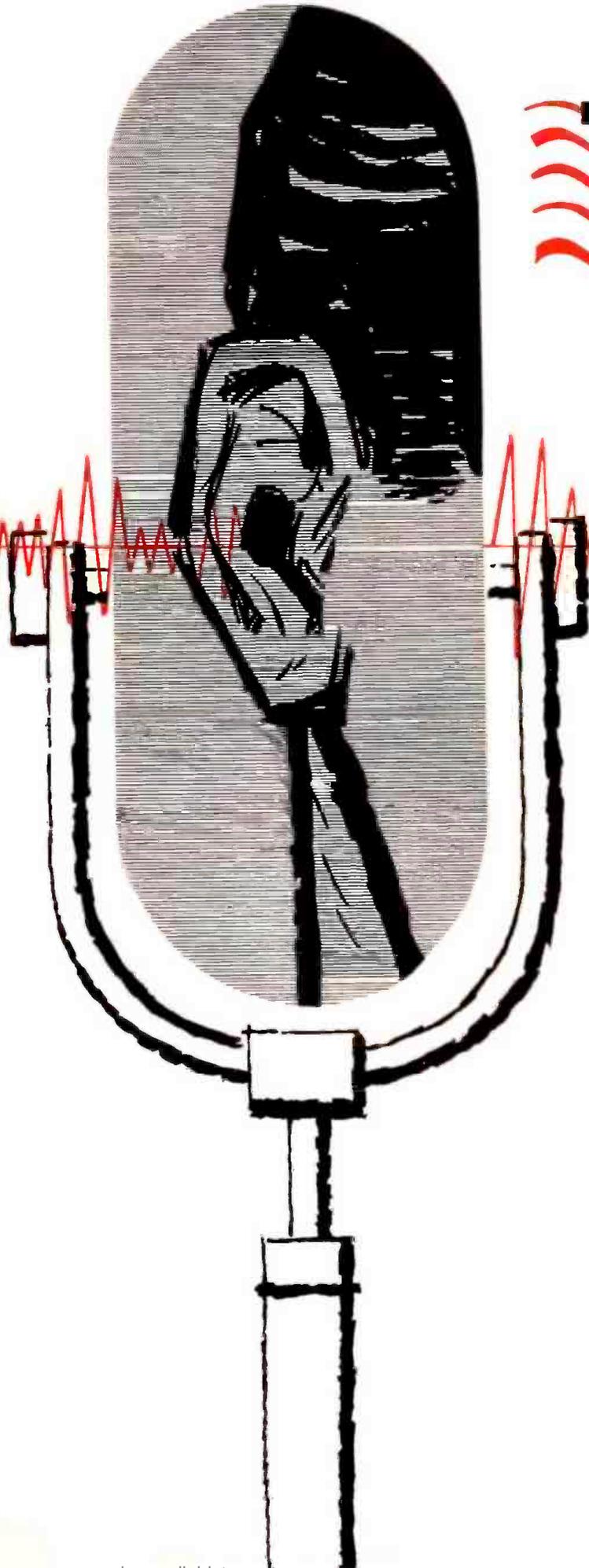
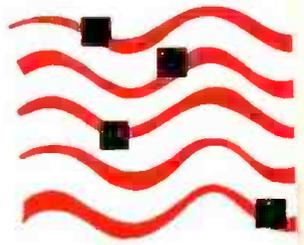
## PART I

 Tick-tick-tick PING! That is the vigorous, restless, agitated sound of the typewriter as it transcribes. It is a sound of energy, one that produces a mental image of work being done, of business moving forward, of stories and ideas being put on paper to interest and inform.

For this and every sound there is a mental image; for every mental image there is an appropriate sound. There is no concept, radio researchers agree, that cannot be interpreted in sound. And from radio's earliest days—from the creaking door of the *Inner Sanctum* to Bulldog Drummond's foghorn and echoed footsteps—those who made the most imaginative use of sound had the best results.

To the advertiser and his agency "best results" are an obvious goal. This has set the stage for current interest in research into techniques for increasing the sales effectiveness of radio commercials—with the more efficient use of sound.

Sound, the psychologists tell us, can do primarily four things:

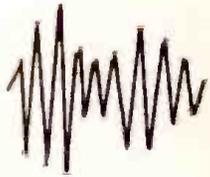


- Set a mood.
- Evoke a learned association (e.g. screeching of auto brakes).
- Produce the sound of a sound itself (e.g. ringing of a doorbell).
- Provoke a mental response to a sound itself (e.g. sound to create images of size).

And in any research into the production of more distinctive advertising through non-verbal sounds, they say, the fundamental step is to determine the "feeling tone" of the particular appeal that one wants to promote.

There is a multitude of examples of commercials that employ non-verbal sound effectively. The following are chosen to illustrate the four uses of sound that are listed above. It should be noted that the categories, as psychologists say they must, overlap slightly.

The Pepsi-Cola refreshment song was designed to set a *mood*, to change the product image of the soft drink that for years had been identified with the bouncy "Pepsi-Cola hits the spot. . . ." The new music,



written by Hank Sylvern for Kenyon & Eckhardt Inc., New York, was created to "paint a picture in sound" of a light, bubbly and at the same time elegant drink. It is the music that must set the mood, says Mr. Sylvern. "Music should be a quotation around the sales message."

When the Sacramento Tomato Juice jingle tells listeners, "It's richer and redder in every drop. So when you pour you hear it PLOP," it doesn't stop there. It PLOPS! And presumably it sends listeners out to the kitchen to quaff some rich, red tomato juice, the sound effect having evoked a *learned association* in their minds. At Lawrence C. Gumbinner Advertising Agency Inc., New York, agency for Sacramento, "a different sound, an off-beat approach" is considered necessary for radio commercials, according to one executive, because they must "compete for attention, fight for memorability, dig for effectiveness."

### Bell Ringing

"National Shoes ring the bell!" They've been ringing it on eastern radio since 1940. It's just a bell, the uncontrived *sound of a sound itself*. Over the years various bells have rung for National—telephone, door, typewriter, dinner, school and the one to signal a bus driver—to set up different dialogue situations. The bell has served National and its agency, Emil Mogul Co., New York, as a device "lending itself immediately as a vehicle for telling the commercial story . . . keeping in mind that it takes a much more unusual message to gain attention these days."

Provoking a *mental response* to a sound is perhaps more effective than attempting it with visual means. An example is a recent Dodge commercial, created by Grant Advertising Inc., Chicago. While played in a jesting mood, the sound of the Dodge customer's footsteps as he takes a ridiculously long walk from the front

to the rear of the car certainly creates a mental image of size—of the extra-long Dodge.

Researchers tell us that we have barely scratched the surface in communicating through sound. Recent interest in creating station and network images through sound is an example of the increasing efforts in that direction. And the trend toward returning top creative agency talent—drained off for a time by tv—to work on radio commercials is further indication of agency concern and growing competition.

Interest in creating an image through sound on the part of broadcasters is two-fold: Networks and stations have shaped their operations so that they have an identifying sound, and they have used sound as a tool with which to sell.

CBS calls its presentation "Protective Listening," NBC employs "Imagery Transfer," "Memory Vision" and "Engineered Circulation." Radio Advertising Bureau and some stations have presentations that emphasize how sound can be cultivated to cover any image or concept—and any product—whether it be paint, refrigerators, carpets or food.

The sales development manager of a representative firm puts it this way: "Advertisers must be shown how they can sell the *sizzle* of a steak instead of its picture."

As for creating the station image, this is done through programming which eventually becomes the "sound" of the station. In markets where competition is tough and even relentless, according to John Box, "the fight is for sound." The executive vice president and managing director of the Balaban Stations declares that, above all, "the sound is the thing."

"This elusive sound that each listener, or potential listener, searches for on the radio dial is the sum total of each (of the elements of music and programming), mixed effectively and translated into the only

commodity for sale by the radio station of today . . . SOUND." (Identification and selling through sound will be further explored by Part II of U. S. RADIO'S study of sound, in the December issue.)

To determine the "feeling tone" or the emotional level of an advertising appeal the agency researcher has several techniques available. Among them, and widely used, are approaches that are clouded in such psychological terms as Semantic Differential (S-D) and the Mood-Circle Checklist, both designed to test the power of aural stimuli to communicate.

The semantic differential technique, nearly four decades old, has the listener rate the sounds he hears with a scale of contrasting adjectives like hard-soft, pleasant-unpleasant, fast-slow. For example, insight into the effects of a musical selection is gained when a listener describes a piece of music with adjectives that have nothing to do with the hearing sense—such as poetry or prose, warm or cold.

### Descriptive Adjectives

The mood-circle checklist, devised in 1935 by a psychologist specializing in aesthetics, Kate Hevner, employs a checklist of 67 adjectives that describe some feeling or response. The adjectives are arranged in eight clusters, each cluster describing a different central mood quality. The groupings form a natural circle, running counter-clockwise, in which each cluster has its closest relatives at its side.

Cluster six at the top of the circle, for instance, contains the words merry, joyous, gay, happy, cheerful and bright. "Merry" follows cluster five's "light," which is the last word of a group that starts with "humorous." The last adjective in cluster six, "bright," is followed by "exhilarated" in cluster seven. That one ends with "restless."

Directly opposite cluster six's "merry" is cluster two's "pathetic" which is located at the bottom of the circle. Opposite "exhilarated" is "dreamy"; opposite "humorous" is "serious" and so on.

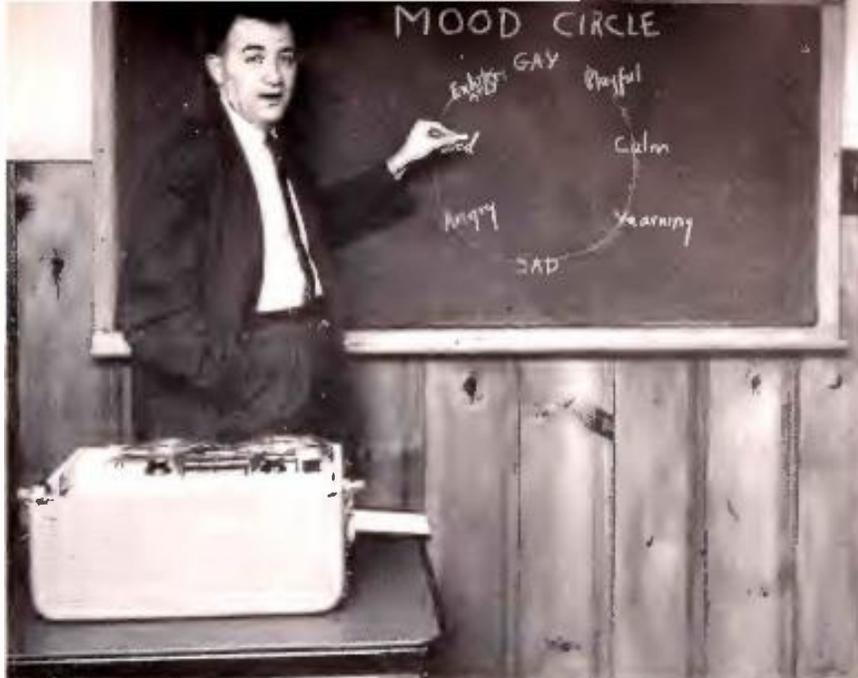
In practice, listeners are asked to check every word on the list that seems appropriate to describe a certain sound. The subject is urged to check as many or as few adjectives as he wishes. With this method, an agency can test proposed musical and sound effects to determine how close to the desired "mood quality" they come and make proper adjustments.

In comparing the two techniques, Martin Samit, director of Consumer Behavior Laboratories and former advertising coordinator for NBC Radio, points out that subjects are limited in describing their feelings about a sound only by their vocabularies. "By providing subjects with checklists having adequate representation of the universe of mood qualities, we make it easy for them to respond accurately."

Mr. Samit notes that the S-D and Mood-Circle techniques, although both similar in that they are controlled association tests that require scaling procedures, are different in one important respect. "Whereas the S-D employs any set of adjectives as scales, the Mood-Circle sticks strictly to mood qualities.

"It would seem that the S-D technique would therefore be more general and hence more useful. It would seem so, but it turns out," Mr. Samit says, "that much of what S-D picks up the long way round is picked up by the more direct approach of the Mood-Circle."

The researcher's aim in using these tests is to determine the listeners' reactions to sounds "using either or both of the preceding techniques," he points out, "and prepare a summary report couched in mood terms. This may or may not end the researcher's contribution, depending



One psychological aid to test the effectiveness of sound is the Mood-Circle Checklist, here demonstrated by Martin Samit, director of Consumer Behavior Laboratories. Each adjective describes some feeling or response, and the words are arranged in clusters of various mood qualities.

on his familiarity with the enormous body of technical literature available in the libraries. At least he now has given the agency producer a crystalized target." These same tests are used for art work and slogans.

But where does the agency producer go from here? He knows the mental image he wants to create and the image he is creating so far. The musical director and sound effects expert take over to produce the commercial that will be most effective and best remembered.

Mr. Samit illustrates the use of these tests in the selection of music for a commercial: "You first determine the mood qualities associated with the concepts you are trying to match. Then with a summary of mood as a guide to the production man, he proceeds to locate or to create appropriate music. To the extent that you uncover relations between sound characteristics and mood quality, you will be able to write 'prescriptions' as to what kind of sounds will be needed.

"As your knowledge grows," he points out, "you will have to depend less and less on testing the production man's hunches after the fact. You'll know that if you want agitation, for example, certain characteristics such as staccato style and irregular rhythm will contribute it. Eventually, by building up a repertoire of information with each study,

you'll be able to predict beforehand the effects of certain treatments on specific subjects.

"The research techniques can speed up the formation of an approach to a commercial. There's nothing in the results of these tests that the creative man couldn't have come up with himself eventually. The research," he declares, "gives added direction to the creative man.

"Many of the elements of merchandising and marketing to which little attention is paid," says Mr. Samit, "talk louder than the salesman hired to spread them around." In many areas, he points out, the research man can be truly as creative as "the creative man" in an agency. Of primary interest to radio men is research that shows "how much more appropriately radio programming and commercials could be packaged."

The effect of sound can be more vivid, more detailed, more telling, more lasting even than a picture. Remember Jack Benny's descent to his sub-basement vault, the forlorn echoed voice of his guard who has not seen the light of day since Hoover took office, and the wild whistles, clangs, gongs, sirens and bells as the safe was opened? It was a radio masterpiece. With a picture, it would have been lost in the lights.

"Now, McGee, be careful opening that closet!" • • •



## Putting Radio To the Test

 Just four years ago in the fall of 1954 Woodward & Lothrop, a Washington, D. C., department store almost as familiar a landmark in the Nation's Capital as the Lincoln Memorial, sunk \$13,000 into a test radio campaign. The purpose: To determine whether shoppers not reached by the store's extensive newspaper and direct mail advertising would be reached by radio.

Four years and thousands of radio spots later, the results of that decision to give radio a try on a full-time and well-planned basis are obvious. Radio has been a significant factor in making a big retail business bigger than ever.

Currently, U. S. RADIO estimates

that about \$150,000 of an overall \$1 million-plus advertising budget is placed yearly in radio by the department store. And the sales figures on the Woodward & Lothrop books document the store's belief in radio as an effective tool for such retail giants.

