

U.S.

RADIO



APRIL

1960

35 CENTS

QUIZ

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Radio Survey

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Corn Chips Buys
in Economy Size

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REMEMBERED

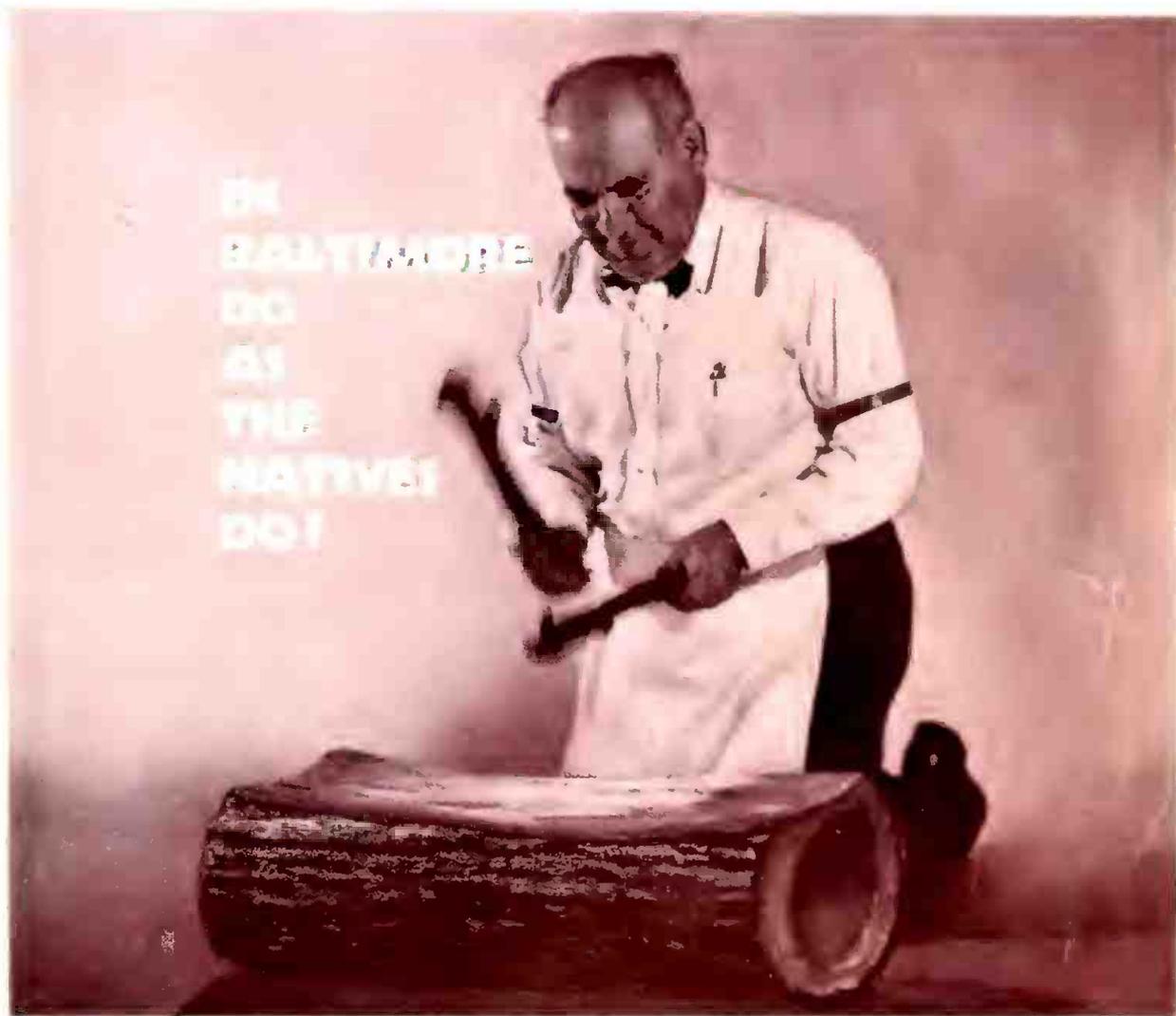
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Tell How to
Get Station Surveys

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IN
BALTIMORE
DO
AS
THE
NATIVES
DO!

MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH is First in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers . . . men who really know the market; buy *WITH* and Baltimore buys you!



tion Supplement
ighlights, Agenda
ay Radio Drive
ors, Things to Do

**MORE NATIONAL TIMEBUYERS HAVE
PLACED MORE NATIONAL SPOTS ON**

WINN

**... IN THE PAST THREE YEARS THAN ANY
OTHER LOUISVILLE RADIO STATION!**

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

**TOP ADULT
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

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

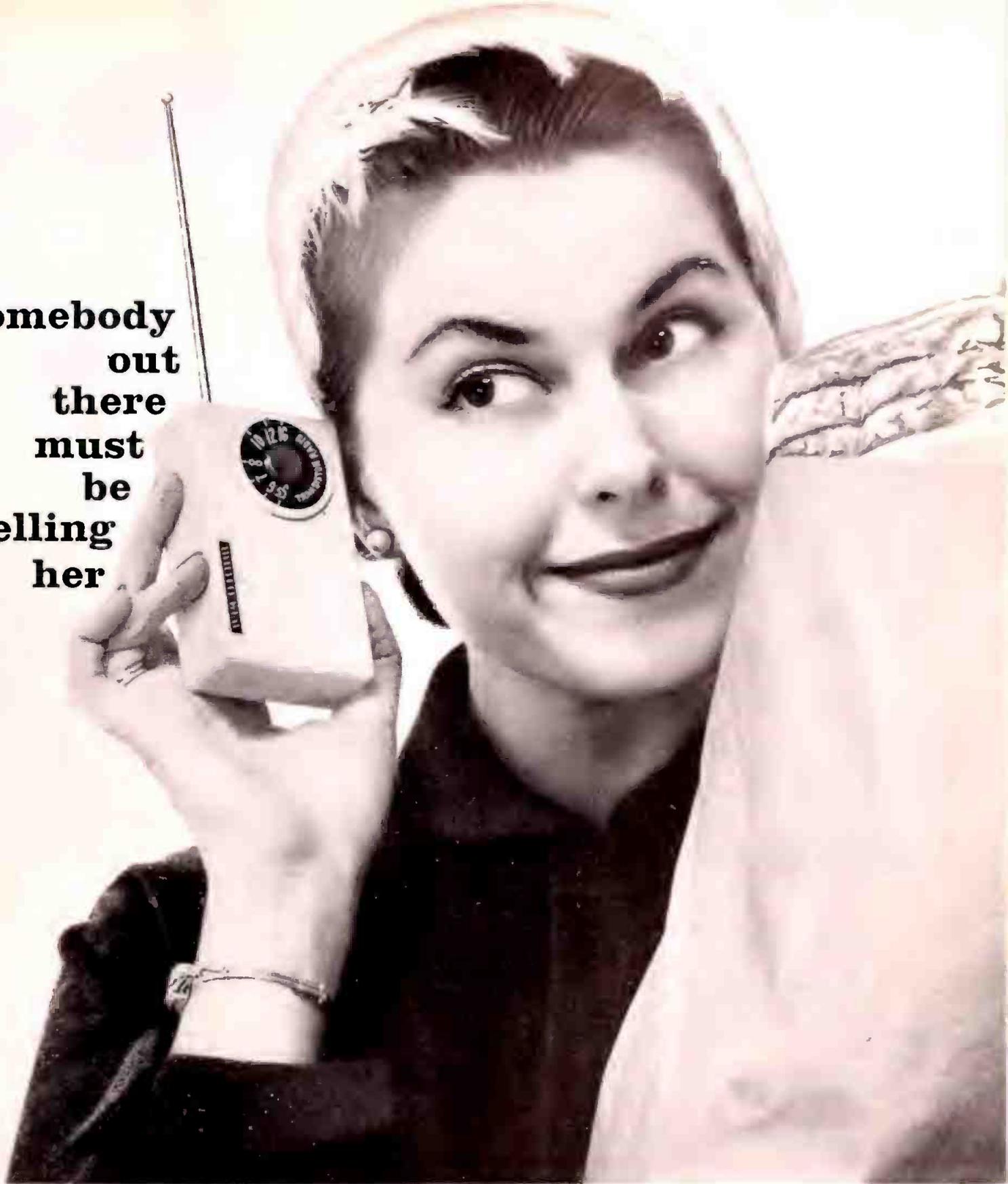
GLEN A. HARMON, GENERAL MANAGER

WINN
1240
LOUISVILLE
POPULAR
MUSIC
STATION

Represented by
**AVERY-KNODEL
INCORPORATED**

NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

**Somebody
out
there
must
be
selling
her**



It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be any ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars.

ABC Radio Network

ABC ADVERTISERS AND PRODUCTS IN 1959 AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEDDORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBRORAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • OAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR. PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE • MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & OOTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDSMOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • RDCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BODKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS



Food for thought...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

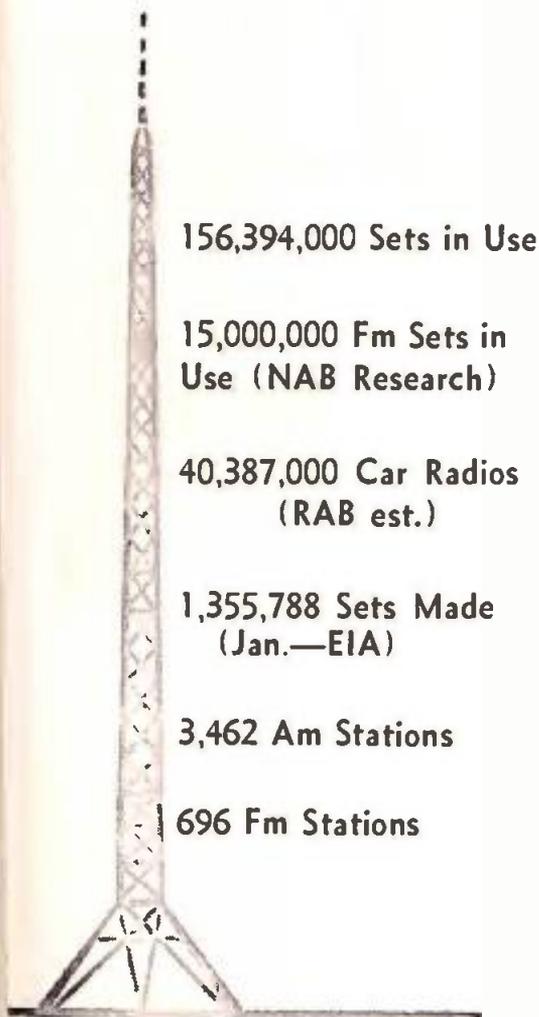
Meredith family Stations

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

Meredith Stations Are Affiliated With
 BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazine



Radio's Barometer



Spot: Spot radio business in 1959 was up 2.8 percent over the previous year, according to figures released by the Station Representatives Association. Official FCC figures show that \$171,939,000 was spent in spot radio in 1958. The SRA estimate for 1959 is \$176,705,000. Breaking it down by quarters, the SRA report reveals that the greatest increases were made in the second and third quarters. The second quarter of 1959 was 8.7 percent ahead of the same period the previous year. The third quarter showed a greater boost in spot business, posting an 11.1 percent rise over the corresponding quarter in 1958.

Network: The R. J. Reynolds Tobacco Co., Pharmaco Inc. and Time Inc. were the top three network advertisers in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending February 7. The totals were 128,720,000 for Reynolds, using 312 broadcasts; 125,652,000 for Pharmaco, with 372 broadcasts, and 117,791,000 for Time, using 197 broadcasts. The network leader in total commercial minutes delivered, the Nielsen report shows, was Whitehall-American Home Products with 92,496,000. In second place was Pharmaco, with 91,804 commercial minutes delivered, followed by Time, with 78,565,000.

Local: Increases in billings have been reported by two stations—KCBS San Francisco and KFI Los Angeles. KCBS had billings for one week in March which, according to Sy Whitelay, sales manager, exceeded the largest week of 1959. Sales for the seven-day period were 43 percent ahead of the same week last year. Sales at KFI during the month of January, reports Elmer O. Wayne, sales manager, showed a boost of 31 percent over the same period last year.

Stations: The number of am and fm stations on the air at the end of February totaled 4,158, an increase of 18 (four am and 14 fm) over the previous month:

	Commercial AM	Commercial FM
Stations on the air	3,462	696
Applications pending	583	78
Under construction	79	152

Sets: Total radio production in January was 1,355,788, including 632,461 auto receivers, according to the Electronic Industries Association. This compares to a total production of 1,124,737 in January of 1959. Total radio sales, excluding car radios, was 803,388. This represents a considerable increase over the same period last year when sales amounted to 700,490 units. The Radio Advertising Bureau reports that there are now 156,394,000 working-order radio sets in the U. S., representing an all-time high total. RAB breaks down this figure to show that there are 106,007,000 home sets of all types, 40,387,000 auto radios and 10,000,000 sets in public places.

The BIG NAMES

STARS of Stage, Screen,
TV, Radio, Theatre, Sports,
GIVE YOUR Station Breaks,
Weather, Time,
News Leads-ins, Interviews,
Musical Bridges, Themes,
Household Hints, Tags
Your Own Hollywood
Reporter, Advice to Love-
orn, Thoughts for the
Day, One Liners,
Jockey Shorts,

Make . . .

THE BIG SOUND in Radio

FOR MORE THAN 300 STATIONS

Stars
International
Productions, Inc.
Hollywood

RICHARD H. ULLMAN Inc.
CONVENTION HEADQUARTERS

SEE: Marv Kempner or
Peter Frank

295 Delaware Ave., Buffalo, N. Y.
570 Fifth Ave., New York

THE BIG SOUND IN RADIO

"DEADLINE
WASHINGTON"
and
Personalized Station Identification
JINGLES

for buyers and sellers of radio advertising

U.S. RADIO

APRIL - 1960

VOL. 4 - No. 4

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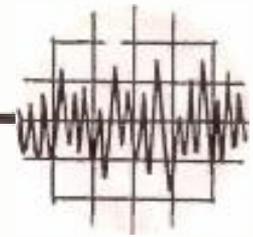
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Los Angeles 28, HOLLYwood 3-2215

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U. S. RADIO • April 1960



HPL Reportedly Planning Syndication Move

Akin to the boomlet in activity in supplying radio stations with *program* services is a report that radio's oldest "talk" show, the Housewives Protective League, is considering plans to syndicate its services. As tentatively conceived, it would supply a radio station with either a script service or a full-scale syndication of its entire method of operation, including the talent and merchandising aspects. (For a report on new developments in radio syndication, see *What's New in Program Services, Part II*, p. 32.)

Full Head of Steam For Qualitative Research

Beginning this month, The Pulse Inc. is launching a major effort to show stations—large and small—how qualitative research can help in their day-to-day management and/or sales problems (see *Radio Research*, p. 98). There are five main types of qualitative studies that Pulse is preparing to show stations. It feels that the complete research needs of any station can only be met by combining qualitative with quantitative.

Sarnoff Suggestion Might Trigger High Level Meetings

An idea that might provide the basis for an industry effort to broaden the scope of broadcasting is found in the address of General David Sarnoff, chairman of the board of RCA, at the 20th anniversary dinner of the Radio and Television Executives Society. Recipient of the Society's first Gold Medal Award, General Sarnoff suggests ". . . that the broadcasting industry, through an appropriate industry organization, sponsor an annual conference." Purpose of this conference would be to analyze the role of broadcasting in American life. "To (the conference) would be invited leaders of all areas of American thought and endeavor."

Agency Study Outlines Role Of Station Merchandising

The role of merchandising support by stations is examined in a survey conducted by Needham, Louis and Brorby Inc., Chicago. Harold A. Smith, program promotion and merchandising manager, states that 75 percent of the agencies responding reported an increase in client requests for merchandising assistance. What are the most valuable station merchandising services? The survey lists arranging for dealer displays, mailing pieces to wholesalers and retailers and working with the client's local sales people.

Research Shows Radio Knows How To "Join the Group"

Radio continues to prove its ability to reach consistently important consumer groups. Results of a 27-market study by the Radio Advertising Bureau shows that more than 90 percent of the consumers in eight different categories are reached by radio weekly. The consumer groups included in the survey are housewives, middle-income men, working housewives, men 25 to 35, blue-collar men, single working women, teenage boys and young homemakers. According to RAB, 55.8 percent of the consumers in all categories listen to radio during weekday mornings.

Figures Indicate that Radio Has Lots of "Set Appeal"

If the sale of radio receivers is any indication, radio listening in Southern California is definitely on the way up. The Southern California Broadcasters Association reports that set sales in 1959 were the highest since 1955, the first-year figures were compiled. Going over the half million mark for the first time, the SCBA reports a 22 percent gain over the 1958 sales figures. Seven counties, including Los Angeles, were included in the area covered.

time buys



A-1 Sauce Div. of Heublein Inc.

Agency: *Fletcher Richards, Galkins & Holden, New York*

Product: SAUCE

A saucy bit of radio is now anticipated for A-1, on several stations in the New York area. Campaign will be on a yearly basis, with a May start now definite. Full minutes have been scheduled in morning and traffic times. Frequencies will be determined as availabilities arise. Time-buyer is Liz Griffiths.

Ameril Drug Co.

Agency: *Kenneth Rader Co., New York*

Product: ALKALD AND CLORAMINT

Soothing to the sound waves is the \$200,000 campaign now underway on 68 stations in 23 markets for these stomach sweeteners. Using a new musical jingle, the schedule calls for 30 spots a week for each station, and will last for 13 weeks. Kenneth Rader is handling the buying for his client.

Best Foods Inc.

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

Product: HELLMANN'S MAYONNAISE

Adding markets to its radio schedule, Hellmann's begins a spring campaign April 1 in about 40 national markets. The end-of-week schedule will last six to eight weeks, at heavy frequencies. Minutes and 10's will be heard all through the day. Time-buyer is Dorothy Medanic.

Bulova Watch Co.

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

Product: WATCHES

After being off for a long spell, the famed B-U-L-O-V-A spots are back on

the sound waves. Campaign begins April 1 in at least the top 50 markets, with the possibility that more will be added. The 10-second time spots have now been scheduled through June and will appear on a variety of shows, depending on what's available in each market. Saturation frequency has been scheduled. Time-buyer is Phil Stumbo.

Champion Spark Plugs

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

Product: SPARK PLUGS

Tune-up time is also radio time, so on April 11 Champion begins the first of its two radio flights for 1960. Spot schedule will cover 41 top markets across the nation, will run for six to seven weeks. Full minutes will be used where possible, with some 30-second spots. In addition to its spot schedule, Champion will be using four weekends of *Monitor* this spring. Timebuyer is Bob Gorby.

Continental Oil Co.

Agency: *Benton & Bowles, New York*

Product: GASOLINE

Supplementing its year around radio with a summer schedule, Conoco will go into about 10 midwestern markets in late April. Campaign will last until late August or early September. Only full minutes will be used in traffic times, with frequencies in Denver and Des Moines going up to 30 a week. Timebuyers are Alair Yoblin and Tom Focone.

Drug Research Corp.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Product: POSITAN

Following the sunworshippers, the suntan lotion is coming North in a campaign that begins in warmer areas

(Cont'd on p. 8)

SELLING like wildfire!

Since the ad on the right first appeared — in less than 90 days — stations in these additional markets have signed Programatic contracts:

Oklahoma City

Milwaukee

Columbus

Rochester

Springfield

Syracuse

Albany

Des Moines

Norfolk

Wichita

Danville

Louisville

Bristol

Fort Worth

Decatur

Toledo

Leaksville

N.A.B. Convention Delegates:

Hear Programatic's distinctive adult music programming!

See Programatic automatic equipment in action! Find out how Programatic can be a profitable investment for your station too!

Exhibit Space #1—
Exhibition Hall Chicago's
Grand Hilton Hotel

SELLING, SELLING, SOLD!*

Adult music with the
touch of Gold

Programatic



Programming • Equipment • Commercial Injection

AUTOMATION has come to radio!

In the few months since its inception, leading broadcasters from coast to coast — AM and FM operators of “powerhouses” and “teapots” in big cities and small ones — have buttoned down bigger adult audiences, happier advertisers and bigger profit potentials by buttoning up PROGRAMATIC for their markets.

PROGRAMATIC's unique package of distinctive adult music and fully automatic playback equipment can raise your programming standards the easy way *if* your market isn't already sold!

PROGRAMATIC BROADCASTING SERVICE, DEPT. B-160
229 Park Avenue South, New York 3, N. Y.

I am interested in a Programatic exclusive for my market. Show me how Programatic can profitably go to work for my station.

NAME _____

POSITION _____ STATION _____

ADDRESS _____

*Call letters on request

AMPEX 351

STEREOPHONIC / MONOPHONIC



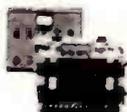
FIRST CHOICE

FOR LASTING ECONOMY

Precision design and rugged construction to meet the exacting, professional requirements of the broadcast industry assure long, trouble-free life for *true economy*.

Consistently high performance and virtually trouble-free operation of the Ampex 351 have established it as the first choice of not only broadcasters, but educators, professional recording studios, research laboratories, religious and business organizations.

Actual case histories document the fact that Ampex, on a cost-per-operating-hour basis, is the most economical recorder made. Write for new comprehensive catalog 2037.



AUDIO PRODUCTS DIVISION

AMPEX PROFESSIONAL PRODUCTS COMPANY

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

**Ampex will be at NAB, Chicago,
April 3 to 6, 1960, Exhibit No. 32.**

time buys

(Cont'd from p. 7)

April 1, and will go national as the summer approaches. One-minute spots will be aired at fairly heavy frequencies. Timebuyer is Beryl Seidenberg.

Esso Standard Oil Co.

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

Product: FLIT

Flit is set for a seasonal fling in about 30 markets, mostly in the South. Starting dates will be sprayed across April, with each campaign running four to six weeks. Frequencies vary from about 20 to 40 a week, in minutes, 20's and 10's. Timebuyer is Judy Bender.

Esso Standard Oil Co.

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

Product: GASOLINE AND OIL

New radio approach for Esso is shaping up to a mid-April start in about 50 markets across the country. Esso's plunge into spot is now scheduled for 27 weeks, with frequencies varying by market, averaging 40 per market. Concentration is on weekends, over more than one station per market. Timebuyer is Joe Granda.

Fonda Container Co., div. of Standard Packaging Corp.

Agency: *Smith, Vogel & Knudson
Inc., New York*

Product: CANS, PAPER PLATES,
PAILS

Fonda kicks off a radio campaign next month keyed to the housewife on her way to market. For a total of four weeks, including the weeks before and after Memorial Day and before and after Independence Day, the company goes into the top 45 markets across the country by food store sales. Mostly one-minute ET's will be used. The timebuyer is Bill Segal.

Guild Wine Co.

Agency: *Compton Advertising,
San Francisco*

Product: WINE

Radio is included in the biggest Guild campaign in the company's history. More than 38 markets are being covered in the schedule now underway, with radio being used, singly or in combination with other media, as determined by the planners. Theme of the campaign: "Enjoy GUILDing," which will be executed on radio in specially prepared singing commercials.

Culton Industries

Agency: *W. D. Doner, New York*

Product: LIFE LITE
FLASHLIGHTS

Brightening its sales prospects in a spring drive, the flashlight manufacturer begins a four-week campaign on the sound waves at the end of April.

In radio for the first time, the company considers this 15-market schedule a test. Frequencies will be 25 to 30 a week. Timebuyer is Carol Hardy.

Robert Hall Clothes

Agency: *Arkright Advertising,
New York*

Product: CLOTHING

Spending more in radio than ever before, the clothing chain is now on-the-air on about 200 stations in about 150 markets. The company is supplementing its 52-week schedule in the campaign that will run heaviest through April 10, will then level off somewhat and continue to Mother's Day.

Full minute users on a Monday-through-Sunday basis throughout the day, the firm will average about 40 to 60 spots a week during the peak of the campaign. Handling the time-buying is media director Jim Hackett.

(Cont'd on p. 12)

**Know the
secret of
stretching
your sales
seconds
on radio?**



Small budget or big one... FRESH AIR gives you *more* for your money. *More* impact, *more* coverage with each broadcast second! This distinctive, new programming adds greater prominence to your sales message... gets the *attention and respect* of a convincing, higher-income audience in 234 South California markets. Yet, you can buy 17 "minutes" of FRESH AIR for *less* than the average cost of 10 on the other big-signal regional stations. Your KBIG or Weed Rep has proof!

Different programming, different audience... KBIQ (FM) is a valuable combination buy with KBIG—at a special combination rate.

KBIG Radio Catalina... 740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205

National Representative: Weed Radio Corporation



**TO CALL
POLICE
USE THIS
PHONE**

**OUT OF
ORDER**

The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response: "WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department . . . and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.

WNBQ/WMAQ
CHANNEL 5 670 ON THE DIAL

NBC OWNED STATIONS IN CHICAGO



Now Operating
**24
 HOURS
 A DAY**

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

Western Michigan's
 Most Powerful
 Independent

MUSIC and NEWS



time buys

(Cont'd from p. 9)

Howard Stores Corp.

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

Product: HOWARD CLOTHES

People remember the little Howard label jingle of earlier radio days. Because of these findings (see *Howard Back to Radio*, p. 26), the jingle is back on radio, turned to the 60's, over 12 stations in nine East Coast markets.

In a campaign that began March 11 and running through July 17, the retail clothes chain will air from 18 to 35 spots a week over each station. Timebuyer is Joyce Peters.

Liggett & Myers Tobacco Co.

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

Product: CHESTERFIELD

Spring activity lights on the sound waves for this cigarette in 73 markets across the country. The 39-week schedule begins April 1 at frequencies of live to 10 announcements a market each week. Minutes and 20's will be used. Timebuyer is Gini Conway.

Liggett & Myers Tobacco Co.

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

Product: DUKE

Moving into the top five markets, this regal smoke begins its 1960 radio schedule April 4. The campaign will run for 13 weeks. The commercial message will be heard in minute and 20-second spot announcements. Timebuyer is Gini Conway.

New York Apple Growers' Association

Agency: *Charles E. Hoyt, Inc., New York*

Product: APPLES

Out-of-season support for the apple industry will be exhibited by the two-week schedule in early April set to run in most upper New York

state markets. The extra push for processed and canned apple products will amount to 20 to 30 spots a week, 20-seconds each. Timebuyer is Dong Hunt.

Sun Oil Co.

Agency: *William Esty Co., New York*

Product: GASOLINE

Spring spurt starts April 3 in 70 markets across the country. Now set at eight weeks, there's a possibility the campaign will be extended. Traffic and weekend minutes will sell Sunoco to the motorist. Timebuyer is Jim Scanlon.

United Artists Corp.

Product: THE FUGITIVE KIND

Teaming up for a short flight on the sound waves, the film company and scheduled airlines will promote *The Fugitive Kind* in 29 major markets throughout the country. The schedule of 500 spot announcements starts the last week in April and will end early in May. Spots from 10-seconds to one-minute will be used by national and local stations as part of UA's exploitation drive for the film. Stars from the picture, appealing to service men on leave or week-end passes, will ask, "Why not fly?"

United Artists Corp.

Product: THE UNFORGIVEN

Prior to its national run, UA is using radio for its premier of *The Unforgiven* in New York. The 10-day schedule is running until the April opening on eight stations in the New York, New Jersey and Conn. area. A total of 250 spots, from 10 to 60-seconds, will be heard before the picture opens. Campaign is an indication of things to come. When the movie branches out across the country a radio schedule will definitely accompany it. . . .



Interim Three-Man Policy Committee Holding NAB Fort

Sorely feeling the untimely loss of Harold E. Fellows, the National Association of Broadcasters has been setting up the machinery necessary to select a new president and to continue functioning effectively. The special three-man committee of broadcasting executives is currently carrying out the policy functions of the NAB, and will continue doing so until Mr. Fellows' successor is named. This policy committee is headed by Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa. The other members are G. Richard Shalto, executive vice president of WIS-AM-TV Columbia, S. C., and Merrill Lindsay, vice president, WSOY-AM-FM Decatur, Ill.

Special Group Considering Nominees for Top NAB Post

Authorized by the NAB board of directors, a committee has been wrestling with the difficult task of nominating a successor to Mr. Fellows. Committee membership was not limited to members of the association or the board of directors, it was pointed out. Temporary responsibility for directing the administrative needs of the NAB has been given over to Everett E. Revercomb, the association's secretary-treasurer. Until a new president is named, Mr. Revercomb will act as the administrative officer in charge of coordinating activities of the association and supervising services to its members.

New FCC Chairman Seen Favoring More Regulation of Broadcasting

Labeled by the *New York Times* as "An honest, hard-working public servant," Frederick W. Ford has been going about the task of taking over the chairmanship of the Federal Communications Commission which became vacant with the resignation of former FCC Chairman John C. Doerfer. A veteran of two-and-a-half-years on the Commission, Mr. Ford's record indicates that he holds some strong views in favor of more regulation of broadcasting. Industry expected to follow carefully the moves of the new FCC chief.

Latest Slate of Radio Board Members Facing Active Terms

With the burst of action brought about by the death of Harold E. Fellows, and Frederick W. Ford being named the new FCC Chairman, the 12 new members of the NAB's radio board of directors are sure to start their two-year terms on an active note. Of the dozen directors elected, eight were from the even-numbered districts. They were: District 2, Simon Goldman, WJTN Jamestown, N. Y.; District 4, Jack Younts, WEEB Southern Pines, N. C.; District 6, F. C. Sowell, WLAC Nashville; District 8, J. M. Higgins, WTHI Terre Haute, Ind.; District 10, Richard W. Chapin, KTOR Lincoln, Nebr.; District 12, Allan Page, KGWA Enid, Okla.; District 14, George C. Hatch, KALL Salt Lake City, Utah, and District 16, Robert J. McAndrews, KBIG Avalon, Calif. Elected from four at-large categories were: large station, John F. Patt, WJR Detroit; medium stations, Alvis H. Temple, WKCT Bowling Green, Ky.; small stations, Robert T. Mason, WMRN Marion, O., and Im stations, Merrill Lindsay, WSOY-AM-FM, Decatur, Ill.

Number of Stations Subscribing To Standards Expected to Swell

NAB's radio board has taken a number of steps to broaden both the scope and effectiveness of the Standards of Good Practice for Radio

(Cont'd on p. 14)

Of course, there's *another* Personality Station . . .



Hieronymus Bosch 1450?-1516? *The Ship of Fools*—Dutch School

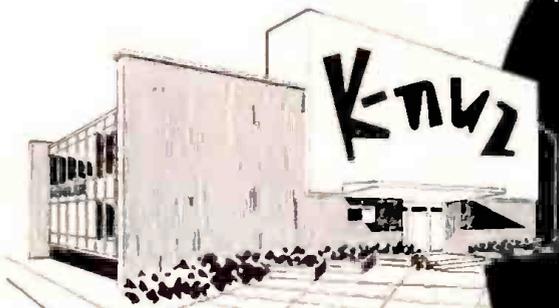
. . . but it just doesn't compare with

K-NUZ — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

MUSIC! NEWS! PERSONALITIES! FACILITIES!

*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS



National Reps.:
THE KATZ AGENCY,
INC.

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

IN HOUSTON,
CALL DAVE MORRIS
JACKSON 3-2581

Broadcasters. The board's action to permit non-NAB member stations to subscribe to the Standards is expected to swell the list of subscribers. It also "approved in principle" the recommendations of the Standards of Good Practice Committee to put "teeth" in the enforcement of the Standards. Board approval also has been given to the annual subscription fee to the Standards. The fee is equal to 10 times a station's highest published one-time advertising rate for a 60-second spot announcement, or a maximum of \$360 a year. A 40 percent discount is enjoyed by NAB radio members.

Self-Discipline Will Play A Greater Role in Broadcasting

A number of "educated guesses" about the future of broadcasting have been made by Frederick H. Garrigus, NAB manager of organizational services. Addressing the Philadelphia chapter of American Women in Radio and Television, Mr. Garrigus said that ". . . many broadcasters are perfectly willing to clean their own house without further governmental restriction or regulation. This recognition of the virtue of self-discipline will be sure to make its impact on broadcasting as it faces the future."

Mr. Garrigus believes that ". . . diverse as it now is in quality and content," the variety of programming may well be further expanded. He states that ". . . broadcasters will take a considerably more cautious approach to any action or actions which might in fact—or by implication—indicate any moral lapses. . . . On both the national and local levels broadcasting has committed itself, by the public statements of its leaders, to a larger number of public interest, educational and world affairs programs than ever before.