### Population Increase

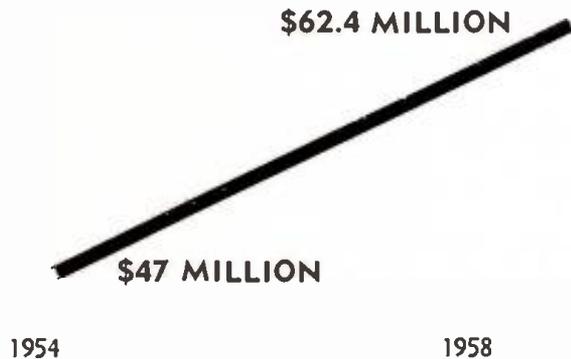
The period immediately following World War II was an era of tremendous population increase in Washington. The "town" that used to be giving way to a large and not so leisurely-paced metropolitan area that now numbers over two million residents. As the city grew, Woodward & Lothrop, which had been serving Washington shoppers as a

quality store since 1880, grew with it.

Plans for suburban stores—located now in four nearby Virginia and Maryland communities as well as in the Pentagon—were in the works. At the end of fiscal 1954—only a matter of months before the store joined the ranks of big Washington radio advertisers—sales had risen to a peak \$47 million, an increase of more than \$8 million over the figure for 1946. "It's been up, up, up ever since," George Titus, advertising director, states. "We're already over the \$62 million mark this year," he adds. That's a minimum of \$15 million more than W&L recorded before radio became a permanent advertising tool.

A report to the stockholders for

## SALES VOLUME



## RADIO BUDGET



**Woodward & Lothrop, department store giant in Washington, D. C., tried radio on a consistent basis for first time in 1954. Now it devotes an estimated \$150,000 yearly to the sound medium**

the year ending August 2, 1958, shows that sales volume totaled \$62.4 million, which is an increase of 2.4 percent over the previous year's business of \$60.9 million.

Since that initial test in 1954, the store has been a consistent user of radio announcements and program sponsorship. And other Washington department stores have been quick to notice the success Woodward & Lothrop is having with radio and some have followed their competition into the medium.

A department store account has long been regarded in the radio business as a tough nut to crack. Woodward & Lothrop was no exception. Before W&L went into radio in dead earnest, the store

had been an occasional radio advertiser. Spot announcements were used on a morning record show to promote certain items in the men's department. A Sunday afternoon program of classical music was also under W&L sponsorship. The latter experiment was regarded by the store's executives as good public relations but nobody really believed that it could sell. The program was dropped.

### RAB Presentation

It took a Radio Advertising Bureau presentation to convince W&L management that radio advertising, to be effective, had to be correctly—and consistently—used. A hit-or-miss radio schedule didn't do

justice to the client or the medium, RAB maintained. W&L, sensitive to the change in the whole complexion of the Washington community, the growth of the city itself and the mushrooming suburbs, decided to take another look at radio.

The formula adopted by the store revolved around a saturation spot schedule on six Washington stations using five-second and one-minute announcements to promote specific items for sale in the store which handles everything from emory boards to ermine. The spots—now in excess of 100 a week—were aired Sunday through Friday on WGMS, WMAL, WRC, WTOP and WWDC, all Washington, as well as WGAY Silver Spring, Md., and WPIK Al-



exandria, Va. All radio copy was and still is written by the Harwood Martin Agency, Washington. The agency also buys all Woodward & Lothrop radio time.

So successful was the technique proposed by RAB that it is still used by W&L today with only minor variations, Mr. Titus says. Reflecting the progressive management of one of the country's largest big-volume department stores, Mr. Titus explains that W&L's policy calls for the store to be prominently represented in all major advertising media.

#### Constant Use

"The best proof of our belief in radio is our constant use of radio time," Mr. Titus declares. He emphasizes that in his opinion no one advertising medium outweighs the

other in importance in W&L's advertising strategy and that each is used to complement the other. "But I do believe that if we hadn't put radio to work for us on a full-time basis, these last four years would not have been so successful," he says.

#### Typical Spot

A typical Woodward & Lothrop spot includes the item, the price of it, the department where it can be located and the hours it can be purchased. For example:

Your daughter will appear at her perkier in the over-blouse and skirt look . . . One dress your size 7 to 14 girl will like is the red printed dress with the red printed over-blouse. The price: \$7.98 . . . Dress

your daughter in the style she knows is new . . . From Woodward & Lothrop, Washington, open today til 6 . . . and Woodward & Lothrop Chevy Chase, Seven Corners and Alexandria, open til 9:30.

An average week's radio schedule for W&L might include a series of five-second announcements on one station calling the listeners' attention to store hours. A number of one-minute spots on another station might promote the store's dry cleaning service. During this same week, a third station airs one-minute announcements advertising a particular appliance, while a fourth station concentrates on fashion commercials. Men's apparel available at W&L might be promoted by still another station.

#### Various Services

In addition to merchandise, commercials often emphasize the various services W&L offers its shoppers such as:

Fall is a time when your home and your family have many needs . . . and that's when it's helpful to know about the convenient Ways-to-Pay at Woodward & Lothrop . . .

The copy goes on to explain W&L's different charge plans and credit arrangements and urges the listener to make additional inquiry at the store's credit office.

Then each week there is a selected number of items—a particular shoe or handbag or a special brand of linen and bedding—that are advertised daily on several stations. In addition to product commercials, Woodward & Lothrop has pioneered a number of "fringe" uses for radio.

### '\$64,000 CHALLENGE'

Radio Advertising Bureau's interest in bringing department stores, the nation's biggest retail advertisers, into the sound medium has intensified since the Woodward & Lothrop effort. RAB has formulated, under the direction of Jack Hardesty, vice president and general manager, a "\$64,000 Challenge."

Here's how it works: RAB will contribute, up to \$64,000, two dollars for every dollar a department store will invest in a radio test for one year. RAB also requests that it be permitted to select the stations, help write the copy and have a voice in the selection of items to be promoted on radio. Qualifying stores must do in excess of \$30 million a year in volume.

To date, RAB has been pleasantly surprised by department store response. At present, it has about 41 stores to choose among.

The store uses the medium to recruit personnel. Mr. Titus notes that the store's radio help-wanted ads "seem to reach people that newspaper classifieds don't reach." Response to this type of announcement has been good, Mr. Titus says. There are also certain instances when items not included in newspaper copy are promoted exclusively on radio.

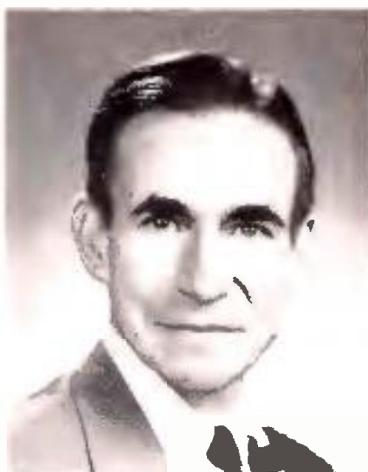
The store also augments its regular radio schedule with special-events promotions. When, for example, W&L's \$3 million Seven Corners, Va., store was opened two years ago, 30 ten-second announcements on one station plus more than 60 five-minute newscasts on five stations in the area were sponsored by the store to drum up interest in the newest branch.

W&L has just announced the building of another suburban store that will stand beside its five other annexes. This one is in Wheaton, Md., and is scheduled to open in the fall of 1959.

### Practical Reasons

There are practical reasons for W&L's extensive use of radio, a store official points out. By buying time in quantity, the store earns both time and frequency discounts. And the store's firm yearly radio schedule also assures the availability of time segments which for W&L's purposes have proved most attractive. "After four years in radio," one executive states, "we have found that the medium actually strengthens our newspaper advertising and we are extremely impressed with the audience radio delivers in terms of time costs."

Mr. Titus stresses that the flexibility of radio makes it particularly attractive for department store use. Last-minute copy changes are not a problem. And, through radio, spe-



George Titus, advertising director.

cial merchandise can be simply advertised on stations that reach special audiences. "If we are promoting the sale of an especially fine hi-fi set, the logical place for the commercial is on a 'good-music' station. If a product has teenage appeal, a disc jockey with a young following will probably be our best salesman," Mr. Titus says.

Both Mr. Titus and Andrew Parker, grandson of the co-founder of Woodward & Lothrop and president of the store, credit the stations that carry W&L commercials with a considerable amount of the success that the store has had in using radio. Mr. Parker feels that the cooperation, advice and help that Washington broadcasters gave to the store and to the agency buying the radio time

were in large part the deciding factors in making radio really pay off for Woodward & Lothrop. Harwood Martin, agency president, concurs. "Without the keen interest Washington station management and RAB took in our radio plans, the outcome may not have been nearly as satisfactory as it is," Mr. Martin believes.

If past is prologue, it can only be concluded that Woodward & Lothrop will continue to expand. Revealed in the annual stockholders report was the fact that Woodward & Lothrop has bettered its competitive position. Its sales are currently running five percentage points above the Federal Reserve Board's average for department store sales in that market.

And with continued expansion will come even greater use of air time. Only one thing will remain unchanged: The store's motto, "Worthy of the nation's capital," and this will continue to be reflected in tasteful radio copy that literally saturates the Washington market. • • •



Woodward & Lothrop's Falls Church, Va., Store is the latest of five suburban annexes. Another one in Wheaton, Md., will be ready in the fall of 1959. Advertising copy is used to promote new stores.

# Radio Helps Trigger



**BUICK:** Upping its radio budget 100 percent, this GM model was first 1959 car marketed. Campaign includes extensive spot use and a 13-week buy of NBC Radio's Monitor, mostly five-minutes of Bob Hope comedy segments.

**RAMBLER:** Major ad efforts center on radio. A 200-station national spot campaign, paying attention to smaller markets and suburban areas, is coupled with weekend NBC Monitor buys to reach car readers. Car showed '58 gains.

**Reports from agencies indicate wide use of spot and network in getting new car campaigns on the road**



The annual introduction of new model automobiles is becoming almost as important a fall classic as baseball's World Series.

The auto, of course, is such an integral part of the American way of life that it has been estimated that one out of every six workers owes his job to the car industry in one form or another.

The radio and auto industries in recent years have had a direct effect on each other. To begin with, about 90 percent of new cars are equipped with radios; in addition, about 36 percent of all radios manufactured in this country annually are for use in automobiles.

It's a well-known fact that these car radios have a high rate of tune-in and have had a great deal to do with the popularity of today's radio buy. Because of this phenomenon, car makers have tailored much of

their radio advertising to reach the car listener.

For the introductory campaigns of the new 1959 models, a wide use of radio has been set. Spot both on a broad national basis and on a selected market basis as well as extensive use of all networks is being employed.

In many cases, radio spending has been on the rise. Buick, for one, has increased radio this fall 100 percent over last year, and radio was accorded the biggest percentage increase of all Buick media.

Car manufacturers found 1958 to be a difficult year. A combination of events, including the sag in the economy, adverse consumer reaction to some of the 1958 styling, and the inroads made by foreign imports resulted in a drop from over six million units in 1957 to under 4.5 million in 1958. More attention than usual, therefore, is being fo

# Start for '59 Cars



**PLYMOUTH:** A four-week spot campaign in 20 markets is combined with a 200-station CBS Radio drive and am-tv sponsorship of the Lawrence Welk ABC stereocasts in more than 75 cities. Budget is greatly increased.



**FORD:** Five-minute musical formats over CBS Radio plus shorter spots use the talents of Rosemary Clooney and Vic Damone. The five-minute shows saturated the network during first weekend of campaign. Spots continue.

cused on the 1959 models now being introduced.

The auto industry itself is uncertain about consumer reaction. This is affirmed by the fact that estimates of how many cars will be sold during 1959 vary from 4.5 million to over six million. As a result of this, the men and organizations assigned the task of introducing the new lines are making an especially concerted effort to create consumer interest and enthusiasm. Radio campaigns figure quite heavily in the plans of most manufacturers.

"Dollar for dollar we find that radio is an extremely good medium for us." This view is expressed by Louis Happ, media director of Geyer Advertising Agency Inc., New York, which has prepared a spot and network campaign for the 1959 models of American Motors' "economy" Rambler.

The major portion of American Motors' radio effort centers around

the use of time on *Monitor*, the weekend show on NBC Radio. First announcements of the new models were made October 10 and 11. Morning and afternoon segments were employed on Saturdays and Sundays in an attempt to attract the very important car radio listening audience.

"*Monitor* is a very important part of our programming plans," Mr. Happ states, "and we have been using time segments on this program 52 weeks a year for three years. At a recent sales meeting in Atlantic City, N. J.," he says, "Rambler dealers were visibly impressed with the results that have been achieved through the use of network radio."

A national spot campaign on 200 stations has been especially prepared to carry the word about the new Rambler models. Many of the stations operate in the smaller markets and suburban areas. Mr. Happ explains this by pointing out that the Rambler is an economy car that

has great appeal to the "two-car families," the majority of which are to be found in the suburbs. In addition, many of the Rambler dealerships are in the relatively smaller markets. Employing local stations serving these areas for a concentrated spot campaign, he declares, is proving to be extremely valuable.

The combination of a spot campaign and a network buy both tailored exactly to their requirements has been getting results for American Motors. Last year, AM was the only American manufacturer to chalk up a sizable increase in sales. It is interesting to note that radio was the primary broadcasting medium used and that AM is the only firm that does not use tv extensively. AM expects 1959 to be another banner year, and Mr. Happ indicated that the total ad budget for the use of radio will be increased.

For the Chrysler division of Chrysler Corp., a detailed spot and net-

## '59 Cars

work drive has been prepared by Young & Rubicam Inc., Detroit. The national spot list consists of the top 75 Chrysler markets, the agency states, which will receive a schedule of from one to six stations per market. The first drive was a teaser campaign which ran from October 17 through October 23, made up chiefly of 10's and 20-second spots. For the period of October 21 through November 6, a campaign of post-announcement spots has been bought in the same markets consisting of 60-, 30-, 20- and 10-second spot announcements.



**DODGE:** An announcement program running the entire month of October on some 100 stations in more than 100 markets introduced various features & models.



**PONTIAC:** Most of the radio dollars for "America's number one road car" have gone into co-sponsorship of the entire Notre Dame football schedule over ABC Radio.

For the network portion, Chrysler is sponsoring Eric Sevaried on CBS Radio from October 21 through November 6 and *Weekend News* on ABC Radio on October 25 and 26 and November 1 and 2.

In preparation for its annual battle with Ford for top honors as the best selling car in the country, Chevrolet has for the second year in a row come out with completely redesigned models.

### Spot Blanket

Kicking off on October 9, Chevrolet and its agency, Campbell-Ewald Inc., Detroit, mapped out an extensive spot schedule blanketing the entire country. Concentrated into a two-week period, the plan called for as many as 10 daily announcements on each station being used heralding the arrival of the "completely new" 1959 Chevrolet.

Ford's new entries for the sales crown in the low-priced auto market stress clean, simple styling and economy of operation. A number of top performers, including Rosemary Clooney and Vic Damone on CBS Radio, have been assigned the task of singing the praises of the new Ford. Using five-minute musical formats, the initial announcements were made over CBS on October 10 and 11. A total of 10 shows were broadcast during the Saturday and Sunday period.

The third traditional participant in the low-priced field is Plymouth. Flipping its fins into the air a bit more dramatically for 1959, Plymouth initiated a four-week spot campaign in 20 markets on October 16. A total of 200 stations on CBS Radio are being used to invite potential customers to stop in and see the new models. A large number of local campaigns will support the major radio effort. In addition, Plymouth has a 13-week contract with ABC Radio for its am-tv stereocasts of the Lawrence Welk program now reaching about 75 cities.

The Plymouth agency, N. W. Ayer and Sons, New York, indicated that radio was becoming more important in the advertising plans for this top-selling Chrysler Corp. product. On the strength of this, Plymouth has increased its 1959 radio budget.

In addition to its own campaign, Plymouth and all the other cars marketed under the Chrysler banner will participate in a corporate spot campaign to be used in the top marketing areas designed to sell the entire Chrysler line.

"The newest of everything great — the greatest of everything new!" This is the theme of the ad program for the 1959 Dodge. This message was woven through the heavy spot saturation campaign which covered more than 100 areas. Some 400 stations participated in the announcement program which ran from October 1 through October 28. Dodge also sponsored sportscasts on NBC during October.

Spot radio will play an important role in introducing at least one other product of the Ford family. A six-week campaign to introduce the new Mercury was scheduled to get under way November 10 in 70 markets chosen by Kenyon & Eckhardt Inc., New York. Edsel, in its second year, will use radio for a four-day introductory drive for its various models in about 150 markets through Foote, Cone & Belding, Chicago and New York.

The first 1959 model to be marketed was Buick. A full spot campaign was employed. Early sales reports give every indication that the campaign was a complete success, much to the satisfaction of Buick, and McCann-Erickson, New York, the agency which acquired the account fairly recently.

On the network level, NBC's *Monitor* was given the major role. The initial announcement of the new models broke September 12 and represented the start of a 13-week buy. Buick is using 10 five-minute segments spaced from Friday through

Sunday. The listening magnet on each of the five-minute shows is comic Bob Hope.

The radio campaign appears to be instrumental in getting this division of General Motors off to a fast start.

Coming out of its 1958 chrome cocoon, Oldsmobile for 1959 is wearing a jaunty look. This GM product had a limited spot campaign in approximately 15 of the top markets in the country. Network newscasts are following up the initial announcements. The manufacturer reports that announcement day traffic was nearly double that of last year.

Another member of the General Motors family, Pontiac, has put most of its radio dollars into sponsoring one half of Notre Dame football games over ABC Radio.

Having dropped the Packard line, Studebaker-Packard is pinning most of its hopes on its new Lark car which will stress economy and low price. S-P's will be one of the last new lines to be unveiled. A combination of network and spot will be used in the radio effort. The spot portion will run for two weeks in 25 to 30 markets using one-minute and 30-second announcements. The network portion includes all four national networks, with a heavy saturation campaign of 30-second and one-minute announcements on Mutual and NBC. The MBS buy calls for 109 participations on news and news commentary programs to be aired on November 8 to 9, 15 to 16 and 22 to 23. S-P will also sponsor five-minute newscasts on ABC Radio and CBS "Impact" segments during this period.

Most of the new automobiles are now gleaming in dealers' windows. Although the industry averted the danger of major labor problems with the signing of new contracts, labor difficulties did upset some of the manufacturers' schedules. Cadillac, for example, had a three-week spot campaign scheduled to start on September 29 but temporarily suspended it because of the uncertain labor picture. It since has signed for spon-

sorship and participation in five-minute ABC network newscasts for from two to four weeks. In general, however, the mood of the auto industry is an optimistic one. Ad budgets are higher than last year's.

From all indications, radio is being given an increasingly important voice in the plans for introducing the new models. For 1959, audio and autos are expected to do a lot of selling together. • • •



**CHRYSLER:** A heavy spot campaign is under way in the top 75 Chrysler markets, with from one to six stations per market receiving schedules. ABC and CBS programs and a corporate spot campaign round out its radio.



**OLDSMOBILE:** After a limited spot drive in approximately 15 cities to introduce the 1959 product, Olds has turned to network newscasts. Double announcement day traffic in the showrooms was reported by manufacturer.



**CHEVROLET:** Extensive spot schedule "blanketing the country" in a two-week period with up to 40 daily announcements on each station employed. Normal spot and network use was resumed after the introduction.

# focus on radio



*A Quick Glance At People, Places*

*And Events Around Radio-Land*

**THE LUCKY ELEVEN** winners of the WKY Oklahoma City hula hoop endurance contest are still going strong after four hours and 45 minutes, and only DJ Chuck Boyles has faded. He declared the youngsters co-champions, out of 276 starters, when rain fell.



"AIR CONDITIONED" STUDIO of KGB San Diego is scene of luncheon for more than 100 local agency and business leaders. Addressing the "KGB Sidewalk Superintendents Club" is Marion Harris, the am-fm stations' president. Food was served in lunch pails and thermos bottles held martinis as guests in workmen's hats watched construction of station's new broadcasting facilities.



**FASTENING AN ASSOCIATION** of 15 years, Emil Mogul (right), president of Emil Mogul Co., New York, presents solid gold and monogrammed belt buckle to partner Myron A. Mahler, vice president and creative director, who was honored at office party for "buckling down these 15 years."



**MOST VALUABLE BROADCASTER** is added to the WINS New York staff as Roy Campanella, former Dodger catcher who was paralyzed in a car accident, begins a nightly five-minute sportscast that is taped at the hospital. Heard from 6 to 6:05 p.m., the program also features sportscaster Chris Schenkel (right) and occasional guests talking on all sports subjects.

**KING OF BEASTS** joins beauties and keeper Bob Joyce in a promotion tour of Richmond, Va., for WLLY. "Willy," DJ Joyce and the girls rode through town in open cars, broadcast from a downtown shopping center and distributed dozens of gifts to the crowd that greeted the WLLY mascot.



**TURNING THE TABLES** on WRCV Philadelphia personalities Vince Lee, Jack Rattigan and Pat Landon, Danny Kaye (left) interviews them about their radio work. WRCV talent had arrived at the star's hotel suite to interview him about his new movie, "Me and the Colonel."



**WHEN AUTUMN SHOWERS** don't come your way do a rain dance; say KOL Seattle DJ's Ray Hutchinson and Art Simpson, who demonstrate here. Playing tapes of Indian rain chants, the boys took credit for ending Seattle's dryest summer, but then had to reverse the tapes to bring sunshine when residents complained about bad weekend weather. That worked, too, said KOL.



**A FLYING CARPET**, courtesy of Community Club Services Inc. and A&M Karagehusian Co., arrives in New Orleans and is presented to Mayor de Lesseps S. Morrison (third from right) by WDSU Station Manager John F. Screen (second from right) to restore the red carpet welcome to the city. Assisting are (left to right) Norman Turk of Maison Blanche department store, and William McKinley and James Slater of the carpet firm. Carpet was flown in by Eastern Airlines.



**TWO KEYSTONE COMBINATIONS** pose at KDKA Pittsburgh testimonial dinner honoring the second place National League finish of the Pirates. Presenting plaques are Gwilym Price (left), chairman of the board of Westinghouse Electric Co., and Donald H. McGannon, president of Westinghouse Broadcasting Co. Receivers are team Manager Danny Murtagh (2nd from right) and General Manager Joe L. Brown.

KSAN San Francisco uses display windows as a cornerstone of its merchandising. Pictured is a typical display for station's advertiser, Burgermeister Beer, with station personality John Hardy on top. Promotions have been a success.



This "spectacular" electric sign of WBOK New Orleans carries the radio sales message of station advertisers as a special advertising plus.

Keys to this automobile are presented by Prince Omar, disc jockey personality of KOKA Shreveport, La., to the listener who won this station contest—one of many used by KOKA to entertain and build audience.



Winner of annual WDIA Memphis spelling bee, and teacher, are awarded a week in Washington, D. C.



## negro radio

(Continued from page 25)

more money per income than they ever have before (in fact, percentage-wise, much more than white families). Their income has greatly increased, too.

"Negroes also are very brand conscious," he declares, "and any brand that advertises in all media and yet has a special appeal to them through radio will really be 'their' product."

### The Sales Story

The U. S. RADIO SURVEY shows that for many stations who program a major share—or all—of their schedule for the Negro market, about 30 percent of this billing is national. In some cases, the national business is as high as 50 to 60 percent of the total.

There is one thing upon which all Negro stations agree. And that is: Business is at least as good as last year and in most cases better.

Reports from stations testify that national business as well as the number of national advertisers have risen in the past year. Billings increases reported by stations range from a five percent jump over last year to a 400 percent rise over 1955. As for the number of national clients, a typical station reporting an increase states that this year it has 28 such accounts, while last year it had

17 and years before from 10 to 15.

"We have found," says Norwood Patterson, executive director of KSAN San Francisco, "a definite trend in recent years that more and more national and regional advertisers have acknowledged the Negro market as a separate identity and the only real way to tell and sell this market is via Negro radio. Now, new accounts enter Negro radio every year and old accounts are increasing expenditures." Mr. Patterson states. "Our station business will percentage out 50 percent national, 35 percent regional and 15 percent local." KSAN is a full-time Negro station broadcasting 140 hours weekly.

Illustrating the acceptance of Negro radio today, Mr. Patterson declares that over 70 percent of the nation's top agencies are buying time on KSAN.

One such apparently satisfied agency is BBDO, San Francisco, which has been buying 10 quarter hours per week for four consecutive years on behalf of Burgermeister Beer, KSAN declares. The buy is now in its fifth year. A recent survey conducted by KSAN showed that Burgermeister enjoyed 30 percent of all beer sold to the Negro market "leading all other competitors by a considerable margin."

The reaction of the agency to this bears directly on the marketing prowess of Negro radio. Low Rolle, account executive on the beer account at BBDO, states:

"Burgermeister's approach to radio is not to regard it as one medium, but as several media reaching segments of the population in specialized ways. We use Negro radio because such stations program to this important segment of the buying public in a specialized way, and we feel this adds a real value to the commercial message inserted in this programming.

"When personalities are available to use on Negro radio stations," says Mr. Rolle, "we find them particularly valuable because of the same reasoning that 'personality selling' is of value on any other station. Our schedules on KSAN are a recognition of the ability of this station to reach the Negro market effectively in this area."

A station that reports one of the high percentages of national business is WDIA Memphis, which states that 60 percent is from national clients. WDIA programs 100 percent of the time to the Negro audience which amounts to 140 hours per week. The station declares that since October 1948, gross dollar volume has increased more than 600 percent.

A consumer panel study by the *Memphis Commercial Appeal* is cited by WDIA to show the high rate of

consumption by Negroes for many items. The study claims these findings: For bread, 43.5 percent of total units are bought by Negro families; for deodorants, 55.8 percent; for canned meat, 47.3 percent; for laxatives, 51.9 percent, and for packaged soaps and detergents, 41.2 percent. Such consumer panel studies are being conducted in numerous cities.

Many of today's advertisers on Negro stations have been using this specialized vehicle for some time. KLIC Monroe, La., reports that Royal Crown Hair Dressing is in its ninth year on the station. A continuous expenditure like this is warranted by results. And many clients on Negro stations have had immediate results.

WXOK Baton Rouge, La., declares that John Ruskin Cigars, now in its third 13-week cycle of quarter-hour programs and spots, was able to trace a 30 percent increase in local consumption in the first four weeks. Cost on the station was \$268.30 a week.

The number of national advertisers using Negro radio has been markedly increasing. KATZ St. Louis, for example, reports that this

year it has about 50 national clients which is about double last year's total. As for the number in years' previous, the station's comment is "small." This growth in business has prompted the need, KATZ says, for "finding suitable salesmen to present properly the Negro market. There is no question that a suitable market exists. However, the presentation of this market is a specialized field and not enough salesmen are available to handle it."

WLOK Memphis also cites the "need for good salesmen." Eugene P. Weil, vice president and general manager, has amassed numerous success stories as ammunition for his sales force. One such story belongs to Sessions Peanut Butter Co. whose Goldcraft Peanut Butter, Mr. Weil says, has moved from seventh place to third place in the market and is "knocking at the door of second place." Through Noble-Dury Advertising Agency, Nashville, the company is in the last 13-week period of its second year on the station using six 15-minute programs a week. Mr. Weil states that Goldcraft has jumped from three percent share of the market to 19 percent.

The number of national advertisers at WGIV Charlotte, N. C., stands at 37 which is about five percent above last year's total. The station broadcasts about 60 percent of its weekly schedule of 84 hours to the Negro market. This upward trend is reflected in the full complement of advertisers by stations who devote a major portion of their weekly schedule to Negro programming. Egmont Sonderling, general manager of WOPA Oak Park, Ill., for example, reports that its 60 hours of Negro programming a week (33 percent of the schedule) is "usually sold out." In addition, Mr. Sonderling states that WOPA's Negro schedule has doubled in recent years.

And KLVI Pasadena, Tex., which carries 22 hours weekly (20 percent of the schedule) aimed at the Negro market, declares it has been on the air for eight years and "has always had its Negro shows sold solid." All of its Negro time, the station adds, is sold locally.

#### Merchandising Plusses

The close relationship that the Negro station enjoys with its market

### Questions and Answers on Negro Radio

**Q.** I'll get my share of Negro business without advertising for it. Why change?

**A.** Wrong. Somebody else will get your share. There was a time when you might have been right, but the age of specialization has brought an end to that. With competition what it is, you must actively *seek* your share of any market to get it. As an advantage of using Negro radio, you may also get a share from the fellow who doesn't yet know the score.

**Q.** Why does the Negro need a different approach than anyone else?

**A.** Though much improved, the circumstances of the Negro are still different from those of other groups. His living habits, buying habits and needs differ from those of other groups. He also needs more than a general opportunity to buy. In addition, he takes great pride in the activities and accomplishments of his own race, and he knows of them to their fullest extent only through Negro radio.

**Q.** Are there special copy angles I should use if I'm on Negro radio?

**A.** There are "do's" and "don'ts." *Do* let the Negro disc jockey inject his own personality into your commercial. If you use a jingle, *do* use something lively and appealing. *Don't* talk down in your commercial. *Don't* advertise "segregated offers." *Don't* be afraid to advertise prestige products to the Negro.

Source: Rollins Broadcasting Inc.'s "Why Negro Radio?"

IF ADVERTISED ON

Reaching 365,000 Negroes in the Nielsen Coverage Area in New Orleans. More National, Regional and Local Advertising on WBOK than any other Independent Station. Included are the following No. 1 Leaders in sales in New Orleans.

No. 1 Bread, Coffee, Raw Milk, Canned Milk, Beer, Wine, Flour, Syrup, Cigarette, Ford Dealer, Chevrolet Dealer, Men's Clothing Chain, Department Store, Food Chain, etc.

A multiple purchase of New Orleans, Memphis and Houston with a multiple discount makes the OK Group the best buy to reach 1,500,000 Negroes.

MEMBER OF THE OK GROUP

# negro radio



has produced one of the most comprehensive merchandising services of any medium. These aides have evoked much positive comment by advertisers and agencies.

Robert Crier, advertising manager of National Biscuit Co., had this to say to WWRL New York about part of the merchandising help:

"We certainly appreciate your initiative in visiting . . . 80 stores on behalf of our Ritz Crackers. I'm certain that our sales people will agree with me that such activity at the retail level is always helpful to an advertiser."