"With the continued up-grading of the standards of commercial copy, consequent as we have said upon the closer adherence to the revised Radio Standards of Good Practice . . . we will have considerably fewer commercials of questionable good taste," he concludes. . . .

the

Silver Mike



THIS MONTH:

CLAIR R. MCCOLLOUGH

President & General Manager
Steinman Stations

NAB's 1960 Distinguished Service Award Holder

Clair R. McCollough, president and general manager of the Steinman Stations, this month receives the National Association of Broadcasters' 1960 Distinguished Service Award. Begun in 1953, the annual award is given to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or on behalf of the industry..."

Mr. McCollough, of course, would qualify on either count.

His radio career started in 1929 when he joined the Steinman Stations' WGAL Lancaster, Pa., in sales and in a supervisory capacity.

Since that time, his energy and effort have not only been directed towards the expanding group ownership, but also the expansion of the industry of which he has been a vital part.

He was founder of the Pennsylvania Broadcasters Association in 1932 (now the Pennsylvania Association of Broadcasters). He was a member of the reorganization committee of the NAB in 1938 and was elected to the first board of directors. He has since served almost continuously on the radio and tv boards and is a past chairman of the board.

A decade ago he presided at some of the original meetings that established the Radio Advertising Bureau as a separate selling organization for radio, similar to bureaus of other media.

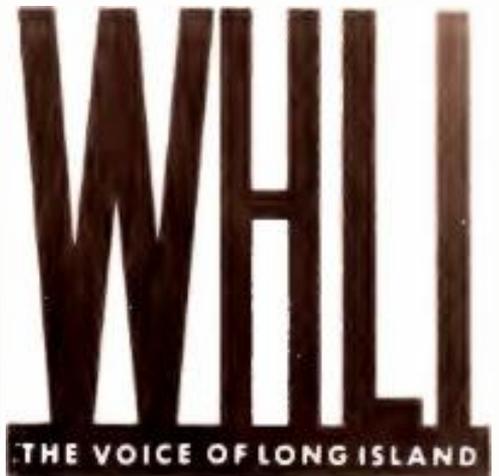
Mr. McCollough is bullish over the future prospects of radio. He believes that the current progress of fm is not just another false start. He maintains that fm should be the program opposite of am.

At the same time, he notes that radio is doing splendidly in local and regional business. "It is the task of radio to capture the imagination of the national agency which is under tremendous selling pressure from all media."

Mr. McCollough was educated at Pennsylvania State Teachers College and received an honorary doctor of science degree from Franklin & Marshall College, Lancaster. He is married to the former Velma A. Dilworth and they have one daughter, Constance.

In a business that is known for its job progression, Mr. McCollough's three-decade service with the same company is a distinguishing mark in itself. Under his day-to-day supervision, the Steinman Stations grew and today include six am stations, four fm and two tv. • • •

LONG ISLAND IS A MAJOR MARKET!



THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)



**MORE GAS
IS SOLD ON
LONG ISLAND
THAN IN ATLANTA,
AKRON, ALBANY
AND ALLENTOWN...
PUT TOGETHER!**

**GAS STATION SALES
\$174,106,000**
(Sales Mgt.)



WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

→ **10,000 WATTS**

WHLI AM 1100
FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. *the voice of Long Island*

Represented by Gill-Perna

NOW
WFHR
 Offers Blanket Coverage
 of
CENTRAL WISCONSIN

5000 Watts
On 1320 Kc. Non-Directional
 with
HIGH FIDELITY

Represented
 by
DEANEY, INC.
 New York
 and
 Chicago

MBS
 and
WISCONSIN NETWORK

20 Years of LOCAL RADIO SERVICE
 covering News,
 Community Events
 and sports from
 Studios in
WISCONSIN RAPIDS
STEVENS POINT
MARSHFIELD

WFHR
 Owned and Operated by
Wm. F. Huffman, Radio, Inc.
 Phone HA 3-7200, Wis. Rapids

LETTERS TO

They Want To Know

I noticed in your February issue that there is a "The Big Sound" library being distributed by Richard H. Ullman Inc., Buffalo, N. Y. I would appreciate your informing me of their address so that I might write for complete details.

Lee P. Mehlig
 Co-owner
 KGMC Englewood, Colo.

We are the owners and operators of DZMT and DZWS—the former concentrating on music and news and the latter catering to women listeners.

We would like to know more about the Broadcasters Promotion Association, and how we can fit into such an association.

Albert C. Capofosto
 The Manila Times Publishing Co.
 Manila, Philippine Islands

Real Estate Radio

Enclosed is a copy of "Real Estate Opportunities" containing our story on radio advertising and mentioning your magazine. Thank you very much for your help.

Arthur L. Dobkin
 Editor, Real Estate Opportunities
 Prentice-Hall Inc., Englewood
 Cliffs, N.J.

As a veteran of 23 years of broadcasting, let me commend the excellent write-up on radio advertising [in "Real Estate Opportunities"] which reached my hands via the First Trust Company of Chattanooga, and one of our local real estate dealers.

Bill Stamps
 Manager
 WCLR, Cleveland, Tenn.

In reading the [radio] article in "Real Estate Opportunities," it was suggested that we write to you for helpful information. We are a comparatively small real estate firm.

Any information you may offer us will be appreciated.

Harold T. Brothers
 President
 Federal Realty Assn. Inc.
 Atlanta, Ga.

Farm Issue

I want to take this opportunity to repute statements made in the February U.S. RADIO by one Jay Gould, and to highly endorse the statements

THE EDITOR

of Bill Wiseman of WOW Omaha, Neb.

The American farmer is undoubtedly the most sagacious, hard to fool personality on the face of our globe . . . When a farm director starts having competitive accounts on his programs, he had better figure he is through being of any value to his sponsors.

The top farm accounts buy farm directors for exclusivity, and these accounts are looking only at men who live and breathe their products. I would not want a farm director on my payroll who could carry water on both shoulders. If he is not sold on the sponsor let's find another sponsor, but by all means, let's not have competing accounts using the same farm director.

Ben Ludy
President and General Manager
KWFT Wichita Falls, Texas

A fine issue that presented a good roundup on farm radio.

Ken Klein
Public Relations Director
Katz Agency Inc., New York

I would greatly appreciate it if you could place me on the subscription list of U.S. RADIO. I was most impressed with the book.

Also, I would like to order reprints of the story on d-Con (see *Radio: d-Con's Pied Piper*, February, 1960).

Hamilton Hicks Jr.
Educational Department
The d-Con Co., New York

Country Music

I have been in the broadcast industry with country music for 12 years. I thought now might be a good time for local radio to look into a country music policy. . .

Country music has emerged from the darkness to become a highly commercial format for local radio. This modern day "folk" music is programmed to a vast consuming audience wherever it is heard. . . A station with a country music format can produce far more than ratings. It can produce results for both local and regional accounts because the country music listener is the most loyal listener one can find. . .

Carl Stuart
Program Manager
WAMO Hamestead, Pa.



My how things changed!

Now you know

In Louisville

ONLY on *WKLO*

people size radio

for family size fun.

Check your latest

Pulse—check your latest

Nielsen*—and re-check

your audience

composition on BOTH.

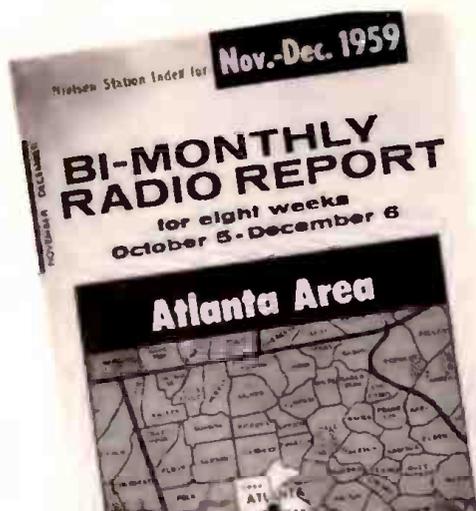
*Now First . . . Nielsen Rated Hours
6 AM to Midnight . . . by far

Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:



robert e. eastman & co., inc.



WSB RADIO FIRST IN AUDIENCE 92% OF THE TIME

*-with 17 stations operating
in the Atlanta area!*



"White Columns" on Peachtree, the home of WSB Radio

WSB Radio

The Voice of the South, Atlanta



Latest Nielsen on Atlanta reveals a handsome bonus being shared by WSB Radio advertisers. This station's audience was up 18% in the morning, up 10% in the afternoon. Nighttime dominance over the field was more marked than ever!

Of total quarter-hour periods measured WSB Radio was first in audience 464 times. Station No. 2 led 28 times and Station No. 3 was first 6 times.

In March WSB Radio enters its 39th year of service to the South. And for each consecutive year this station has been the overwhelming favorite of Southern listeners. Certainly your advertising in Atlanta belongs on WSB Radio.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC, WSOC-TV, Charlotte, WHIO, WHIO-TV, Dayton.



Radio In The Looking Glass

'Radio as an Advertising Medium'

The adjoining lead story in this issue of U. S. RADIO is the result of the recent major radio drive by the Radio & Television Executives Society Inc., New York. The story presents the exclusive report on a questionnaire that RTES sent to agency executives. The RTES survey was taken in conjunction with its Roundtable luncheon of March 23, which featured "Radio as an Advertising Medium." Those who participated in that panel were: D. C. Marschner, sales promotion and advertising manager, Shell Oil Co.; Albert Richardson, vice president-advertising, Chesebrough-Ponds Inc.; Marguerite West, advertising media manager, Scott Paper Co.; Maurice McMurray, national sales director, Storer Broadcasting Co., and George Arkedis, vice president-sales, CBS Radio.



What would radio find if it were able to look at itself in the mirror?

What would its strengths look like? How about its weaknesses? In what ways can it improve its natural endowments?

These are some of the questions the Radio & Television Executives Society Inc., New York, had in mind when it polled a sampling of advertising agency executives to find out how they felt about "Radio as an Advertising Medium."

What follows is an exclusive report on the results of that questionnaire survey, which was taken by the RTES to coincide with its recent major radio push.

Rather than "yes" or "no" questions, the survey sought subjective views on radio's limitations and attributes, programming and commercial matters, use of radio in other than the popular driving times and

radio in looking glass

"Let's educate more of the junior buyers into the benefits of radio."

other buyer and seller problems. In all, there were 15 questions.

The survey shows that agency executives are significantly impressed with radio's ability to move goods off the shelves because of its flexibility, low cost, ability to reach the housewife during the day and the husband in the morning and evening. They like strong local personalities, the value of radio as a reminder medium, its portability and companion function.

What do they believe are radio's problems? According to the survey, they answer program development, lack of a "picture," nighttime primacy of tv, local *versus* national rate practices, and the need for a guide to measurement of frequency and saturation.

Putting the economics of today's radio into focus, William Matthews, vice president and media director, Young & Rubicam Inc., states: "Radio today is a primary local medium for national advertisers. It can be effectively used in local situations, like newspapers and spot tv.

"It's easy enough to rank media on a general basis, but when you get right down to choosing a particular medium—when you're going into a city for the first time, for example—it's quite a different matter. Then you have to choose the medium depending on what's available and the quality of what's available, what the marketing problem is and what you're trying to achieve."

On the subject of radio's assets, Arthur Porter, vice president and media director, J. Walter Thompson Co., states: "Radio can reach a small audience at great frequency effectively." Conversely, he feels that "radio's greatest limitation is reaching a large audience at an efficient cost. You have to put a great deal of money into reaching a maximum audience effectively."

What about the problem of simpli-

fy the buying and selling of multiple market spot radio campaigns? David Wasko, vice president in charge of media, Geyer, Morey, Madden & Ballard Inc., believes that "simplified rate cards and making certain that the availabilities submitted are the same as those confirmed would help. If there are any changes in availabilities, agencies should be informed immediately." Mr. Wasko also tosses out a challenge to the radio industry: "It would be terrific for the national advertiser if some basis could be found to make rate cards uniform."

Art Topol, media buyer, Ogilvy, Benson & Mather Inc., questions whether multiple market spot radio campaigns can be simplified. "Each market or each station must be considered on its own merits. You cannot sell stations as a group unless there is a similarity between them—for example, if they are an fm or concert network or if they are all news stations. Even a degree of difference among 'modern' stations means that you must consider each market situation separately."

Among the present limitations in radio that is found by Lucy Kerwin, timebuyer, Kenyon & Eckhardt Inc., is that "the total audience at any one time is not too large."

As for the other side of the coin, Miss Kerwin states: "A client can use radio economically. Not only are rates less expensive but the cost of preparing the commercials and putting them on the air is less.

"Also, radio can be utilized for a quick push because of the ease of producing the commercial. Copy and production problems are relatively easy and the campaign can be put on the air quickly."

Here, then, is a rundown of representative answers to some of the meaty questions in the RTES survey. Because the RTES did not ask respondents to include their names on

the questionnaire, the following direct quotes appear without identification.

What are your thoughts on radio as a motivating force?

- "Listeners are loyal to air personalities and take recommendations seriously. There is vast response to important issues aired on radio and editorialized. Good and fast news reporting is important."
- "Much has already been proven with sales results—the end we are all after. Department stores have been crowded with shoppers for 'radio specials' and sold out on advertised items."
- "Given time to work, it can be



Frank Pellegrin
Vice president, H-R Representatives Inc.
President of RTES

- highly effective."
- "Naturally, assuming one has a good commercial, it can move people to act. However, audiences are so decimated in recent years that only large volume or long continuity of effort can produce *significant* results as a rule."

What are your feelings and experience on the competitive merits of live and transcribed commercials? Also local *versus* canned copy.

- "If excellently produced, ET's are fine. However, it is wise to use popular local personalities to vary ET's with live adlibs of whole or part of commercial."
- "If d.j. is good, no one is as effective—he can provide a person-

al endorsement factor. If copy points must be handled very carefully, or local talent is not adequate, ET's are necessary."

- "It all depends on the quality of the transcribed commercials and the ability of live announcers. Both can be effective."
- "Live has plus on local personality sell."
- "Both can be good. The trick is to apply the proper techniques to individual problems as they arise. Unless there are integration or endorsement opportunities, we tend to use canned copy."
- "ET's are better. They give you exact enunciation and pronunciation you want. Live varies by size of station and section of



Al Shepard

Sales Manager, Select Station Reps.
Co-Chairman of Roundtable Committee

country."

- "On a network in a personality show, distinctly prefer live. Locally, except for isolated cases, prefer canned."

What recommendations do you have to simplify the buying and selling of multiple market spot radio campaigns?

- "Make all cards similar. There should be flat packages based on the number of announcements per week (Sunday through Saturday)—no other frequencies."
- "The use of representative confirmations which serve also as contracts. Tighter traffic control makes for more correct billing, less delays in bill payment."
- "Simplification of rate cards.

"Radio should sell its exclusives: Great

local medium . . . immediacy . . . local personalities'

influence with trade and consumers."

Salesmen's knowledge of his stations and markets."

- "Aside from the standardization of availability forms, I think further simplification will come from better organized buying procedure."
- "Single rate."
- "More complete market data on the listener."
- "Simplify rate cards. Make time available in preconceived blocks. Provide minimum reach and frequency."

What has radio not done that should be done to sell itself more effectively?

- "More individual market data—what percent of market is rural, industrial, white collar. When they go to and from work and by what means—heavy shopping days—special interest or ethnic groups—geographic, cultural peculiarities. All should be included with coverage maps so that buyer can use it in determining exact times of day to reach particular product's audience. Also, more and better descriptions of programs shown on availability sheets."
- "Serious programming considerations. Five-minute news on hour not considered realizing radio's full potential value. Stations hurt themselves by co-op deals blocking out good times for national advertisers."
- "Improve programming to attract more listeners."
- "It should sell its exclusives—great local medium emanating from twice as many places as daily newspaper and seven times as many places as tv. Its immediacy. Its local personalities' influence with trade and consumers."
- "On the network, produce clearances and provide distinctly iden-

tifiable programming. Locally, establish local image and streamline rate cards."

- "Has not sold itself on a market basis, using agreed upon statistics, in trying to effect radio sales for the mutual benefit of several stations in a market."

Many agencies buy certain pre-determined time segments (such as Monday through Friday, 7 to 9 a.m. and 4 to 7 p.m.). Have you experienced good radio results in other time periods, i.e., weekend, evening, etc.?

- "Summer weekend radio for certain products. Rate breaks just after 7 p.m. permit more spot mileage and offer good adult listening."
- "Mail order agencies buy Sunday, Saturday, then weekdays—in that order—regardless of price. Results follow."
- "Some products—female appeal—are more efficiently sold and more effective in pure daytime hours."
- "9 a.m. to 4 p.m. for women is economical and sometimes the weight of advertising is much less than traffic times. Quality products can be sold in evening 'good music' programs."
- "Weekends are good—more 'whole family' listening when the opportunity is best for 'whole family' shopping."

What recommendations would you make to improve radio programming from the viewpoint of both audience and advertiser?

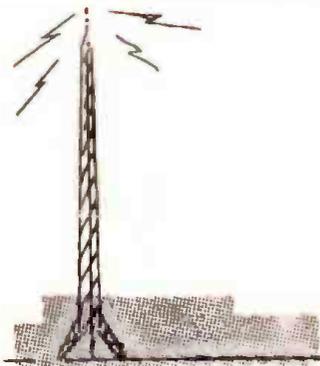
- "At the station level, balanced music and talk programming. More news, public service and identification with local community. Networks should offer

(Cont'd on p. 40)



\$950,000

Estimated Radio Budget



700 STATIONS

— On Three Networks —
Will Carry Fritos Story

21,000 SPOT ANNOUNCEMENTS

Each Week
— Average 30 per
Week per Station —

Take a snack product that has the ability to keep taste buds tingling coast-to-coast; add an effective network of national distribution; mix in a consistent program of advertising and sales promotion, topped off with generous portions of radio. This is the recipe which has made it possible for The Frito Company, Dallas, Tex., to boost the sales of its corn chip and potato chip products from \$18 million in 1951 to almost \$60 million in 1959.

A consistent user of radio since the firm was organized in 1932, Frito is using the sound medium to spearhead its advertising and promotional efforts in 1960. It is estimated that \$950,000, representing 35 percent of the total budget, will be spent in almost equal parts over the facilities of NBC, CBS and ABC to tell the story of Frito corn chips.

"This is the largest network buy the company has ever made," says Thomas K. Denton, vice president of Dancer-Fitzgerald-Sample in Chicago, the Frito agency. "With the campaign under way, the announcements are scheduled to run in staggered flights through the end of the year. After checking the coverage maps and the number of stations that will carry the Frito story (over 700), we have determined that this campaign will penetrate every county in the United States except one."



Coast

Looking for depth as well as broad coverage, Mr. Denton points out that there will be an average of 21,000 spot announcements used each week, with listener impression totals up in the multi-billion category.

"Radio has always been one of our most important advertising outlets," says John R. McCarty, advertising-merchandising vice president for The Frito Company. "As a matter of fact, radio was the first medium employed to introduce corn chips when the company was started, and we have been regular users ever since.

An Impulse Item

"Our product," he continues, "comes under the heading of an impulse item. In order to get the shopper to pick up a package of Frito corn chips when she is in the store we have to 'pre-condition' her. This is done through concentrated exposure. Repetition and heavy frequency, therefore, are two of the things that we look for in our advertising and promotion efforts. We have found that we can get this with radio. Radio makes it possible for us to achieve strong trademark and name identification. We have discovered that with the proper type of copy we are even able to get appetite appeal across on our radio announcements."

The principal target of the Frito

campaign is the housewife, Mr. McCarty says. "Therefore, we concentrate much of our air activity during the daytime periods. Men and children also are our customers, however, and we have been able to buy time slots and programs that will appeal to them as well."

"In order to hit as many different audience groups as possible," Mr. Denton states, "we are buying announcements around news shows, comedy, drama, adventure, music and almost every type of program now being aired. Frito corn chips appeal to all kinds of people. We believe that radio today is one of the most effective ways of reaching such a broad market and still make it practical to tailor messages to specific consumer groups."

A look at the Frito schedule on the three networks illustrates how the firm is seeking a wide audience base. On CBS, the lineup calls for participation on news shows running from 10 a.m. to 3 p.m.; the Art Linkletter *House Party*; a group of soap operas, including *Helen Trent*, *The Couple Next Door*, *Ma Perkins* and others; the *Burns and Allen* show; *Bob and Ray*, and *Amos and Andy*. Frito will also be represented on the network's Sunday schedule made up of *Yours Truly*, *Johuny Dollar*; *Suspense*; *Have Gun, Will Travel*; *Gunsmoke*, and the *Mitch Miller Show*.

At NBC, the Frito campaign will

be heard on *News of the World*; *People Are Funny*; a news analysis show, *Emphasis*; and *Monitor* including the Paul Winchell show, Ernie Kovacs, the Bob Hope segments and *Duffy's Tavern*. The ABC plans call for 50 10-second announcements a week on newscasts that are heard from 10:55 a.m. until 11:55 p.m., Monday through Friday.

Although the firm produces and distributes about 30 products, corn chips represent the major part of the business. "Frito," Mr. McCarty declares, "is the only nationally distributed corn chip in the country, and it is the only product that is being advertised in our network radio campaign.

"The copy will be varied, and we will probably use 10 to 15 different copy approaches. However, every Frito announcement will include a musical jingle we have prepared built around the theme of *Munch A Bunch of Fritos*. This jingle will be our identification on all of our messages, whether they are 10-20-30 or 60-seconds."

The following is typical of the copy being used for Frito:

JINGLE: Munch munch munch a bunch of Fritos corn chips. It's not polite to smack your lips—but you can't help it with Fritos corn chips—munch munch

to Coast Radio Recipe

fritos

munch a bunch of Fritos
Corn Chips!

ANNOUNCER (LIVE): Fritos are
the perfect after-school
or between-meal snack!

Golden chips of corn—just
made to munch. A nutritious
treat for children and
grown-ups alike. Fritos
corn chips are full of such
good, crisp flavor—such
good-for-you nourishment
—there's contentment in
every munch.

JINGLE: Munch munch munch a
bunch of Fritos Corn Chips!

ANNOUNCER (LIVE): Whenever
you want good munching—
get Fritos corn chips.
Whenever you want to add
zip to a lunch box—to
salads, soup or sandwiches

—serve Fritos corn chips.
They're America's favorite
—golden chips of corn just
made to munch. F-R-I-T-O-S
—Fritos corn chips.

JINGLE: Munch munch munch a
bunch of Fritos Corn Chips!

Use Live Announcements

"Although we are using transcriptions, where it is possible we try to make use of live announcements," Mr. McCarty says, "of course, making sure that our jingle is included. On any program where the format permits, we like to have the show's star present our message." Some of the performers who are scheduled to be Fritos "salesmen" are Bob and Ray, Art Linkletter, and Bob Hope. Network announcers will also be used with great regularity.

In order to obtain maximum impact and identification, Frito is preparing point of purchase material keyed to some of the performers. This will include rack streamers and colorful displays.

The tie in of Frito's radio campaign with its activities at the retailer and consumer level is typical of the integrated marketing operation which has brought the company its very considerable success. "Fritos are distributed through a network of almost 2,000 driver-salesmen," Mr. McCarty explains. "Each one has been trained to check properly the stock in the stores on his route, and to set up the displays which we prepare."

The typical Frito store display is colorful, attractive and designed to stimulate attention and action. Every-



IF RADIO helps get the consumer into the store, the large, attractive displays make it simple to find Fritos. Displays are installed by company salesmen, and changed regularly to coordinate with the four major Fritos seasonal promotions that are used each year.

thing is done to make selling Fritos as simple as possible for the retailer. Mr. McCarty also mentions that the company usually ties in Fritos with other food products. He believes that this not only helps boost sales of the corn chips by showing the shopper new ways of using the product, but that it also builds excellent dealer relations.

Seasonal Promotions

The company's research brought out the fact that both the retailer and the consumer grow weary of a particular display after a while. In addition, the displays and other point of purchase materials tend to get a bit shop worn. In order to overcome this problem, The Frito Company conducts a different promotion each quarter of the year. The promotions usually run for about six weeks. This highly successful technique is being employed again this year, and the radio campaign has been carefully geared to fit into the pattern.

"Our first promotion for the year," Mr. Denton says, "ended last month. It was built around an offer of free packages of quality flower seeds. There were three different assortments, and each bag of Fritos contained one of the packages. All of the merchandising efforts, including radio, were coordinated to concentrate on the flower seed offer."

The following is a typical 30-second announcement that was used in conjunction with the free flower seed offer:

ANNOUNCER (LIVE): Here's a wonderful "salute-to-spring" gift from Fritos corn chips. A free package of flower seeds on the large bags—genuine high quality Burpee seeds in three varieties—petunias, snapdragons or zinnias. Look for the Fritos bags with the free flower seeds—while they last.

JINGLE: Munch munch munch a bunch of Fritos corn chips. It's not polite to smack



John R. McCarty
Advertising-Merchandising Vice President
The Frito Company

your lips—But you can't help it with Fritos corn chips—Munch munch munch a bunch of Fritos corn chips.

"The next seasonal promotion will kick off in June. And the theme of this will be picnics. Final plans for the fall and winter are being drawn up now. In each instance, we have scheduled our radio flights to coordinate with these special promotions," Mr. Denton points out.

Each of the networks is providing Frito with a variety of merchandising support designed primarily to alert the organization's selling force and its dealers to the extent of the radio campaign. This merchandising assistance is taking a variety of forms. For example, one of the networks is taking advertisements in trade publications in the food field drawing attention to the radio activity. Letters have gone out to dealers and distributors explaining the on-air support that Frito is providing. Transistor radios are being sent to the top regional sales managers. A special Fourth of July letter housed inside a firecracker is being readied to send to top sales personnel. Telegrams, post cards, books, dollar pocket watches and records are also included in the efforts of the trio of networks to back Frito's well-integrated merchandising concepts.

The highly organized and expanding Frito operation of 1960. Mr. Mc-

Carty points out, is a far cry from the fruit's beginnings in San Antonio during the depth of the depression. Struggling with a fading ice cream business, Charles Elmer Doolin happened across a product being manufactured by a Mexican who had come up with something of a hybrid of a tortilla. Mr. Doolin purchased the recipe and crude equipment for \$100. Setting up shop in his mother's kitchen, he went into the corn chip business.

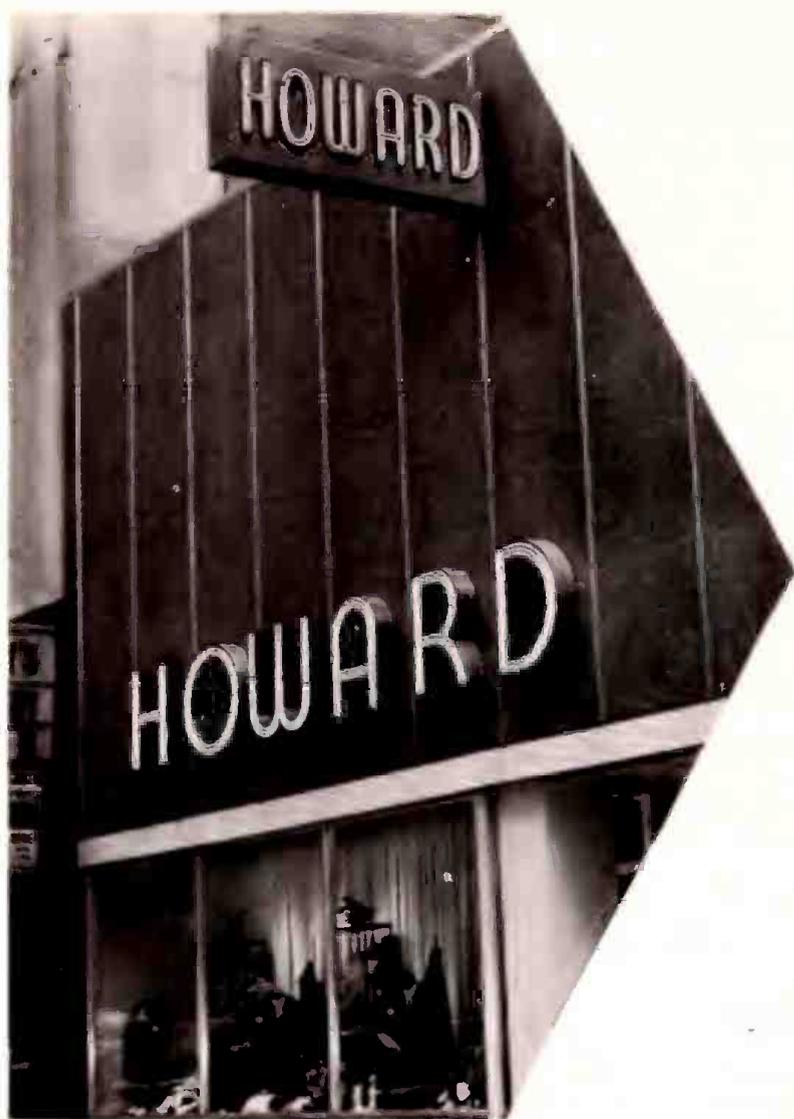
As the business developed and expanded, Mr. Doolin got dealers to merchandise Fritos from display racks rather than from the traditional glass jars. The company expanded at a fast pace, but was set back in 1941 with the outbreak of World War II. In 1946, however, the firm picked up the tempo again and started granting franchises in several parts of the country. Two new products were added to the line, and by 1954 The Frito Company was ready to emerge as a strong national organization.

Impressive Growth

A skilled executive team headed by John D. Williamson was created, and in 1953 a financial reorganization brought about the company's first public issue of stock. Two years ago, the firm merged with and purchased three major potato chip manufacturers, and the sales figures for 1958 were an impressive \$51 million.

In addition to Frito which is a national product, the company also produces and sells six brands of potato chips which are sold under different brand names on a regional basis. Here, too, it is pointed out, radio is employed as part of the merchandising campaigns.

Today, The Frito Company, which started in a family kitchen, has 21 plants employing 3,500 people. With its highly refined distribution and merchandising methods, the firm expects to continue expanding. "And since radio has always been able to reach our number one customer," Mr. McCarty says, "we expect the medium to retain its important place in all of our basic planning." • • •



One of the 130 Howard Stores located from New England to Florida. The company plans at least 20 new openings in the next two years. Moderate priced Howard line has expanded its boys and teenage departments since it acquired control of another chain two years ago.

JINGLE RECALL BRINGS...

Howard



A modern version of a famous old radio commercial is currently sparking an extensive return-to-radio drive for the Howard Clothing chain—whose advertising is designed to reflect company policy of building new successes upon the foundations of the old.

Campaign blueprints call for 200 to over 400 spots each week, concentrated in nine Eastern markets for 19 consecutive weeks. Breaking this down, the radio effort will run from March 14 to July 17. There will be between 18 to 35 spots per week per station over 12 outlets. Together with the remainder of Howard's projected radio plans, the medium will account this year for approximately 60 percent of the company's total advertising budget, declares Charles L. Rothschild, senior vice president of Mogul, Williams & Saylor, New York, Howard's agency. (The total budget is estimated to be \$700,000. Radio, therefore, will get an estimated \$420,000 of the ad expenditures.)

Jingle Well Remembered

Sound medium efforts for the rest of 1960 have not yet been resolved, according to Mr. Rothschild, who states, however, that it is probable

Public's ability to remember jingle off the air for years provides retail clothing chain with theme for new radio campaign

Back To Radio

the client will heavy up during peak holiday sales times.

In the case of the current radio campaign, the old success is the "Little Howard Label" jingle decked out in three brand new 1960 arrangements. The original song went off the air several years ago. However, so many Howard store managers and customers—much to the surprise of management—remembered, recited and even requested it that Howard and MW&S decided to construct an entire campaign to take advantage of both the jingle's popularity and radio's recall and retention potential.

Campaign Theme

The campaign's theme—"Where else but at Howard can you find . . ." is intended to recall Howard's longtime reputation for dependability and value before combining it with news about the firm's up-to-date renovations and innovations.

Howard, which was founded in 1924 in the New York area where it still has its headquarters, acquired two years ago the stock of another men's retail outfit, and as a result has made important management changes.

Subsequently, according to Nathan Langerman, Howard president, the

firm has been busy renovating its old stores, opening new ones (at least 20 openings are planned during the next two years) and restyling to give superior cut and material for a moderate price. In addition, Howard has expanded its boys and teenage departments and has introduced greater variety into its haberdashery and men's furnishings departments.