WWRL has a 21-point merchandising plan which ties in with the on-the-air effort. Among the services offered are: Three-color posters in 300 super markets and grocery stores; shelf tapes; picture post cards of personalities; visits to retailers and wholesalers; on-the-air contests with a product as sponsor; consumer sur-

veys, and a weekly report on all merchandising accomplished.

WDAS Philadelphia has a three-man merchandising department, reports Alexander Klein Jr., national sales manager, who has seen national business at the station rise to 51 percent of the total this past year. This station has a 14-point merchandising plan that includes, among other things, trade mailings, ads in a Philadelphia Negro newspaper paid for by the station, window banners, 200,000 throw-aways, personal appearances by on-the-air personalities and the making of display material.

A combination of on-the-air penetration and merchandising services has produced for WDAS many sales success stories. One involves Italian Swiss Colony Wine which has used the station for three years. The firm has changed its buying pattern on WDAS from two 13-week cycles in the fall and spring to a 52-week purchase with an investment in excess of \$20,000, Mr. Klein declares.

A large number of local success stories are in the files of KNOK Fort Worth, Tex., which is a full-time Negro station broadcasting 10 1/2 hours a week. National business accounts for between 20 and 35 percent of the total volume. The number of national clients are also on the rise. KNOK has about 24 national clients on its roster compared with 10 to 15 in recent years.

One of KNOK's important local stories concerns the Grayson Shops Inc. which has just informed the station that it will once again use KNOK for Christmas promotion in addition to its fall push.

"We have been very pleased," says Joe Inkles, general manager of Grayson's, "with the results obtained from our schedules placed with your station. During July, KNOK was the only advertising that we used and the results were nothing short of sensational," Mr. Inkles states. "Using your saturation packages (30 per week), we successfully moved over 960 ladies' and girls' coats and 6,300 sweaters in our July lay-away campaign. Actually, our volume for this period was up 17 percent from the previous comparative time in 1957."



Community Youth Patrolmen take part in Police Athletic League Month broadcast over WLIB New York. This is one of the station's community service features and promotions.

A merchandising team of four people is used by WOV New York to offer support to regular advertisers. One of the highlights of the station's merchandising efforts is a "spin-a-win" contest. Any food or drug advertiser that maintains a schedule of \$197 a week can qualify for one such promotion for each consecutive six-week schedule or three such promotions for each schedule of 13 consecutive weeks.

The format is a radio quiz originating from a store. A wheel of chance with 30 numbers is used. Each number has a corresponding quiz card for customers who participate. Cash prizes range from \$2 to \$10 depending on the difficulty of the question. An automatic bonus of \$2 is given for four bonus cards.

WOV programs about 50 percent of its schedule for the Negro market—more than 61 hours a week.

An expansion in merchandising services is being prepared this year by WLOU Louisville, Ky., which is a full-time Negro station. The additional service WLOU is offering is display space in individual drug stores as well as bus cards in 314 busses. Other merchandising support centers around outdoor signs, displays in 25 A&P food stores and bus "spectaculars."

## Programming

There are two things that today's Negro station tries to achieve in programming. The first is to build a loyal following generally through strong station personalities. The sec-



"Aunt Jemima" visits WHAT Philadelphia to provide entertainment and on-the-spot salesmanship for her flour and other products.

In-store merchandising promotion, "Spin-a-Win," is used by WOV New York as part of its support to many regular advertisers.



ond is to maintain a standard of operation that is comparable to other market stations.

"As is almost standard in Negro programming," says Ed Phelan, station manager of KOKY Little Rock, "our schedule is built around the disc jockey. He becomes a personification in his specialty and represents KOKY both on and off the air. In addition, we program a great deal of live religious shows. Our programming," Mr. Phelan says, "breaks down, percentagewise, like this: 58 percent disc jockey; 37 percent religious; three percent news, and two percent public service. Of course, on occasions our public service will increase but this is the absolute minimum as planned."

KOKY is a member of the Ebony group which has this general philosophy on programming:

"Rather than sound very distinctly Negro," says John McLendon, president, "we find it very important to inject a great deal of promotion, production speed, and sound as good in pronunciation as the better programmed white stations. It is extremely important in the changing South," Mr. McLendon declares, "to bear in mind that since integration is a very slow process there is a great self-consciousness among the southern Negroes—even to the point where he has become conscious of radio quality.

"The Negro today in the South," says Mr. McLendon, "does not wish to be associated with radio which is in any way degrading to his race: he tends greatly to shy away from the hooting and hollaring personalities that originally made Negro radio programs famous."

WHAT Philadelphia, which is a full-time Negro station broadcasting 24 hours a day for seven days, believes the Negro personality makes the difference in this type of programming. "Negroes are able to do a better job when talking to Negroes," declares Miss Dolly Banks, station manager, "because they are pleased that members of their race are getting ahead and are having their potential used fully. There must be some rapport between the air personality and the consumer," she states.

WAMO Pittsburgh, which airs 45 hours of Negro programming a week (50 percent of the total schedule),

also places great emphasis on the strength of a "good Negro radio personality."

Leonard Walk, general manager, says, "We find that the Negro disc jockey personality pulls the largest and most loyal following. We use a music formula that mixes rhythm and blues, gospel, popular (Nat King Cole variety), jazz and spiritual music in a carefully planned proportion."

The emphasis on personalities is underlined by Tom Maxwell, general manager of WIBB Macon, Ga. He says the type of programming that pulls the most loyal following for his station consists of "personalities who establish themselves in a market over a period of years. The biggest audience following," he says, "is received by personalities who perform a real service in the community and are in demand for personal appearances."

Many stations cite the specific type of programming that brings (a) their most loyal following and (b) their biggest following. Two stations that broadcast 100 percent of the time to the Negro audience—WMBM Miami Beach and WVOL

Nashville—agree that gospel programming pulls the most loyal audience and rhythm and blues music provide the stations' biggest audience.

Among the large number of stations that report an increase in Negro programming in recent years is KGFJ Hollywood, Calif. Molly Low, sales manager, says, "KGFJ began programming for the Negro audience 10 years ago and has added more hours each year. Last year, we programmed 50 percent of our schedule for the Negro audience and last September we converted to 100 percent (162 hours a week)."

### Community Relations

The close identification that the Negro-programmed radio station works to achieve with its audience has resulted in extensive community relations' activities. One station, WGES Chicago, reports that it devotes 25 percent of its time to public service activities.

And S. E. Feldman, executive vice president of WEBB Baltimore, declares that the station "considers the community relations' aspects of its programming as the most important



Speaks  
the language  
of 2,455,000  
NEGRO  
& PUERTO RICAN  
New Yorkers

Buy the station that has the ear  
of New York's ever increasing  
Negro and Puerto Rican market.  
41% increase in Negro popula-  
tion gives your client untold sales  
potential.

You're on the beam with WWRL  
... New York's NUMBER 1  
NEGRO and SPANISH  
STATION

WWRL ...

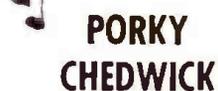
on the air 24 hours daily DE 5-1600

**ONLY STATION  
PROGRAMMING TO  
PITTSBURGH'S  
250,000 HIGH INCOME  
POPULATION NEGRO MARKET**

**WAMO**  
PITTSBURGH, PA.



"SUNNY  
JIM"



**PORKY  
CHEDWICK**



**GEORGE  
PITTS**



**ALEXANDER  
MARTIN**  
"Sweet Chariot"



**WALT JONES**  
MERCHANDISING  
DEPT. MANAGER

**WAMO**  
PITTSBURGH 860 KC  
FOR JOE — NAT'L. REP.

## negro radio

part of its responsibility to the public."

The Baltimore City Health Department, one of the organizations WEBB supports, had this to say to the station:

"We and the people of Baltimore would like to express our gratitude for the fine work your station has done in helping to get our population inoculated with the new poliomyelitis vaccine. . . ."

A community assistance program is offered by many stations. WMFS Chattanooga reports that it has a part-time employee who works in the community visiting churches and social and civic organizations. This person contributes time and money on behalf of WMFS for needy cases.

WMFS further reports it has a Good Neighbor Club Inc., a welfare organization chartered under state laws. This unit, according to Fred Webb, manager, "acts as a buffer for people in need until regular city, state or federal organizations can take over. Last year, more than 200 families were aided."

A four-point community relations program is used by WJLD Birmingham: (A) Religious activities involve broadcasting church services, carrying programs featuring local church choirs and singing groups and delivering public service church announcements; (c) public service activity at the station involves annual contributions to such local groups as the old folks home as well as radiothons in behalf of other campaigns, and (d) the station broadcasts a home service show, a three-day event, that is aimed solely at the Negro audience.

Community relations at WCLS Columbus, Ga., is focussed on the station's on-the-air activity. WCLS employs an *Around the Town* program Monday through Friday that covers news of civic nature. In addition, two 15-minute periods are set aside daily, states C. H. Parish, general manager, for the insertion of church announcements and activities. Two local news periods each day list all community happenings.

On-the-air announcements are a very popular form of public service support among stations. William Anderson, manager of WENN Bir-

mingham, says the station provides announcements for everything "ranging from lost dogs to blood donors." WENN also has a favorite-minister-of-the-year contest as well as awards to good neighbors and outstanding citizens.

WOKJ Jackson, Miss., employs, in addition to a public relations director, a community service director and a religious director. The station also gives an award for the outstanding Negro citizen and conducts competitive examinations for high school seniors, awarding wrist watches to the winners.

As stated earlier, the primary motive for this specialized programming is to produce a loyal listener. What does this mean to the advertiser and his agency? The Rollins Broadcasting Co. has this answer in its booklet:

"If a station shows it's on the Negro listener's 'team'—on his side in terms of treating him as a human being with certain desires and ambitions, that station establishes identity for itself with its listeners. Identification with the station is transferred to the station's advertisers. This results in more sales for you, the advertiser." . . .

**IT'S OK**

IF ADVERTISED ON

**WLOK**

The Economical radio buy  
in Memphis is WLOK

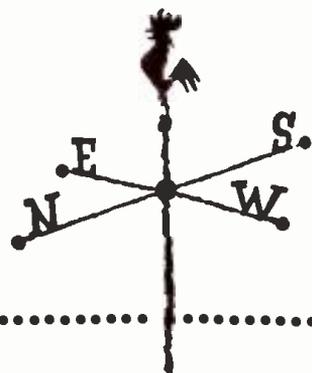
The station that appeals solely to Negroes in Memphis is WLOK. More local Food Advertisers use WLOK in Memphis. The Negro Religious Leaders in Memphis prefer WLOK. A multiple purchase of the OK Group including the three largest Negro cities in the South . . . New Orleans, Memphis and Houston, reaching 1,500,000 Negroes can be bought on a multiple discount that is the economical buy to capture this untapped sales potential.

A Member of the OK Group

**Stars National Inc.**

## hometown USA

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



# Football Broadcasts Boost Sales And Public Relations

**Sponsors are counting on games  
to reach a large male audience**



Announcing the KOA Denver-Bay Petroleum Co. football contest are (left to right) Jim Thompson, Bay's ad manager, Jay Tallant of Broyles Advertising Agency and John Henry, sports & news director of KOA.

When the starting whistles of this season's final football games pierce the late autumn air, more sponsored broadcasts of college and professional games will have poured over radio than ever before, according to reports of renewals and new sales sent in by stations.

It is also virtually a sure thing that 1958 audience appeal will top even last year when a survey showed pigskin radio programs tuned in by better than half the families queried — and nearly three quarters of the listeners were between 20 and 49 years of age, the biggest buying years.

Clients like the bonus of improved public relations they get, in addition

to bigger sales volume, through football broadcast sponsorship. Marketing psychologists claim this stems from listeners' subconscious feelings of good will toward a product that brings them the games, a warmth carrying over to the station, for which these broadcasts have some of the attributes of public service programs. Moreover, the commercials reach audiences on weekend afternoons when they're likely to be in a relaxed mood and thus at their most receptive. And the high percentage of college alumni tuning in insures the highest possible income bracket audiences.

The greatest number of sponsors fall into product categories about which the man of the family usually

makes the buying decisions.

Beer, banks, insurance, automobiles, gas and oil, among other male appeal items, are taking to the radio airwaves this fall, according to stations' reports.

In many cases, these companies have been repeating their radio football buys for a number of years. Based on advertising penetration that has in the past produced sales and many friends, these companies are continuing to count on radio football for results.

A survey by Pulse for Radio Advertising Bureau showed that 51.7 percent of the families interviewed in three markets where there is tv competition listened to radio football broadcasts. This study was con-



ducted on what can be considered a tough afternoon for radio—last November 30th's Army-Navy game which was telecast coast to coast. Another finding in the RAB report is that 66.8 percent of the radio football audience is between the ages of 20 and 49.

One national advertiser that has been a regular user of football on radio is the Prudential Insurance Co. which for the fifth year is sponsoring the University of Minnesota games on WCCO Minneapolis. Its co-sponsor, the Variety Supply Co., operator of 400 V-Stores, is back for the third season.

Preview and review programs before and after games are sponsored for the 11th straight year by the Twin City Federal S. & L. Association while Cities Service Oil Co. sponsors *Football Scoreboard* and *Prep Parade*, two separate broadcasts.

Los Angeles grid fans, partisans of the professional Rams, heard all six pre-season exhibition games sponsored over KTLJ Hollywood by Falstaff Beer, the Farmers Insurance Co., Jim Clinton Clothing and the Simca dealers of Southern California. Then, with the season mercifully ended for the baseball Dodgers,



Making it official, Carl E. von Czoernig, president of Schmidt & Sons, signs for half-sponsorship of Eagles' football over WCAU Philadelphia. Looking on: (standing, left to right) Al Paul Lefton of the Lefton agency and Vincent A. McNally, Eagles' general manager; seated, Joseph A. Donoghue, Eagles' secretary, and Donald W. Thornburgh, president of the Philadelphia station.

Rams' regular season games reverted to KMPC Los Angeles.

Nic-L-Silver batteries, another auto product, sponsors a post-game program. Both Rams' and San Francisco 49ers' games under Packard-Bell sponsorship, are heard in San Francisco over KSFO, which feeds the games to 10 stations in Oregon and Washington State.

WTOP Washington, D. C., with a two-year contract for all University of Maryland games, also airs the contests of the Washington Redskins' pro team sponsored by the American Oil Co. over this station, WBT Charlotte, N. C., and WRBL Columbus, Ga. WBT, with a big grid schedule fully sold, had Gulf Oil and Liggett & Myers Tobacco as co-sponsors of the opening Duke University game. WRBL, in addition, broadcasts high school and college games including the University of Georgia with Royal Crown Cola as sponsor. Gulf Oil is represented in Pittsburgh over KDKA Pittsburgh sponsoring *Warmup* and *Scoreboard* programs surrounding the University of Pittsburgh's 10 games, a schedule sponsored by both the Ford Dealers Association and the Fidelity Trust Co.

Texaco dealers across Oklahoma for the sixth straight year are courting Oklahoma University fans with sponsorship of the Sooners' games

over WKY Oklahoma City and six stations of the Big Red network in Oklahoma and bordering Texas communities.