The Howard chain totals 73 stores,

principally in the Atlantic and New England states, the Midwest and Florida. There are 38 outlets in the New York area alone.

When the new management appointed Mogul, Williams & Saylor a little more than a year ago, the agency undertook to revamp Howard's advertising strategy to arouse consumer interest in these innovations without dimming the public's



Reviewing Howard's radio schedule is (l. to r.) Charles L. Rothschild, senior v.p. and account supervisor at Mogul Williams & Saylor, New York, the company's agency; Nat C. Wildman, v.p. and creative director on the account; and Joyce Peters, agency timebuyer. Campaign covers nine markets.

enthusiasm for Howard as "a tried and true place to go when you want solid value for your money."

Howard, which had turned away from radio several years ago toward tv and print, started to trot the radio road again when manager after manager and salesman after salesman would ask, "Whatever happened to the Little Howard Label?" They all seemed to remember the jingle with affection and to want it back.

Consumer Survey

After hearing so many men with the same idea, the agency decided to run a consumer survey to determine the recall value of the jingle, and discovered that many Howard customers felt the same way as the staff members.

"Their enthusiasm combined with radio's economy and saturation potential induced the client to invest heavily in the air medium this year," Mr. Rothschild explains.

Specific radio markets for the current campaign include New York; Boston; Philadelphia; Lynn, Salem and Peabody, Mass.; Buffalo and Binghamton, N. Y., and Orlando, Fla.

Updated Jingle

The commercials run a minute and combine the updated jingle with live announcer copy. The campaign is principally spot, but also includes sportscasts by Curt Gowdy in Boston and Jimmy Powers in New York. Most of the messages are aired during drive times to catch men and boys—and whatever women may be tuned in as well. (According to Mr. Rothschild, women are always a welcome audience because research has shown that they often persuade their husbands to buy a new suit—and sometimes two suits when the man of the house intended to purchase only one.)

While the music of the Little Howard Label jingle remains the same as in its memorable heyday, both the words and the tempo have been altered. Nat Wildman, MWR&S vice president and Howard creative supervisor, says there are three ver-

sions, "A 'chipmunk' arrangement, a jazzed up one for teen-agers and a Spanish edition, which is sung by the famous Chiquita of banana fame." The Spanish version is aired only in New York.

"The chipmunk arrangement," explains Jeanne Harrison, the agency's executive radio and tv producer, "was made by speeding up the recording. We feel that it added a nice touch of humor. This jingle also carries a tag line, 'Glad to be of service.' It's the type of line that is sometimes picked up by the youngsters, and adds considerably to the impact of the jingle.

"In preparing these jingles," she continues, "we made every effort to match the musical records being produced today, in terms of the talent and the recording techniques used. For example, top vocalist Dick Williams was the artist on two of the jingles. And all the jingles were originally taped in stereo to produce a finer quality monaural recording."

Typical Commercial

A typical commercial pointed toward Easter buying reads like this:

JINGLE: I'm the Little Howard Label of national renown. I'm seen inside the clothing with the newest styles in town. Every model—every fabric Howard's got it just for you.



Jeanne Harrison
Executive radio/TV producer
Mogul, Williams and Saylor

Get the smartest styles at Howard and smartest values too.

ANNCR. Men—where else but at Howard can you find such a spectacular Easter value? Superbly tailored suits of fine all wool flannels, cheviots or hopsacks maker-to-wearer priced at only \$39.95. Choose from solids, stripes and diagonals. Expert alterations free. And men, you must look and feel as smart in your Howard suit at \$39.95 as if you'd paid \$50 or your money back. Pay nothing down . . . take six months to pay at all 38 Howard stores in greater New York and New Jersey.

In New York, one of the stations now airing this commercial is WMCA, which according to Mr. Langerman, broadcast the very first Howard commercial back in the late 20's when the clothing firm sponsored two hummymen known as the Howard Dandies.

A few years later, in 1933, Howard began to buy a series of musical programs over selected network stations, a series that lasted until World War II. During this period Howard's regular announcer was the late Paul Douglas.

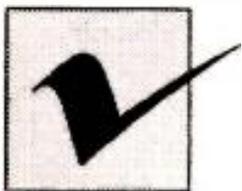
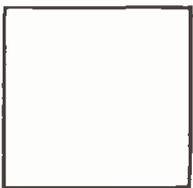
Switch to Spot

The firm's radio activities continued into the 50's with the emphasis switching from programs to spot. Throughout this entire 20-year period, Howard's other advertising standby was, of course, print in which they are still involved.

According to Mr. Wildman, the client and agency are at the present time making considerable efforts to coordinate both their print and radio advertising in order to carry over impact from one medium to the other.

"As far as we are concerned," he says, "the repetitive qualities of radio make the medium, when properly used, an excellent buy for retail outlets. • • •"

How To Conduct A Mail Survey



With competition for the advertising dollar increasing steadily, radio stations are making every effort to present a total picture of their sales potential. Research of every sort has become one of the most frequently used "brushes" in helping to paint a station's sales portrait.

Research dealing with ratings is not within the province of the station, and should be restricted to the professional organizations in this area. However, the station often can undertake certain projects designed to provide additional information about its audience. The mail survey is one method of obtaining such listener data.

A survey, in order to be effective, must be properly formulated and executed. To determine what would constitute a mail survey that would be valid and valuable to the station and the advertiser, *U. S. RADIO* obtained the opinions of a number of researchers who are experts in this field.

"There is no reason why a station cannot conduct mail surveys that will teach it something valid about its audience," says Arthur J. Morgan of the research firm of Erdos and Morgan, New York. "When a survey is done by a broadcaster, the kinds of information he could hope to uncover would, of course, be limited by his knowledge of research techniques.

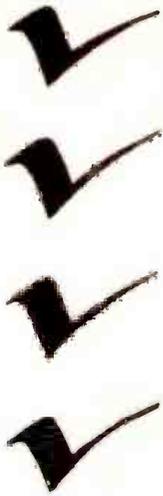
"While it would be impractical for him to undertake conclusive surveys on, say, the number of listeners he has at any given time, or

the number of effective impressions a commercial has made on his listeners," Mr. Morgan states, "he may learn something about what kinds of people listen to his station, what income group they are in, how old they are, how large a family they have or what kind of possessions they own. Or, to put it another way, the station could undertake indicative, rather than conclusive, research."

Wording the Questions

After the surveyor has defined his problem and decided what questions he wants answered, he must face the task of wording the question. "This is perhaps the most difficult part of the project, and the area in which guidance most certainly should be sought," says Mrs. Doris Selinger, president of Audience Analysts Inc., Philadelphia. "There are some standard rules. The questions must be short. There must not be too many of them. They must be clear and simple and not in any way confusing.

"However," she asserts, "one of the things my experience in the field has taught me is that there are many pitfalls in formulating the questions for a survey. If a station does not want to make the expenditure for a professional service to do the complete job, it can try to obtain such services on a consulting basis. The station can do the legwork, such as sending out questionnaires and compiling the results, while benefiting from expert guidance in shaping the questions or interpreting the results."



LIMIT LENGTH OF QUESTIONNAIRE

ASK SHORT, CONCISE QUESTIONS

USE REPRESENTATIVE MAILING LIST

AIM FOR 50 TO 85 PERCENT RESPONSE

mail survey

"The enthusiasm of the researcher can be a hindrance, too," says Mr. Wilsoff Yulman, project director of Universal Marketing Research (formerly National Field Service), an Alfred Politz Research Inc. affiliate. "It is easy to *expect* others to know what you mean when you have been working with the questions for awhile and are deeply involved in them. Have an outsider check to see if the questions are clear. And beware of long and involved questionnaires.

"People get tired and bored with long, drawn out surveys. If you want to ask 10 questions, send out two sets of postcards to two sets of respondents. Ask each group five of the questions. People won't take the time to answer *any* questions if there are too many to start with."

With a few short and clear questions, the researchers point out, the station can use a double postcard with a stamped, return-addressed envelope for the questionnaire. On one side would be a short explanation of the survey, on the other the questions. They mentioned the postcard as one convenient way to conduct a survey.

After the questionnaire is ready, how do you know to whom to send it? "This is another stumbling block to a valid survey," says Richard Manville, president of Richard Manville Research Inc., New York. "Choosing a list of names from sta-

tion mail is one thing. Getting a representative sample for a survey is another.

"This does not mean that you cannot use station mail to help build your list of known listeners," he continues. "Any response is helpful in finding out something about your audience. For example, if an advertiser wants to test a product on your station by offering a booklet or free item, the response you get can be added to your list of known listeners. Of course, if the offer is for a toy, you'll find out more about the children in your audience than about your mature listeners. But since you are looking for indicative and not conclusive information, this will add to your knowledge of your audience. Just be sure to keep in mind what the response represents."

For the survey, however, the researchers are in agreement that the most practical listing is either a telephone book or a city directory. "There was a time," says Mr. Morgan, "when the use of telephone directories was a dangerous procedure because many people didn't have telephones. It's a much better source today. And from a practical point of view, a logical one."

Picking a Sample

In choosing your sampling from the list, Mr. Yulman says, pick a random pattern and don't deviate from it. "This is the only statistical-

ly sound way to produce a representative sample. Start at a random point. If you pick, say, every fifth name, or the tenth name down in every second column, follow that pattern all the way through, without deviating or substituting."

A pilot study is also helpful in determining how clear the questions are, and whether you will get back complete and honest answers, Mr. Yulman suggests.

On the question of the percentage of returns, all those interviewed point out that they aim for at least a 50 percent response and that 85 percent is not rare.

"The single biggest mistake that's ever made in mail surveys is taking a small response and assuming that it is representative," says Mr. Manville. "It is not. You cannot assume that the people who did not answer your survey are exactly the same as those who did. The mere fact that they didn't answer proves that they are different. The ones who did reply are probably those who are most interested in the subject you are asking them about. Don't stop until you get a high percent of returns. And present the results as representative of your *respondents* and not of your total audience."

One of the ways mentioned to increase the response is to use an incentive, or indicate some kind of benefit that will come from answering. According to the researchers, money seems to be the best incentive, not because of the amount you are sending, but as a gesture. A coin, say a quarter, may get more

response than a dollar bill. The object is to provide some sign that you appreciate the cooperation of the respondent.

After the first responses are in, it is pointed out, send out second questionnaires and third and fourth ones if necessary to those who did not answer the first time. "This means you will have to key the questionnaires so you will know who did and who did not answer," Mrs. Selinger advises. "A simple code will enable you to check off the respondents against your master list. Then you can send out follow-up questionnaires to the others.

"The key will serve a double purpose. Besides providing you with a list of non-respondents, it can also tell you whether you have a geographically representative list. While you will not be able to validate your survey with scientific precision, some kind of cross checking is advisable. By keying the questionnaires, you can see whether a disproportionate number of responses are coming in from one particular location, or if you are getting replies from all areas of your listening radius.

"Checking your responses against available marketing or demographic statistics is a good idea. And a telephone or personal interview follow-up of another small sample will also help in checking results."

No matter how much care has gone into preparing the survey, points out Mr. Manville, and how exacting and representative the method has been, the job is not finished until the presentation is prepared in a forthright and professional manner. For radio research, like all media research, he continues, is basically promotional in its goals. Much of it is done with the hope of using the results as a sales tool. And no advertiser would expect to receive a survey done by a station in which the station didn't show up well.

"This does not mean that the station has to show up first on every subject in its presentation," Mrs. Selinger says. "Be sure to include all the facts. First of all, if the advertiser realizes you've left out something he won't put much credence in your entire presentation. Secondly, there's a chance that you are less likely to be

believed if you show up too well."

Or, to put it another way, M. Manville observes, "If you have a strong enough sales story that allows you to present unfavorable information about yourself, you are more likely to impress the advertiser, in addition to adding to the credibility of the presentation.

"Mail surveys," he says, "are excellent tools in the right hands. If they are well done they can be extremely useful in pinpointing the station's market. It can help to show the station where its strongest selling points lie.

"If it is not done well, however, or if it is undertaken by a person with neither experience in nor respect for the research field, it can be not only useless to the station but actually harmful."

"Certain kinds of surveys can be well done by mail," Mr. Morgan says. "And stations willing to approach a mail survey project with care may find themselves with results that will be helpful both to themselves at the management level, and to their advertisers and media prospects." • • •

AFTER THE RESULTS ARE IN

The Advertising Research Foundation is a non-profit organization supported by advertisers, advertising agencies and advertising media. Its basic purpose is to further, through the fostering of research, scientific practices in advertising and marketing. In pursuing this goal, the ARF has set up certain research standards and criteria against which it measures the validity of surveys that come before it for examination. The following questions can serve as a guide to a station executive attempting to check the results of a survey against accepted standards. They have been abstracted from the ARF's booklet, *Criteria for Marketing and Advertising Research*:

- Have the questions been well designed? Are they simple, concise and clear?
- Has the best sampling plan been followed to assure a representative response?
- Has the sampling plan been fully executed?
- Is the sample large enough?
- Have the responses been tabulated com-

pletely without any guesswork as to the meaning of answers?

- Is the interpretation forthright and logical? Are all the facts included?

The presentation of the facts should include the following:

- Full statement of problems to be resolved by the study.
- Names of organizations that financed and participated in the survey, and what is their interest in the survey.
- Exact period of time covered in collecting data.
- Date of publication of the report.
- Copies of questionnaires.
- Sources of collateral data.
- Complete statement of methodology.

"Simplicity and clarity," says the ARF, "should be the main objective of the analysis and presentation. Present the results only for what they are and what they represent."

PART II

What's New in

The following is a sequel to Part I, which appeared last February. For a review of the material covered in that story, see p. 35.



A little more than a year ago supplying program services to radio stations was an activity that was dormant. Most of the traditional firms that were in the field occupied themselves mainly with supplying commercial "spots" for local stations.

And suddenly the complexion changed completely. Not only are the "regulars" again in the programming business, but also new firms and even stations themselves have entered the radio syndication business.

As pointed out in the February story, much of this renewed activity is in talk and interview programs. But not exclusively. Musical selections are also being pre-programmed in disc and tape format.

The most obvious distinguishing mark of the new crop of radio programming services is length. The vast majority of material is in short takes—averaging about one minute in length. A long program today is five minutes; short versions are 15 seconds and 40 seconds.

Below is presented a review of new offerings to stations, based on reports from programming companies.

RCA Recorded Program Services, New York, is making available to stations an "Automotive Sales Library," comprising more than 700 motoring hints. The package is designed to help a station attract a larger share of the vast car dealer and car accessory business.

The package has three lengths:

There are 400 fifteen-second open-end lead-ins; 120 forty-second used car spots, and 212 one-minute episodes. Each spot features a hint on motoring, car care or cars in general.

The 40-second material is keyed to used cars. There is a brief description of all model cars since 1954, with an analysis of the good points in each year that have been proved with experience. The one-minute episodes offer hints on how to get more out of your car. Each spot features the voice of Ed McCray, described as a car counsellor.

Another current radio offering by RCA Recorded Program Services is a special "Thesaurus Musical Library" package that offers 200 twelve-inch long-playing discs. The package contains 2,000 selections, which are described as "the cream" of the library.

The new offering is programmed on discs in 15-minute segments.

In the area of music programming, Programatic Broadcasting Service, New York, a division of Muzak, features a completely automatic music broadcasting service that is currently heard on upward of 62 am and fm stations.

Programatic supplies the automated equipment as well as a monthly package of tapes. The idea behind the plan is push-button programming. A station manager can automatically insert commercials, call letters, time signals and then "go fishing."

Programatic each month supplies 18 reels of specially-arranged music on magnetic tape, each reel containing eight hours of programming. The service is sold exclusively in each market. The music includes

For the second time in three months, the re-birth of interest in radio program syndication is explored

Program Services?

both vocal and instrumental versions and is designed, Programatic says, for the adult listener.

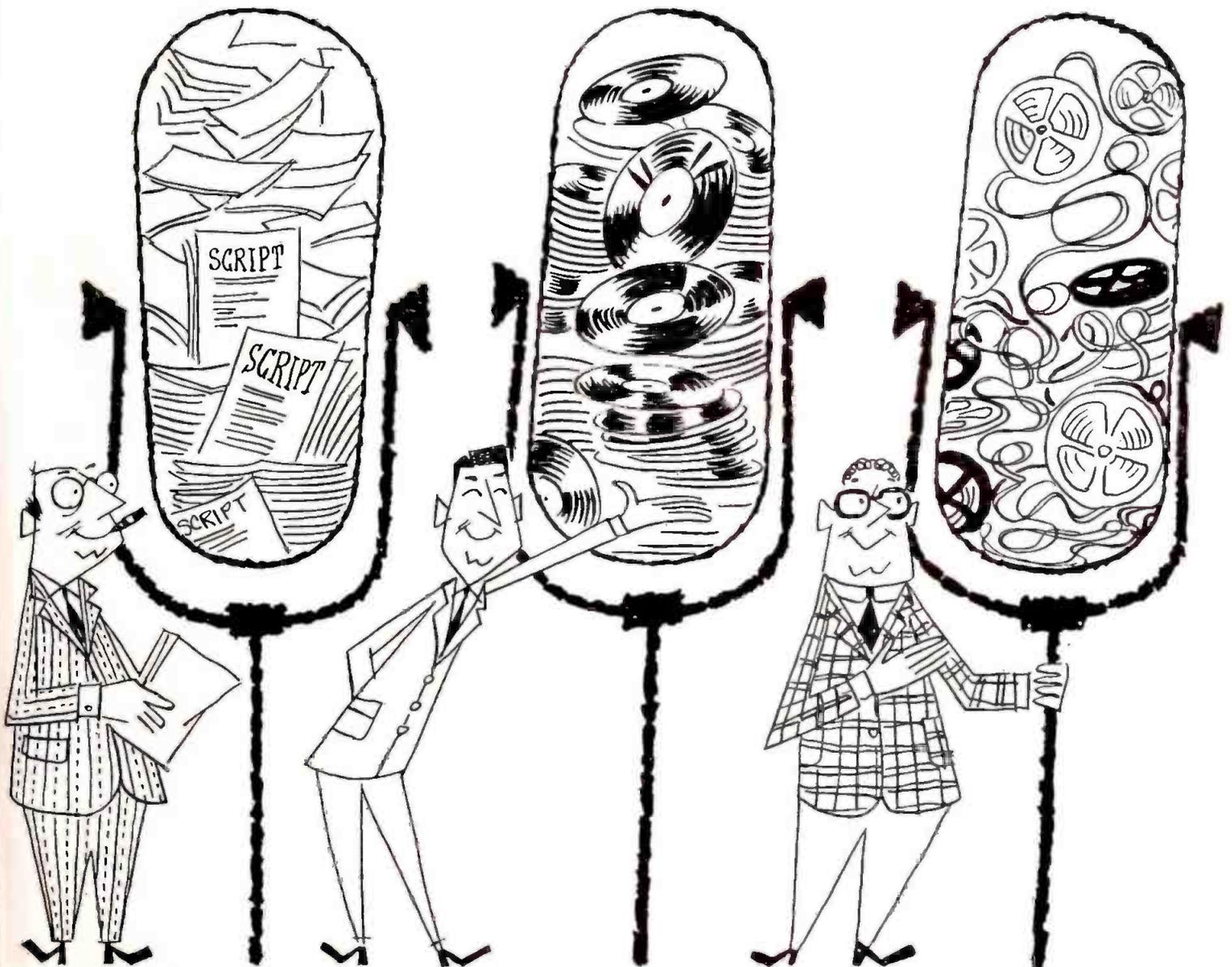
Purchase price of Programatic equipment is \$3,145, or it can be leased at a cost of \$115 a month. The monthly charge for the tape

service is based on market size and varies from \$200 to \$400.

World Broadcasting System Inc., New York, which provides a complete programming service for stations, has observed the re-birth of interest in program material. The

company is just making available to its stations a newly-recorded repertoire of Mantovani and Ted Heath selections on 16-inch discs.

World's current station ID jingle package offers 15 spots that not only lend themselves to station identifica-



program services

tion but also the weather and dates. In the "Product-Service Jingle" package, spots are available for advertisers in 68 different categories.

The company also offers a script service to its stations, most of it featuring chatter to go along with records. An example is the *Wonderful World of Jazz* show, heard a half hour each week. The script provides the talk background for the music. Among other services, World provides a large array of production and sound effects, currently being expanded, and "Commercial Rhythm Backgrounds," designed to complement any style or length of announcement.

Harry S. Goodman Productions Inc., New York, is exploiting to the fullest what it feels is the interest by stations in short, one-minute program capsules. Over the past months, it has developed a library of 11 separate one-minute shows:

There is *Dear Shirley*, an advice to the lovelorn show featuring commentator Shirley Eder; 20 one-minute shows a week are supplied to stations. *Pardon My Blooper*, featuring radio and tv boners and compiled by Kermit Schaefer, is being offered in a package of 10 a week.

Another show, *Your Money and You*, formerly a five-minute only, has been converted into a one-minute show. It features Don Rogers, financial editor of the *New York Herald-Tribune*. There is *Cal Tinney Time*, a series of 20 shows a week, presenting the humorist and commentator, and *Sports Shorts*, with Russ Hodges, offered in a package of 15 a week.

Capitalizing on the interest in water activities, the Goodman firm is offering *Boating Tips*, a 10-a-week series featuring Bill McKeown, editor of *Popular Boating* magazine.

There is also *How Come?* with Milton Cross, a 20-a-week package, each 40 seconds long, in which Mr. Cross will review such things as the origination of such terms as "ok" and "nick of time," among others. *The Woman's Touch* is in the one-minute concept, too. It features Patricia Kurland on fashion, food and

hobbies in a 10-a-week series. *Guide to Good Health* will present Dr. Lester Coleman, M.D., author of "Freedom from Fear." The one-minute series consists of 10-a-week. Finally, there is *Your Child and You*, a 10-a-week package on child psychology, and *Young Hollywood*, featuring celebrity interviews in one-minute capsules, at the rate of 25 capsules a week.

The trend towards more programing aids is reflected in the "Radio Hucksters and Airlifts" package of Lang-Worth Feature Programs Inc., New York.

Each month new material is stippled. In 1959, for example, a total of 391 new units were added. Last March, Lang-Worth introduced a new comic personality character for station use. He is "Reggie Frobisher," an over-enthusiastic Englishman, who reeled off in the March package 42 comic one-liners. They can be used as lead-ins or to add spice to a disc jockey show or he can be associated with a product or station promotion.

The "Airlifts" portion of the Lang-Worth package contains "many hundreds of program aids of all kinds for today's modern radio." There are 1,500 units in the basic installation, of which about 40 percent are "Airlifts." There are introductions for news, sports, disc jockeys, women's shows, top tunes, hit of the week, kibitzers, comedy blackouts in various voices (Toni Taylor, Sandy the Scotsman) and sound effects. There are safe driving campaigns, weather and time series, major holiday promotions and station ID aids.

Commercial Recording Corp., Dallas, has made available to stations its "Series 12" package of radio promotion jingles. It includes spots for every holiday and season of the year, as well as a back-to-school campaign.

In addition, the company has a new package, the "Musical Time-caster." It offers stations 720 customized jingles for every minute of the day, plus mechanical equipment that at any time of the day can be

punched to produce the correct musical jingle on tape synchronized with the correct time.

Commercial Recording also is slated to introduce a new package of radio promotion spots at the National Association of Broadcasters' convention in Chicago.

Public service scripts of various kinds are being supplied by Broadcast Music Inc., New York. There is *The American Story*, a collection of episodes on history written by more than 200 authorities and historians. The series deals with famous men in American history as well as great issues.

There is also *The Book Parade*, a series of 15-minute reviews in scripts by prominent literary figures. A more recently introduced series is *The World of the Mind*, in which 52 scholars and scientists appraise various issues in man's search for knowledge and truth.

Finally, there is *The Abraham Lincoln Story*. A total of 70 Lincoln historians and scholars review and comment on various aspects of his life.

This month, SESAC Inc., New York, is kicking off a new series labeled "Big 6 for '60," a series of LP music service plans. Highlight of this campaign is "The Drummers," a new line of promotion specialties and sales aids.

Under the new drive, there are six different purchase plans that offer a variety selection of hi-fi recordings, new releases and "The Drummers" on the basis of outright ownership.

In the area of radio quiz programs, Radio Features Inc., Chicago, headed by Walter Schwimmer, syndicates *Tello-Test* and *Tune-Test*.

In *Tello-Test*, the local encee conducts a phone-out quiz, whereby listeners are asked a thoroughly researched question until a listener gets the right answer. It can be programmed in five-minute segments, two or three times a day, Monday through Friday, or in 15-minute segments. A jackpot of awards pyramids until the correct answer is given. All the merchandise that is awarded on the show is handled on a certificate basis. There is no physical shipment of the merchandise to the station or by the station.

The *Tune-Test* quiz uses the sta-

tion's own music library as a basis for qualifying questions, plus jackpot questions based on music supplied by the Schwimmer organization.

In the area of news, the Richard H. Ullman Co., Buffalo, N.Y., and New York City, is now the sales representative for "Deadline Washington," a voiced news service for stations. This news service will offer the following:

Ten stories per day covering major news events in Washington, 30 to 50 seconds long, delivered air mail-special delivery on tape. Stories feature the actual voices of the newsmakers. There is also continuous tape updating of late developments on running Washington news stories, available to clients through long-distance dialing.

"Deadline Washington," headed by Joe Phipps, former news director for WWDC Washington, D.C., also offers a 30-minute weekly tape of top newsmakers in Washington. It is called *Speaking of the Sixties*. The service includes direct coverage of the presidential nominating conventions as well as special coverage of Washington stories with a local angle for station clients.

A few stations have also jumped into the syndication business. According to a report from WICH Norwich, Conn., last fall it syndicated the *Otto Graham Show* on more than 70 stations. It was a 15-minute show on college and professional football predictions by the star of the Cleveland Browns professional team. It was taped on a Monday morning and these were air mailed to clients.

A brand new series is *Janice Hall's Food Features*. It is a year-round question and answer series dealing with household hints, recipes and economics information.

National Time Sales, New York, a representative firm, and Eric Blau Productions, have teamed up to distribute a new five-minute *Mantle at the Mike* show. Starring Mickey Mantle, the show will feature interviews with sports and entertainment figures. The show is packaged in five-a-week segments.

The cost of the series varies by market. For five shows a week, the

'What's New?'—Part I

The following is a brief review of the material covered in the first part of *What's New in Program Services?*, which appeared in the February 1960 issue. For details and explanations, refer to that story.

A monthly script service called the "Informacast" is being made available to stations by Program Development & Research Corp., a division of Photography Publishing Corp., and Zang Golobe, vice president, Select Station Representatives Inc., New York. The basic library of 250 scripts, augmented by about 50 new ones each month, can be turned into one-minute programs on such varied subjects as auto care, cooking, gardening, among others.

Nemrac Recordings, West Islip, N.Y., is packaging a taped comedy routine called *McNaughton & McGonagle*. The series is in 30-second and one-minute segments. The company also is producing a 30-minute children's show, *Flight Into Fantasy*.

Public Affairs Radio Inc., New York, is offering a 15-minute survey of business and finance designed for weekend airing. Other "report" and "talk" shows are in the planning stage.

Trand Associates, New York, is

packaging a series of five-minute comment shows featuring such diverse talents as Maggi McNellis, Virginia Graham, Anita Colby, Ilka Chase, Westbrook Van Voorhis and John Cameron Swayze.

Richard H. Ullman Inc., Buffalo, N.Y., and New York City, distributing "The Big Sound" library, which is now in its second year. The highlight of the package is that all material—introductions for news, sports, weather and time, one-liners and jockey shorts—are in the voices of Hollywood and show business stars.

Lang-Worth Feature Programs Inc., New York, has packaged a new series of "Special Selling Season Shorties" composed of 397 selections for year-round use. The package offers a showcase for a commercial by providing short but complete arrangements of standard and popular tunes to go along with the commercial.

RCA Recorded Program Services, New York, is distributing the five-minute sports show called *Jackie Robinson's Sports Shots*, a five-a-week series. The company also is talking about distributing a new five-minute series on medical advice and news.

rates vary as follows: \$15 a program in markets ranked between 85 and 100, up to \$85 a program in major markets like Chicago. In New York, the cost is \$100 a program. There is a 10 percent increase in rates if a station buys three programs a week.

Heritage Productions Inc., New York, is distributing the *Roy Campanella Show*. A five-minute program, heard five times a week, the show is now in about 90 markets.

The company reports that the program is sold on a 52-week basis and that there are now two years of programs available, about 520 hours of

programming.

The cost of the show varies by market, from \$20 a week minimum to \$500 a week.

Futursonic Productions Inc., Dallas, is offering stations various new services. These are the musical promotion jingles as well as product jingles for local and regional use outside of New York and Los Angeles.

The company is also producing 145 time jingles in a package called "Time Chex," which gives time every five-minutes of the day plus noon and midnight. The price varies by market size from \$250 to \$600. • • •

question and answers

THE QUESTION:

What Determines Proper Frequency?

LES TOWNE ANSWERS:

 Too few radio spots? Too many? Too close together? Too much separation? Or should we buy programs?

These are the questions a radio buyer must wrestle with every time he makes a buy.

What are the correct answers to these questions? Enough frequency to sell that particular product! However, there is no one set rule. If there were, a time buyer merely would be a file drawer, chock full of station call letters, rate structures and antenna heights.

To attack the problem of frequency, a media man must first analyze the problems of the campaign—"What is the client trying to do with this campaign?" Then he must ask himself two basic questions:

1. Who is our market?
2. How strong and lasting an impression must the commercial make to move the market to action?

When these two questions have been answered, then he can judge what the correct frequency is for his product.

Define the Market

Let's discuss question number one, "Who is your market? Rich? Poor? Young? Old? Farmers? Certain ethnic groups? Automobile owners? The answers to these questions will pinpoint who is the wheat, who is the chaff, whom we want to reach most effectively—and most often.

When we have the answer to this question about our best potential customers, we are able to apply it to virtually any medium. An excellent example of the answer and media application is Smith/Greenland's treatment of one of their



Mr. Towne, media director of Smith/Greenland Co., New York explains that "to attack the problem of frequency, a media man must first analyze the problems of the campaign." He feels that "frequency is very closely related to how accurately you can pinpoint your market with media selection."

clients: Brand "X" is a product widely accepted by a particular ethnic market. Therefore, in buying media for our client, media selection is directed at programming which is also designed for this specific group. To relate this to the problem: "How much is good frequency?" . . . if the campaign were run on a mass audience station, we would need many more commercials to reach our prime audience (in the stated case, people of this ethnic group). Thus, it is evident that frequency is very closely related to how accurately you can pinpoint your market with media selection.

Question number two, "How strong and lasting an impression must the commercial make to move the market to action?"

This is a problem that can be answered only when you know:

1. What is the length and creative content of the commercials?
2. How really unique are your copy points?
3. How strongly is your competition entrenched?
4. How great is the buying decision that must be made by your mar-

ket (\$5000 for a Cadillac or 5 cents for a package of chewing gum)?

Now let us examine how these points affect frequency.

If your format is dynamic and your product benefits are obviously unique, your commercial will be remembered for a long time, and your frequency can be cut down. If your commercial is a reminder, or is not very likely to send people racing to their nearest store, then you obviously must reach the same audience many times to make the desired impression. If you are selling a brand "Y" soup, and your competition is Campbell's Soup, you certainly must use more frequency than if you were selling in a field where there is no brand preference.

In summing up the entire problem, certain things must be re-emphasized:

1. No two products offer the same opportunities. No greater disservice can be given to a client than to apply someone else's solution to his problem.
2. More than media is involved in this decision. It is not merely a slide rule exercise.

ROGER BUMSTEAD ANSWERS:

Frequency defined by one dictionary is "... the rate of recurrence." One explanation of recurrence is "... the act or fact of returning to the mind." And recur... or recurrence... also means "... to come up again for consideration."

Simply stated, advertising "frequency" is really the "recurrence" of the commercial message on the consumer's mind... for consideration, and hopefully, for buying action!

There seems to be very little agreement among the experts as to just what the right "rate of recurrence" for a sales producing radio campaign is. One sound answer was attributed to The Katz Agency's Dan Denenholz. He mentioned "... a *minimum* of 24 spots per week per station, or 120 announcements every week..." total in a market where five major stations divide the audience. Actual timebuying experience, however, would usually dictate a somewhat stronger buy impact-wise for a widely distributed mass consumer product.

At M.J.A., in order to determine "frequency," we would weigh many factors aside from executive judgment or the radio audience research presently available.