Making its radio advertising debut, Braun Bros. Oil Co., Chicago, is sponsoring the full Northwestern University schedule over WNFP Evanston, Ill., while Standard Oil of Kentucky, counting on the grid fan in the family who generally buys the gasoline, sponsors the full Auburn Tiger schedule over WAPI Birmingham, and 21 affiliated stations; 31 more outlets in Alabama, Georgia and Florida air these games with local sponsors.

### Football and Finance

Separated by the continent geographically but alike in their belief that football and finance go together are the Rhode Island Hospital Trust Co. in Providence sponsoring the Brown University games over WPRO there, and the Wells Fargo Bank presenting the Stanford University schedule over KCBS San Francisco, with Rickey's Restaurants as a co-sponsor. Burgermeister Beer offers a post-game show over KCBS called *Fifth Quarter*.

Another regional brewery, C. Schmidt & Sons, Philadelphia, attempts to boost sales and community relations with the Philadelphia Eagles' games over WCAU and a 15-



University of Wisconsin football will be heard over WTMJ Milwaukee. Sealing the pact are (left to right, seated) Joseph T. Weinfurter of Al Herr Advertising; William P. Nitschke, Associated Hospital Services' ad manager, and Robert L. Christiansen of Cramer-Krasselt Agency. Standing are the station's sales manager, Joseph Killeen (center), and the sportscasters, Mike Walden and Don Kindt. Marine National Exchange Bank is the other sponsor.

station hook-up. One broadcast will describe the Eagles' clash with the Green Bay Packers whose schedule is heard over WTMJ Milwaukee co-sponsored by the Portland Cement Association and *The Milwaukee Journal*, the station's owner. Another Philadelphia station, WPEN, is featuring an afternoon-long football roundup each Saturday. WPEN's sports director will break into all regular programs with the latest football scores of all local and major national games.

KCMO Kansas City, Mo., lined up the Big Eight games and features a warm-up show with three-way phone talks between Sports Director Bruce Rice and the two opposing coaches. In Los Angeles, Shopping Bag Food Stores Inc. just signed a 52-week contract with KNX for the yearly sports package that includes the 10 University of Southern California grid games. The first, with the University of Michigan, also was heard over WWJ Detroit.

WHBC Canton, O., goes all out for football, with the entire Cleveland Brown schedule, eight Ohio State games and 21 high school contests. The station also prints a football schedule booklet for area teams, and has distributed more than 55,000 of them, it reports.

### On the Networks

Philco Corp. returned to radio sponsorship this year presenting all Army, Navy and Air Force Academy games on Mutual. Henry Bowes, the firm's marketing vice president, said, "Our purpose is to give the strongest possible support to our nationwide dealers in the hotly competitive retail appliance markets and, at the same time, provide an institutional campaign detailing to the public the key electronic responsibilities Philco has assumed in the national defense structure." Bill Stern, nationally known sportscaster, airs the games.

ABC Radio has the Pontiac Division of General Motors co-sponsoring with local firms the full Notre Dame schedule. Two examples of co-sponsors are the Mutual S. & L. Association of Milwaukee over WISN

and M.A.B. Paint stores on WFIL, Philadelphia. Harry Wismer is at the microphone along with Joe Boland.

CBS Radio signed the New York Giants' pro team under General Cigar sponsorship for White Owls through New York, New England and parts of Pennsylvania, five of the contests going over almost the entire network.

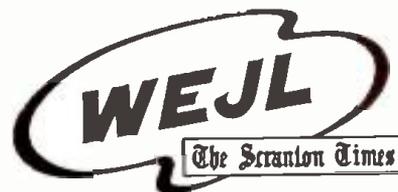
The sweep of this year's grid coverage can surely be laid to the big buying power and dedicated listener loyalty of the fans, but there's another small but important plus for sponsors. Besides audiences in homes, cars and elsewhere, they even reach fans at many stadiums who bring their tiny portables along to tune in other games while watching the action in front of them. • • •



### TO EVERY ADVERTISER WHO BUYS WEJL-RADIO, SCRANTON

1. There will be no competitor within thirty minutes of your commercial.
2. You will not be multiple-spotted.
3. You buy from an accurate coverage map.
4. You won't always have the top Pulse-rated spots, but you'll be near the top all day long.
5. Live copy will be sold by air salesman; we have no pear-toned deejays to unhappily mouth your commercials.
6. Sorry . . . no special deals . . . no one has a better break nor ever will.
7. We can't give you the rock'n roll kids . . . all we offer is the adult buying-decision audience.
8. We can't put you near mail order or per inquiry clients because we just don't accept them.
9. You will have to accept a low cost-per-thousand.
10. We must confess that our news programs are heavily local in content and have won 26 awards in State-wide competition in seven years.
11. We must also confess that our morning man . . . Bill Pierce . . . is in a rut. He has been the top air personality right here in Scranton for more than 27 years.

*P.S. Won't you ask the Meeker Company for more information?*



Scranton, Pennsylvania

**NEWS...MUSIC...SALES**

## commercial clinic



### Voices on Radio Spots

### Should Personify Products,

### Voice-Man Allen Swift Believes

"Most vital to a radio commercial's salesmanship is the suitability of its sound to the product," declares Allen Swift, whose voice has been used in great variation to sell everything from beer to baby food and piston rings to pencils.

"When a radio spot entertains the listener," he states "the product is identified with enjoyment which makes it appealing."

In his early 30's, Mr. Swift has gone far on his vocal cords. Right now, he claims, 150 of his "voices" are on the airwaves for various sponsors. His face is known to the kiddies in New York through tv and personal appearances, and his credits include the voices of several American folk heroes—including Mighty Mouse, Herman the Mouse and Dinky Duck.

#### Story Effective

Commercials with a story line are the type that Mr. Swift believes are particularly effective.

"Take the spots for Ambassador Beer in the East," he says. "These are dialogues between two people (Mr. Swift plays both) who want to go to New Jersey only because there's more beer in the Ambassador Beer in Jersey. In one commercial, for instance, I'm an archeologist and his assistant who wants to quit digging in some distant land and go to Jersey for that Ambassador Beer. The archeologist finally agrees to drop his spade and go along, too, because he'll get more beer in his beer and maybe he'll find some historical ruins to dig up in Jersey, besides.

"Now that commercial is humorous and it sells enjoyment, which is

the main reason to drink beer anyway, isn't it?"

Two voices on one spot are often done by Mr. Swift; in fact, he's done as many as six on one commercial as well as giving voice to inanimate objects of every description.



On-the-Air Salesman Allen Swift.

"Copywriters develop a preconceived idea of how a character should sound and nine times out of 10 they're right and I try to hit the exact tone," Mr. Swift states. "Once in a while, though, I ad lib suggestions that often work out. When I taped a Manhattan shirt commercial, for instance, I was supposed to be a tough little street corner guy. Now a Manhattan shirt is a quality product and it seemed that a buyer would rather identify himself with an important kind of person so I read the commercial with a tweedy George Sanders' type of accent and it was accepted."

Mr. Swift has no strong feeling against hard sell commercials. He thinks they're fine when they fit the

product and contrast with what comes before. "Of course, if the announcer comes on right after a high level finish from a band or a singer, he'll get more attention if his pitch is read softly and easily," he says.

Things that talk, even though in reality they have no voice, always capture a listener's attention—and imagination, he says, pointing to the successful Easy Glamur spots in which he once played one of the most silent of all living things, a germ. "It's an Easy Glamur attack, let's run, I cried in a terrified voice."

People unconsciously think of almost everything as having a certain kind of voice. A pencil is thin so when Mr. Swift was a pencil he used a thin voice. When he played an assortment of engine parts whose performance perked up with Cities Service gasoline, he spoke, respectively, like a piston, a carburetor and a spark plug.

#### One Backfire

Mr. Swift first developed his range of voices through puppeteering; he's never been typed and doesn't want to be although once his versatile mimicry backfired. He taped a script in the style of a certain star, believing the client, a brewery, would be happy because they'd get the voice without paying the star's fee. When the clients heard the audition record, they insisted on engaging the star even after the agency pointed out that the voice was Mr. Swift's. Mr. Swift had his revenge, however. As soon as the series went on the air—through the South—a competing brewery got him to tape a series similar to the star's. • • •

## station log

### Mobile News Units

#### Attract Advertiser Support

Mobile radio news has evolved from the novelty stage into a major reason why the medium is a leading source of immediate news. Advertisers, too, are realizing the value of the responsive audience to mobile shows. Evidence of this is reported by WXLW Indianapolis and WXYZ Detroit.

The Oklahoma Oil Co. has put a major portion of its Indianapolis ad budget into the purchase of the complete mobile news service of WXLW. The service, negotiated through the Chicago office of Needham, Louis & Brorby Inc., consists of live, on-the-spot reports from the station's two roving newsmobiles, seven days a week. The purchase includes an average of 80 special bulletins each



Barney Ogle (center), assistant manager of KENS San Antonio, presents Perry Kallison with the Texas Association of Broadcasters award for the most consistent broadcast in Texas. "The Trading Post" show has been on the air for nearly 23 years. Looking on is Jimmy Kallison.

week covering all aspects of local news. WXLW interrupts regular programming to air live news reports.

At WXYZ Detroit, two complete "mobile studios," in addition to being used for on-the-spot news and station promotion, function at busy intersections to push traffic safety and other worthwhile projects. "Commercial use is limited to group prestige advertisers," WXYZ reports. The usual stay in one location is a week." The second unit is taking over most of the commercial work

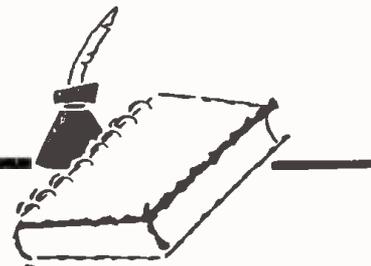
from the first, the "public service" vehicle.

A mobile public address unit, custom built for KNUZ Houston, is one of the latest entries into the mobile unit field. Dubbed "Big Mike Jr.," it is a giant fiber glass scale reproduction of a microphone mounted atop a little Vespa runabout. Inside the big silver microphone are the horns of a p.a. system, and the unit can pick up and amplify on-the-spot broadcasts. This is the third KNUZ unit of this type. All are primarily designed for mobile broadcasting.

On the air, in-the-air service is also growing as an important news and public service function of radio stations. Helicopters have been added to the mobile forces of WPEN Philadelphia and WLW Cincinnati. Both stations say that the whirly-birds will be used primarily for public service projects. WPEN reports that the Philadelphia police department has made use of the helicopter at various major events requiring re-routing of traffic and major crowd control, and that the fire department was to use the machine in promoting fire prevention week. The Chamber of Commerce and Safety Council have also expressed interest in using it. WPEN says that the machine will be on call at all times to cover spot news.

WLW will use its helicopter primarily as a traffic service for the Cincinnati area, and will issue its traffic reports in conjunction with the city's police. A police traffic officer will give reports and handle traffic control directly from the helicopter.

In the field of public service, a follow-up to their "Know Your Schools" project of last year is being staged by the seven NBC-owned radio stations. They have combined their resources and facilities for six weeks "to focus public attention on America's need for more trained scientists." Called "Science Calling," the project has enlisted the aid of



William B. Caskey, WPEN executive vice president, is surrounded by Philadelphia youngsters representing United Fund agencies. WPEN recently presented about 5,000 record albums to the fund for use by the various welfare agencies for music appreciation classes and dances.

local educational authorities to "determine the educational needs and requirements of their area." The stations will work on various levels of education—high schools, junior high schools and even elementary schools. Stations participating are WRCA New York, WRCV Philadelphia, WRC Washington, WAMP Pittsburgh, WKNB Hartford-New Britain, WMAQ Chicago and KNBC San Francisco. Each station has developed its own tie-in program.

#### RADIO ACTIVITY

- Two am stations in Atlantic City are providing a regular series of stereophonic concerts to listeners in south Jersey. WFPG broadcasts with stereo equipment from its studios and the line is split, one going into the WFPG studio control board and the other into the board of WMID.

- Twentieth anniversary celebrations are reported by KNOK St. Louis and WKST New Castle, Pa. In wires from the governor, mayor and other officials, KNOK was praised for its contributions and public service to the Missouri community. WKST took the opportunity to hold a party for its more than 400 local customers, the station reveals, in appreciation of their making possible the station's service and entertainment. • • •

# NOW AVAILABLE!

Brochure Containing  
COMPLETE DETAILS OF  
WVET'S EXCLUSIVE,  
PHENOMENALLY  
SUCCESSFUL TOP VALUE  
STAMP PROMOTION  
PROGRAM

For Information  
Contact: **BILL SCHUBERT**

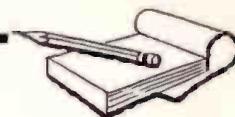
## WVET RADIO

ONLY Station In The Nation  
That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.  
ROCHESTER 4, N. Y.

 **HOMETOWN U.S.A.**

## BPA memo



### *Hula Hoops Set Rhythm For Promotions, Contests. Convention Plans.*

The third annual convention of the Broadcasters' Promotion Association, which gets under way November 16, will deal with an analysis of ratings called "By the Numbers" at a business session featuring Dr. Thomas Collin, director of research at NBC, and Edwin J. Gross, research director of Gardner Advertising Agency, St. Louis.

The four-day meeting, to be held at St. Louis' Chase Hotel, also will hear presentations by representatives of newspaper, magazine and outdoor advertising organizations, outlining the part they can play in promotion objectives.

#### Hula Hoops

In promotions around the country, "Have Hula Hoop—Will Compete" is the motto of the younger set this season. And stations have accepted the challenge. More than 600 youngsters under 12 showed up equipped with hoops and sandwiches at Independence Park, Charlotte, N. C., for a WBT\* endurance contest. Eight hours and 34 minutes later, everyone was exhausted but five hoopers who were still going strong. They rolled away on new bicycles and a share of \$170 in gift certificates.

But it isn't over yet as other stations are getting into the spin. KNOK St. Louis keeps it going by giving a hoop away every time it plays the record of "Hoopa Hoola." WKMH Detroit is staging 15 contests at a local shopping center as a merchandising and promotion vehicle for several of its sponsors. Prizes are being given to winners among the kids and the "goodly number of older people" who have entered.

And in an effort to spread our culture, the Bartell Group is looking for a foreign challenger to its Grand

International Hula Hoop Olympic champion. The champion, chosen in a "spin-off" among winners from KCBQ San Diego, WOKY Milwaukee, WYDE Birmingham, WILD Boston, WAKE Atlanta and KYA San Francisco will be sent on a Hawaiian trip—for hula lessons.

In another promotion, a Brockton, Mass., attorney entered a WBZ\* Boston contest in which the winner's favorite charity would be boosted by a giant block party. His letter in behalf of a local mental health drive was chosen over 2,000 entries received from all over New England, WBZ reports. His prize: WBZ staged a block party in Brockton attended by 40,000 persons, with entertainment by the station's personalities and several orchestras and recording stars. A collection was taken for the benefit of a new mental health center to serve southeastern Massachusetts.

#### Mystery Driver

In conjunction with a heavy saturation campaign by Chrysler Corp. of Canada, CFRB\* Toronto ran a "Mr. Plymouth" contest. A new Plymouth Savoy driven by a prominent Toronto citizen cruised around the metropolitan area throughout the day for a week. Listeners identifying Mr. Plymouth won pocket transistor radios. The car was equipped with a mobile phone so that its position could be broadcast throughout the day and clues to the driver's identity could be given. Cards bearing the two most important clues could be obtained from a Plymouth dealer.

In the interest of school safety, WMBD\* Peoria had 10- and 11-year-old members of the school patrol record 20-second safety spots aimed at drivers, parents and fellow students. The messages appealed for extra caution. • • •

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

## It's Elementary!

WREN DELIVERS FOR  
**26¢ LESS**  
PER 1000 HOMES

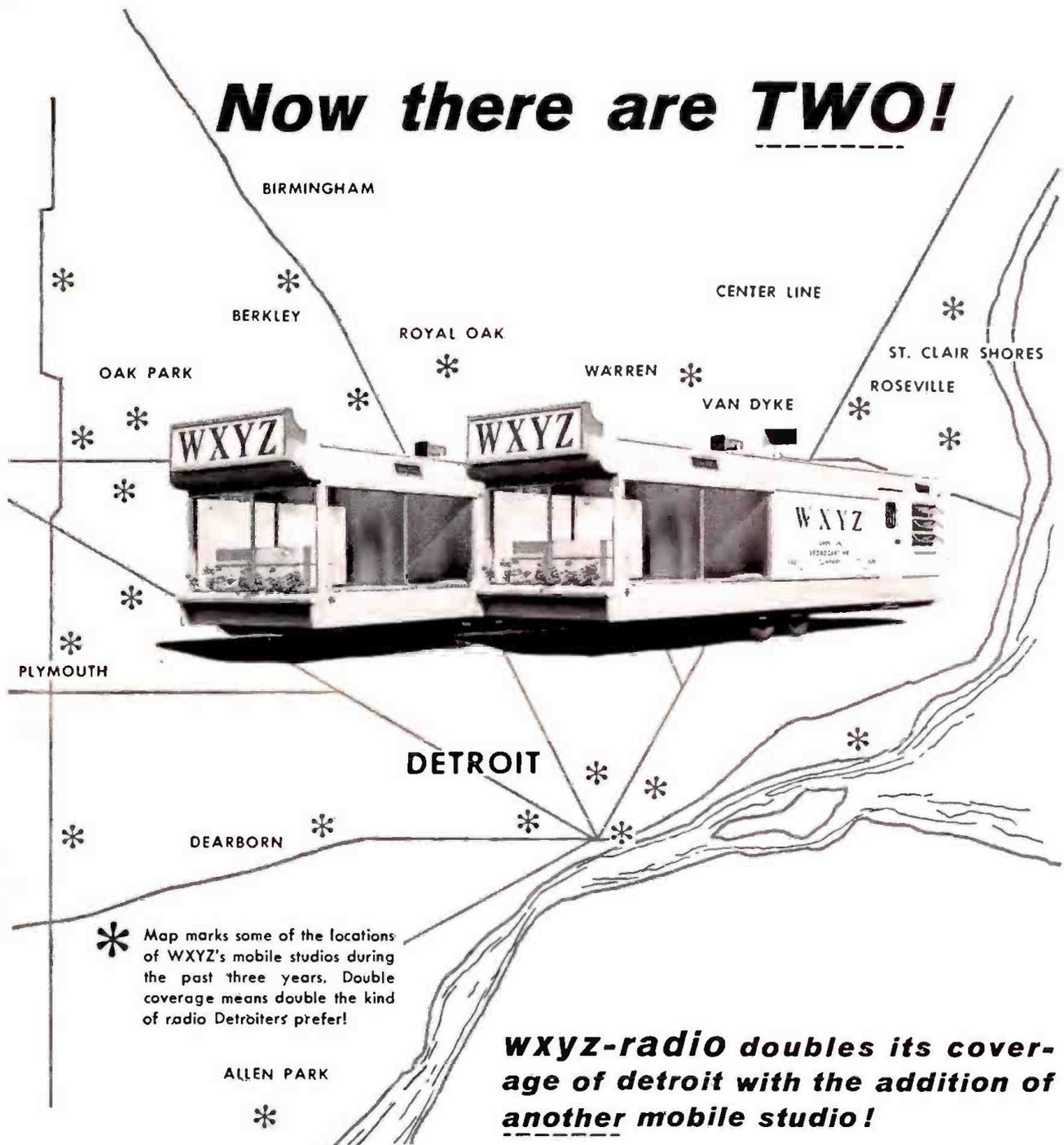
Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only \$1.00 — 26¢ less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check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



# WREN

5000 WATTS • TOPEKA, KANSAS

# Now there are TWO!



\* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

**wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!**

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added another studio on wheels . . . doubling its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

**wxyz-radio / 1270 Detroit**

"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.



Now Operating  
**24  
HOURS  
A DAY**

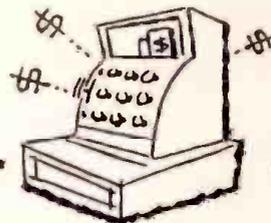
The only radio station  
between Detroit and  
Chicago to offer this  
around-the-clock service

Western Michigan's  
Most Powerful  
Independent

**MUSIC and NEWS**



**radio registers**



**LIQUOR STORES**

Don's and Ben's Super Outlets, a chain of 10 liquor stores, was strictly a newspaper advertiser until an effective radio campaign was worked out by KITE San Antonio and the Brooks Advertising Agency. The commercials feature two characters named Don and Ben who push the name of the chain and specific items such as gifts, gadgets, glassware and mixers. No mention is made of liquor except to say that "beverages" are sold. The results? The stores are spending \$10,000 this year on radio on KITE. "Radio is now the backbone of our ad campaign," says the client.

**SUPER MARKET**

Butner Super Market of Topeka, Kans., contacted WREN'S sales manager at 7 a.m. one morning with a problem: A trailer-truckload of peaches had "gone ripe" on the way from the Colorado orchards when the truck's refrigeration had broken down. The first spot went on the air at 8:20 a.m., and by 8:55 a.m., the store, in a suburban area, had a full parking lot and was sold out of peaches. Mr. Butner reports that only three announcements on WREN sold 600 bushels of peaches.

**HOME FURNISHINGS**

LaHave Furnishings Ltd. of Bridgewater, Nova Scotia, Canada, purchased 21 one-minute announcements over CKBW for \$84 to promote its first anniversary and to move surplus inventory before the year's end. Expecting to have its poorest month of the year, LaHave topped its Christmas business of the year before and had its top month since opening. Volume for the month was expected to be about \$2,000 but was hypoed to more than \$6,000 by the radio spots, according to CKBW.

**FISH MARKET**

Mike "Myty" Market of Caribou, Me., threatened with the loss of 700 pounds of live lobsters when its water pump went out of commission, purchased ten 20-second announcements on WFST between 7 a.m. and noon announcing the emergency and a price cut. Using WFST as its only means of advertising the sale, Mike's was completely sold out by the end of the day, and his total advertising cost for the brief campaign was \$22.50.

# In the leadership spotlight ...WGN - radio!

**WGN LEADS ALL OTHER CHICAGO MEDIA IN HOMES REACHED!**

That's why top-drawer advertisers buy WGN-radio in Chicago.

And you will be in the best of company when you join the nation's smartest time-buyers who select WGN with confidence year after year. Because WGN helps sell millions of dollars worth of goods for these top-drawer clients. New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost.



## the **NUMBER ONE** STATION



IN THE SECOND  
LARGEST MARKET IN  
BOTH MINNESOTA AND  
WISCONSIN

# WEBC

DULUTH • SUPERIOR

See your *Hollingbery* man  
In Minneapolis . . .  
See Bill Hurley



IF ADVERTISED ON

# KYOK

There are 325,000 Negroes in the Houston area covered by KYOK. The average annual income of these Negro families is over \$4,000. There is only one way to reach this untapped consumer market. It's Negro radio. KYOK is the top rated and top recognized Negro station in the Houston coverage area.

*Tested, proven and economical buy.*

Member of the OK Group  
Reaching 1,500,000 Negroes

One billing . . . Multiple Station purchases earn extra discounts.

*Stars National Inc.*

## report from RAB

### Stations Encouraged

### By Agency Timebuyers

### To Sell With Sound

Timebuyers across the country want to be sold with sound.

This fact is well substantiated via an in-depth personal interview study among 200 agency timebuyers recently completed by Radio Advertising Bureau Inc. Because it's difficult for agency timebuyers to hear many stations to "get their flavor," they agree presentations which capture the personality of the station on tape are of real value. And, they say, not enough stations do it.

This and other results of RAB's personal interview study were revealed at the recently concluded series of RAB Regional Management Conferences.

When asked if they listened to station tapes, more than 95 percent of all respondents answered with an emphatic "yes." Only 1.5 percent stated that they don't listen.

A geographic breakdown shows that, outside of New York, every agency timebuyer queried listens to station tapes at one time or another. In New York, 93.2 percent of the timebuyers will listen to tape recordings; 6.8 percent said they don't.

In answer to another survey question, "Do you find station tapes helpful?," a whopping 90.8 percent said they do. Only 9.2 percent of the timebuyers interviewed stated that they don't think the tapes help a station presentation.

Outside of New York, 91.3 percent of the timebuyers interviewed think the tapes are helpful to them; 8.7 percent disagree.

### How Long?

How long should these taped radio presentations be? While opinions among the timebuyers vary, RAB states, consensus is that they should definitely be long enough to give accurate flavor of the personalities and programs on the station. Here are some typical timebuyer comments:

- "15 or 20 minutes, with a few minutes for discussion."
- "20 to 30 minutes . . . and fill it to a half-hour discussion."
- "10 minutes tops."
- "To capture various segments of the broadcast day, at very least 5 to 10 minutes."

Today, in conjunction with the increased emphasis on sound, RAB says it is putting more and more stress on its 3,000-commercial tape library in its presentations to national and regional accounts. The reason is two-fold: (1) Experience has shown that sound is very important to the radio sell, and (2) many regional advertisers and their agencies are constantly coming up with new and interesting sound techniques that can be used to sell and inform others on how to use radio creatively.

### Airlines to Wines

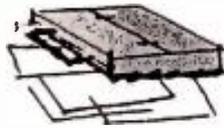
The RAB tapes are categorized into 22 product groups—ranging from airlines to wine commercials—and are available to all RAB member stations. In addition, the tapes are used in practically every agency-advertiser radio presentation made by RAB. According to RAB officials, they function in several ways:

- (1) Keep the advertiser up-to-date on commercial techniques and trends used around the country.
- (2) Let him know just how his competition—or his colleague in another region of the country—is using radio.
- (3) Illustrate just how effective a radio campaign can be.
- (4) Serve to stimulate greater creativity in radio commercials.

That the tapes effectively help to sell radio is made clear by the comments of both agency executives and advertisers, RAB says. A few of them are as follows:

- A national baking company ad manager: ". . . it certainly is a unique system and we all appreciate having the opportunity to listen to a cross-section of radio commercials in such compact form."
- A midwestern meat marketer: ". . . we feel it gives us a better appreciation of the value of radio as an advertising medium."
- And a New York agency account executive: ". . . it certainly helped to dramatize to us the importance of radio as an advertising medium." • • •

# report from representatives



## Station Cooperation Stressed;

## Questions and Answers on Aspects

## Of 'Modern' Programming

The importance of stations in a market working together to promote radio as well as their own operations has been emphasized by Tom O'Dea, account executive of H-R Representatives Inc., New York.

In many areas of the country, he states, stations are cooperating to promote the medium, but, he says, there is not enough of it.

"There is no such thing as a bad buy in radio," Mr. O'Dea declares. "There is, however, a good second buy. If we lose business, it's probably our fault because we didn't do the best job of presentation."

Mr. O'Dea cites a station in Ft. Lauderdale, Fla., that sells with this positive attitude. "They make newspapers their targets and work out a plan with their fellow broadcasters whereby each salesman must include in each call something that sells radio."

Broadcasters, he says, have one of the greatest opportunities in the world for selling radio sitting right outside their door. "In most cases, like the newspaper guy, broadcasters meet the local retailer or the regional manufacturer socially or otherwise. The newspaper guy gets his business. But is radio getting its share, too?"

The responsible broadcaster must immerse himself in community affairs, Mr. O'Dea declares. And by working around the clock for the community and for the clients' products, the broadcaster builds up a "community awareness" that makes for "marketing awareness . . . because the broadcaster is looking out for the community's best interest. Concrete results, responsive immediate ratings will follow," he says. "And more business, too . . . lots more."

### On Programming

"The local station must program for local people," declares Ben McKinnon, vice president and general manager of WSGN Birmingham. The statement was brought about when Lloyd George Venard, president of Venard, Rintoul & McConnell Inc., passed along to the

broadcaster various questions posed by several advertising agencies.

Mr. Venard received some frank answers about "modern" programming and "teenage music," including Mr. McKinnon's remark that "no station manager in the country can honestly say what music has the most audience.

"We do not discriminate," Mr. McKinnon continues, "against either the Ricky Nelson style or what the agencies might call 'adult fare.' I do know this—our audience is at its lowest ebb on Sunday when we are giving the type of music that critics of modern radio say is the best. Why don't they buy Sunday morning?"

Asked by Mr. Venard to submit a list of "adult music," the broadcaster agreed—"if you define it." An attempt to "educate" the audience several years ago brought a decline in income and ratings, Mr. McKinnon reveals. "Personally, I don't think any agency man can program Birmingham from any other city and for that reason no one can define adult music.

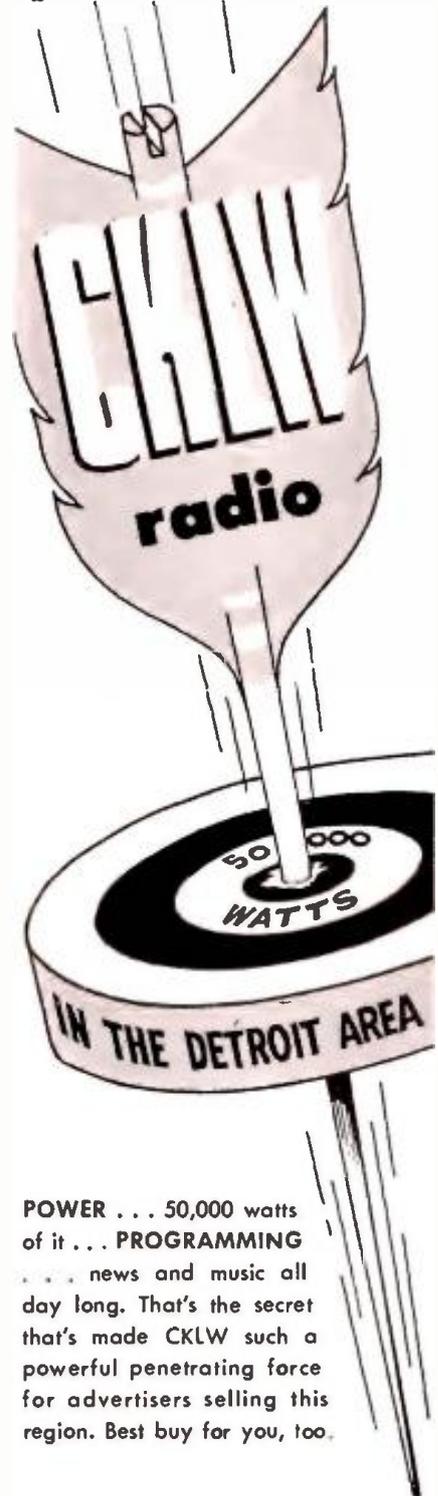
"The fact that radio is purchased by the numbers is admission from advertising agencies that ratings are produced by people listening to sets. I would hate to try to sell any radio station to a timebuyer by telling him we program the finest music in America but that our ratings are the lowest in the city. No sensible timebuyer would buy on that basis."