Detailed Specifics

We look forward to the day when radio stations will supply detailed specifics on their overall audience characteristics—in order that these facts may be weighed in making a radio spot buy just as they are carefully considered in determining overall creative and media strategy.

In other words, as *more and more* qualitative information becomes

available on *each* individual radio station's audience, the media strategist may well conclude that it would be more efficient for an advertiser to spend more heavily on one or two stations rather than buy 30 spots a week across the board based on the lowest cost per thousand *gross* homes reached.

Marketing Strategy

Marketing strategy, as well as available ad dollars, dictate a different media or "frequency" approach *in any medium* for a selective or "quality" product than for a prod-

for Good Humor's weekly specials. In this case, overall frequency is sometimes sacrificed in terms of gross audience—and concentrated in those hours when Good Humor's trucks are on the streets and the "new product" is readily available to the consumer.

Basic advertising strategy—and the media mix determined by that strategy—is also a key factor in determining radio frequency. For example, a tv program buy's impact can be "extended" by a strong radio buy stressing the right "recurrence factor."



Mr. Bumstead is media director, eastern division, of MacManus, John & Adams Inc., New York. *He feels that frequency must be considered as an integral part of the overall marketing strategy. Frequency, he states, "will always be determined only by specific facts available when the media plan is blue-printed."*

uct broadly distributed and accepted by the American public. Even if Heineken's could spend as much on radio in New York as Rheingold does—the radio buying approach would very likely be different from Rheingold's.

Likewise, the "recurrence factor" of a radio buy must be closely related to every objective of an overall advertising campaign. Good Humor, widely known and accepted as a quality ice cream manufacturer, desires a very specific result from its radio buy—a concentrated demand

My experience in media planning has confirmed a belief that "frequency" or the "recurrence factor" will always be determined only by specific facts available when the media plan is blue-printed: a pat formula for determining "frequency" is still a thing of the future.

And now that I've given my opinion on "frequency," I'd like to see U.S. RADIO challenge some of my contemporaries to define the word IMPACT—so that we'd all have a better idea of what that oft maligned term means to media men. • • •

focus on radio



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



GOOD MUSIC SOCIETY is formed by the meeting of 11-year-old Jo Anne Burton and Alan W. Doerr, music director of WGMS Washington, D.C. When Jo Anne wrote that "I only want to hear concertos and operas," Doerr showed his appreciation by taking his young listener on a private tour of the studio. Here Jo Anne exhibits gifts of record and program guide presented her by the station.



CROWNING DELIGHT of Kaiser Aluminum helmet brings smiles to WISN Milwaukee trio Carl Vogt (l.), Marilyn Fagan (c.) and Art Barnes. Helmets were sent to dealers who don't stock Kaiser to "protect" them from aggressive company salesmen.



HONORARY NEWS EDITOR at opening of new newsroom at WWJ Detroit is city's mayor Louis C. Miriani. Honorary copy girl Ardis Kenealy and gen. mgr. Edwin K. Wheeler (r.) look on as the station's news editor James F. Clark (c.) receives his first assignment.



BEVY OF BEAUTIES captivates Don Sorkin, WCFL Chicago disk jockey on his Saturday night music and interview show that originates from Chicago's famous Gaslight Club. Girls are waitresses. Sorkin also hosts daily 6:15 a.m. show that originates from station's studio.

THEY LOVE the parade to celebrate 38th anniversary of WIL St. Louis. These are but six of the marchers who took part in the 100-mile trip through the city and 25 suburbs. Parade began a month-long series of charity and promotional events centering around anniversary.



SEARCH FOR TALENT in Pet Milk's Third Annual "Grand Ole Opry" Talent Contest is planned by (l. to r.) Robert Cooper, gen. mgr., WSM Nashville; Edwin Peterson, senior v.p., Keystone Broadcasting System; Robert Piggott, adv. dir., Pet Milk Co.; Ray Morris, product adv. mgr., Pet Milk Co.; Wells Hobler, account supr., Gardner Advertising; Roy Porter, a.e., Gardner; Ralph E. Hartnagel, Gardner; Earl Hotze, a.e., Gardner, and Ralph Zipfel, of the Pet Milk advertising department.



MUSIC MAKER Arnold E. Johnson, v.p., Needham Louis & Brorby, Chicago (l.), acknowledges authorship of humorous three-song medley which won KBIG Hollywood contest. Neal Weed (c.) and Frank Weed of Weed Radio Corp., station's representatives, bring good news. Johnson won trip for two to Miami, Lisbon, Madrid.



CREATIVE ADVERTISING wins recognition for Eisaman, Johns & Laws from the Southern California Broadcasters Association. Agency principals (l. to r.) Joe Eisaman, Jess Johns and Robert Laws receive award from Robert Light, SCBA pres., for Chevy dealers campaign tying in commercials with news flashes from Olympics.

BONUS ATTACHED to each of the 10,000 balloons that fell from the sky over Garden Grove, Calif., was list of merchants tying in with KWIZ Santa Ana's "Balloon Bustin' Dollar Days." Two dozen merchants featured sales during the three-day event.



LONG A DREAM Now A Reality

Radio's Newspaper of the Air

40-second and one-minute features that your listeners want.

HOW COME? "O.K.", "Nick of time." "U. S." Grant, and hundreds more. Milton Cross explains the origination of expressions we take for granted. 20 weekly.

SPORT SHORTS Russ Hodges recalls unusual happenings in the sports world. 15 weekly.

YOUNG HOLLYWOOD Interviews with movie stars and news. Dick Strout emcees. 25 weekly.

DEAR SHIRLEY Shirley Eder gives advice to the lovelorn. 20 weekly.

YOUR CHILD & YOU Psychological and emotional approach to raising children from infancy through 10 years. 10 weekly.

BOATING TIPS Bill McKeown, Editor *Popular Boating Magazine* gives advice on pleasure boating. For novices and old salts alike. 10 weekly.

GUIDE TO GOOD HEALTH Dr. Lester Coleman, M.D., author of "Freedom from Fear" emcees. Information on keeping well and what to do if you aren't. 10 weekly.

YOUR MONEY & YOU Don Rogers, Financial Editor, *New York Herald Tribune* with how to make more money and keep what you have. 10 weekly.

CAL TINNEY TIME It's funny. Tinney's comments on people and events will have your audience laughing for more. 20 weekly.

PARDON MY BLOOPER Hilarious boners pulled on radio and TV. 10 weekly.

THE WOMAN'S TOUCH Patricia Kurland comments on foods, fashions, and all things of interest to women. 10 weekly.

Take one or take them all. Exclusive rights granted.

**HARRY S. GOODMAN
PRODUCTIONS**
19 East 53rd Street, New York City

CONVENTION HDQRS:
Conrad Hilton, Suite 1105-A

LOOKING GLASS (Cont'd from p. 21)

strong features not obtainable at local level."

- "Stations should have less call letter promotion so commercials are not coupled with self-promotion. Commercials should be 'showcased' to be more effective. Networks should do something for educated, cultured audience bored with tv. For example: A series on possible occupations for U.S. college students to help determine what they want to be; perhaps a comparison of similarities and differences of various religions; discussion programs on local and national issues—both sides presented fairly; a series of readings from current best-sellers or new and old plays; perhaps short reviews of art exhibits."
- "Better spacing of commercials, dropping of station 'promos.' This would decrease weight of advertising. Increase music of editorial content and thus heighten impact of all commercials."
- "No harm can come in providing adult listeners with news and music; however, why not more in the way of usable, thought-provoking information (between recordings) concerning the home, the car, the community, etc. Radio was once a predominantly 'entertainment' medium; today it is looked to for service by much of the nation."
- "Find out what buying people want and give it to them. No, it's not being done now."
- "Develop a distinct flavor for each station locally."

What do you consider to be radio's attributes?

- "Listeners can be reached while busy with their hands at other tasks or while moving around. Car radio is a big plus during summers and weekends or in warm climates."
- "Flexible; personal endorsements by popular local personalities."
- "Low cost; ability to reach market segments efficiently, selectively."
- "Economy — permitting greater frequency."
- "It requires ears only. Car radios; radio delivers loads of women 9 a.m. to 3:30 p.m. inexpensively;

great reminder medium; local personalities."

- "Low cost, flexibility."
- "Coverage, price."
- "Portability; opportunity for frequent supplemental support; continuity; occasionally, the value of a personality."
- "It is more personal than, say, tv. Can select audience quite neatly (particularly housewives)."
- "The ability to produce and sustain impact, through repetition, upon its audience."

What do you consider to be radio's limitations?

- "Station images are blurred and non-existent in general."
- "Evening listening still second to tv. All day and all weekend and summer radio is outstanding."
- "Big one-time audience is not available. Lack of visual impression."
- "Except for specialized products that make sense on evening schedules on 'good music' stations, nighttime radio offers too small a segment of audience."
- "Lack of audience reach and impact."
- "Casual listening to large but unknown degree."
- "Lack of visual quality; premium rates for desirable local periods, and somewhat spotty clearance on networks."

Any other thoughts on areas of radio not covered above?

- "Let's educate more of the junior buyers into the benefits of radio. Let's stop talking percentage points in ratings and look more carefully at ownership, management, programming, local corporate image, coverage factors, merchandising assistance offered and atmosphere of station in which client's commercials will be aired."
- "Stations should regulate themselves on co-op—letting one major chain dominate station hurts it in revenue and prestige, and forces buyers to more and more co-op at less than national rates. Also, one rate would help."
- "What is saturation coverage?"
- "I think some constructive research could be done to establish a pattern of reach and frequency." • • •

for buyers and sellers of radio advertising

U.S. RADIO

1960

**NATIONAL
ASSOCIATION
OF
BROADCASTERS
33RD ANNUAL
CONVENTION**

**APRIL 3-6
CHICAGO**

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U.S. RADIO

Phone 922-23

at HILTON HOTEL



“Who’d think you could do it 720 different ways in 720 minutes!!!”

“MUSICAL-TIMECASTER” . . . the greatest innovation in radio programming since jingles . . . at C.R.C.’s suite at the Sheraton-Blackstone

- your own customized jingles sing the time
- automatically cues the tape to the exact minute

Commercial Recording Corporation
P. O. Box 6726 3104 Maple, Dallas 19, Texas
Tom Merriman, president • Bob Farrar, vice pres
Dick Morrison, vice pres., gen. sales mgr.

This is
the spot for a commercial



DRESSER BY
BAKER FURNITURE CO.

Decisions can wait till 9 A.M. Right now his mind is on your message! Multiply this receptivity by millions of commuters and you'll see why Spot Radio pays off big for national advertisers.

KOB Albuquerque	WINZ Miami	KCRA Sacramento
WSB Atlanta	WISN Milwaukee	WOAI San Antonio
WGR Buffalo	KSTP Minneapolis-St. Paul	KFMB San Diego
WGN Chicago	WTAR Norfolk	KOBY San Francisco
WFAA Dallas-Ft. Worth	KFAB Omaha	KMA Shenandoah
WKMH Detroit	WIP Philadelphia	KREM Spokane
KPRC Houston	KPOJ Portland	WGTO Tampa-Orlando
KARK Little Rock	WJAR Providence	KVOO Tulsa
	WRNL Richmond	

Radio Division

Edward Petry & Co., Inc.

*The Original Station
Representative*

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

BLURRED

OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising.

THE CBS OWNED RADIO STATIONS C-O
REPRESENTED BY CBS RADIO SPOT SALES
WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles;
WEEL, Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis

TWO HISTORIC FIRSTS

ANOTHER FIRST

WFIL's "Studio Schoolhouse," winner of the 1954 and 1959 Freedoms Foundation Awards, is the **ONLY** program in America to receive the Award twice.

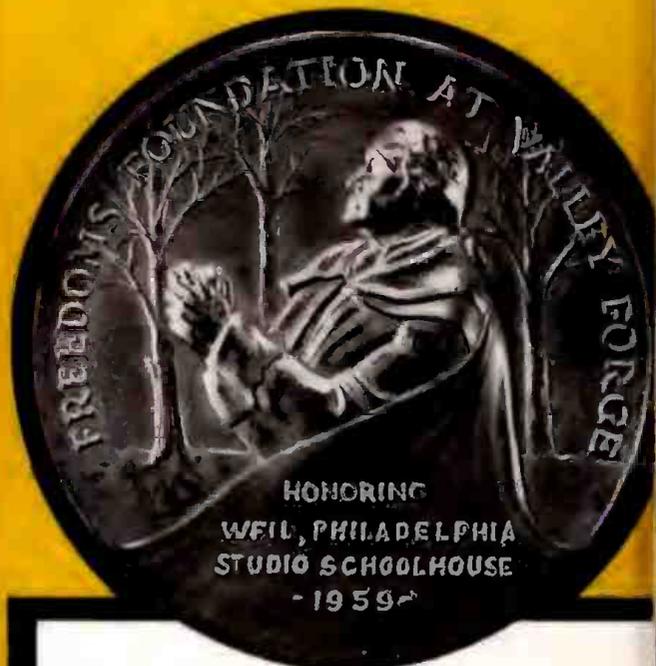
ANOTHER FIRST

Philadelphia's Home and School Council has just cited the WFIL Stations for "... valuable and continuous contributions to education of children and adults...". This is the **ONLY** Award ever made by the Council to a broadcaster.

With those who know local public service programming best, it's WFIL again and again and again. Here are just a few of the WFIL Stations' many public service firsts:

- First broadcaster in America to win two duPont Awards
- First and only broadcaster to win the Marshall Field Award
- First and only broadcaster to win two Sloan Awards in one year

Leaders in service to the community since 1922



THE PHILADELPHIA
HOME & SCHOOL COUNCIL

CERTIFICATE OF APPRECIATION

For valuable, effective and continuous contributions to the education of children and adults in the Delaware Valley area, through "Wifil Studio Schoolhouse" on WFIL-radio since 1943, and on WFIL-TV since 1948, produced cooperatively with the Philadelphia Public, Diocesan and Independent Schools, and through "University of the Air" presented in cooperation with 35 colleges and universities since 1950, the Philadelphia Home and School Council awards this special citation to

Stations WFIL, WFIL-TV

in recognition of this unique and distinguished service.

David B. Wilson
President

TRIANGLE STATIONS

WFIL-AM • FM • TV
PHILADELPHIA, PENNSYLVANIA

ABC • BLAIR

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

NAB 38th Annual Convention

**An atmosphere of unprecedented sedateness
greet delegates to the 1960 meeting**

 The 38th annual convention of the National Association of Broadcasters takes place in an atmosphere of unprecedented sedateness.

There is the memory of the association's—and the industry's—recently deceased leader, Harold E. Fellows, NAB president and chairman of the board, who died last March 8 (see *Editorial*, p. 100).

There is concern over the outcome of Capitol Hill investigations. And there is extreme interest in the change in leadership at the Federal Communications Commission, with Frederick W. Ford succeeding John C. Doerfler as chairman due to the latter's resignation.

In the area of business, there is a desire to keep the radio sales machine running in high gear so that further progress can be recorded on the sales speedometer.

For the second year in a row, the convention is being held at the Conrad Hilton Hotel in Chicago, from April 3 through April 6.

In honoring Mr. Fellows, Dr. Frank Stanton, president of CBS Inc., will deliver a tribute to NAB's former head at the opening session Monday morning. Also at this session the 1960 Distinguished Service Award will be presented to Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa. (see *Silver Mike*, p.

15). Mr. McCollough will also make the keynote address.

The luncheon speakers include: Secretary of State Christian Herter, Monday; Chairman Ford of the FCC, Tuesday, and Whitney North Seymour, president-elect of the American Bar Association, Wednesday.

At the Wednesday luncheon, FCC Commissioner T.A.M. Craven will receive the second annual Engineering Achievement Award.

The radio agenda of the convention gets off to a fast start on Sunday, April 3, with a special "Fm Day." From 10 a.m. to 12 noon, the National Association of Fm Broadcasters will hold a special sales and programming seminar. The afternoon portion of "Fm Day" will be conducted by NAB. Presided over by Ben Strouse, WWDC Washington, D.C., and chairman of the NAB Fm Radio Committee, the first presentation will be "Fm: Population Explosion," by John F. Meagher, NAB vice president for radio, and Everett L. Dillard, WASH Washington, D.C.

Other fm subjects for the afternoon are "Fm: The Count Up," "The Fm Receiver Manufacturer Speaks," "Fm: An Official Evaluation" and "If I Owned an Fm Station. . ."

On Monday afternoon, following the morning official ceremonies, the radio agenda will feature a report

by Robert T. Mason, WMRN Marion, O., chairman of the All-Industry Radio Music License Committee.

Lawrence Webb, managing director, Station Representatives Association, will deliver SRA's spot radio presentation, "Prospects on a Silver Platter." Then there will be a session on the "Standards of Good Practice," presided over by Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Standards of Good Practices Committee.

On Tuesday morning, from 10 to 11:30 a.m., the Radio Advertising Bureau will hold forth with "The Nature of the Enemy," a slide and sound presentation outlining the strengths and weaknesses of radio's major competitors. Kevin B. Sweeney, president, will lead the RAB presentation.

Tuesday afternoon is open to allow those attending the convention ample time to see all the exhibits.

On Wednesday morning there is a special labor clinic, presided over by Ward Quaal, WGN Chicago.

On Wednesday afternoon, the Broadcasters Promotion Association will deliver a presentation on station promotion.

The convention formally closes with the annual banquet at 7:30 p.m., Wednesday. • • •

Radio Convention Agenda

(All management meetings are at the Conrad Hilton)

Special Features

FRIDAY, APRIL 1

9 a.m. to 5:30 p.m.
Room 18 Association for Professional Broadcasting Education—Board of Directors Meeting. Luncheon

SATURDAY, APRIL 2

9 a.m. to 5:30 p.m.
Room 18 Association for Professional Broadcasting Education—Membership Meeting

10 a.m. to 5 p.m.
Waldorf Room National Association of Fm Broadcasters

SUNDAY, APRIL 3

9 a.m. to 5:30 p.m.
Grand Ballroom American Broadcasting Co.—Affiliates Meeting

9 a.m. Buses leave south entrance of Conrad Hilton Hotel for *Broadcasting* golf tournament at Midwest Country Club, Hinsdale, Ill.

10 a.m. to 12 Noon
Waldorf Room National Association of Fm Broadcasters Membership Meeting

11 a.m. to 1 p.m.
Williford—C Regional Broadcasters—Membership Meeting

11 a.m. to 1 p.m.
Room 14 Daytime Broadcasters Association—Membership Meeting

3:30 to 5:30 p.m.
Room 13 Clear Channel Broadcasting Service—Membership Meeting

5:30 to 7:30 p.m.
Williford—A & B American Broadcasting Co.—Affiliates Reception

MONDAY, APRIL 4

8 to 10 a.m.
Room 9 Quality Radio Group Inc.—Breakfast

TUESDAY, APRIL 5

7:30 p.m.
Grand Ballroom Broadcast Pioneers Banquet

Official Agenda

SATURDAY, APRIL 2

9 a.m. to 5 p.m.
Lower Lobby Registration

SUNDAY, APRIL 3

7 a.m. to 7 p.m.
Lower Lobby Registration

12 Noon to 7 p.m.
Exhibition Hall Exhibits

Exhibition Hall

2:30 to 5:30 p.m.
Waldorf Room NAB Fm Session

Presiding: Ben Strouse, WWDC Washington, D. C., Chairman, NAB Fm Radio Committee

"Fm: Population Explosion"
John F. Meagher, NAB Vice President for Radio

Everett L. Dillard, WASH Washington

"Fm: The Count Up"
Dr. Sydney Roslow, The Pulse Inc.

Frank Stisser, C. E. Hooper Inc.

Richard M. Allerton, Manager, NAB Research Dept.

"The Fm Receiver Manufacturer Speaks"
Henry Fogel, President
Granco Products Inc.

C. J. (Red) Gentry, National Sales Manager, Automobile Fm Radio, Motorola

Ted Leitzell, Zenith Radio Corp.

"Fm: An Official Evaluation"
Robert D. Linx, FCC Field Supervisor, Western Region, CONELRAD

"If I Owned an Fm Station . . ."
Edward L. Barry, Columnist,
Chicago Tribune

Bernie Harrison, Columnist,
The (Washington, D. C.) Evening Star

MONDAY, APRIL 4

10:30 to 11:45 a.m.
Grand Ballroom

Presiding: Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash.; 1960 Convention Co-Chairman

Tribute to Harold E. Fellows: Dr. Frank Stanton, President, CBS Inc.

Keynote Address: Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Chairman, NAB Policy Committee

Presentation of NAB Distinguished Service Award: By C. Richard Shafto, WIS-TV Columbia, S. C., Chairman, NAB Tv Board of Directors and Member, NAB Policy Committee, to Mr. McCollough

12:30 to 2:15 p.m.
Grand Ballroom Luncheon and General Assembly

Presiding: Payson Hall, Radio-Tv Div.

Meredith Publishing Co., Des Moines,
1960 Convention Co-Chairman

"I Speak for Democracy"

Richard J. Smith, National Winner,
Voice of Democracy Competition

Introduction of the Speaker: Merrill Lind-
say, WSOY Decatur, Ill., Member, NAB
Board of Directors and NAB Policy Com-
mittee

Address: The Honorable Christian A.
Herter, The Secretary of State

2:30 to 5 p.m. Radio Assembly

Williford Room

Presiding: Mr. Meagher

Opening Remarks: F. C. Sowell, WLAC
Nashville, Tenn., Chairman, NAB Radio
Board of Directors

Report to the Industry: Robert T. Mason,
WMRN Marion O., Chairman, All-Indus-
try Radio Music License Committee

Emanuel Dannett, McGoldrick, Dannett,
Horowitz & Golub, Counsel to the Com-
mittee

"Prospects on a Silver Platter"

Lawrence Webb, Managing Director,
Station Representatives Association

"Standards of Good Practice"

Cliff Gill, KEZY Anaheim, Calif.,
Chairman, NAB Standards of Good Prac-
tices Committee

Frank U. Fletcher, Spearman & Roberson,
Washington, D. C.

Warren E. Baker, Chadbourne, Parke,
Whiteside & Wolff, Washington, D. C.

TUESDAY, APRIL 5

10 to 11:30 a.m. Radio Advertising Bureau Presentation

Grand Ballroom

"The Nature of the Enemy"

A slide and sound presentation outlining
the strengths and weaknesses of radio's
major competitors for the advertising
dollar of retailers and national adver-
tisers. The presentation suggests a simple
series of steps for radio to take in its
efforts to seize more of the advertising
dollar in the 1960's.

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

Grand Ballroom

Presiding: Mr. Bostic.

Address: The Honorable Frederick W.
Ford, Chairman, FCC

Special Presentation: Broadcast Music
Inc.

2:00 to 5 p.m. No Scheduled Sessions—This period is
not programmed so as to permit delegates
to visit exhibits and hospitality suites.

WEDNESDAY, APRIL 6

9 to 10:15 a.m. Labor Clinic (Closed Session)

Williford Room

Presiding: Ward L. Quaal, WGN Inc.,
Chicago, Chairman, NAB Labor Advis-
ory Committee

Participants: Hulbert Taft Jr., Taft
Broadcasting Co., Cincinnati; B. Lowell
Jacobsen, National Broadcasting Co.;
Cecil Woodland, WEJL, Scranton, Pa.;
Charles H. Tower, NAB; James H. Hul-
bert, NAB.

**10:30 a.m. to
12:00 Noon** General Assembly (Management and Engi-
neering Conference)

Grand Ballroom

Presiding: Mr. Hall

Panel Discussion: Federal Communica-
tions Commission

Hon. Frederick W. Ford, Chairman

Hon. Rosel H. Hyde

Hon. Robert T. Bartley

Hon. Robert E. Lee

Hon. T. A. M. Craven

Hon. John S. Cross

Moderator: Mr. McCollough

**12:45 to
2:15 p.m.** Luncheon and General Assembly

Grand Ballroom

Presiding: Warren L. Braun, WSVA
Harrisonburg, Va., Chairman, Broadcast
Engineering Conference Committee

Presentation of NAB Engineering Award:
To Commissioner Craven, FCC

Introduction of the Speaker: Mr. Hall

Address: Whitney North Seymour, Pres-
ident-elect, the American Bar Association

The Annual NAB Business Session—

Presiding: Mr. McCollough

2:30 to 5 p.m. Radio Assembly

Williford Room

"Radio's Public Relations—Your Job"
Robert L. Pratt, KGGF Coffeyville, Kan.,
Chairman, NAB Public Relations Com-
mittee.

Broadcasters' Promotion Association
Presentation

"Promotion as a Radio Management
Function"

Charles A. Wilson, WGN Chicago

Janet Byers, KYW Cleveland

James Bowermaster, WMT Cedar Rapids
John J. (Chick) Kelly, Storer Broadcast-
ing Co.

"If I Were Your Program Director . . ."
Mitch Miller, Columbia Records

7:30 p.m. Annual Convention Banquet

Grand Ballroom



The radio industry has always been concerned with what the American public thinks of it—individually as stations and wholly as a federally-licensed business.

At present, the core of the concern lies in the anxiety over Washington examination and accusation, as well as the desire to see radio continue gathering strength in the local community.

In an enterprise whose very nature is to communicate to the public—quickly, informatively and entertainingly—its structure is completely dependent upon the image its audience conjures in relation to it.

During a period when the radio industry—long plagued by government inquiry because of the sensitive position it holds with the American audience—is again facing legislative scrutiny, the efforts of many broadcasters are being turned toward using their own natural resource to convey an accurate self-portrait.

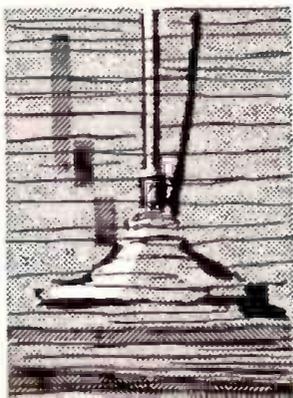
Spearheading these efforts is the "Build Radio With Radio" campaign formally launched by the National Association of Broadcasters for its members last summer.

The objectives of the campaign are many: Understanding, goodwill, public relations, plain good business. But undoubtedly the one goal to which all these contribute is the desire to insure that radio remains a primarily self-regulated business.

The radio position on this matter was eloquently stated by the late Harold E. Fellows, president and chairman of the board of NAB. The following is an

NAB

BUILDS



excerpt from his remarks last January before the Federal Communications Commission:

"In effect, what we have said here is that we believe the Government should stay out of programming per se—that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.

"Self-regulation is not an easy process, nor is it swift. In the purest sense, it is motivated by an instinct for decency, not by fear of punishment. . . .

"One can't escape the fact that . . ., in talking about freedom, we are not talking about the broadcaster's freedom, but the people's freedom. The people are more important than a few thousand broadcasters. The people are more important than a few thousand critics of broadcasting. . . . 'The people's choice' is not an empty phrase. It is as full of meaning as the political activities that are taking place this year.

"What we have built in broadcasting . . . is reflective of that mood and that precious concept—that the people choose. Anything that is done, however innocent its origin, to limit the natural flourishing of that choice on the part of the people, is contrary to the public interest."

NAB's "Build Radio With Radio" drive is centered around station communication with its audience and

public. Under the supervision of John F. Meagher, vice president for radio, stations have been receiving monthly promotion kits for on-air announcements. Each month has a different theme and the scripts range in length from 10 seconds to 60 seconds. For example, last September the theme was radio's service to youth and to schools.

Here is an example of a 60-second spot for that month:

"If you're a young man or woman in school, you know that school days are busy days. There's so much to learn . . . so much to accomplish . . . so much to enjoy. That's why radio means so much to young Americans on the go . . . and parents, too. Radio goes anywhere . . . and keeps you in tune with what's happening everywhere. Radio shares your every interest. Radio covers the activities, achievements and problems of your own school. Radio serves as a forum in which students, parents and teachers alike can exchange ideas. Radio public affairs programs help you understand what you study in school. Radio brings you music and entertainment for your leisure hours. Radio makes it more fun to be young. Station _____ is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting serves America."

Other monthly themes have included radio's public service activities, its service in disasters, music for lis-

RADIO WITH RADIO

NAB



One of NAB's station tools is this "Speaker's Guide."

"Heartbeat of Mainstreet"

The month of May has once more been designated as the annual period for broadcasters to promote intensively radio's place in the community. This year's NAB theme is "Radio, the Heartbeat of Mainstreet."

For the second straight year, Faillace Productions Inc., New York, will produce a variety of jingles for member use. The theme of these spots will promote the prestige of the medium as well as its listener values. A kit containing promotion and program ideas will be mailed out by NAB to its membership.

The NAB public relations committee that is helping in the formulation of ideas and materials are: Robert Pratt, KGGF Coffeyville, Kans. (chairman); Frank Gaitner, WSB Atlanta; Simon Goldman, WJTN Jamestown, N. Y.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; Robert J. McAndrews, KBIG Hollywood, Calif.

teners, radio listening during Christmas and New Year's, among others.

As part of its overall radio public relations campaign, NAB also has a special film called "Hear and Now," a 16mm. reel that dramatizes how radio stations keep their communities well-informed around the clock. NAB also makes available to its members a "Speaker's Guide for Radio Broadcasters" that offers help in speechwriting in nine different subject categories.

In line with this, the campaign also offers to members seven different fully-prepared speeches on various subjects for local broadcaster use in the community.

Is there an interest for this type of material by stations? Just ask the NAB. A total of 505 tape recordings of the aforementioned stand on self-regulation by Mr. Fellows has been requested by members and non-members. The "Hear and Now" film has been purchased by 230 stations and rented by another 80—a total of 310. As for the "Speaker's Guide," radio members received one guide each and then 306 members requested 317 additional guides. About 4,165 full-length speech texts have already been mailed out to members, all on request. (There was no blanket mailing of speech texts to the membership.)

While the NAB believes the interest by stations is encouraging, it also is firm in its stand that a greater number of stations should be devoting more time to this campaign. NAB reasons that at this particular moment in its history there is little that could be more important to a station than local image-building.

Many station executives, the association believes, for one reason or another find themselves so busy with the normal business load that they overlook the opportunity to plan an image-building campaign with the help of NAB materials.

In addition to the industry significance, the NAB also appeals to the broadcaster's sense of business on the sound premise that good public relations is good business. John M. Conric, manager of public relations, explains:

"Public acceptance of your station is a big factor in determining the number of its listeners . . . and their response to what they . . . hear. This, in turn, affects your sales to advertisers . . . not to mention your own pocketbook.

" . . . Public relations is just one of many management tools. But it is particularly important to you because you are in a government-licensed industry which makes its daily bread by communicating with the public. And public relations can determine whether your daily bread dough rises or falls flat.

"Because you are in the business of communicating with the public, just about everything you do makes an impression on the public. Everything you do can help to build—or tear down—the public stature of you and your station. . . .

"You can find many good definitions of what public

relations is. But I have one which I think fits the broadcaster. It involves three basic elements.

"First, public relations means finding what your public—your audience—wishes . . . what it needs . . . what it expects from you. Second, public relations means guiding your policies to fulfill these needs and desires. . . . The third point—this is the point that too often is ignored and this is the capstone of public relations:

"Public relations means communicating and interpreting your policies and your actions so your public will know that you are acting in their interests. In other words, public relations is a free flow of communications between you and your community. . . .

"Whenever you build a favorable public impression of yourself and your station, you also are building good public relations for the whole broadcasting industry."

The "Build Radio With Radio" campaign leaves no question as to which medium the NAB believes should be used as the primary source of communication. The association feels strongly that favorable newspaper stories are welcomed, but should be regarded as a bonus. "Radio can do the job all by itself if all broadcasters pitch in."

Many broadcasters feel that the time is right for a re-dedication to the basic reasons that have made radio a major medium of mass communications and the prime conveyor of instant information—a re-dedication of the programming and economic base of the medium and the need for self-watchfulness.

The seven complete speech texts that NAB has prepared so far for its members reflect some of these views. Although the speeches themselves contain a goodly share of the statistics and factual material to illustrate the growth and dimensions of radio, they also contain many views representative of what radio stands for today. The seven speeches are: "What Radio Means to America," "Radio Is Close to You," "Radio . . . Always in Tune With You," "Born to Blush Unseen," "Listen to the Latest," "The People's Right to Know" and "To Thine Own Self." The following are excerpts from "What Radio Means to America":

"Except for the limited government regulation that is necessary to keep order in the frequencies, American radio is free under our system. . . .

"Through competition between stations, each one competes for the listener's favor and if it does not please, it loses listeners. If it loses listeners, it loses the economic support necessary to operate. As a result, Americans are getting the finest radio program service, unmatched anywhere in the world . . . without cost . . . without tax . . . without censorship. . . .

"So it is advertising revenue which enables radio to pay its way and develop new and better program serv-



TO INFORM AND ENTERTAIN

ices. It also enables radio to hire the competent and talented people to write and produce programs and staff stations. According to the U. S. Department of Commerce, the average income of broadcasting employees is the second highest of all industries in the country. . . .

"President Dwight D. Eisenhower, in a message saluting broadcasters, summed up the mission of radio this way: 'To inform the people fully, fairly and freely, to hearten their spirit with healthy entertainment, to encourage in every possible way aspiration toward a better state for all mankind. . . . These are the high purposes to which radio is dedicated!' • • •



Gold Plaque Winners

Northwest Orient Airlines

Schlitz Beer

Budweiser Beer

Winston Cigarettes

Nescafe Instant Coffee

Ford Cars

Coca-Cola

Pepsi-Cola

RAB

BUILDS

 This year has brought with it more than the usual share of prophecies that 1960 will be one of well-being for radio. From many quarters the conviction is that when the final tallies are in, this year will see a substantial gain in billings and in total number of clients.

Contributing to this feeling is evidence that many agencies and advertisers are using radio in imaginative ways. In a growing number of cases—by no means a trend as yet—agencies are once again affording radio the creative treatment. Fresh ideas as to copy and media strategy are appearing in greater numbers.

At the source of this fountainhead of ideas is Radio Advertising Bureau Inc. Whether it be stimulating new uses of radio, or commissioning research projects to justify radio expenditures, or giving recognition to advertisers and their agencies that are using radio successfully, RAB continues to earn its stripes as the industry's sales promotion organization.

At its fifth annual National Radio Advertising

Clinic, which was held March 31 and April 1 in New York and Chicago, respectively, the bureau once again created a workshop environment for the exchange and exposure of ideas on how to use radio. In presenting awards for the eight most effective commercials of 1959, the association also gave recognition to successful applications of the sound medium.

Gold record plaques for the winning commercials went to (there are no rankings): Northwest Orient Airlines (Campbell-Mithun Inc.); Schlitz Beer (J. Walter Thompson Co.); Budweiser Beer (D'Arcy Advertising Inc.); Winston Cigarettes (William Esty Co.); Nescafe Instant Coffee (William Esty Co.); Ford Cars (J. Walter Thompson Co.); Coca-Cola (McCann-Erickson Inc.), and Pepsi-Cola (Kenyon & Eckhardt Inc.).

These national awards are chosen on the basis of a questionnaire survey sent to leading agency, advertiser and broadcast executives. Periodically throughout the year, RAB also makes similar presentations to regional advertisers.

At the NRAC, the bureau provided a springboard by which five major advertisers could explain how each used radio and why. The advertisers were: The Mennen Co., Northwest Orient Airlines, American Bakeries Co., Cities Service Co. and John Morrell & Co.

Below is a two-part review of the major elements of the NRAC—the award-winning commercials and a capsule analysis of how the five advertisers use radio.

Here are the eight gold plaque winners:

NORTHWEST ORIENT AIRLINES:

(Jingle) Give wings to your heart. Your spirits soar. The Orient is calling you to Tokyo and Hong Kong, too. To the Orient by Northwest.

(Copy) To Japan and all the Orient, Northwest Orient Airlines cuts travel time by eight full hours. Flies the straight-line, short cut. Up to 2,000 miles shorter across the Pacific. And Northwest has now made more than 10,000 trans-Pacific flights. Fly with the airline that leads in Orient travel service. Call your travel agent or . . .

(Jingle) Northwest Orient Airlines.

SCHLITZ:

(Jingle) Know the real joy of good living. Move up to quality. Move up to Schlitz. Know the real joy of good living. Move up to quality. Move up to Schlitz. Refreshing Schlitz. The world's best sell-

ing beer at any price you pay. One of the finer things in life everyone can enjoy all day. Know the real joy of good living. Move up to quality. Move up to Schlitz.

(Copy) The joy of good living by Vic Damone. Treat yourself to one of the finer things of life. Move up and enjoy Schlitz quality today. Schlitz . . . the beer that made Milwaukee famous.

BUDWEISER:

(Jingle) The story behind the label reads like an open book. The story of Bud.

(Copy) Have you read the label?

(Jingle) Sure.

(Copy) Have you read the label?

(Jingle) Sure. The story behind the label reads like an open book.

(Copy) It's right there on every Budweiser label. Seven proud words. Choicest hops,

rice and best barley malts. The key to that remarkably satisfying Budweiser taste. The secret behind the wonderful refreshment of the king of beers.

(Jingle) Where there's life . . . there's Bud. Where there's life . . . there's Bud. Just read the label. That's all you do. The reasons will be plain to you.

Budweiser beer is for folks who know.

(Copy) Read the label. Seems to me you have excellent reading taste. Read the label?

(Jingle) Sure.

NESCAFE INSTANT COFFEE:

(JINGLE)

Man: Two beans times two beans is four beans.

Gal: Nescafe uses lots more beans.

Man: 10 beans times four beans

And add three more beans

Duet: Make 43 rich coffee beans.

(Jingle) Yes, you get 43 beans in every cup of Nescafe

Real coffee beans—that's all there is in Nescafe.

43 beans in every cup make Nescafe

The all-coffee instant coffee

With the "let's have another cup" taste.

(Anncr.) Extra beans mean extra flavor.

Today's Nescafe goes all the way for flavor with 43 choice beans in every cup. Tastes fresh, friendly, completely satisfying.

In today's Nescafe—the accent is on coffee.

(Tag) 43 beans in every cup make Nescafe

The all-coffee instant coffee

With the "let's have another cup" taste.

WINSTON:

(Jingle) Winston tastes good like a cigarette should. Because there's filter blend up front, up front ahead of the filter. And the flavor you get in a Winston cigarette comes from filter blend. Filter blend means fine tobacco. Filter blend up front. And the flavor you get in a Winston cigarette comes from filter blend.

(Copy) Filter blend is a mighty good reason for you to smoke Winston because it means tobaccos specially processed for filter smoking. A Winston secret. You get Winston's own pure white modern filter . . . plus the rich, delightful flavor of fine tobacco.

(Jingle) There's filter blend up front, up front ahead of the filter. And the fun you get in a Winston cigarette comes from filter blend and makes Winston taste good like a cigarette should. Winston tastes good like a cigarette should.

RADIO SALES

RAB

FORD:

(Ann-cr.) Frank Sinatra and Rosemary Clooney for three new lines of Ford.
 (Jingle) Sinatra: There's a big, wide wonderful world of new Fords
 Clooney: Newly-proportioned for you Fords
 Clooney & Sinatra: A beautiful, wonderful new world of Fords.
 Clooney: First the new Ford line
 Sinatra: Live a wondrous life in the Fords of a lifetime, the finest new Fords of a lifetime, the beautiful, wonderful new 60 Fords.
 The new size Ford, the Falcon
 Clooney: Falcon, the new size Ford Falcon. You'll find that the new size Ford Falcon's the easiest car in the wide world to own.
 Sinatra: And the Thunderbird.
 Clooney & Sinatra: Thunderbird, finest of fine cars, the last word, "Wish it were my car, the dream car of the wonderful new world of Ford."
 (Ann-cr.) See them at your Ford dealer now.

COCA-COLA

(Jingle) Be really refreshed. Work and play at your best. Enjoy the refresh- ingest pause for a Coke. Ice cold Coca-Cola. Pause for a Coke. You'll love cold crisp taste when you're on the go.

You get a lively lift with Coca-Cola so be really refreshed. Work and play at your best. Enjoy the refreshinglyest pause for a Coke. Ice cold Coca-Cola. Pause for a Coke.

PEPSI-COLA

(Ann-cr.) Pepsi-Cola presents—The Soci- ables at the Country Club.
 (Jingle) (Be sociable)
 She: Wonderful dance
 (Look smart)
 He: ...for the belle of the ball.
 (Keep up to date with Pepsi)
 She: Are you referring to me?
 (Drink light refreshing Pepsi)
 He: You've had six different partners.
 (Stay young and fair and debonair)
 She: But not one glass of Pepsi
 (Be sociable)
 He: Light, refreshing Pepsi...
 (Have a Pepsi)
 She: The sociable refreshment.
 (Be sociable)
 He: Let's dance our way to the Pepsi—
 (Look smart)
 She: And join the other Sociables.
 (Keep up to date with Pepsi)
 He: Mind if I sing?
 (Drink light refreshing Pepsi)
 She: Mind if I do?
 (Stay young and fair and debonair)
 He: Go ahead...it is our song.
 Chorus: Be sociable—look smart. Keep up to date with Pepsi. Drink light refreshing Pepsi. Stay young and fair and debonair. Be sociable—have a Pepsi.

100 Leading Spot Radio Clients—1959

RANK	COMPANY	RAB-ESTIMATED SPOT RADIO NET EXPENDITURES—JANUARY-DECEMBER 1959
1.	*Ford Motor Co.	\$7,280,000
2.	R. J. Reynolds Tobacco Co.	4,800,000
3.	Chrysler Corp.	4,129,000
4.	General Motors Corp.	4,115,000
5.	Anheuser-Busch Inc.	3,683,000
6.	Liggett & Myers Tobacco Co.	3,600,000
7.	P. Lorillard Co.	3,100,000
8.	The American Tobacco Co.	3,090,000
9.	Jos. Schlitz Brewing Co.	2,710,000
10.	Sinclair Refining Co.	2,500,000
11.	Carling Brewing Co.	2,000,000
12.	Thomas Leeing & Co.	2,000,000
13.	Bristol-Myers Co.	1,900,000
14.	Texaco Inc.	1,840,000
15.	Chesbrough-Pond's Inc.	1,670,000
16.	B. C. Remedy Co.	1,600,000
17.	Fels & Co.	1,600,000
18.	Beneficial Finance Co.	1,578,000
19.	Eastern Air Lines Inc.	1,500,000
20.	Northwest Orient Airlines	1,500,000
21.	Shell Oil Co.	1,500,000
22.	Plough Inc.	1,420,000
23.	Campbell Soup Co.	1,400,000
24.	Ralston Purina Co.	1,352,000
25.	American Airlines Inc.	1,311,000
26.	Continental Baking Co.	1,215,000
27.	Eso Standard Oil Co.	1,200,000
28.	The Firestone Tire & Rubber Co.	1,100,000
29.	Miles Laboratories Inc.	1,100,000
30.	Metropolitan Life Insurance Co.	1,070,000
31.	The Gillette Co.	1,059,500
32.	Sterling Drug Inc.	1,025,000
33.	Cities Service Co.	1,000,000
34.	Standard Brands Inc.	1,000,000
35.	Tetley Tea Co.	975,000
36.	The F. & M. Schaefer Brewing Co.	940,000
37.	Trans World Airlines Inc.	925,000
38.	Pharmaco Inc.	910,000
39.	**The Borden Co.	900,000
40.	Theo. Hamm Brewing Co.	900,000
41.	The Cream of Wheat Co.	850,000
42.	Clark Oil & Refining Corp.	820,000
43.	Corn Products Refining Co.	800,000
44.	Liebmann Breweries Inc.	800,000
45.	The Quaker Oats Co.	800,000
46.	Union Carbide Consumer Products Co.	800,000
47.	Studebaker-Packard Corp.	750,000
48.	J. A. Folger & Co.	735,000
49.	Falstaff Brewing Co.	730,000
50.	Shulton Inc.	720,000
51.	Time Inc.	720,000



Moving the National Radio Advertising Clinic from New York to Chicago on succeeding days was no mean task for (l to r): Robert Alter, manager, sales administration; Kevin Sweeney, president; Miles David, vice president & director of promotion, and Warren Boorum, vice president & the director of the member service.

The following is a capsule description of the way each of the five national advertisers, who expounded on their radio use at the NRAC, employ the medium:

Northwest Orient Airlines (Gordon M. Bain, vice president in charge of sales)—Uses heavy radio schedules covering about 40 U.S. cities. The company spends about \$1.5 million in radio, using multiple stations to promote intensively flights that are "light."

Mennen Co. (William G. Mennen Jr., vice president and director of domestic sales and advertising)—This giant toiletries manufacturer has long been an advocate of radio advertising. Of particular interest at this time of the year, which Mr. Mennen detailed, was how the company's summer radio campaign of last year reportedly helped produce up to a 75 percent increase in sales for the products advertised. The summer campaign ran for 20 weeks in 75 key markets. Mennen spends about \$590,000 a year in radio.

American Bakeries Co. (Robert Llewellyn, advertising manager)—The company recently invested in a special three-month radio campaign costing \$500,000.

It used a minimum of 80 spots a week in 31 key markets. Instead of the customary 30- and 60-second spots, American Bakeries' commercials included a number of full-length popular song adaptations, under the heading "Music to Sell Bread By." Because of favorable results and comments from grocers and consumers, the company is reportedly mapping plans for another, more extensive drive later this year. The firm spends about \$515,000 a year in radio.

Cities Service Co. (Raymond C. Keck, advertising manager)—Spending more than \$1 million in radio, the company uses the medium extensively in its 38-state marketing area. It employs the medium in periodic flights, usually of six weeks' duration, and often average 3,300 announcements a week over approximately 125 stations from the Atlantic to the Rockies.

John Morrell & Co. (F. J. Torrance, advertising director)—For its Red Heart dog food, Morrell puts the largest share of the product's ad budget in sound. RAB estimates that the radio expenditure is running at the rate of \$560,000 a year. • • •

52. Stanback Co.	715,000	79. Massey-Ferguson Inc.	535,000
53. P. Ballantine & Sons	710,000	80. American Bakeries Co.	515,000
54. Philip Morris Inc.	710,000	81. Hills Bros. Coffee Inc.	510,000
55. General Foods Corp.	705,000	82. Wm. Wrigley Jr. Co.	500,000
56. Greyhound Corp.	700,000	83. Burgermeister Brewing Corp.	495,000
57. Pabst Brewing Co.	675,000	84. United Biscuit Co. of America	495,000
58. The Florists' Telegraph Delivery Assn.	665,000	85. Tea Council of the U.S.A. Inc.	484,000
59. General Cigar Co.	660,000	86. Lucky Lager Brewing Co.	475,000
60. Interstate Bakeries Corp.	660,000	87. Duquesne Brewing Co. of Pittsburgh ...	455,000
61. The Chattanooga Medicine Co.	650,000	88. Canada Dry Corp.	450,353
62. Laugendorf United Bakeries Inc.	650,000	89. General Baking Co.	450,000
63. W. F. McLaughlin & Co.	650,000	90. The Bon Ami Co.	450,000
64. Sun Oil Co.	625,000	91. American Motors Co.	435,000
65. American Home Products Corp.	616,000	92. Paxton & Gallagher Co.	420,000
66. Standard Oil Co. (Indiana)	610,000	93. S.S.S. Co.	415,988
67. Phillips Petroleum Co.	605,000	94. Duffy-Mott Co.	415,000
68. Household Finance Corp.	600,000	95. Gulf Oil Co.	415,000
69. General Mills Inc.	594,000	96. The Pharma-Craft Corp.	415,000
70. The Mennen Co.	590,000	97. United Air Lines	415,000
71. Nestle Co.	590,000	98. K.L.M. Royal Dutch Airlines	410,000
72. International Harvester Co.	583,000	99. The National Brewing Co.	410,000
73. Foster-Milburn Co.	580,000	100. Associated Sepian Products	407,500
74. Skelly Oil Co.	564,000		
75. John Morrell & Co.	560,000		
76. National Airlines Inc.	550,000		
77. Piel Bros.	550,000		
78. Seaboard Finance Co.	550,000		

* Ford Motor Co. expenditure includes spot radio money spent by Ford's dealer organizations. Figures shown for other auto manufacturers reflect only "factory" outlays.
** Borden expenditure represents spot radio money for food products only.

Now from

GATES

THE NEW
SENSATIONAL

 Cartrilape

**The Cartridge Tape Unit
You've Been Waiting For!**



Cartrilape . . . the tape transport and playback unit of an entirely new system, designed to give the advanced broadcaster the ultimate benefit from magnetic tape cartridges.

Cartrilape . . . with reproduction quality equal to first rate professional tape equipment. While **Cartrilape** will perform essentially all programming duties, it is especially suited for superb reproduction of announcements, production aids, themes, and the top tunes of the week.

Cartrilape . . . offering split-second operation. Several **Cartrilape** units may be cross connected to give completely automatic programming segments. This is the answer for those who desire interspersed automatic and live or manual programming from the same equipment. One switch converts a **Cartrilape** system from manual to automatic

(and vice versa) operation in a split second. The precision operation of **Cartrilape** allows the unit to be stopped and started between syllables without noticeable wow. It also permits consistently tighter cueing on the start of any programming segment than can be obtained with other similar equipment.

The system includes, in addition to **Cartrilape** the Recording Amplifier, 4-channel Switcher, Remote Panel and other accessory items.

Developed and manufactured *exclusively by Gates*, the **Cartrilape** is an excellent partner for the famous Gates Spot Tape Recorder, where even greater versatility is desired.

For complete information, write today for Bulletin CT-603 . . . yours for the asking.

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

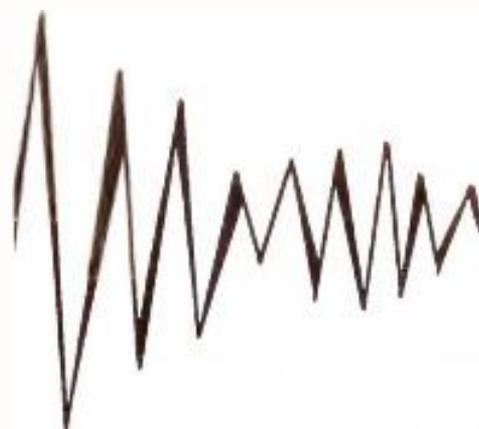
QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

GATES

**HARRIS
INTERTYPE
CORPORATION**



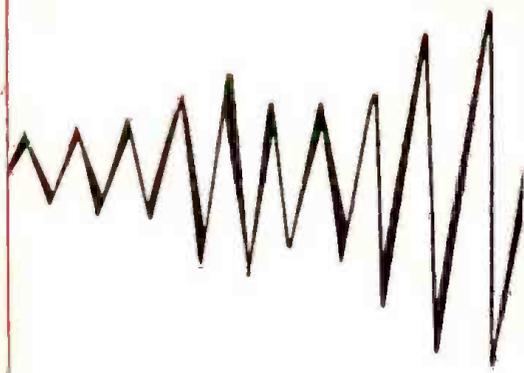
Radio Equipment On Display

Smoother and more economical station operations for today and tomorrow are reflected in new equipment developments

 Smooth and economical operation, new broadcasting techniques, development of a growing medium. Ways and means of achieving these three aims will be reflected in the equipment displays. Since the last Chicago meeting, manufacturers have made considerable strides in developing and improving equipment for more efficient automatic programming devices and systems, multiplexing equipment for stereophonic broadcasting and products for the expanding fm market. In addition to these areas, broadcasters visiting the displays of equipment will be able to find items developed to improve every phase of station operation.

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

Gates Radio Co. is offering a full line of broadcasting equipment. One of the items being shown for the first time is the FM-10A 10,000 watt fm transmitter. The unit features a new development called "varia-line tuning," which is a method of tuning a single ended VHF amplifier. "A portion of a parallel plate transmission line," the company says, "is made variable to capacity tune the line to operating frequency. As a result, neither mica nor vacuum capacitors are needed in the tank circuit."



Equipment On Display

Another new item found in the Gates display is the CB-77 12-inch turntable. A third product being shown for the first time is the M-5693 modulation monitor. Also on display will be the BC-5P-2 5,000 watt am transmitter with silicon rectifiers, and the BC-1T 1,000 watt am transmitter.

Having attracted considerable interest last year when it was introduced, Gates is again showing its ST-101 spot tape recorder. Accommodating 101 spot announcements on separate tracks, the device uses an indexing system to permit the selection of the proper announcement by the number listed in the program log or script.

One of the leaders in the tape field, the Ampex Corp., is exhibiting its Model 351 professional recorder in portable, rack and console mountings, and the Model 300 master recorder. The firm has devised a "torture test which will illustrate the ruggedness of the equipment." Also on display is a set of recorder heads which have been used 40,000 hours to demonstrate the long life of these precision parts.

Backing up its opinion that "... the most significant development in radio equipment this year will be product support of the national trend to stereo broadcasting," Ampex is showing its new Model 352-2/4, a stereo reproducer which plays two-track and four-track tapes.

Collins Radio Co. believes that the industry's growing acceptance of automation will again be demonstrated at the convention. Therefore, the manufacturer has made "marked advances" in the development of completely automated program equipment. In addition to the automatic devices, Collins is also displaying a complete line of broadcast equipment. This includes a 1,000 and 5,000 watt am transmitter, a dual channel studio console, a variety of microphones, custom phasing equipment, turntables, among others.

A variety of new pieces of broadcasting equipment is to be found in the exhibit of the Radio Corporation of America. One of the new items is a 1,000 watt fm transmitter. Unit includes a standard fm exciter and a single tube power amplifier. It can be expanded to higher power and adapted to be used for a multiplex operation. Also on display is a new 5 kw am transmitter type BTA-5T. According to the company, this "high efficiency transmitter includes a power amplifier that operates at 90 percent of efficiency as compared to the usual 70-75 percent efficiency rating."

Other products being shown include a new velocity microphone, a new all-transistor monitor amplifier and an fm antenna. A new model professional tape recorder is scheduled to be exhibited for the first time. Part of the display shows an operating radio station, featuring an automatic turntable and magnetic disc recorder.

General Electronic Laboratories Inc. is focusing its attention on the growing needs of the fm market. The firm's display has been built around 15,000 and 1,000 watt fm transmitters with fm multiplex exciters. Packaged in a cabinet, the system includes the main channel exciter, a subchannel generator and the power supply, thus making a completely integrated unit.

Tower obstruction lighting equipment is found in the display of Hughey & Phillips Inc. According to the firm, the exhibit is featuring new tower lighting isolation transformers. Also to be seen are tower light control and alarm units for unattended microwave relay stations, combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

An actual omni-directional, horizontally polarized antenna for fm stations will be shown by the Jampro Antenna Co. According to the manufacturer, the radi-

(Cont'd on p. 60)

1 2 3 4

Take
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Services

The Automotive Sales Library

New and unique: a powerful radio commercial campaign designed to tap the largest source of local radio revenue —new and used car dealers —plus every other business associated with automobiles. In the package: over 700 lead-ins, spots, and “featuresses.” including hints for car-owners, and informative sell-spots on every make of used car from 1954 through 1959.

Thesaurus Musical Library

Now in preparation: a series of 200 L.P.'s containing 2000 selections—all specially programmed for 15-minute broadcasts. These selections are the cream of the Thesaurus music library and new releases added monthly keep you right up-to-date.

The Jackie Robinson Show

An exciting new five-minute radio series starring one of the nation's most dynamic sports personalities, and his big-name guest stars (such as Ed Sullivan, Don Drysdale, and Johnny Mathis) with anecdotes of great sports events. Audition “Jackie Robinson's Sports Shots.” It's available for sponsor presentation now.

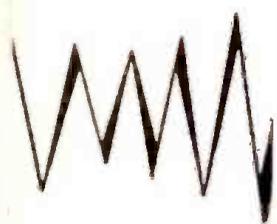
Thesaurus Commercial Library

A low-cost, high-potential commercial radio service that gives local stations the big-time sound. The Library consists of commercial campaigns, station promotion IDs, singing jingles, etc., and each month new additions are made to keep you on top in the solid-selling Sixties.

At the NAB Convention: Get the full details on these and other Thesaurus features in Suite 600 of the Conrad Hilton.

RCA RECORDED PROGRAM SERVICES 

New York, Chicago, Atlanta, Dallas, Nashville, Hollywood



Equipment On Display

(Cont'd from p. 58)

ator may be stacked into bays to provide extremely high radiated power. The antenna is said to be matched out to 50 ohms, and is non-reactive at the operating frequency. Since more than three-quarters of an inch of ice can create a detrimental VSWR change, automatic de-icers are available for installation inside the radiating elements where more icing is encountered. The manufacturer states that the temperature phase is uniform. "This, combined with the lower VSWR of the elements, makes the antenna ideal for multiplexed fm stations."

Programatic Broadcasting Service is showing its complete package of equipment designed for automatic radio programming. Representatives will be offering demonstrations of how the system operates under a variety of circumstances.

Latest models in the Spotmaster line of tape cartridge recording and playback units are on display at the Broadcast Electronics exhibit. The equipment makes use of continuous loop tape cartridges and electronic pulse cueing "to fill the need for tight programming of spot announcements."

Automation devices are the feature attraction at the Schafer Custom Engineering display. Included are various pieces of remote control equipment, and a tape cartridge recorder and playback unit.

Standard Electronics is displaying a wide variety of broadcasting equipment, with the emphasis on fm station requirements. Among the items being shown are a new 250 watt fm transmitter for stereo or multiplex

broadcasting, a replacement modulator designed to modernize older fm transmitters so that they can be used for stereo and multiplex, an audio console, a 10 kw fm amplifier and transmitter, among others.

The Bauer Electronics Corp. display will consist of a new 1,000 watt am broadcast transmitter, and a pictorial display of the firm's new 5 kw am broadcast transmitter. The 1000 watt transmitter, model 707, is designed as a kit, making it possible for the broadcaster to assemble the unit himself.

Fm broadcast transmitters, multiplex equipment, remote control units and STL receivers make up the display at the Industrial Transmitters & Antennas exhibit. The firm reports that it has redesigned its complete line of fm transmitters and "... features self-neutralization and standard parts." It expects to develop high power fm transmitters, up to 50 kw, in the near future.

Visual Electronics Corp. will have a large display featuring the latest broadcasting equipment of the various manufacturers who sell their products through the firm's sales organization. The am equipment shown includes transmitters and remote control systems, an audio console, microphones, monitors and tape recorders. Fm equipment is represented by transmitters and multiplex exciters, background music tape players and multiplex receiver equipment.

An all-am stereo system is the highlight of the Kahn Research Laboratories display. Called the STR-59-1A stereo exciter-driver system, it is said to "... permit compatible stereo broadcasts over a single am transmitter and true stereo reception on two standard am receivers. Using any standard am transmitter, the Kahn exciter-driver develops a full carrier and two independent sidebands, each modulated by the two stereo channels." Also on display will be the compatible single-sideband model CSS-55-1A, which is said to double effective transmitter power, improve audio fidelity and reduce adjacent and co-channel interference.

Utility Tower Co. is showing a complete line of radio towers and accessories. The newest product on display is the 170 knock-down type tower of bolted angle-iron construction. It comes in 10-foot sections, making it simple and economical to ship.

Electronics Applications Inc. has an exhibit of a variety of broadcasting aids. Some of the products being shown include a turntable, a wireless microphone system, a portable tape recorder, studio and field microphone stands, fm operations relay receivers and a peak volume indicator system.

A line of am and fm equipment is on display at the Continental Manufacturing Inc. exhibit. Included are fm multiplex receivers, fixed frequency receivers, custom designed receivers and monitors. There are also a line of audio amplifiers, am and fm tuners, stereo amplifiers and radio intercom systems. ● ● ●

BIG 6 FOR '60

6 modern approaches to one old broadcasting problem:
finding the right music at the right price.

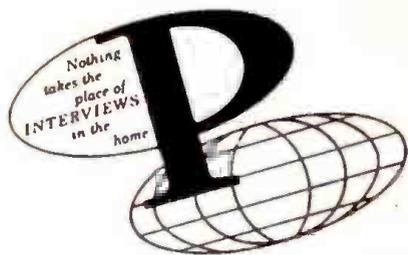
SESAC RECORDINGS announces the new all-LP music Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the "DRUMMERS"* – SESAC's all-new recorded sales starters, station promos and production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC Hospitality Suite 1206A at the Conrad Hilton Hotel during the 1960 NAB Convention.

* Trademark

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EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Equipment			
Ampex Corporation	Conrad Hilton	Exhibition Hall Space 32	Neal K. McNaughten, Tour Davis, C. R. Paulson, Warren Anderson, Jack Hauser
Bauer Electronics	Conrad Hilton	North Hall Space 38N	Fritz Bauer, Paul Gregg, Duncan Peckham
Caterpillar Tractor	Conrad Hilton	Lower Level Lobby Sp. 36	C. U. Stone, R. V. Bradley, D. E. Shoupp, B. P. Bessert
Collins Radio	Conrad Hilton	Exhibition Hall Space 34	E. S. Cagnon, H. O. Olson, B. V. Hite, E. G. Randolph, J. M. Haerle, J. H. Speck, C. P. Glade, T. W. Sharpe, J. F. Stanbery, F. P. Wallace, G. M. Bergmann, L. H. Leggett, R. N. Edwards
Continental Electronics	Conrad Hilton	Exhibition Hall Space 33	James O. Weldon, W. M. Witty, Thomas B. Mosley, Mark W. Bullock, Vernon Collins, Richard P. Buckner, Ray Tucker
Electronic Applications	Conrad Hilton	Exhibition Hall Space 6	John Costello, Truus M. Skee, Vincent J. Skee
Gates Radio	Conrad Hilton	Exhibition Hall Space 2	P. S. Gates, L. J. Cervone, Ed Wilder, N. L. Jochen, J. R. Price, Gene Edwards, Tom Humphrey, Franz Cherny, Frank Grasett, Robert Hallenbeck, Wallace Warren, Abe Jacobowitz, Stanley Whitman, Joe Engle, Reck Morgan, Richard Spruill, W. Moats, London England, Urlin Whitman
General Electric	Conrad Hilton	Exhibition Hall Space 31	R. L. Casselberry, Harold B. Towlson, J. Wall, C. J. Simon, C. H. Jensen, A. F. Carl, M. R. Duncan, C. H. Lake
General Electronic Laboratories	Conrad Hilton	Exhibition Hall Space 35	Victor W. Storey, B. T. Newman, Sal Fulchino, Paul Day
Hughey & Phillips	Conrad Hilton	Exhibition Hall Space 30	H. V. Claeson, J. H. Ganzenhuber, H. J. Geist, R. L. Lang, F. J. Little, Jr.
Industrial Transmitters & Antennas	Conrad Hilton	Exhibition Hall Space 11	Bernard Wise, Eliot Baker, Clyde Heck, Sr., Stanley Friedman, Robert Jordan
Kahn Research Laboratories	Conrad Hilton	Exhibition Hall Space 5	Leonard R. Kahn, Kenneth B. Boothe
Minneapolis Honeywell	Conrad Hilton	Exhibition Hall Space 10	George W. McKnight, Gustave Ehrenberg
Minnesota Mining & Mfg.	Conrad Hilton	North Hall Space 40N	D. E. Denham, W. H. Madden, D. T. Windahl, C. L. Alden, B. A. Holmberg
Radio Corporation of America (Industrial Electronics Products)	Conrad Hilton	Exhibition Hall Space 21	T. A. Smith, C. H. Colledge, A. F. Inglis, M. A. Trainer, E. N. Luddy, E. C. Tracy, V. E. Trouant, D. Pratt, P. Bergquist, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, W. B. Varnum, R. B. Houston
Radio Corporation of America (Tube Division)	Conrad Hilton	Exhibition Hall Space 21	H. C. Vance, J. E. Kelly, R. E. Johnson, R. E. Lawrence, G. Dymacek
Sarkes Tarzian	Conrad Hilton	Exhibition Hall Space 18	Biagio Presti, Dan Meadows, Neff Cox, Jr., Wendell Fuller, Gene Keith, Nubar Donoyan, Henry Cronin, Sarkes Tarzian
Schafer Custom Engineering	Conrad Hilton	Exhibition Hall Space 14	Paul C. Schafer, R. Paul Comstock, Jr., Tom Magowan, James Brown, Jaye Smith
Standard Electronics	Conrad Hilton	Exhibition Hall Space 28	W. H. Zillger, J. T. Campbell, Reed Haythorne, Jimmy Evans, A. R. Taylor, Joe Ewansky
Tower Construction	Conrad Hilton	Exhibition Hall Space 6	M. M. Lasenky, C. A. Wright, G. S. Chesen, A. C. Tilton

(Cont'd on p. 66)

THANKS...FOR HELPING US

Yes...thanks to you...
our advertisers...for the
tremendous progress
of U. S. RADIO.