### Recent Appointments

KHOW Denver and WLOS Asheville, N. C., to Peters, Griffin, Woodward Inc.; KOKE Austin, Tex., and WNTA-AM-FM Newark, N. J., to McGavren-Quinn Corp.; WARM Scranton, Pa., WING Dayton, O., WHBQ Memphis and KTOK Oklahoma City to Robert E. Eastman & Co.; WBIA Augusta, Ga., to Walker-Rewalt Co.; WBNC Conway, N. H., and WKCB Berlin, N. H., to Breen & Ward; WKAB Mobile, Ala., to Venard, Rintoul & McConnell Inc.; WMIC Monroe, Mich., to Devney Inc. (nationally) and Advertising Sales Associates (for Michigan); CJMS Montreal to Stephens-Towndrow (for Toronto). • • •

# POWER

## to penetrate!



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

ADAM YOUNG, INC.,  
National Rep.

J. E. Comeau,  
President

GENERAL OFFICES  
GUARDIAN BLDG., DETROIT

**IT'S OK**

IF ADVERTISED ON

**WGOK**

(On The Air November 1, 1958)

There are approximately 110,000 Negroes in Mobile. This is 47% of the area population, a tremendous potential for added sales. Here is one of the fastest growing markets in the South. The population increase is 62% in the last census. High family income and wide open for increasing sales for your products in this market. You can't be first in sales without the Negro market.

Tested and proven programming to make WGOK the Number 1 Negro station is assured . . . Plus the largest promotional budget ever used by any station in Mobile to get audience attention. New Low rates for inaugural advertisers.

*Stars National Inc.*

## KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri,

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"Over the Coffee-Cups"

with Art Hogan

7:35 AM-8:00 AM

Monday thru Saturday

"In the Know—with Ron and Jo"

9:05 AM-10:00 AM

Monday thru Friday

"Top of the Morning"

11:30 AM-12 Noon

Limited participations.

Unique programming with feature interest is the hallmark of

KFAL-RADIO

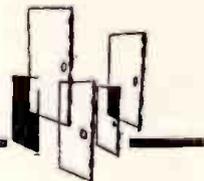
Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

## report from agencies



### Agency Uses IBM System To Simplify Radio Data For Test Campaigns

The complex nature of today's media has prompted many advertising agencies to seek ways of simplifying data for their own use in buying. One such effort is being made by Bryan Houston Inc., New York, which uses an IBM card system to classify and measure the reach and penetration of all media. In the case of radio, the system is often used to select test markets.

Material is assembled in a book called "Major Coverage Study of Media and Markets," which provides market information and circulation coverage data on 700 cities located in 458 countries.

"It is particularly helpful," declares Fred L. Ryner, vice president and research director. "In the selection of areas for special media tests, promotions and spot radio buys. The information is punched on IBM cards and can be readily reproduced for each of our clients in their own sales areas," Mr. Ryner explains. "This involves some 175,000 cards which must be continually updated."

The material for each county includes a list of cities of over 25,000 population, and a list of radio and tv stations which reach that county with the percent coverage of each from the latest Nielsen Coverage Study. Also included is the coverage of a list of daily and Sunday newspapers, Sunday supplements and consumer magazines.

"With our tabulator," Mr. Ryner states, "we can take a bunch of counties and quickly estimate which stations to use" on the basis of:

- Listening population.
- Audience composition.
- Audience overlapping into and out of test area.

"The data on overlapping audiences is obviously important when deciding on a test station," Mr. Ryner notes. "We can't be testing copy in one city and have a different copy approach or a special offer overlapping from a station in a neighboring city."

Mr. Ryner declares that the 1,368 radio stations included in the research account for 68 percent of the total U. S. population, 70 percent of U. S. families and 71 percent of total retail sales. All market quality data, population and retail sales figures are from *Sales Management*.

John Emnis, vice president and media director, adds that while "we generally would not plan a complete radio campaign from the material in the book, it does tend to establish a station's normal performance in a market.

"The uniqueness of this book," Mr. Emnis states, "is in its compactness and the careful selection of the counties included in the data. If a national advertiser is not in these markets, he is not in business." ● ● ●



Fred L. Ryner, Bryan Houston Inc. vice president and research director, checks results of a special media coverage study keyed to a client's specific sales area.

# as basic as the alphabet



## EGYPTIAN

Remember the Biblical story of Moses in the bulrushes? The Egyptian picture-sign for rush is considered the forerunner of our modern letter K.



## PHOENICIAN

When the Phoenicians ruled the Mediterranean trade-lanes from their legendary cities of Byblus, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it kaph (palm of the hand).



## GREEK

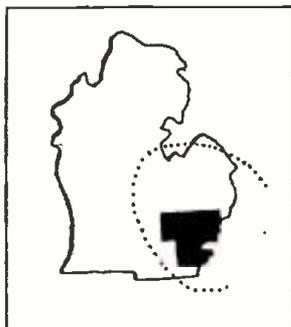
Long before the majestic Parthenon crowned the Acropolis in Athens, the Greeks took over the mark from visiting merchants and made it their letter kappa.



## ROMAN

Rome was not yet a large city when dwellers along the Tiber took the Greek letter from the Etruscans and gave it substantially the form we use today.

*Historical data by  
Dr. Donald J. Lloyd,  
Wayne State University*



## Key station for Michigan sales and profits

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

**Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power—pleases listeners with its hi-fi sound and up-to-the-minute service.**

**Keen personalities like WWJ Melody Paraders** Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the basic thing to do!

# WWJ RADIO

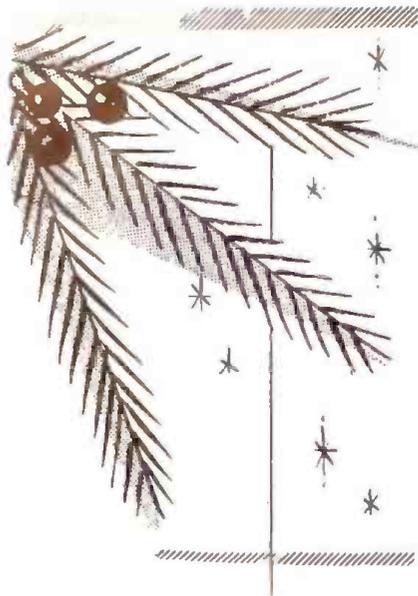
AM and FM

Detroit's Basic Radio Station

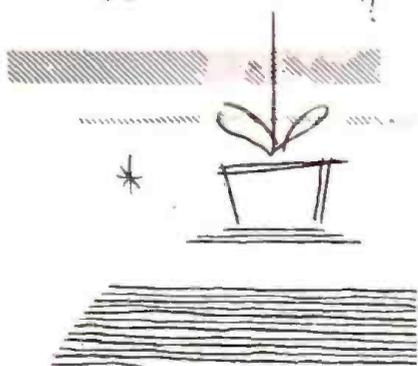
Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: *Peters, Griffin, Woodward, Inc.*



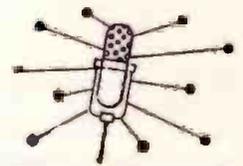
**for a  
Special  
Holiday  
Subscription  
Offer . . .**



*see page 67*



## report from networks



### Comments on Network Radio's

#### Apt Commercial Timing;

#### Upswing in New, Renewed Business

"Network radio has an extraordinary advantage in its ability to deliver 'use' commercials at the very time the consumer should be making up his mind about consumption of a product," according to Matthew J. Colligan, executive vice president in charge of NBC Radio.

"This applies to many product categories," he tells U. S. RADIO. "For example, much bottled and canned beer is bought by women in daylight hours Monday through Saturday. Most beer is consumed, however, during quite different hours.

"The beer advertiser employing what we call the 'Engineered Circulation' technique would use one-minute and 30-second commercials aimed primarily at women during the day to persuade them to buy his brand, and during peak consumption hours would use 30-second and six-second commercials to stimulate consumption."

On the billings front, William K. McDaniel, vice president in charge of NBC Radio network sales, predicts that "our 1958 business will exceed that of our 1957 banner year." Recent orders totalling more than \$2,500,000 in net revenue are encouraging, he says, "and equally encouraging is the preponderance of . . . 1959 campaigns." Pacing the sales activity are 52-week orders from the Pharma-Craft Co. and Hess & Clark Inc.

#### Broadcasting and Government

A solidly based relationship between the local station manager and his congressman can do more to convey the broadcaster's side of the story than reams of testimony before a Senate committee, according to Richard S. Salant, vice president of CBS Inc.

"Washington's analysis of CBS Radio's policies, for instance, can only be based on the cumulative attitudes of legislators and FCC commissioners toward each of you and your stations," he told general managers of CBS-owned radio stations at a meeting in New York.

"They must be told about your pro-

gram schedule with its many facets of public service. It's the only way they can really know you and your network."

On the business side, CBS Radio reports \$3 million in billings highlighted by Lever Bros.' purchase of 22 weekly units of daytime dramas for 52 weeks and American Tyrex Corp.'s buy of various network shows, according to John Karol, vice president in charge of radio network sales.

#### ABC's Top Sellers

ABC newscasts, Lawrence Welk and a new Saturday night program, *The Story Princess*, have sparked network sales during the fall, John H. White, director of radio network sales, reports. In addition, he announces, seven new advertisers have signed so far in the fourth quarter and six have renewed contracts for ABC Radio shows.

Plymouth Dealers are "highly enthusiastic" about the Lawrence Welk am-tv stereo broadcasts, according to Jack W. Minor, vice president in charge of sales for the Plymouth Division, and the five-city line-up has already been extended to 75 cities throughout the nation.

#### Affiliation News

KLUB Salt Lake City has re-affiliated with ABC after a 21-month separation. KMBC Kansas City, Mo.; WTVN Columbus, O.; WHSM Hayward, Wisc.; WJMC Rice Lake, Wisc.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan., and KMAP Bakersfield, Calif., also have affiliated.

WABI Bangor, Me., has joined CBS as a primary affiliate. Also, KGW Portland, Ore., and KING Seattle have entered affiliation agreements with NBC.

And Keystone Broadcasting System has announced the addition of seven new affiliates, bringing its total to 1,043, according to Blanche Stein, director of station relations. They are: KVON Napa, Calif.; WGLA Claxton, Ga.; WTJH East Point, Ga.; WANY Albany, Ky.; KSRC Socorro, N. M.; KWRD Henderson, Tex., and KARE Puyallup, Wash. • • •

## report on



### Station Activity in Stereo

### Mounts With Increasing Sales

### Of Fm Sets a Prime Goal

Radio sound in depth—stereophonic broadcasting—is gaining momentum as the fastest growing innovation in the industry. Combining for the most part am and fm facilities, stations are offering an extra dimension in listening and the public appears to be very interested.

To help sell more fm sets, KELE-FM and KONI Phoenix have added a 30-minute stereo program at 2 p.m. daily to their already heavy stereo schedule. The mid-afternoon show is designed to give dealers an opportunity to demonstrate stereo to customers every day. The Phoenix stations will present a varied musical program, including symphonies, jazz and popular songs. During the recent three-day Phoenix Stereo Fair, KELE-FM and KONI carried almost 10 hours of stereo programming each day.

WRBL-AM-FM Columbus, Ga., has inaugurated its second sponsored stereo show in its effort to excite local interest. Both programs run for 30 minutes, with one broadcast five times a week and one aired seven times. WRBL also instructs its listeners in the minute details of enjoying stereo. An example: "The primary track is broadcast on fm, the secondary on am. The fm set should be placed to the listener's left, the am to the right, in order to get the effect of the natural live arrangements of an orchestra."

Stereo and video sound are also being combined in "triphonic" broadcasts by some stations. WNTA-AM-FM-TV Newark, N. J., has utilized all three media for its *Jazz Party*, a weekly 30-minute program. And WERE-AM-FM Cleveland has joined with tv station WEWS for a three-vehicle show to demonstrate the technique to the Ohio area audiences. The stations are promoting the show with a search for "triphonic triplets" who will be chosen from entries in the broadcasting area.

WHFM Rochester, N. Y., has joined the upstate New York stations that make up the WQXR Network, bringing to a total of 12 the outlets which receive news and music from WXQR-FM New York. At the same time, Elliot M. Sanger, executive vice president of the

station, commented on the development of stereo. He called the am-fm transmission "the most practicable method of stereo broadcasting . . . until there is a better method." He was referring to recent developments in stereo broadcasting in which the fm multiplex sub channel is employed.

"Until the FCC determines standards to be used in fm multiplex stereo broadcasts," Mr. Sanger said, "it would be futile for us to adopt a system which might be rendered obsolete by subsequent regulation. As matters now stand," he added, "anyone can have an am and fm set in his home and thereby obtain the benefits of stereo reception without making an additional and experimental investment in a multiplex adapter."

To mark its first anniversary of independent broadcasting, KDKA-FM Pittsburgh ran a contest in which listeners were given a list of 10 symphonies submitted by *Pittsburgh Press* music critic James Ball and asked to guess Mr. Ball's order of preference. The symphonies were played over a two-week period on the 8:05 to 9:30 p.m. *Symphony Hour*. Winners received RCA recordings from Mr. Ball's list, and the grand winner was presented with the complete collection.

A new stereo system that is still in the experimental stage was just unveiled by Dr. James Hillier, vice president, RCA Laboratories. This system will provide full stereophonic sound entirely within the standard am radio broadcast band. Although it is still in the laboratory, the RCA plan will provide stereo from a single transmitter on the am band that can be picked up by a single receiver with matched loudspeakers that are brought into balance with a single control.

### Fm Factory Production

Fm factory production for August 1958 totalled 21,335 sets, according to Electronics Industries Association. EIA's first monthly tabulation, for July, showed a total of 11,816. Figures retroactive to January 1958, and just released, show total set production at 134,653. • • •

## "We like him because he sells" . . .

So writes Marion Adams, Sales-Promotion Manager of Sage-Allen's quality department stores in Connecticut.

### Who sells? Why WTIC's Ross Miller, of course!

Miss Adams continues . . . "Ross Miller has done a splendid job for us with radio spots and we'd like to have WTIC aware of our appreciation. Ross seems to have a sincere interest in Sage-Allen and in his responsibility to the station.

In other words, we like him—and the way he puts the message across.

We like him *because he sells for us.*"

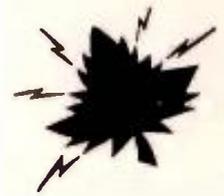
### You'll like the way Ross Miller will sell for you, too.

The Ross Miller Show is on WTIC, Hartford, and reaches every corner of the rich, rich southern New England market via 50,000 watts.

For action, call Henry I. Christal Company.