Today, U. S. RADIO carries more radio advertising in an average issue than that of any other similar magazine in the field, with figures mounting all the time.

This has a two-fold significance. One, it goes without saying that revenue is a mandatory factor in the growth of any enterprise. We're no exception. Two, and just as important, is the total impact this radio advertising has enabled us to create for the whole field of radio. When a man picks up a magazine, he looks at two things, editorial content *and* advertising. Both together create the impact for the field; in our case, for radio.

We pegged our future on the basic concept that radio is separate, distinct and competitive. One ad dollar cannot go to radio and TV or any other medium. Radio must stand alone and fight for its share. And U. S. RADIO now penetrates into every nook and cranny of the industry.

Predictions for radio in the months ahead are most optimistic. The future of radio looks mighty bright; and you can rest assured U. S. RADIO will continue to give radio unprecedented trade magazine support.

NETWORKS & GROUPS

ABC	McLendon Stations
Balaban Stations	Meredith Group
Bartell Stations	MBS
CBC	NBC
CBS	OK Group
Colorado Net	Plough
Concert Net	QXR Network
Corinthian Stations	Star Stations
Crosley Broadcasting	Storer Broadcasting
Crowell-Collier	Storz Stations
Farm & Home Radio	Telebroadcasters
Georgia Negro Group	Transcontinent
Good Music Broadcasters	Triangle Stations
Intermountain	Westinghouse Broadcasting
Keystone Broadcasting	Yankee Network
McLendon Ebony	

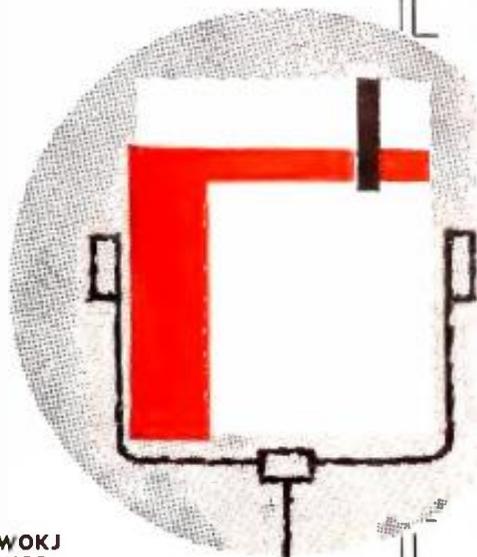
STATION REPRESENTATIVES

All Canada	Daren McGavren
Avery-Knodel	NBC Spot
Chas. Bernard	Edward Petry
John Blair	Peters, Griffin, Woodward
CBS Spot	Radio-TV Reps
Robert E. Eastman	Weed & Co.
H-R	Adam Young
Katz Agency	

EQUIPMENT & SERVICES

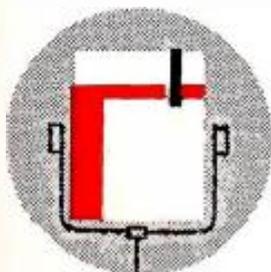
Ampex	Pulse
BMI	Programatic
Collins	Radio Press
Commercial Recording Corp.	Radio Recorders
Community Club	RCA Equipment
Futursonic Prod.	RCA Thesaurus
Gates Radio	SESAC
Harry Goodman	Standard Electronics
Robert Hall	SRDS
Housewives Protective League	Standard Radio Transcription
Hughes & Phillips	Richard H. Ullman Inc.
Lang-Worth	

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| KANB | KOKE | WCHB | WIBG | WOW |
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| KBIG | KOSI | WCOL | WICC | WPAT |
| KCBS | KPOA | WCUE | WICE | WPBC |
| KCMO | KPRC | WDAK | WIL | WPDQ |
| KDKA | KPRS | WDAS | WIND | WPTF |
| KDWB | KQV | WDAY | WING | WPTR |
| KDUO | KRMG | WDBJ | WINN | WRBL |
| KEWB | KSAN | WDIA | WINS | WRC |
| KEX | KSD | WDSU | WIP | WRCV |
| KFAC | KSDO | WEBB | WIS | WREN |
| KFAL | KSO | WEBC | WISN | WRFD |
| KFMB | KSON | WEEI | WIST | WRFM |
| KFWB | KTOK | WEPP | WITH | WRIT |
| KGB | KTRE | WEJL | WJAG | WRVA |
| KGFJ | KTRH | WERE | WJBK | WSAI |
| KGNC | KWBB | WFAA | WJDX | WSB |
| KHFI | KWFT | WFBM | WKJF | WSBT |
| KHOW | KWK | WFHR | WKLO | WSGN |
| KIMN | KXOK | WFIL | WKMI | WSM |
| KIOA | KXOL | WFMF | WKNX | WSPD |
| KISH | KYW | WGAR | WKY | WSUN |
| KITT | WAAB | WGBF | WLIB | WTAC |
| KIXZ | WALT | WGBS | WLS | WTIC |
| KJOE | WAMO | WGH | WLW | WTOP |
| KLIF | WANN | WGN | WMAQ | WTXL |
| KLZ | WBAL | WGR | WMAY | WVET |
| KMA | WBAP | WGY | WMAZ | WVOK |
| KMBC | WBML | WHAT | WMBD | WWDC |
| KMMJ | WBNS | WHBF | WMBR | WWJ |
| KMOX | WBNY | WHBQ | WMIL | WRRL |
| KMPC | WBT | WHDH | WMOZ | WXLW |
| KNOK | WBZ | WHIO | WMPS | WXYZ |
| KNUZ | WCAR | WHK | WNAX | WZOK |
| KOA | WCAU | WHLI | | |



U. S. RADIO

the monthly magazine devoted 100% to radio advertising

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radio

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Utility Tower	Conrad Hilton	Exhibition Hall Space 4	C. E. Nelson, Jerry Nelson, V. G. Duvall, Nathan Sholar
Visual Electronics	Conrad Hilton	Exhibition Hall Space 27	James Tharpe, Pat Gallagher, Bert Kipperman, Cecil Grace, Felix Bonvouloir, Wayne Marcy
Networks			
ABC Radio	Conrad Hilton	2320-25	Leonard H. Goldenson, president of AB-PT Alfred Schneider, vice president in charge of administration Edward J. DeGray, president of ABC Radio Thomas Moore, vice president in charge of programming Julius Barnathan, vice president for affiliated stations Stephen Riddleberger, vice president for owned and operated stations Earl Mullin, national director of radio relations James Riddell, vice president in charge of Western division
CBS Radio	Conrad Hilton	1806	Arthur Hull Hayes, president James Seward, executive vice president Howard Barnes, vice president in charge of network programs W. Thomas Dawson, vice president in charge of advertising and promotion Jules Dundes, vice president in charge of station administration William H. Brynnau, Jr., Western division manager of affiliate relations Sid Garfield, director of press information Edward E. Hall, administrative manager of affiliate relations Eric H. Salline, national manager of affiliate relations Milton F. "Chick" Allison, vice president and general manager CBS Spot Sales
Keystone	Conrad Hilton	904-6	Sidney J. Wolf, president Edwin R. Peterson, senior vice president Richard E. Peterson, Jr., general manager, Detroit office John Hartigan, account executive
Mutual	Conrad Hilton	2306	Albert G. McCarthy, Jr., chairman, executive committee Robert F. Hurleigh, president Albert G. McCarthy, III, secretary-treasurer Charles Godwin, vice president, station relations Frank Erwin, assistant to the president Charles King, station relations director Ray Diaz, director, sales development Peter Brandon, station relations executive Hal Gold, director of public relations
NBC Radio	Sheraton-Blackstone	508	William K. McDaniel, executive vice president George A. Graham, Jr., vice president Albert Capstaff, vice president
Representatives			
Avery-Knodel Inc.	Sheraton-Blackstone	1108-09	Philip Schloeder, John J. Tormey, Thomas J. White, J. W. Knodel, Roger O'Sullivan, Hub Jackson, Albert W. Oberhofer, Raymond Neihengen, Stuart Mackie, Bill Harms, Bob Kalthoff, Charles C. Coleman
Charles Bernard Co.	Ambassador East		Charles Bernard
Blair & Co.	Drake		John Blair, Arthur McCoy, Edward Shurick, Richard Foote
Bolling Co.	Conrad Hilton	1100	G. W. Bolling, G. William Bolling, Dick Swift, Mort Barrett, Bob Alexander
The Branham Co.	Conrad Hilton		Joseph Timlin, Fred Weber, George Harding, Jack Henderson, Thomas Campbell, Eugene F. Corcoran, Lewis Greenberg, John Murphy, Dudley Brewer, Robert Mason, Thomas Whitsen, Ted Giovan
Henry I. Christal	Conrad Hilton	1306	Henry Christal, Irvin Gross, Philbin Flanagan, Neil Clite
Robert E. Eastman	Executive House	2704	Robert E. Eastman, Joseph Cuff, James Fuller, Richard Arbuckle, George Dubinetz, Dale Stevens

[Cont'd on p. 68]



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and AIRLIFTS from
LANG-WORTH**

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Furs
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Names and Words
Pre-Commercial Announcements
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Garages
Gasoline
Service Station
Tires
Trailers

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Anniversaries
Back to School
Birthdays
Brides
Christmas
Elections
Father's Day
Graduation
Mother's Day
New Year
Vacation
Valentine

DINING AND LODGING

Motels, Hotels
Restaurants

DRUGS AND SERVICES

DRUG STORES
Brand Names
Cosmetics
Guaranteed
Medicine
Prescriptions
Quality
Vitamins

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Credit
Credit Union
Insurance
Investments
Loans
Real Estate
Savings & Loan

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Equipment
Supplies

FOOD AND BEVERAGE

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Beer
Dairies
Fruit Vegetable
Grocery
Poultry
Soft Drink
Super Markets

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Florists
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Slenderizing
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Garden
Hardware
Paint & Wallpaper
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Employment
Laundries
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Photographer
Radio-TV Repairs

PLUMBING AND HEATING

Air Conditioning
Heating

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Sale

SPORTS AND ENTERTAINMENT

Baseball
Fairs
Football
Golf Course
Hobbies
Music/Records
Nite Life
Sporting Goods
Swimming
Theaters

STATION AIDS

Fanfares
Instrumentals
Public Service
Reggie Frobisher
Safety
Sandy The Scotsman
Sound Effects
Station Breaks
Themes
Time Signals
Toni Taylor
Weather

STORE/PRODUCT PROMOTIONS

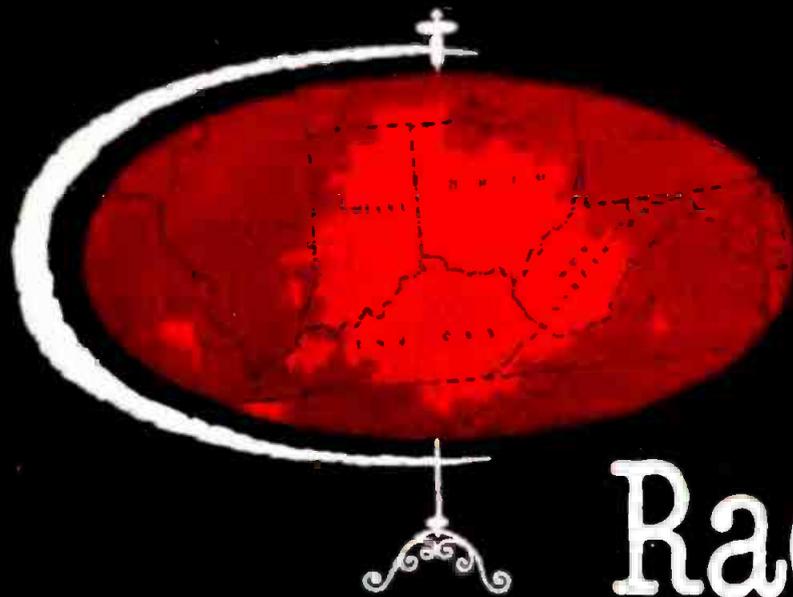
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Any Store
Business Names
Department Stores
Group Sales Promotion #1
Shopping Centers

Call for **RADIO HUCKSTERS** and **AIRLIFTS** from **LANG-WORTH FEATURE PROGRAMS, INC.**
1755 Broadway, New York 19, New York, JU 6-5700

radio

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Forjoe & Co. Inc.	Conrad Hilton		Mort Bassett
Gill-Perna Inc.	Conrad Hilton	1300	Helen Gill, John J. Perna, Jr., Walter Beadell, John B. Shelton, Don Dalton, Dan Bowen, Allan S. Young
H-R Representatives	Executive House		Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Avery Gibson, Dwight S. Reed, French L. Eason
Headley-Reed Co.	Conrad Hilton	700	Bob Schmidt, John Wrath, Jack Hardingham
Geo. P. Hollingbery	Conrad Hilton	1600	George P. Hollingbery, F. Edward Spencer, Jr., Fred Hague, Harry Wise
Hal Holman Co.	Conrad Hilton	1023	Hal Holman
Jack Masla & Co.	Conrad Hilton		Jack Masla, Allan S. Klamet, Gene Gray
The Katz Agency	Executive House	3803	Eugene Katz, Edward Codel, Daniel Denenholz, Morris Kellner, Scott Donahue, Walter Nilson, H. J. Grentz, Halsey V. Barrett
Darren F. McGavren Co.	Executive House		Darren F. McGavren, Ralph Guild
The Meeker Co.	Conrad Hilton	1700	Robert D. C. Meeker, Edgar Filion, Charles E. Standard, Robert Dudley, Carl Jewett, Martin Mills, Charles Compton, Robert Manning
John E. Pearson Co.	Executive House		John Pearson, Bob Flanigan, Jon Farmer
Peters, Griffin, Woodward Inc.	Sheraton-Blackstone		Lloyd Griffin, Russell Woodward, Robert H. Teter, John A. Thompson, Lona King, William J. Stubbs
Edw. Petry & Co. Inc.	Conrad Hilton	1400	Edward Petry, Martin Nierman, Ben Holmes, Bob Hyton, Bill Steese, Ed Vaynow, Lou Smith, Joe Sierer, Hugh Kerwin, William Cartwright, George Ledell
Radio-TV Representatives	Conrad Hilton	1105-A 1106-A	Peggy Stone, Ed Nickey, Sy Thomas
Paul H. Raymer Co., Inc.	Executive House	3611	Paul Raymer, Fred Brokaw, Stuart Kelly, John W. Mulholland, James C. Rogers, Fred C. Norman
Venard, Rintoul & McConnell Inc.	Conrad Hilton	2100	Lloyd George Venard, James V. McConnell, Howard Meyers, Steve Rintoul, Al Torbet
Adam Young Inc.	Conrad Hilton	2200	Adam Young, Steven A. Macheinski, Jr., James F. O'Grady, Jr., Robert J. Lohdell, Edward A. W. Smith
Services			
Associated Press			Oliver Granding, Tom Stuetzer, Al Stine, Frank Stearns, Jim Smith, Tom Pendlegast, Lewis J. Kramp
Balaban Stations	Conrad Hilton		John F. Box Jr., Bill McKibben, Stanley Kaplan, Parker Daggett, Bernie Strachota, Joseph Wolfman, Lloyd George, Earl Burnam, Michael Ruppe, Victor Williams, Peter Farrelly, Ralph Ingraham
Community Club Services Inc.	Conrad Hilton	2106	John Gilmore, Bill Carpenter, Len Hornsby, Phil Peterson, Russ Hudson, Marty White
Harry S. Goodman Productions	Conrad Hilton	1105A-1106A	Harry S. Goodman, Everett Goodman, Syd Robbins, Peggy Stone, Ed Nickey, Si Thomas
Lang-Worth Feature Programs Inc.	Conrad Hilton	2506	John D. Langlois, C. O. Langlois, Jr., Hugh S. Allen, Jr., E. K. Gardiner, R. O. Boehmer, John F. Tallcott
A. C. Nielsen Co.	Conrad Hilton	1000	John Churchill, Bill Wyatt, Ben Wilson, Jim Shoemaker, Carroll Carter, Bill Ahrbeck, Henry Rhamel, George Baillie, Wynn Bussmann, Ed Evans, Dave Taylor, George Blechta, Bill Ryan, Erwin Ephron, Bill Weseloh, George Ralph
Programatic Broadcasting Service	Conrad Hilton	605	J. W. Roberts, Davin Bain, John Esau, Leonard Scholl, Robert Prater, Robert Fender, Gus Weber

(Cont'd on p. 70)



The Big WLW Radio World!

...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectacular audience ratings are due to two important factors:

1. The WLW World's Highest Fidelity AM transmission—developed exclusively by Crosley Broadcasting engineers.
2. The WLW programming—o concept of programming with broad audience appeal, especially in music, information and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

WLW AUDIENCE SUMMARY DATA

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

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

[Source: 1956 Nielsen Coverage Service]

In addition, WLW delivers more than 174,000 homes outside of these areas on a daily basis.



WLW Radio—one of the dynamic WLW Stations!

Crosley Broadcasting Corporation, a division of **Arco**

radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Pulse Inc.	Conrad Hilton	2106A	Allen Klein, George Sternberg, Richard Roslow, Phyllis Roslow
Radio Advertising Bureau	Conrad Hilton	1524	Kevin Sweeney, Miles David, Warren Boorum, Robert Alter, Pat Rheume, Maurice "Doc" Fidler
RCA Recorded Program Services	Conrad Hilton	600	Irwin Tarr, Emmett B. Dunn, Edward H. Kelly, Ben Selvin
SESAC Inc.	Conrad Hilton	1206-A	Alice Heinecke, E. S. Prager, W. F. Myers, Sidney Guber, Harold Fitzgerald, Edward Cooney, Glenn Ramsey, Frank Watkins, Keith Miller
United Press	Conrad Hilton	500	W. C. Fayette, W. R. Higginbotham, J. W. Beaton, H. C. Thornton, Gene Gillette, Don Brydon, Dean Miller, R. M. McFarland, C. E. Allen
World Broadcasting Inc.	Conrad Hilton	1900	Jim Weathers, Robert Monroe, John Murphy, Dick Crane
<u>Trade Publications & Assoc.</u>			
Advertising Age	Conrad Hilton	1306A	
Broadcasting	Conrad Hilton	706A	
Printers Ink	Conrad Hilton	706	
Radio Television Daily	Conrad Hilton	906	
Sponsor	Conrad Hilton	1106	
SRDS	Conrad Hilton	1705A	
Television Age	Conrad Hilton	1606	
Television Bureau of Advertising	Conrad Hilton	819	
Television Magazine	Conrad Hilton	2506A	
U.S. Radio	Conrad Hilton	923	
Variety	Conrad Hilton	806A	

HISTORY OF NAB CONVENTIONS

MON.—YR.	CITY	MON.—YR.	CITY	MON.—YR.	CITY
Oct. 1923	New York	July 1936	Chicago	Sept. 1947	Atlantic City
Sept. 1924	New York	June 1937	Chicago	May 1948	Los Angeles
Sept. 1925	New York	Feb. 1938	Washington	April 1949	Chicago
Sept. 1926	New York	July 1939	Atlantic City	April 1950	Chicago
Sept. 1927	New York	Aug. 1940	San Francisco	April 1951	Chicago
Oct. 1928	Washington	May 1941	St. Louis	March 1952	Chicago
Nov. 1929	West Bend, Ind.	May 1942	Cleveland	April 1953	Los Angeles
Nov. 1930	Cleveland	April 1943	Chicago	May 1954	Chicago
Oct. 1931	Detroit	Aug. 1944. NAB Executive War Conference	Chicago	May 1955	Washington
Nov. 1932	St. Louis	Jan. 1945. NAB War Conference	Los Angeles	April 1956	Chicago
Oct. 1933	White Sulphur Springs	Oct. 1946	Chicago	April 1957	Chicago
Sept. 1934	Cincinnati			April 1958	Los Angeles
July 1935	Colorado Springs			March 1959	Chicago
				April 1960	Chicago

We of BMI are proud to receive this honor...

AN APPRECIATION

FOR TWENTY YEARS BROADCAST MUSIC, INC. HAS HELD WIDE OPEN THE DOOR OF OPPORTUNITY FOR AUTHORS, COMPOSERS AND PUBLISHERS OF ALL TYPES OF MUSIC.

IT HAS SOUGHT THEM OUT IN EVERY CORNER OF THE COUNTRY.

IT HAS NURTURED THEM, AND ENCOURAGED THEM, AND ABETTED THEIR DEVELOPMENT IN EVERY HONORABLE, MEANINGFUL MATERIAL AND SPIRITUAL MANNER.

AND IN SO DOING, BROADCAST MUSIC, INC. HAS IMMEASURABLY ENRICHED ALL OF AMERICAN MUSIC.

AS MUSIC PUBLISHERS, AUTHORS AND COMPOSERS WHO WERE THUS ENABLED TO MAKE OUR OWN INDIVIDUAL CONTRIBUTIONS TO THE MUSICAL WEALTH OF OUR NATION AND THE WORLD, WE, ON THE OCCASION OF BROADCAST MUSIC, INC.'S 20TH ANNIVERSARY, HEREBY EXPRESS OUR DEEPEST APPRECIATION TO BMI AND ALL ITS OFFICERS, DIRECTORS AND EMPLOYEES.

FROM THE FAMILY OF

B M I

MUSIC PUBLISHERS, AUTHORS AND COMPOSERS

FEBRUARY 9TH, 1960

BROADCAST MUSIC, INC.

589 Fifth Avenue

New York 17, N. Y.



2.9 to 6.8

4.1 to 12.0

2.9 to 6.8 in the morning... the September-October Hooper, first report following KDWB's debut on September 19, 1959, showed a 2.9 average share from 8 A.M. to 12 Noon.

FEBRUARY-MARCH SHOWS A 6.8!

4.1 to 12.0 in the afternoon... the September-October Hooper, first report following KDWB's debut on September 19, 1959, showed a 4.1 average share from Noon to 6 P.M.

FEBRUARY-MARCH SHOWS A 12.0!

Get aboard now... while there's still room on the launching pad. Call KDWB Sales in the Twin Cities, or your local Avery-Knodel office for avails TODAY!



KDWB

it's always **630** in the Twin Cities

"first in contemporary communications"

CROWELL-COLLIER BROADCAST DIVISION

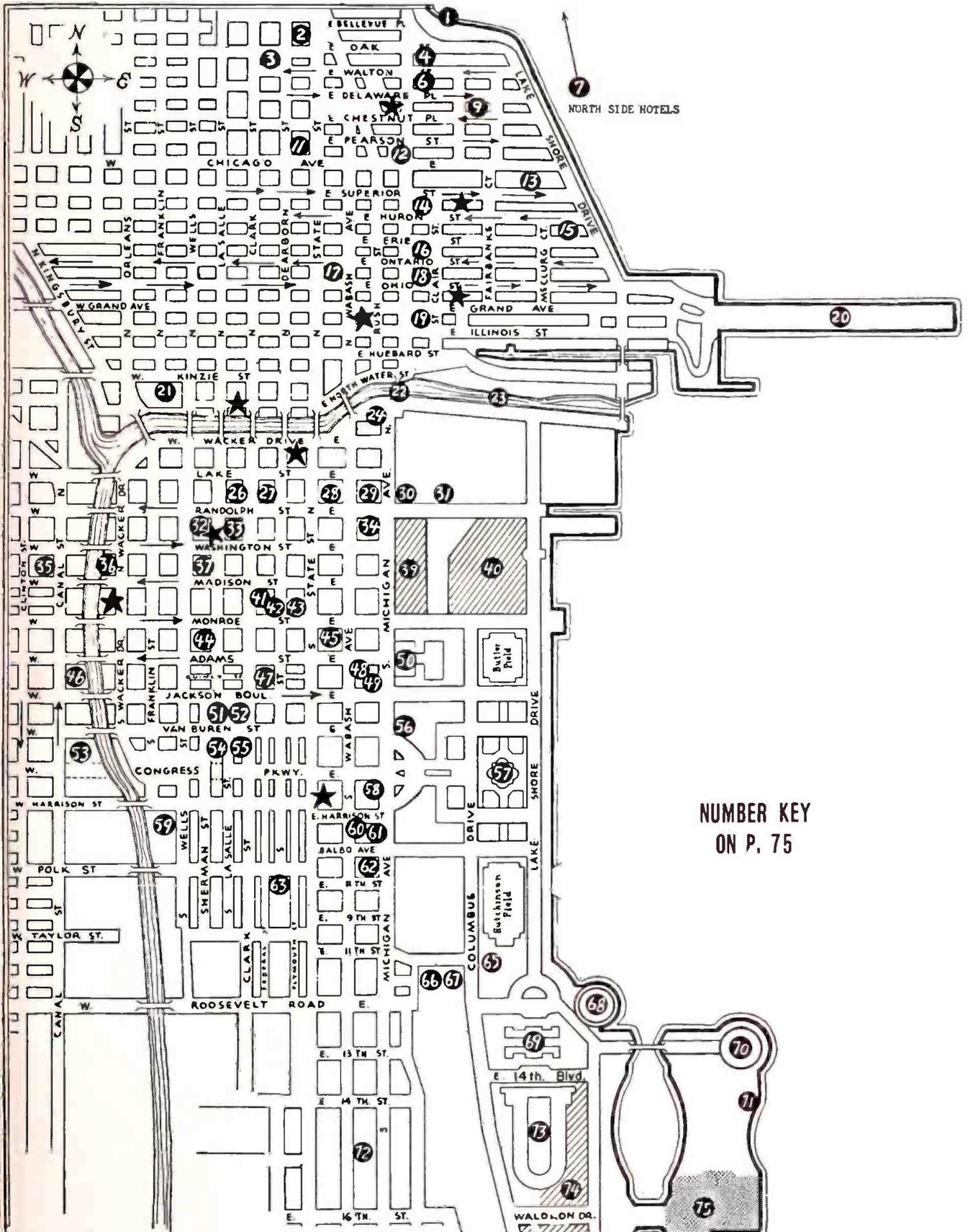
Robert M. Purcell, Director

Minneapolis/St. Paul
Foshay Tower, Minneapolis 2, FEderal 5-6003
P.O. Box 630, St. Paul 2, PRospect 6-1501

John M. McRae, General Manager

National Sales Reps: Avery-Knodel, Inc.

CHICAGO CONVENTION CITY



NUMBER KEY
ON P. 75



ZOOMING UPWARD!

Among six leading Chicago stations, **WCFL** showed by far the biggest corresponding month yearly gain in listener impressions (3,338,150) in 7 AM to 8 PM prime time, based on Jan. '59-Jan. '60 Pulse, Monday thru Friday, (WCFL is 95% sold out on weekends—plus being sponsored solidly on its all night lineup).

WCFL, already with the lowest cost per thousand impressions, is certain to do even better when the spring training and regular season games of the pennant winning Chicago White Sox are again broadcast exclusively over WCFL.

voice of labor



"Chicago's good music station"

Call, write or wire:

STATION WCFL

Marty Hogan, General Manager

Tom Haviland, Sales Manager

666 LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • MOhawk 4-2400

NATIONAL REPRESENTATIVE

*Daren F. McGavren • 60 E. 56th St. • New York 22, N.Y. • PLaza 1-4650
Chicago • Detroit • Los Angeles • San Francisco • St. Louis • Seattle*

LOWEST COST PER 1000 • 1000 ON THE RADIO DIAL

CONVENTION CITY

See map, p. 73

HOTELS

		Map Key #			Map Key #
Allerton	701 No. Michigan	SU 7-4200	14	Palmer House	State & Monroe RA 6-7500 45
Atlantic	316 S. Clark	WA 2-2646	52	St. Clair	162 E. Ohio SU 7-4460 18
Bismarck	171 W. Randolph	CE 6-0123	32	Seneca	200 E. Chestnut SU 7-2380 9
Congress	520 S. Michigan	HA 7-3800	58	Sheraton	505 N. Michigan WH 4-4100 19
Conrad Hilton	720 S. Michigan	WA 2-4400	62	Sheraton-Blackstone	S. Mich. & E. Balbo HA 7-4300 61
Drake	E. Lake Shore Dr. & Michigan	SU 7-2200	4	Sherman	Clark & Randolph FR 2-2100 26
Eastgate	162 E. Ontario	SU 7-3580	16	North Side Hotels	
Executive House	71 E. Wacker	FI 6-7100	25	Ambassador Hotels	1300 N. State Pky. SU 7-7200 7
Fort Dearborn	401 S. LaSalle	WA 2-5700	55	Belmont	3172 N. Sheridan BI 8-2100 7
Hamilton	20 S. Dearborn	RA 6-6100	42	Edgewater Beach	5300 N. Sheridan LO 1-6000 7
Harrison	65 E. Harrison	HA 7-8000	60	Plaza	59 W. North SU 7-2680 7
Knickerbocker	163 E. Walton	WH 3-2000	6	Sheridan Plaza	4607 Sheridan LO 1-1900 7
LaSalle	LaSalle & W. Madison	FR 2-0700	37		
Morrison	79 W. Madison	FR 2-9600	41		

POINTS OF INTEREST

	Map Key #		Map Key #
Adler Planetarium	70	Monroe Street Parking Lot	40
American Furniture Mart	15	Navy Pier	20
Art Institute	50	Newberry Library	3
Band Shell	65	Northwestern University—Chicago Campus	13
Board of Trade (Observation Tower)	51	Oak Street Beach	1
Buckingham Fountain	57	Opera House	36
Chicago Coliseum	72	Orchestra Hall	49
Chicago Natural History Museum	69	Prudential Bldg. (Observation Tower)	31
Chicago Public Library	34	Roosevelt Road Beach	71
Chicago River	23	Shedd Aquarium	68
City Hall and County Bldg.	33	Site of Original Fort Dearborn	24
John Crerar Library	29	Soldier Field	73
Grant Park Garage (Underground)	39	Soldier Field Parking Lot	74
Medinah Temple	17	U. S. Courthouse	47
Merchandise Mart	21	U. S. Post Office	53
Merrill C. Meigs Airport	75	Visitors Bureau—Chicago Association of Commerce and Industry	43
Michigan Ave. Bridge— Waterfront Boat Cruises	22	Water Tower	12
Midwest Stock Exchange	44	* Municipal Parking Garages	

RAILROADS AND BUS STATIONS

	Map Key #
Chicago & North Western	500 W. Madison FI 6-7979 35
Chicago North Shore & Milwaukee	223 S. Wabash HA 7-8471 48
Chicago South Shore & South Bend—Central Station	151 E. Randolph WA 2-0460 66
Chicago South Shore & South Bend—Van Buren Station	
Chicago South Shore & South Bend—Randolph Station	
Dearborn Station	
Grand Central Station	
Greyhound Bus Terminal	Clark & Randolph FI 6-5000 27
Illinois Central	Central Station WA 2-4811 67
LaSalle Street Station	
National Trailways Bus Depot	20 E. Randolph RA 6-9510 28
Union Station	FI 6-5200 46

THEATRES

Shubert, 22 W. Monroe	CE 6-8240	Cinestage, 180 No. Dearborn	CE 6-0290
"The Redhead," March 23-April 19.		"Scent of Mystery" (Smell-o-vision)	
Michael Todd, 170 W. Dearborn	CE 6-0290	Blackstone, 60 East Balbo	CE 6-8240
"Ben Hur" (movie).		"The World of Suzie Wong"	

- † Indicates Diner Club membership
- Indicates Carte Blanche membership
- * Indicates American Express membership

restaurants

The following restaurants are listed in the Great Lakes Tour Book of the Automobile Association of America.

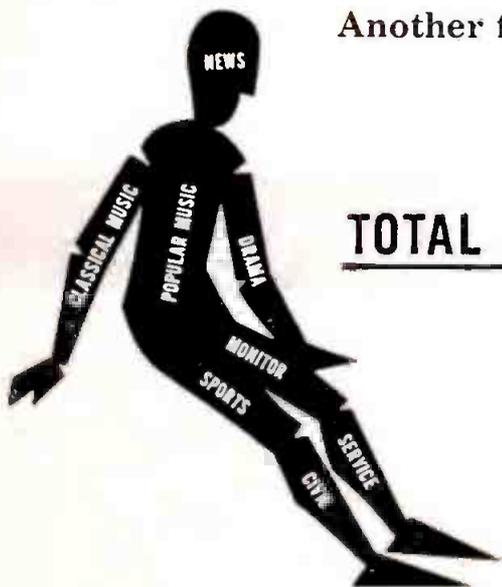
- †■ **AGOSTINO'S**—7 E. Delaware St. Dinners about \$3 to \$5. Open 5 p.m. to 4 a.m.; Sunday 1 p.m. to 4 a.m. Cocktail bar. Phone MI 2-8540. "A very inviting, air-conditioned restaurant offering a wide selection of excellent Italian dishes."
- †■ **ALLGAUER'S HEIDELBERG**—14 W. Randolph St. Open 11 a.m. to 2 a.m. Dinners about \$3 to \$5. Cocktail lounge. Entertainment and dancing nightly in Rathskeller. Phone FI 6-8080. "A charming, air-conditioned restaurant, nicely decorated in continental style. Very good food and service."
- * **ALLGAUER'S ON RIDGE**—6666 N. Ridge. Air Conditioned. Dinners about \$3 to \$5. Open 11 a.m. to 1 a.m.; Sunday to midnight; Saturday to 2 a.m. Cocktail lounge. Phone BR 4-6666. "A very popular, attractive restaurant in a suburban residential district. Fine German and American food. Excellent service."
- * **ANDY SCHURER'S BALLANTINE RESTAURANT**—1207 North Dearborn St. Air conditioned. Dinners about \$3 to \$4. Open 11:30 a.m. to 2 a.m. Closed Sunday. Cocktail lounge. Piano bar. Phone SU 7-0578. "Fine dining in the quiet, inviting atmosphere of a distinguished dining place."
- BARNEY'S MARKET CLUB**—741 W. Randolph St. Dinners about \$2.75 to \$4.75. Open 7 a.m. to midnight; Sunday from 3:30. Cocktail bar. Phone AN 3-9800. "Generous portions of excellent food served in a very popular, air-conditioned dining room."
- THE BERGHOFF RESTAURANT**—17 W. Adams St. Dinners about \$1.75 to \$3.50. Open 11 a.m. to 9:30 p.m.; closed Sunday and holidays. Men's bar. Phone IIA 7-3170. "A well-known, air-conditioned restaurant under same family management since 1898. Extensive menu of fine German, continental and American dishes."
- BOSTON OYSTER HOUSE**—21 S. Clark St. Air conditioned. Open 11 a.m. to 10 p.m.; Sunday from noon. Cocktail lounge. Phone FR 2-9600. "A very good seafood restaurant; also a variety of other dishes."
- **CAFE BOHEMIA**—138 S. Clinton & Adams. Air conditioned. Dinners about \$3.50 to \$5.50. Open 7 a.m. to midnight; closed Sunday. Cocktail bar. Phone AN 3-8310. "Extensive menu of well-prepared food in a pleasant restaurant. Unusual cuisine featuring wild game and fowl."
- CLOUD ROOM**—Midway Airport, at 5700 S. Cicero Ave. Dinners about \$2 to \$3. Open 8 to 10 a.m. and 11 a.m. to 10 p.m.; Sunday 9 to 11 a.m. and noon to 10 p.m. Cocktails served. Phone PO 7-0600. "Air-conditioned dining room with panoramic view of airport. Good varied menu."
- **CLUB EL BIANCO**—2747 W. 63 St. Dinners about \$4.75 to \$6. Open noon to midnight. Cocktail lounge. Phone RE 7-2662. "Attractive, colorful dining rooms are air-conditioned. Very fine Italian food featured."
- †■ **COUNTRY STORE RESTAURANT**—17 S. Wabash. Dinners about \$2.85 to \$4.35. Open 11 a.m. to 1 a.m.; closed Sunday. Very attractive cocktail lounge. Phone DE 2-6828. "A very attractive restaurant serving a wide variety of well prepared food."
- †■ **DON THE BEACHCOMBER**—101 E. Walton Pl. Air conditioned. A la carte dinner entrees about \$4.50. Open 4 p.m. to 1 a.m. Cocktail lounge. Reservations suggested. Phone SU 7-8812. "A famous restaurant with very attractive tropical decor. Very good Cantonese dinners cooked to order."
- * **DON ROTH'S NEW BLACKHAWK RESTAURANT**—Randolph & Wabash Sts. Air-conditioned. A la carte dinner entrees about \$3.25 to \$5. Open 11 a.m. to 10:30 p.m.; Saturday to 1 a.m.; Sunday 3:30 to 10 p.m. Cocktail lounge. Phone RA 6-2822. "Very fine food served in the ultramodern main dining room and in downstairs Indian Room. Varied menu featuring steak from open broiler."
- FRED HARVEY'S CROSSROADS ROOM**—in Dearborn Station, at Dearborn & Polk Sts. A la carte dinner entrees about \$2 to \$3. Open 7 a.m. to 8 p.m. Cocktail lounge. Phone WE 9-2887. "Fine food served in a nice air-conditioned dining room. Varied menu."
- FRED HARVEY'S GOLD LION DINING ROOM**—in Union Station at Adams, Canal & Jackson Sts. Dinners about \$3 to \$4. Open 11:30 a.m. to 10 p.m.; Sunday from noon. Cocktail lounge. Phone ST 2-6722. "An attractive, air-conditioned dining room serving a variety of good food."
- FRED HARVEY'S HARLEQUIN ROOM & GRILL**—919 N. Michigan Ave., in Palmolive Bldg. Dinners about \$3.50 to \$4.50. Open 11:30 a.m. to 10:30 p.m.; Sunday from noon. Cocktail lounge. Phone DE 7-0606. "Two attractive, air-conditioned restaurants offer a varied menu of well-prepared food."
- †■ **FRITZEL'S RESTAURANT**—201 N. State St. at Lake St. Dinners about \$3 to \$4. Open 11 a.m. to 1 a.m. Saturday to 2 a.m. Cocktail lounge. Dinner reservation suggested. Phone AN 3-7100. "A fine air-conditioned restaurant offering an extensive variety of very good American and continental food. Delicious pastries featured."
- GEORGE HESSBERGER RESTAURANT**—4300 N. Lincoln Ave. Air conditioned. Dinners about \$2 to \$3.50. Open 11 a.m. to 1 a.m.; Sunday from noon; closed Tuesday. Cocktail bar. Phone IR 8-0499. "A charming, old-world restaurant offering a wide variety of very good food; German food; also American dishes."
- GOLDEN OX**—1578 Clybourn Ave. Air conditioned. Dinners about \$3 to \$4. Open 11:45 a.m. to 1 a.m.; Sunday from 1 p.m. Cocktails served. Phone WII 4-9740. "Very good German and American food served in a congenial atmosphere."
- †■ **GUS STEAK HOUSE**—420 N. Dearborn St. Dinners about \$3 to \$4.50. Open 11:30 a.m. to midnight; Saturday to 1 a.m.; Sunday 1 p.m. to midnight. Cocktail bar. DE 7-1782. "An attractive, air-conditioned restaurant established in 1906, serving a wide selection of Italian foods and good steaks."
- * **HARDING'S COLONIAL ROOM**—21 S. Wabash Ave. Air conditioned. Dinners \$2 to \$4. Open 11 a.m. to 2:30 and 5 to 7:45 p.m.; closed Sunday. Cocktails served. Phone ST 2-1133.
- † **HENRICI'S**—67 W. Randolph St. Air conditioned. Dinners about \$2.65 to \$4. Open 8 a.m. to 1 a.m. Cocktail lounge. Phone DE 2-1800. "A Chicago landmark, established in 1868. Very well prepared German and American food; giant German pancakes featured. Special Sunday brunch."
- † **HENRICI'S RESTAURANT IN THE MART**—main floor, in Merchandise Mart. A la carte dinner entrees in dining room about \$1.35 to \$3. Open 7 a.m. to 8 p.m.; Saturday to 2 p.m.; closed Sunday and holidays. Cocktail lounge. Phone SU 7-1710. "Very fine food served in dining room, coffee shop and cafeteria, all tastefully decorated and air conditioned."
- HOE KOW**—73 E. Lake St. Air conditioned. Dinners about \$2 to \$3. Open 11 a.m. to midnight; Sunday from noon. Phone DE 2-1223. "A popular Chinese restaurant offering an extensive selection of well-prepared Cantonese dishes."
- HOLLOWAY HOUSE CAFETERIA**—27 W. Randolph St. Open 6 a.m. to 10 p.m. Phone SU 7-1475. "Nicely presented, well-prepared food. Attractive, air-conditioned dining area."
- †■ **IMPERIAL HOUSE**—50 E. Walton St. Dinners about \$4 to \$6; also a la carte. Open noon to midnight; Saturday to 1 a.m.; closed Sunday. Cocktail lounge. Phone WII 4-5300. "A charming, air-conditioned restaurant in the old world style. Varied menu of fine food; French cuisine and game in season."
- †■ **IRELAND'S OYSTER HOUSE**—632 N. Clark St. Air conditioned. Dinners about \$2.50 to \$4.50. Open 11:30 a.m. to midnight; Friday and Saturday to 1 a.m. Cocktail lounge. Phone DE 7-2020. "A Chicago institution. Extensive variety of well-prepared seafood served in a pleasant atmosphere."
- †■ **ISEBELL'S RESTAURANT**—940 N. Rush St. Dinners about \$2.50 to \$3.50. Open 11 a.m. to 2 a.m. Cocktail lounge. Phone 7-3500. "Fine food served in very attractive, air-conditioned dining rooms. Varied menu features wild game in season. Very good service."
- †■ **JACQUES FRENCH RESTAURANT**—900 N. Michigan. Dinners about \$4.50. Open 11:30 a.m. to midnight. Cocktail bar. Phone DE 7-9040. "A fine, air-conditioned French restaurant. Excellent food in an attractive dining room; large patio for summer dining."

total RADIO



WWJ makes it easy for Bengal fans to enjoy every daytime game during the 1960 season. Located near the middle of the dial at 9-5-0, and with power that blankets Detroit and southeastern Michigan, WWJ garners a tremendous audience for the baseball games and adjacent programming.

Another facet of WWJ's Total Radio concept—another reason to call your PGW Colonel today.



TOTAL RADIO FOR THE TOTAL MAN

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

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

restaurants

JIM SAINES RESTAURANT—871 N. Rush St. Dinners about \$3 to \$4. Open 11 a.m. to 1 a.m.; Saturday to 2 a.m. Cocktail lounge. Phone WH 4-3271. "A selective menu of very good food served in attractive, air-conditioned dining rooms. Prime ribs of beef a specialty."

KUNGSHOLM—100 E. Ontario St. Dinners about \$3.75 to \$4.75. Open 11:30 a.m. to 10 p.m.; Sunday 1:30 to 8 p.m. Cocktail lounge. Charming puppet grand opera theater for guests, nightly at 8, Sunday at 4 p.m. Reservations advised. Phone WH 4-2700. "An outstanding, air-conditioned Fred Harvey restaurant with tasteful, continental decor. Very fine Swedish and American food served; smorgasbord featured."

†**L'AGLON RESTAURANT**—22 E. Ontario St. Dinners about \$4 to \$6. Open noon to midnight; closed Sunday. Cocktail bar. Phone DE 7-6070. "An excellent, air-conditioned restaurant with charming decor. Unusually wide selection of fine French cuisine."

LONDON HOUSE—360 N. Michigan Ave. at Wacker Dr. Dinners about \$4 to \$6. Open 7:30 a.m. to 4 a.m.; Sunday from 4 p.m. Jazz combo music featured at 4 a.m. Phone AN 3-6920. "A popular, air-conditioned restaurant with a sophisticated atmosphere."

†**MATH IGLER'S CASINO**—1627 W. Melrose St., just off Lincoln Ave. Dinners about \$3 to \$4. Open 11 a.m. to 1 a.m.; Sunday from noon. Cocktail bar. Phone WE 5-2000. "Good food served in a very pleasant atmosphere. Costumed singing German waiters."

†**MICKELBERRY'S LOG CABIN RESTAURANT**—2300 W. 95th St. Air-conditioned. Dinners about \$1.50 to \$3. Open 11 a.m. to midnight; Friday and Saturday to 1 a.m.; Sunday from 10 a.m.; closed Monday. Phone BE 8-6400. "Very good southern-style food served in a picturesque, rustic log cabin. Good service. Specialties include smoked meats, chicken and buckwheat cakes."

NANKIN—230 N. Dearborn. Open 11 a.m. to 10 p.m.; Saturday noon to 1 a.m.; closed Sunday. Cocktail lounge features tropical drinks. Phone ST 2-1900. "An attractive air-conditioned restaurant offering a wide variety of Chinese foods. Beef rice a specialty; also American dinners."

THE NANTUCKET RESTAURANT—10437 S. Western Ave. Air conditioned. Dinners about \$1.65 to \$2.50. Open 11:30 a.m. to 8 p.m.; closed Monday. Phone BE 8-6100. "A very pleasant, colonial-style restaurant serving good food. Varied menu."

†**NIELSEN'S RESTAURANT & SMORGASBORD**—7330 W. North Ave. Smorgasbord luncheons \$2, dinners \$3. Open 11:30 a.m. to midnight. Cocktail lounge. Phone ME 7-4221. "Variety of very good Scandinavian food served in an attractive, air-conditioned dining room."

RED STAR INN—1528 N. Clark St., at Germania. A la carte dinner entrees about \$2.50 to \$3.50. Open 4 p.m. to midnight. Cocktail bar. Phone WH 4-9637. "Operated by the same family since 1899. Wide selection of very good German dishes served in a charming atmosphere."

†**RICCARDO'S STUDIO RESTAURANT & GALLERY**—437 N. Rush St. Air-conditioned. Open 11 a.m. to 2 p.m. Cocktail lounge. Phone SU 7-2874. "A cosmopolitan menu with the emphasis on Italian food. Modern paintings by local artists displayed and sold."

†**RICKETT'S RESTAURANT**—2727 N. Clark. Open 11 a.m. to 2 a.m. Cocktail bar. Phone DE 8-2323. "A very nice, air-conditioned restaurant offering fine, complete luncheons and dinners; also a la carte and late-night specials."

RUPCICH'S RESTAURANT—on U. S. 12, 20 & 41, at Indiana Toll Rd., 4040 E. 106th & Indianapolis Blvd. Open 11:30 a.m. to 1 a.m.; coffee shop open 24 hours. Cocktail lounge. Phone ES 5-7575. "A popular, air-conditioned dining spot offering a varied menu of tasty, well-prepared food."

†**SHANGRI-LA**—222 N. State St. Air-conditioned. A la carte dinner entrees about \$2 to \$4. Open 5 p.m. to 1 a.m.; Sunday from 4 p.m.; Saturday to 2 a.m. Cocktail lounge. Phone CE 6-1001. "Fine Cantonese dishes served in the sophisticated atmosphere of a nicely decorated supper club."

†**STOCKYARD INN DINING ROOMS**—W. 42nd & Halsted Sts. A la carte dinner entrees about \$5 to \$7. Sirloin Room open 5 p.m. to 10:30 p.m.; Matador Room 6 p.m. to 11 p.m. Cocktail bar and lounge. Reservations advised. Phone YA

† Indicates Diner Club membership
 ■ Indicates Carte Blanche membership
 * Indicates American Express membership

7-5580. "Two very good, air-conditioned dining rooms. Distinctive Sirloin Room features excellent steaks; cuts selected by guests. Attractive Matador Room serves delicious steaks and Spanish dinners."

***STOUFFER'S RESTAURANTS**—24 W. Madison; 32 E. Randolph at Wabash; 111 S. Wabash; Gibraltar, Plaza and Beaubien Rooms in Prudential Bldg., E. Randolph St. Open 7:30 a.m. to 9 p.m.; dining rooms in Prudential Bldg. open 11:30 a.m. to midnight; all are closed Sunday. Cocktail lounge. "Popular, air-conditioned restaurants offering a varied menu of well-prepared, quality food. Nice atmosphere; efficient service."

SWEDEN HOUSE—157 E. Ohio. Open 11:30 a.m. to 2:30 and 5 to 9 p.m.; closed Saturday. Cocktail bar. Phone SU 7-3350. "A pleasant, air-conditioned restaurant serving tasty Swedish and American food. Smorgasbord dinners."

TOPPER'S—333 N. Austin Blvd. Open 11 a.m. to 2 a.m. Cocktail bar. Phone AU 7-1600. "A first-class, air-conditioned restaurant. Specialties are Black Angus steaks and Maine lobsters. Luncheon and dinner reservations suggested."

†**TOWN HOUSE**—6935 N. Sheridan Rd. Dinner entrees about \$2.50 to \$4.50. Open 11 a.m. to 2 a.m. Cocktail lounge. Phone HO 5-6800. "Well-prepared dishes, some charcoal-broiled at open hearth, in a very inviting and rather sophisticated dining place."

†**TOWN PUMP**—6345 N. Western Ave. Dinners about \$2 to \$3. Open 11 a.m. to 2 a.m. Cocktail bar. Phone AM 2-4700. "An attractive, air-conditioned restaurant in modernistic decor serving a good menu of well-prepared dishes."

WRIGLEY BLDG. RESTAURANT—410 N. Michigan Ave. Open 10 a.m. to 9 p.m.; Saturday from 5 p.m.; closed Sunday and holidays. Cocktail bar. Phone WH 4-7600. "A first-class restaurant offering delicious food and excellent service. Cornish game hen, whitefish and special salads are featured."

HOTEL DINING

***AMBASSADOR HOTELS**—1300 N. State Parkway. SU 7-7200. "Pump Room at Ambassador East and Buttery of Ambassador West are famous for excellent food; dancing."

***BISMARCK HOTEL**—171 W. Randolph & La Salle Sts. CE 6-0123. "Good food in Walnut room; concert orchestra nightly in famous Chalet; coffee shop, Old Vienna; popular Bismarck Inn and cocktail lounge."

■**CONRAD HILTON HOTEL**—720 S. Michigan Ave. WA 2-4400. "Excellent food in Park Row Restaurant and Steak House; Coffee House; dining, dancing and ice show in popular Boulevard Room. Lakeside Green and Ol' South cocktail lounges."

***DRAKE HOTEL**—Lake Shore Dr. & Upper Michigan Ave. SU 7-2200. "Camellia House with dinner music from 7 p.m.; dancing and entertainment 9 p.m. to 1 a.m.; Cape Cod Room noted for fine seafood. Oak Room and Coq d'Or cocktail lounge."

***EGDEWATER BEACH HOTEL**—5300 N. Sheridan Rd. LO 1-6000. "Dining facilities include Polynesian Village with dancing and entertainment; Yacht Club cocktail and seafood bar; Rib Room featuring roast beef; Charterhouse and Cinnabar open-hearth restaurant and cocktail lounge."

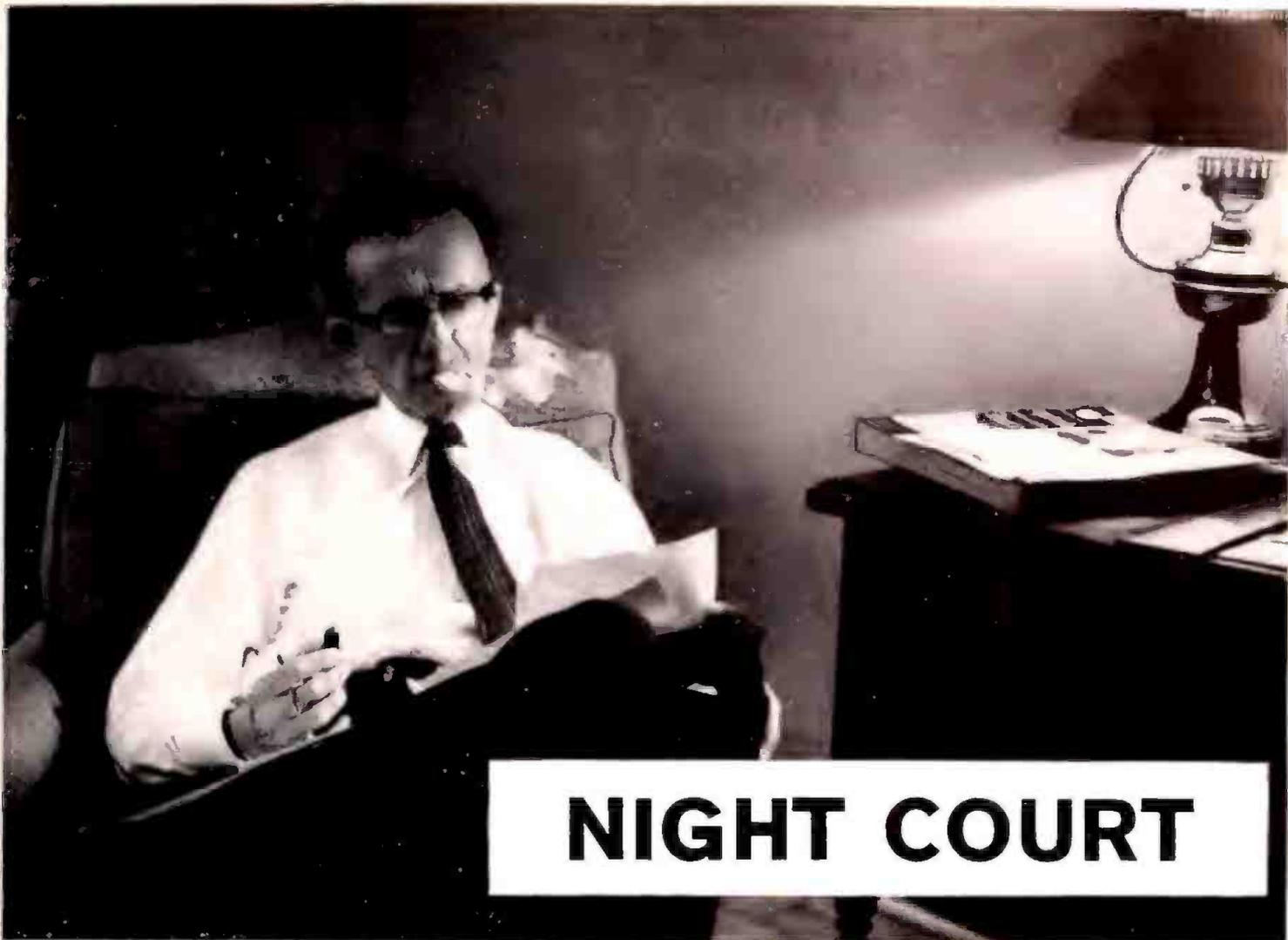
***LA SALLE HOTEL**—La Salle & Madison Sts. FR 2-0700. Air-conditioned dining rooms. "Lotus Room, Men's Grill and Coffee Room provide a wide selection of well-prepared food. White Chapel Cocktail Lounge. Entertainment in Nineties Room."

■**PALMER HOUSE**—Monroe St., between State & Wabash. RA 6-7500. "Fine air-conditioned dining facilities: The Traders, Victorian Room, coffee shop, Palmer House Grill, Empire Room with entertainment and dancing. Le Petit Cafe and Town & Country cocktail lounge."

†**SHERATON-BLACKSTONE HOTEL**—636 S. Michigan Ave. HA 7-4300. "Inviting Grill Room; dancing nightly in Cafe Bonaparte; Bivouac cocktail lounge."

†**SHERATON HOTEL**—505 N. Michigan Ave. WH 4-4100. "Dining in Camelot Room; cocktails in India Room; entertainment in Brass Bull during dinner and supper."

***SHERMAN HOTEL**—Clark & Randolph Sts. FR 2-2100. "Dining facilities include College Inn Porterhouse; Well-of-the-Sea, Celtic Cafe; cocktail lounge."



NIGHT COURT

Herb Selby, Vice President in Charge of Media, Meldrum & Fewsmith, Inc., Ohio's largest advertising agency; at home in his den — alone with his media decisions, and SRDS.

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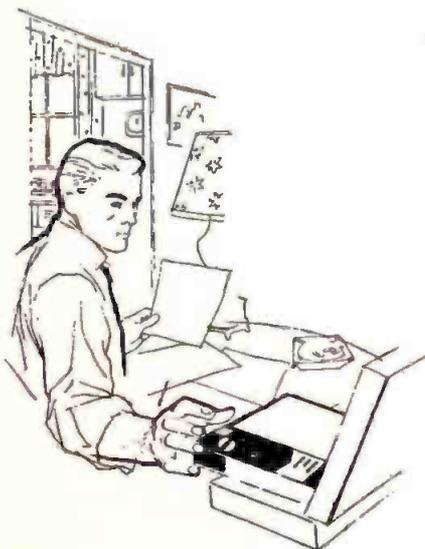
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SALES OFFICES—SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



ADVERTISERS

Admiral Corp., 3800 W. Cortland	SP 2-0100	Libby, McNeill & Libby, W. Exch. & S. Packers	YA 7-0240
American Dairy Assoc., 20 N. Wacker	ST 2-4916	Mars Candy, 2019 N. Oak Park	ME 7-3000
American Hair & Felt, Merchandise Mart	SU 7-7252	Maybelline, 5900 N. Ridge	LO 1-1645
Armour, Union Stock Yards	YA 7-4100	Oscar Mayer Co., 1241 N. Sedgwick	MI 2-1200
Bauer & Black, 309 W. Jackson	WE 9-7100	Monarch Finer Foods, 2199 W. River Grove	TU 9-5000
Beatrice Foods, 120 S. LaSalle	VI 2-2700	Motorola, 4545 W. Augusta	SP 2-6500
Bell & Howell, 7100 McCormick Rd.	AM 2-1600	Mystik Adhesive Products, 2635 N. Kildare	SP 2-1600
Borg-Warner, 310 S. Michigan	WA 2-7700	O'Cedar, 2246 W. 49th	LA 3-4700
Bowman Dairy, 140 W. Ontario	SU 7-6800	Orange Crush, 2201 Main, Evanston	DA 8-8850
Bresler Ice Cream Co., 4010 W. Belden	CA 7-6700	Pabst, 221 N. LaSalle	ST 2-7600
Helene Curtis Industries, 4401 W. North	CA 7-6600	Peter Hand Brewery, 1000 W. North	MO 4-6300
Curtiss Candy, 3638 N. Broadway	BI 8-6300	Pure Oil, 35 E. Wacker	ST 2-2100
Dad's Root Beer, 2800 N. Talman	IN 3-4600	Purity Bakeries, 4504 S. Sacramento	YA 7-8556
Derby Foods, 3327 W. 47th Pl.	VI 7-4400	Quaker Oats, 345 Merchandise Mart	WH 4-0600
Ekco, 1949 N. Cicero	BE 7-6000	Simoniz Co., 2100 S. Indiana	DA 6-6700
Florsheim Shoes, 130 S. Canal	FR 2-6666	S.O.S., 7123 W. 65th	PO 7-7800
Greyhound Corp., 5600 W. Jarvis (Niles)	NI 7-6400	Standard Oil of Ind., 910 S. Michigan	HA 7-9200
Hoover Co., Merchandise Mart Plaza	WH 3-1162	Stewart-Warner Corp., 1826 Diversey Pkwy	LA 5-6000
Hotpoint, 5600 W. Taylor	MA 6-2000	Sunbeam, 5600 W. Roosevelt Rd.	ES 8-8000
Household Finance Corp., Prudential Plaza	WH 4-7174	Swift, Union Stock Yards	YA 7-4200
Illinois Bell Tel., 212 W. Washington	OF 3-9300	Toni, Merchandise Mart	WH 4-1800
Intl. Harvester, 180 N. Michigan	AN 3-4200	United Airlines, 5959 S. Cicero	PO 7-3300
Jays Foods, 825 E. 99th	IN 8-8400	Wilson & Co., Prudential Plaza	WH 4-4600
Kraft Foods, 500 N. Peshigo Ct.	WH 4-7300	Wine Corp. of Amer., 3737 S. Sacramento	CL 4-6300
Lanolin Plus, 30 W. Hubbard	DE 7-7000	Wm. Wrigley, 410 N. Michigan	SU 7-2121
		Zenith, 6001 W. Dickens	BE 7-7500