## report from Canada



 U.S. RADIO

**THIS IS  
RADIO**

**Tolley Leaves  
It To 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.**

### 'Give Your Station A Personality,' Young Tells Canada Group

Adam Young, president of Adam Young Inc. and Young Canadian Ltd., has told Canadian broadcasters that a station must have a distinct personality in order to garner its share of audience. "It is important to the listener to know exactly what to expect when he turns on your station."

Speaking to the Central Canadian Broadcasters Association, Mr. Young suggests that there are three steps involved in creating this personality:

- Decide what segment of the audience you wish to reach and appeal to that group with everything you do.
- Keep all programming under the direct control of top management. Use your program director as a policeman to make sure your air personalities do not vary from your plan.
- Study the surveys to see if you are accomplishing your purpose—and don't disbelieve them if they do not show what you expect. Rather, examine more closely what you are doing.

#### Personality Elements

There are other important elements in creating this "modern radio" personality besides the type of music played and over-all music vs. talk format, Mr. Young notes. "Music is the most important programming element because it determines what part of the audience you intend to carve out for yourself," he says.

Other elements considered very important by Mr. Young are: Production, disc jockey personalities, news, public service, special services (weather for farmers and time), commercials and promotions.

Mr. Young told the Canadian broadcasters that a representatives' job is basically to sell, not to program the sta-

tion it represents. But, he says, "we are also involved in programming some stations we represent. Why do we do this? The broadcasting business," he asserts, "is like the manufacturing business. There are two basic parts to it—manufacturing and selling."

"The product is your programming and the more salable the more dollar volume you can expect to do." Before a representative takes on a station today, he says, considerable research is usually done to determine the stations' strength and position. In a market where he would like to represent a station, there may be none of the top ones available. "In such a situation, if a station is available with good physical facilities but little audience," Mr. Young declares, "we will agree to direct the programming of the station."

#### Personal Radio

Radio today is "a very personal thing," according to Mr. Young, and "salable properties" are those that "have carved out a certain segment of the listeners and appeals to its own listeners all day long."

"Whether you are in your car or kitchen or bedroom or living room, you listen to radio as a companion," he points out. "And you listen to a station with which you feel comfortable. Also, within each family, different members have different companions or stations . . . and as your mood changes you may switch from one station to another."

It is this factor, he states, that makes it so important for the listener "to know exactly what to expect" when he turns on a station. "Each time you change your programming throughout the day," he claims, "you have lost almost a complete turnover in listening audience."

Mr. Young concludes by recalling the remark of a successful U. S. station owner: "Nobody seems to like our programs but the listeners." • • •

# radio research



## Blair Survey Seeks Keys to Station Image, Vitality, Believability

The most dissected American of them all, the radio listener, is being analyzed even further these days with the growth of qualitative audience measurement.

Such a project was conducted recently when John Blair & Co., commissioned the Eugene Gilbert Co., known for its previous research on teenagers, to make an in-depth study of the Dallas market for KLIF.

"Measuring the full extent to which today's radio stations can entrench themselves in a market is a very real challenge," says W. Ward Dorrell, vice president in charge of Blair research. "But after analyzing the resulting data, we have reason to believe the techniques used in our Dallas survey will really do the job.

"In some quarters there is still a tendency to classify station listening by age groups—to feel that a station can't be popular with parents if it also appeals to their teenage children. To get the facts," he continues, "we commissioned the Gilbert firm to conduct depth interviews which would cover not only the listening habits of persons interviewed, but also their basic attitudes toward all stations serving the market."

### Three Basic Areas

The Gilbert people sought to determine listener attitudes in three basic areas:

- Station Image.
- Station Vitality.
- Station Believability.

A total of 498 persons, equally divided between men and women, was interviewed. Respondents ranged from 13 years of age to 45 and over. For means of comparison, responses were later divided into five groups according to age: 13 to 18, 19 to 25, 26 to 35, 36 to 45 and 45 and over. Professors and students of marketing from a local college administered the questioning.



W. Ward Dorrell, v.p. of Blair.

To determine "station image," respondents were given a list of local radio stations and another of people "from all walks of life" divided into six categories (high school and college students, young housewives, older women, business executives, male workers and female workers). Then they were asked to "please match the type of person you think is most likely to listen to each of the stations."

"Station vitality" data was gathered by combining the station list with a set of descriptive terms: "Modern—lively—interesting—old fashioned." Listeners were asked, "Which best fits the following stations?"

To determine the "believability" factor, interviewers posed a question of choice to their respondents. "If you heard conflicting accounts of the same news story on different stations—which of the stations would you believe?"

At present, Blair salesmen report "a very fine reception" for the qualitative type report by agency media and research people, according to Mr. Dorrell. "We have also printed the results of the survey in brochure form for industry distribution," he reveals.

"This is the sort of research we are hoping all leading stations will do," Mr. Dorrell says. "It is our intention to encourage all of our stations to start conducting qualitative research of this nature. The important thing is to help better the understanding and knowledge of radio." • • •

## the NUMBER ONE STATION



IN THE SECOND  
LARGEST MARKET IN  
BOTH MINNESOTA AND  
WISCONSIN

# WEBC

DULUTH • SUPERIOR

See your Hollingbery man

In Minneapolis . . .

See Bill Hurley

## CCA MEANS RESULTS

Mr. John R. Henzel, President of WHDL, Olean, New York, stated in a recent letter to Mr. John C. Gilmore, Vice President of Community Club Services Incorporated, that C.C.A. "in our opinion commanded more interest, wider participation and greater results, than any promotion previously run by WHDL."



John R. Henzel

It is a fine campaign, and one that takes a lot of time and hard work, but we feel it has all been justified by the results. We are most happy to have C.C.A. on WHDL and are especially indebted to you for your fine cooperation."

## COMMUNITY CLUB

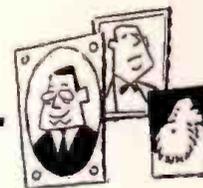


AWARDS  
PENTHOUSE  
SUITE

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**NAB** ASSOCIATE MEMBER

# names and faces



Noting the Changes Among

The People of the Industry

## AGENCIES

**GEORGE H. GRIBBIN**, senior vice president and copy director, named president of Young & Rubicam Inc. He succeeds Sigurd S. Larmon, who continues as chairman and chief executive.

**DAVID C. STEWART**, treasurer and senior vice president, named executive vice president at Kenyon & Eckhardt Inc., New York. Other K&E appointments: **G. T. C. FRY** to vice president in charge of the Detroit office; **ROBERT C. BARKER** to acting account supervisor; **KEVIN KENNEDY** to acting senior account executive, and **HARVEY J. COMITA** to the Los Angeles office as research manager.

**JOHN E. MARTIN**, copy chief at BBDO, Minneapolis, elected a vice president and **R. C. BROWN** promoted to manager of the corporate public relations division, BBDO, New York.

**DAVID P. CRANE**, former vice president and account supervisor with Benton & Bowles Inc., named to similar post at Ogilvy, Benson & Mather Inc., New York.

## STATIONS

**ERNE TANNEN**, vice president and general manager of WPEP Pittsburgh, named general manager of the Kluge Radio Stations with headquarters in Washington, D. C.

**MORTON J. WAGNER**, who will continue as executive vice president and director of the eastern division of Bartell Family Radio stations, named general manager of KYA San Francisco.

**HUGH K. BOICE JR.**, named general manager of KWK St. Louis. He will continue as vice president and general manager of WEMP Milwaukee, and as KWK vice president and director.

**REID CHAPMAN** promoted from general manager of WANE Fort Wayne to vice president and general manager of WANE and WANE-TV.

**MAURIE E. WEBSTER**, former sales manager of KNX Los Angeles and CBS Radio Pacific Network, named general manager of KCBS San Francisco. He is succeeded by **GORDON MASON**, former KNX-CRPN director of sales development.

**HAROLD F. WALKER**, formerly vice president in charge of sales at WDIA Memphis, named vice president and sales manager of the Rounsaville stations with headquarters in Atlanta.

**CLAUDE "BUDDY" YOUNG** appointed assistant general manager of WEBB Baltimore. He will continue as an on-the-air personality and an executive of the Baltimore Colts professional football team.

**CHRIS STOLFA** promoted from the sales staff to sales manager of KCMO-FM Kansas City, Mo.

**STAN H. EDWARDS**, former account executive at WICC Bridgeport, named sales manager of WTRY Troy, N. Y.

**JAMES T. BUTLER** promoted from assistant manager to manager of WISN Milwaukee. Also **HERM SCHEINER** appointed sales manager.

**JERRY M. LANDY**, former news director at KDKA Pittsburgh, named director of news and special events for WBZ and WBZA Boston-Springfield.

**LEONARD V. COLSON**, former advertising director of The Mennen Co., appointed a vice president and member of the plans board at Warwick & Legler Inc., New York.

**F. MICHAEL CARROLL**, formerly vice president and account executive, J. R. Pershall Co., Chicago, has joined Compton Advertising Inc., Chicago, as an account executive.

**MAXWELL SAPAN**, former vice president and creative director at Seklemian & North, named to similar post at Bryan Houston Inc., New York. Also, **ROY PASSMAN**, former manager of NBC tv network program administration, appointed manager of Houston's radio-tv department.

**RICHARD D. CRISP**, formerly president of Richard D. Crisp and Associates Inc., appointed director of marketing of Guild, Bascom & Bonfigli Inc. He will head new Chicago office.

**ERNE SCHULTZ JR.** appointed copy chief and director of radio-tv for James B. Rogers Associates Inc., Baltimore.

**FREDERICK J. NABKEY**, formerly with Lever Bros., named an account executive at Donahue & Coe Inc., New York.

## REPRESENTATIVES

**GALE BLOCKI JR.**, co-founder of Simmonds Associates, has joined The Bolling Co. as sales manager of the Chicago office. Also, **BILL BAUER**, formerly with Forjoe & Co., named an account executive in the Chicago office.

**JOHN A. THOMPSON**, radio sales manager, elected a vice president of Peters, Griffin, Woodward Inc.

**DON WATERBURY**, formerly with Broadcast Time Sales, named national sales manager of Rambau, Vance, Hopple.

**JOHN T. HARTIGAN**, former timebuyer at MacManus, John & Adams Inc., Bloomfield Hills, Mich., named midwestern sales manager of Broadcast Time Sales.

**ROBERT E. GALEN**, former director of research and promotion of ABC Films Inc., named to a similar post at McGavren-Quinn Corp., New York. Also, **PAUL MURRAY** has joined the New York office as an account executive.

**FRANK CARLSON**, formerly with Forjoe Co., named a radio sales representative at Avery-Knodel Inc., New York.

**ALLAN S. KLAMER**, formerly broadcast media director of Management Associates, appointed to New York sales staff of Jack Masla & Co.

## NETWORKS

**S. WILLIAM ARONSON** promoted from the cost control unit to administrative assistant to Edward DeGray, ABC vice president in charge of the radio network.

**CHARLES M. KINSOLVING JR.** named manager of plans development and **BARRY T. RUMPLE** named manager of rates and affiliations by NBC.

**G. E. "BUCK" HURST** promoted from account executive in the CBS Radio network sales department to Pacific Coast network sales manager.



Tannen



Webster



Chapman



Wagner



Aronson



Thompson



Crisp



Sapan

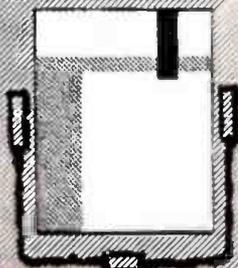
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Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Ordered by \_\_\_\_\_, include me in this offer

Company \_\_\_\_\_

Address \_\_\_\_\_

Please Bill  Payment Enclosed

Note: If you have additional names please attach list.

## EDITORIAL



### ... enhanced negro radio

#### CONTRIBUTING FACTORS

Aggressive management and selling are among the chief contributing factors to the success of radio in general.

It is for these reasons, too, that the rise of Negro radio during the past decade has become an accomplished fact (see *Negro Radio Tells Its Story*, p. 23).

This specialized form of market appeal has made large strides in terms of national identification and recognition from agencies and advertisers.

One of the most clearly stated views by an agency on the specialized aspects of radio in general is made by BBDO, San Francisco, in a letter to KSAN:

"Burgermeister beer's approach to radio is not to regard it as one medium, but as several media reaching segments of the population in specialized ways. We use Negro radio because such stations program to this important segment of the buying public in a specialized way and we feel this adds a real value to the commercial message inserted in this programming."

#### LOYAL AUDIENCE

Negro radio has illustrated for the advertiser that it has a "loyal" following.

Returns from stations indicate that the number of national advertisers on their rosters has increased markedly this past year and in recent years.

Of course, Negro radio has its problems. One is to show advertisers that the Negro's economic position is definitely on the rise and that, in fact, the Negro has a high degree of purchasing power.

In this regard, there is one powerful sales argument that Negro radio uses to sway the national advertiser to devote part of his budget to this specialized appeal. According to market studies, the Negro spends at a faster rate. A 1957 study by the University of Pennsylvania shows that in such things as clothing the Negro family spends at the rate of 20 percent more.

There is no doubt that Negro station management through imagination and aggressiveness have carved a place for themselves with national, regional and local advertisers.

#### RAB SET COUNT: A RADIO BOOST

Radio Advertising Bureau's initiative in designing a set count that will not only show the number of radio sets in the home but also the location of these sets room by room deserves praise. (See *Editorial*, September 1958.)

It has been more than three years since anything along these lines has been attempted. Financed by RAB, the study is being accomplished with the cooperation of Advertising Research Foundation.

Interviews by the U. S. Bureau of Census involving 36,500 households in 330 sampling areas will be staged the latter part of November. The results are tentatively set to be published in May.

This survey will show: Households with household radio sets; households with automobiles and automobile radio sets, and the location of household radio sets.

This RAB-instituted study, which has been in the planning stages for a few months, will be of boundless interest to agencies, advertisers and the radio industry's sales forces.

**a unique new(s) service with new techniques—available by wire, tape or FM.**

**First time for Independents**—World-wide news and feature coverage comparable to finest network news service. A fresh program source—a new idea—at realistic cost—to help you sell more and make more money.

**Top Overseas and national stories with full Washington coverage.**

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For full details contact: **RADIO PRESS** headquarters,  
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PERPETUAL!

**Willie Mays**  
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MOVES  
MERCHANDISE

**Rockin' Lucky**  
SENSATIONAL!  
SATURANT!  
SATISFYING!

**Jumpin' George**  
RESPLENDENT!  
RESOURCEFUL!  
RESULTANT!

**KSAN:** *the only full time  
San Francisco radio station  
serving the  
tremendous  
Bay Area  
Negro  
Market  
100% of the time!*

# Here's a full house that's hard to beat!

don't try to improve on a hand like this . . .

**BUY KSAN and be sure!**

(Proven most popular year-after-year by Pulse Negro Audience Survey.)

**The KSAN signal goes where the Negro listener lives, works and buys! (Field strength surveys show 260,000 Negro listeners in the KSAN primary Market!)**

*For more exciting details, such as rates and avails, contact:*

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Middle West — 35 E. Wacker Drive  
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Southeast — 508 Glenn Bldg., Atlanta, Georgia  
Northwest — Des Moines Bldg., Des Moines, Iowa  
West — 3242 W. 8th Street, Los Angeles  
58 Sutter Street, San Francisco