AGENCIES

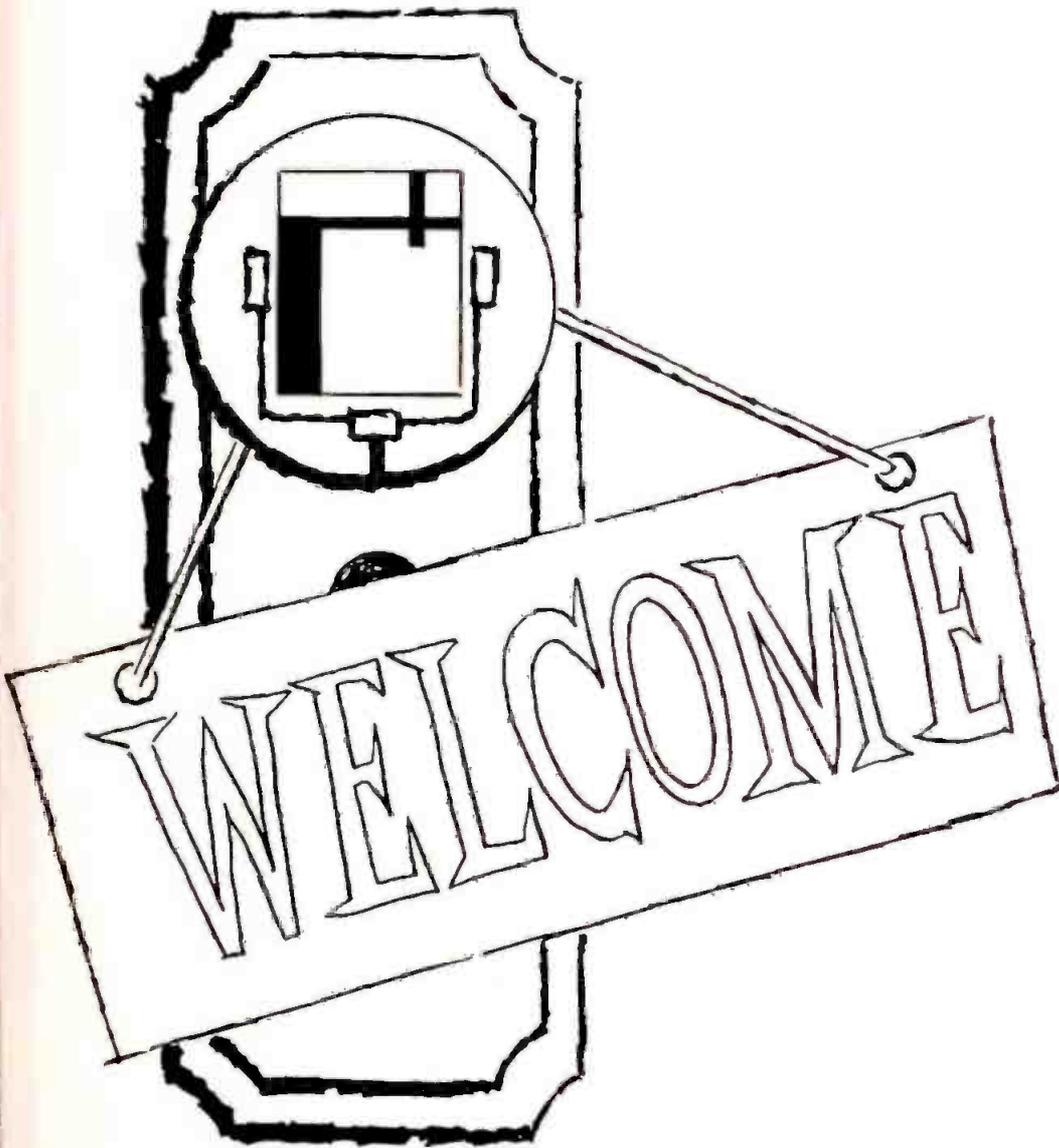
John A. Addison Inc., 140 N. State	FR 2-6446	H. W. Kastor & Sons, 75 E. Wacker	CE 6-5331
William Hart Adler Inc., 919 N. Michigan	WH 4-5210	Kennedy & Co., 100 E. Ohio	SU 7-5640
Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan	FI 6-1600	Kenyon & Eckhardt, 221 N. LaSalle	FI 6-4020
N. W. Ayer & Son, 135 S. LaSalle	AN 3-7111	Keyes, Madden & Jones, 919 N. Michigan	WH 3-2133
A. N. Baker Advertising, 189 W. Madison	FR 2-8895	Klau-Van Pietersom-Dunlap, 520 N. Michigan	SU 7-3061
Baker, Tilden, Bolgard & Barger, 919 N. Michigan	DE 7-8000	Kuttner & Kuttner, 646 N. Michigan	SU 7-7940
BBDO, 919 N. Michigan	SU 7-9200	Lilienfeld & Co., 121 W. Wacker	AN 3-7667
Beaumont & Hohman, 6 N. Michigan	RA 6-6181	Earle Ludgin, 121 W. Wacker	AN 3-1888
Walter F. Bennett & Co., 20 N. Wacker Dr.	FR 2-1131	MacDonald-Cook, 360 N. Michigan	AN 3-1224
Gordon Best Co., 228 N. LaSalle	ST 2-5060	MacFarland, Aveyard & Co., 333 N. Michigan	RA 6-9360
Bozell & Jacobs, 205 N. LaSalle	CE 6-0870	Malcolm-Howard Adv., 203 N. Wabash	AN 3-0022
Buchen Co., 400 W. Madison	RA 6-9305	Marsteller, Rickard, Gebhardt & Reed, 185 N. Wabash	FR 2-5212
Burlingame-Grossman, 207 S. Wabash	WA 2-3383	Maxon Inc., 919 N. Michigan	WH 4-1676
Leo Burnett, Prudential Plaza	CE 6-5959	McCann-Erickson, 318 S. Michigan	WE 9-3700
Burton Browne, 619 N. Michigan	SU 7-7700	McCarty Co., 520 N. Michigan	MI 2-0300
Campbell-Ewald, 230 N. Michigan	CE 6-1946	Arthur Meyerhoff & Assoc., 410 N. Michigan	DE 7-7860
Campbell-Mithun Inc., 910 Palmolive Bldg.	DE 7-7553	Mohr & Eicoff Inc., 112 E. Walton	SU 7-9700
Caples Co., 216 E. Ontario	SU 7-6016	Needham, Louis & Brorby, Prudential Bldg.	WH 4-3400
Christiansen Advertising, 135 S. LaSalle	CE 6-2484	North Advertising, Merchandise Mart	WH 4-5030
Compton Advertising, 200 S. Michigan	HA 7-9822	Olian & Bronner, 35 E. Wacker	ST 2-3381
Allan Copeland & Garnitz, 75 E. Wacker	CE 6-8586	Perrin-Paus Co., 8 S. Michigan	RA 6-7923
Cunningham & Walsh, 6 N. Michigan	AN 3-3138	Powell, Schoenbrod & Hall, 230 N. Michigan	FI 6-7890
Dancer-Fitzgerald-Sample, 221 N. LaSalle	FI 6-4700	Presba. Fellers & Presba, 360 N. Michigan	CE 6-7683
D'Arcy Advertising, Prudential Plaza	MI 2-5332	L. W. Ramsey Co., 230 N. Michigan	FR 2-8155
W. B. Doner & Co., 35 E. Wacker	AN 3-7800	Reach, McClinton & Pershall, Prudential Plaza	SU 7-9722
Doremus & Co., 208 S. LaSalle	CE 6-9132	Reincke, Meyer & Finn, 520 N. Michigan	WH 4-7440
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan	FI 6-1833	Fletcher Richards, Calkins & Holden, Prudential Plaza	RA 6-3830
Fensholt Advertising, 360 N. Michigan	RA 6-1670	Robertson, Buckley & Gotsch, 108 N. State	ST 2-5336
M. M. Fisher Assoc., 79 W. Monroe	CE 6-6226	Robertson Potter Inc., 360 N. Michigan	AN 3-1696
Foote, Cone & Belding, 155 E. Superior	SU 7-4800	Roche, Rickerd & Cleary Inc., 135 S. LaSalle	RA 6-9760
Albert Frank-Guenther Law, 1 LaSalle	DE 2-6424	Sherwin Robert Rodgers & Assoc., 46 E. Chicago	SU 7-5706
Clinton E. Frank, Merchandise Mart	WH 4-5900	Harry Schneiderman, 141 W. Jackson Blvd.	WE 9-3924
Julian Frank & Assoc., 22 E. Elm	SU 7-9117	R. Jack Scott, Inc., 814 N. Michigan	WH 4-6886
Jones Frankel Co., 180 N. Wabash	DE 2-5745	Henry Senne, 75 E. Wacker	RA 6-6932
Fuller & Smith & Ross, 105 W. Adams	AN 3-5039	Jack W. Shaw, 51 E. Superior	MO 476323
Phil Gordon Agency, 23 E. Jackson	HA 7-2103	Tatham-LaIRD, 64 E. Jackson	HA 7-3700
Gotham-Vladimir Advertising, 1 N. LaSalle	AN 3-2890	Jack W. Shaw, 51 E. Superior	MO 4-6323
Gourfain-Loeff Inc., 205 W. Wacker Dr.	AN 3-0889	Tobias, O'Neil & Gallay, 520 N. Michigan	MI 2-3360
Grant Advertising, 919 N. Michigan	SU 7-6500	Turner Adv., 216 E. Superior	MI 2-6426
Grant, Schwenck & Baker, 520 N. Michigan	WH 3-1033	United Advertising Companies, 427 W. Randolph	AN 3-4470
Grossfeld & Staff, 22 W. Monroe	AN 3-6904	Wade Advertising, 20 N. Wacker	FI 6-2100
Guenther-Bradford & Co., 230 N. Michigan	AN 3-6651	Waldie & Briggs, 221 N. LaSalle	FR 2-8422
George H. Hartman Co., 307 N. Michigan	AN 3-0130	Edw. H. Weiss Co., 360 N. Michigan	CE 6-7252
Headen, Horrell & Wentsel Inc., 2209 Prudential Plaza	DE 2-0020	Wentzel & Fluge, Inc., 251 E. Grand Ave.	DE 7-3934
Henri, Hurst & McDonald, 121 W. Wacker	FR 2-9180	Western Advertising, 35 E. Wacker	AN 3-2545
Kapps Co., 64 E. Lake	ST 2-0460	Young & Rubicam, 333 N. Michigan	FI 6-0750

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RADIO SERVICES

Agency Recording Studios, 20 N. Wacker	CE 6-3632	Jewell Radio & Television Productions, 612 N. Michigan	MO 4-5757
BMI, 360 N. Michigan	AN 3-5394	Herbert S. Laufman & Co., 221 N. LaSalle	RA 6-4086
Columbia Transcriptions, 410 Michigan Ave.	WH 4-6000	Frank McNaughton & Assoc., 14 E. Jackson Blvd.	HA 7-4072
Contemporary Prods., 2313 Sheridan Rd., Evanston	GR 5-3606	Morton Productions, 64 E. Lake St.	CE 6-4144
Crosley Broadcasting Corp., 360 N. Michigan Ave.	ST 2-6693	RCA Recording Studios, 445 N. Lake Shore Dr.	WH 4-3215
Feature Productions, 1440 N. State Pky.	MI 2-6051	Republic Radio & Television Features, 64 E. Lake	ST 2-0460
GAC-TV Inc., 8 S. Michigan	ST 2-6288	Standard Radio, 360 N. Michigan	ST 2-5322
Howard Radio-Tv Productions, 123 W. Chestnut	MI 2-5877	Hal Tate Productions, 192 N. Clark	AN 3-6520
Frederick Jacky Productions, 230 N. Michigan	DE 2-3230	United Film & Recording, 301 E. Erie St.	SU 7-9114
		Universal Recording, 46 E. Walton	MI 2-6465

NETWORKS

American Broadcasting Co., 190 N. State St.	AN 3-0800	Mutual Broadcasting System, 435 N. Michigan	WH 4-5060
Columbia Broadcasting System, 630 N. McClurg Ct.	WH 4-6000	National Broadcasting Co., Merchandise Mart Plaza	SU 7-8300
Keystone Broadcasting System, 111 W. Washington	ST 2-8900		

REPRESENTATIVES

AM Radio Sales, 400 N. Michigan	MO 4-6555	Hal Holman Co., 64 E. Lake	FR 2-0016
Avery-Knodel, Prudential Plaza	WH 4-6867	Indie Sales, 205 W. Wacker	ST 2-5096
Hil F. Best, 205 W. Wacker	ST 2-5096	Katz Agency, Prudential Plaza	MO 4-7150
John Blair & Co., 520 N. Michigan	SU 7-2300	Robert S. Keller, 205 W. Wacker	ST 2-5096
Bolling Co., 435 N. Michigan	WH 3-2040	Jack Masla & Co., 435 N. Michigan	SU 7-6048
Branham Co., 360 N. Michigan	CE 6-5726	Daren F. McGavren Co., 35 E. Wacker	FR 2-1370
Broadcast Time Sales, 333 N. Michigan	ST 2-1405	The Meeter Co. Inc., 333 N. Michigan	CE 6-1742
Burn-Smith, 307 N. Michigan	CE 6-4437	Joseph Hershey McGillvra, 185 N. Wabash	ST 2-5282
CBS Radio Spot Sales, 630 N. McClurg Ct.	WH 4-6000	NBC Spot Sales, Merchandise Mart	SU 7-8300
Henry I. Christal, 333 N. Michigan	CE 6-6357	John E. Pearson, 333 N. Michigan	ST 2-7494
Thomas F. Clark Co., 35 E. Wacker	ST 2-1663	Peters, Griffin, Woodward Inc., Prudential Plaza	FR 2-6373
Continental Radio Sales, 228 N. LaSalle	FR 2-2095	Edward Petry, 400 N. Michigan	WH 4-0011
Donald Cooke, 205 W. Wacker	ST 2-5096	Radio-TV Reps., 75 E. Wacker	FI 6-0982
Crosley, 360 N. Michigan	ST 2-6693	Rambeau, Vance, Hopple Inc., 185 N. Wabash	AN 3-5566
Devney Inc., 185 N. Wabash Ave.	ST 2-5282	Paul H. Raymer Co., 435 N. Michigan	SU 7-4473
Bob Dore Assoc., 360 N. Michigan	FI 6-6828	Wm. J. Reilly, 55 E. Washington	AN 3-6137
Robert E. Eastman & Co. Inc., 333 N. Michigan	FI 6-7640	Rollins Broadcasting Inc., 75 E. Wacker	FI 6-8611
Everett-McKinney, 410 N. Michigan	SU 7-9052	Sears & Ayer, 612 N. Michigan	SU 7-8177
FM Unlimited Inc., 161 E. Erie Street	SU 7-5262	Simmons Assoc., 333 N. Michigan	DE 2-2375
Forjoe & Co., 435 N. Michigan	DE 7-3504	Stars National, 35 E. Wacker	CE 6-2135
Gill-Perna, 75 E. Wacker	FI 6-9393	Venard, Rintoul & McConnell, 35 E. Wacker	ST 2-5260
W. S. Grant Co. Inc., 75 E. Wacker	FI 6-9529	Walter-Rawalt Co., 360 N. Michigan	AN 3-5771
H-R Representatives, 35 E. Wacker	FI 6-6440	Grant Webb & Co., 25 E. Washington	ST 2-3155
Arthur H. Hagg & Assoc., 75 E. Wacker	CE 6-7553	Weed Radio Co., Prudential Plaza	WH 4-3434
Headley-Reed Co., 230 N. Michigan	FR 2-4686	Adam Young, Prudential Plaza	MI 2-6190
George P. Hollingbery, 307 N. Michigan	DE 2-6060		

RESEARCH • SURVEYS

Advertising Checking Bureau, 18 S. Michigan	ST 2-7874	A. C. Nielsen Co., 2101 W Howard	HO 5-4400
American Research Bureau Inc., 435 N. Michigan	SU 7-3388	The Pulse Inc, 435 N. Michigan	SU 7-7140
Gould, Gleiss & Benn Inc., 664 N. Rush	SU 7-9168	Radio Reports, 1550 E. 53rd	HY 3-3215
Market Research Corp. of America, 425 N. Michigan	MO 4-4600	Social Research, 145 E. Ohio	MI 2-2664

U. S. RADIO . . .

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FUTURSONIC PRODUCTIONS, INC. PRESENTS



TIME CHEX

TAKE TIME TO MAKE MONEY... WITH TIME CHEX, ANOTHER **FIRST** FROM FUTURSONIC! FUTURSONIC PRODUCTIONS HAS CREATED WHAT REPRESENTS A FIRST IN MEDIA PRODUCTION. THE FABULOUS **TIME CHEX**—**145 TIME BREAKS** IN MUSICAL JINGLE FORM. THESE ARE NOT MERELY "STOCK" TUNES OR TIME SIGNALS, BUT MUSICAL JINGLES GIVING THE SPECIFIC TIME **EVERY FIVE MINUTES OF EVERY HOUR ON THE FIVE MINUTE MARK**—1:05, 1:10, 1:15, ETC.—24 HOURS AROUND THE CLOCK. ■ NOW, HERE'S HOW THE **TIME CHEX** CAN MAKE **MONEY** FOR YOU: OFFER THEM AS CAMEO PROGRAMS TO YOUR LOCAL ACCOUNTS... PARTICULARLY, PRESTIGE ACCOUNTS SUCH AS BANKS, SAVINGS AND LOAN ASSOCIATIONS, AND THE LIKE. THE **LONGEST** JINGLE IS ONLY **8 SECONDS** IN LENGTH, SO THERE'S PLENTY OF TIME FOR COMMERCIAL COPY. THE LOCAL ADVERTISER GETS TOP NOTCH PRODUCTION AND YOUR STATION GETS A NEW EXCLUSIVE PROMOTION AND **INCREASED BILLING!** ■ BUT, WHETHER YOU USE THE **TIME CHEX** AS A DIRECT REVENUE BUILDER OR AS A STATION PROMOTIONAL IDEA, **PLEASE ACT PROMPTLY!** THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS TO ONLY ONE STATION IN EACH MARKET! **WHILE AT THE N. A. B.** VISIT THE FUTURSONIC HOSPITALITY SUITE AND AUDITION THIS AND OTHER OUTSTANDING STATION PROMOTIONAL MATERIAL. ■ **NEWEST TIME CHEX USERS:** CHICAGO-WJJD/PITTSBURGH-WEOP/CINCINNATI-WSAI/BOSTON-WCOP/SAN ANTONIO-KONO MONTREAL, CANADA-CKGM. THE SOUNDS OF TOMORROW... TODAY. FUTURSONIC PRODUCTIONS, INC. RI 8-9525 • 3101 ROUTH • DALLAS, TEXAS.



IT'S WHO'S UP FRONT THAT COUNTS

THE NEW

WCOL

In any one town, only one station can be the leader . . . only one station outrates all the rest! In Columbus, Ohio, that one station is the New WCOL. WCOL is different. WCOL has the new sound of the '60's, combined with sound programming — choice, flawless broadcasting specially selected and specially produced for sound listening. Single spotting "showcases" your

24-hours-a-day broadcasting 1230 AM 92.3 FM

commercials. These are a few of the reasons why more folks find it fun to listen to the New WCOL than any other radio station. (Nielsen, Pulse, Hooper.)

How about *you*? Next time *you* buy Columbus radio, ask for the new WCOL. To paraphrase a popular quotation . . . WCOL SOUNDS GOOD like radio should.

represented nationally by: **robert e. eastman & co., inc.**

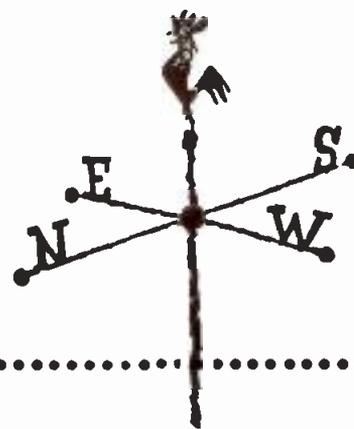


THE CAPITAL STATION
COLUMBUS 15, OHIO

Station WING, Dayton; WEZE, Boston; WKLO, Louisville, and
WIZE, Springfield, O., are other AIR TRAILS stations.

hometown USA

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



Radio Goes To College In Big Way

BBDO Survey Examines College Students As A Separate Market. Radio Seen As Effective Means Of Reaching These "Style-Setters"

 In addition to going away to college to get a lot of knowledge, the average student in the nation's institutions of higher learning gets a lot of products as well. As a result, the almost four million college students represent a specific and interesting market—and one that can be very effectively reached by radio.

According to a BBDO Inc. study of *The College Market*, "radio offers an excellent opportunity to reach the student." That radio is able to get to the student is evidenced by the fact

that 87 percent have a set in their room.

College students, the study indicates, spend a good deal of time listening to local stations and other non-campus radio outlets. This represents a splendid opportunity for a wide variety of advertisers. The agency's report shows that the college student is a consumer of many products. And since better than 50 percent of the students are living away from home in college dormitories, they are buying many products themselves for the first time.

This would appear to make them excellent prospects for specially tailored radio advertising and marketing campaigns, since strong brand loyalties have not yet been formed in many cases.

Buying for First Time

When questioned on products which they recall buying for the first time, the BBDO report found that 42.2 percent of the students mentioned furnishings. 34.5 percent named drugs and cosmetics. 32.3 per-

College Market Offers Interesting Prospects*

- 87% of college students have radio sets in room
- Collegians have 37% more money to spend than average
- Students represent excellent market to test products
- 43% of population in 18-21 age bracket in college by 1965

*Material taken from BBDO study of "The College Market."

cent said food, grooming accessories were next with 30.6 percent, and 26.9 percent said gasoline and oil. Other merchandise purchased by students for the first time included radios, jewelry, pencils, pens, silverware, typewriters, phonographs among others.

In addition to buying merchandise, college students also receive a number of gifts from parents and relatives. When asked what items they encouraged others to give them as a gift, 85.5 percent listed clothing, 44.3 percent said records, 43.6 percent mentioned jewelry, 21.5 percent autos and 14.8 percent requested radios.

Test New Products

A significant fact brought out in the study is the opportunity the college market presents to test a new product. "The college student is unique," the report says, "in that for the most part he has not formed any brand or type preferences. He is, therefore, always willing to try something new. He also has 37 percent more money to spend than the average consumer."

Two examples, filter cigarettes and electric razors, are given of products which became popular in colleges "long before the national pattern became clear. Illustrative of how the college market absorbs high price merchandise, 63 percent of college students own electric razors, far more than the national share of the market."

Change Brands Frequently

Further documentation of the college student's willingness to try new products and new brands is seen in a report on the number of collegians who changed brands since entering college. The most frequently changed product was cigarettes, with 48 percent noting a switch in brands, 30.1 percent changed their brand of shirt, 21.1 percent shifted to other soft drinks, toilet soap brands were changed by 17.5 percent and over 17 percent switched hair tonics. Other products that were changed included sports equipment, drugs and cosmetics, pens, shaving lotions and underwear.

Although the college student does purchase a wide variety of merchan-

the nation's
finest
commercial
atmosphere

A
HIGHLY-RATED
PRESTIGE
BETTER MUSIC
STATION

WPBC

Adult Radio

MINNEAPOLIS - ST. PAUL

William V. Stewart - President

Nationally represented by
Daren F. McGavren Company

dise, the BBDO study points out the five general product groups which get the largest share of the student market. This could provide a guide for advertisers trying to reach the almost nine out of 10 students who have radios in their rooms. According to a survey taken at a large Western university, students spend 26 percent of their funds for food, 22 percent for amusements, 21 percent on clothing, 19 percent on automobiles and 12 percent for drug products.

Size of Market

An indication of the size of the college market can be seen in the fact that the total amount spent by college students on merchandise was \$653 million in 1956, according to a survey taken by the United States Department of Higher Education. Since the rate of growth of the general economy and the number of students attending colleges has been increasing steadily, it may be assumed that this figure has climbed steadily and substantially.

Popular Media

Probing the most popular media, in terms of reaching the college market, college publications, radio and certain consumer publications were found to be strong. Although, as mentioned previously, radios are almost standard equipment in a student's room, the study shows that "Television has a relatively small viewing percentage among students. The facts are that only one out of every 10 owns a television set, and 74 percent of the college students don't watch any program regularly."

Offering an example of successful use of a college advertising campaign, the BBDO report points to Lucky Strike Cigarettes. "Through radio advertising, newspaper ads and on-campus promotion, Lucky Strike is still one of the top selling cigarettes in the college market, despite the sudden rise in filter popularity."

In summarizing college the market report states:

"By 1970, the total college enrollment will be double what it is today. . . By 1965, 43 percent of the United States population between the ages of 18 to 21 will be enrolled in college.

Important Consumer

"The college student is an important consumer. The preferences he

College Market Characteristics*

- Student population made up of 66% males, 34% females
- 40% of college student population in the labor force
- Married students make up 24.4% of college population
- 61% of college population is over 20 years old
- Average of income of students families is \$9,947

*Material taken from BBDO study of "The College Market."

had before college must change, he has a new way of life and his needs and tastes will be different. Often the tastes and preferences formed in college will continue long after college when the student will form a

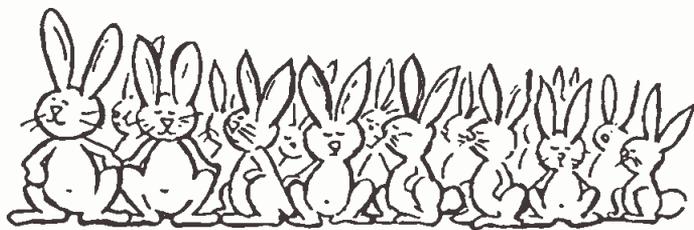
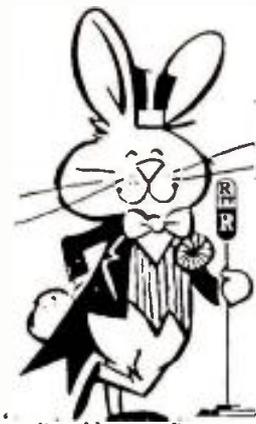
family unit.

"These are some of the reasons that the college market is important, and will continue to increase in importance as part of the total American consumer market." • • •

Sales "Multiply"

with

Radio T.V. Representatives, Inc.



NEW YORK BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

Visit us during the

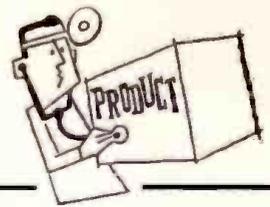
NAB CONVENTION

APRIL 3-6

We'll be in Suite 1105A & 1106A

CONRAD HILTON HOTEL

commercial clinic



Sande & Greene Find That Jingles Can Serve As "Full-Time" Salesmen

"Say it with music," has been swiftly changing from a somewhat "pat" expression to a literal fact in the area of radio commercials. A growing list of "success" stories attest to music's ability to become so closely associated with a specific product that a mere fragment of the theme, heard anywhere and anytime, is usually enough of a stimulus for the average person to make a definite identification.

As more and more advertisers and agencies have come to realize the value of using music as a "full-time" salesman, the importance of utilizing the services of specialists in preparing this type of material has increased steadily. One of the veteran organizations in this field is Sande & Greene, with offices in Hollywood and New York. Bob Sande and Larry Greene have been creating musical commercials for 10 years.

Same Objectives

"Whether the music is as simple as a children's nursery jingle, or as complex as modern, progressive jazz," Larry Greene says, "the objectives are always the same. These are to enhance and heighten the effect of the actual message; to act as one of the dominant themes of the radio campaign, or possibly the over-all marketing approach, and to actually do something of a subliminal job of establishing brand identity through a combination of words and music, or just the music itself."

The importance of the repetition of a musical commercial series in helping to establish brand identity, Mr. Greene points out, should not be underestimated. "We have often found that when a sponsor gets tired of the campaign it is just starting to do the most effective job. This, however, does not mean that the commercials must be static. Many of the

most successful jingle campaigns today use one basic theme, with a number of variations that help provide changes in mood and emphasis."

Although each product presents individual problems, the Sande & Greene organization has developed certain basic approaches to the preparation of musical jingles. "Naturally," Mr. Greene says, "the sound is extremely important, and it should be in keeping with the character of the product. For example, a bank or cosmetic firm would not want to use rock and roll to help project its public image.

"We also believe that it is much better to use original music and production techniques than music in the public domain, or adaptations of popular hit songs. Since many people listen to radio while they are driving, doing household chores and other activities," Mr. Greene continues, "their attention is often divided. If the commercial sounds too much like a piece of entertainment, it is possible that the impact of the message might be seriously diluted. This also can apply to using a popular artist. A completely original approach can usually do a more effective job of establishing product identification."

Deliver One Sales Point

Turning to what should be expected of a musical jingle, Mr. Greene states that any one jingle should be limited to delivering only one sales point. He feels that since these spots are usually limited to a maximum of 60-seconds, it is unwise to try to cram too much into them.

As an example of a well integrated musical jingle campaign, Mr. Greene points to the efforts of the southeastern division of Sealtest Ice Cream. Working closely with the agency, Tucker, Wayne Inc., Atlanta, Sande

& Greene have been creating a varied series of jingles for Sealtest for over three years.

"The company uses the slogan 'A Fresh New Flavor With The Fun Spun In—Get The Best—Get Sealtest.' We took this and created a musical logo that is used as a tag on every single musical jingle. This provides continuity and product identification even though each individual jingle varies in mood, tempo and style.

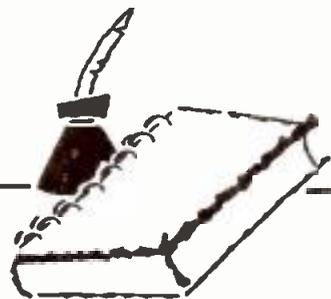
"A new ice cream flavor is marketed about six times a year," Mr. Greene continues, "and we prepare completely different music to match the flavor. For example, we used a soft-shoe treatment for the spot announcing old-fashioned peach ice-cream. Black-raspberry was given a lively Latin American touch. In all, we have prepared completely separate jingles for 18 flavors. But, whether the music is a waltz, cha cha or Swiss yodels, each announcement carries the musical logo."

Today's integrated musical jingles can be used by the advertiser both on and off the air. Mr. Greene states that a number of advertisers have used the jingles at sales conventions and other gatherings to help set the mood. He also mentions that one auto manufacturer has supplied copies of some of the musical spots to dealers who play them over the p.a. systems in the showrooms.

In addition to a growing number of advertisers, Mr. Greene says that many radio stations are using completely integrated jingle campaigns to help create and sustain the public image of the station.

"We have found it interesting that a number of the stations spend as much money for these campaigns as any of the major advertisers who might be buying time on the outlet." • • •

station log



► **News:**

Banding together for better convention coverage are six regional stations from widely scattered areas of the country. Exclusive radio coverage direct from both the Democratic and Republican national conventions will be broadcast for KOL Seattle, WPTR Albany, New York, WITH Baltimore, KWKY Des Moines, KNUZ Houston and WINN Louisville.

All are regional independent stations. Each of the six outlets will furnish a newsman, and the news gathered at the conventions will be pooled. The stations will share costs in setting up a special news room at each convention.

The Democratic gathering begins July 11 at Los Angeles, while the Republicans will hold their nominating convention starting July 25 at Chicago.

► **Public Service:**

Promoting traffic safety by radio is but another way stations are serving their communities.

WJTN Jamestown, N.Y., has distributed over 500 safety posters reminding its citizens of their respon-



HONORS ARE accepted from Dr. Kenneth Wells, president of Freedoms Foundation, by T. E. Paisley, (l.) manager of WRCV Philadelphia. George Washington Honor Medal was bestowed as Annual Freedoms Foundation Award. Station was cited for a "Freedom Flight" promotion which encouraged visitors to come to Independence Hall during July, 1959. Listeners responded to the campaign.

sibility for safe driving. Theme of its campaign is *You Are Responsible*. The station broadcasts a tag every day on its midday newscast saying, "You are responsible for X number of days without a traffic fatality in Jamestown." The city of 45,000 has not had a traffic death in more than a year.



SALUTE TO 25 years of consecutive advertising is given by WFDF Flint at luncheon honoring Hamady Bros. The food chain began their uninterrupted advertising on the station February, 1935. (l. to r.) Jack Hamady, senior v.p.; Marvin Levey, commercial manager, WFDF; Robert M. Hamady, president; Elmer A. Knopf, general manager for the station and Francis Bellil, v.p., Hamady Bros.

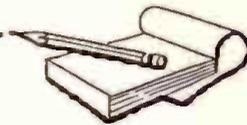
Approaching the problem from another point of view is KONO San Antonio. The station, to remind its listeners that "it could happen to you," is flying a black flag from its four mobile news units for 24 hours after a traffic fatality in San Antonio or Bexar County. In addition, announcements are broadcast hourly over the station that the black flag is flying and someone has died. Says the station. "If its meaning is shocking, then the black flag has accomplished its purpose."

In another community project, WKCB Berlin, N.H., reached its goal of providing the Berlin amateur hockey team with funds to play for the season. In a five-hour radio campaign, the station sold stock in the hockey team at a dollar a share. The station says that more than 5,000 shares of stock were sold. Also, the hockey team was not only financially solvent for the first time in its history, but there was enough money in the treasury to finance the New England Amateur Hockey Tournament held in Berlin.

► **Programming:**

KHIQ Sacramento outlined its format to its listeners in a special program broadcast four times during its first day on the air. Primarily, the station says, programs will consist of melodic music, featuring famous string orchestras. In addition, it will present a two-hour classical music segment every evening, followed by a two-hour program of high fidelity recordings and locally produced tape and live music events.

Old favorites and popular music apparently benefit just as much from stereophonic broadcasting as classical music. Acting on this belief, KFAB-AM-FM Omaha, has begun to broadcast in stereo for one hour once a week. Every type of music will be featured, says the station, with a minimum of talk and a maximum of music. • • •



Gospel Singers' Talent Search Draws Crowds and Votes

When the Pet Milk Company sponsored a national talent search contest for gospel singers, KCOH Houston conducted auditions. For five consecutive Sundays, the station broadcast one-hour programs to audition contestants. First prize was an all-expense paid trip to Chicago, limited to six people in a group, to appear on the Pet Milk national program. Winners were chosen by listener votes.

The response, says the station, was most satisfactory. It asserts that over 15,000 votes were written in and over 4,000 people attended the finals for which the station leased the City Auditorium.

Station Promotes Radios, Retailers Sell Them

Promoting radio through its community's retailers, WICE Providence, R.I., begins a seven-week campaign this month that represents four months of coordinated planning and preparation.

Early in January, the station surveyed the local merchants to find out when would be the best time to run the promotion. They asked if the retailers were planning or considering a portable radio promotion, and

what the approximate dates of the promotion would be.

The station then announced a schedule of its on-the-air spots, which urge listeners to buy their radios at stores featuring special radio displays. The first part of the campaign, from April 1 to April 16, features an Easter gift theme with "Give a radio for Easter." The second part will emphasize "Wherever you go there's a radio."

In the third step of the effort to tie in its promotion with local merchant sales, the station sent a covering letter to cooperating merchants informing them of its schedule and advising that their promotions tie in with the radio campaign. The campaign will last until May 21, which should cover most of the retail promotions.

Honorary Memberships Say 'Thank You' for News Leads

To thank its listeners for reporting newsworthy items, CJMS Montreal has formed an associate membership in its news department.

Each week the station decides on the most newsworthy item contributed by a listener. To the contributor is presented a "Certificate of Appreciation" advising all who read it that the recipient is an associate member of the station's news de-

partment.

The first certificate bears a red seal. Should the same person submit another winning news item, he will receive a certificate with a silver seal. If, within a 12-month period he provides a third winning item, the seal becomes gold.

The station reports that its news department plans a reception for all winners at the end of the year. Further prizes will then be awarded.

Listeners Turn Salesmen, DeeJay Buys Old Cocoa

When Art Ford offered his listeners of WRCA* New York the chance to sell him something for a change, he received sales pitches from over 1,000 people.

Among the listener items for sale, reports the station, were a circus of fleas dressed in Mexican costumes, a slightly used trolley car, a two-man submarine at \$100,000 and a mastodon's tooth for four cents.

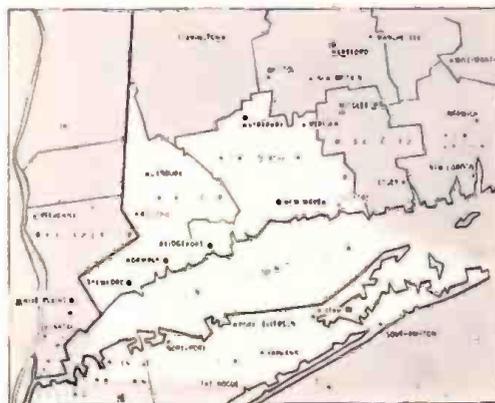
The item that sold Ford, however, was offered by a Navy Lieutenant (j.g.). It was a 50-year old cup of cocoa, salvaged from food supplies cached near the South Pole by Capt. Robert F. Scott, famous British explorer of Antarctica. • • •

*Denotes stations who are members of BPA [Broadcasters' Promotion Association]

BUYING NEW YORK? . . . BUY WJCC FIRST TO SELL THE 2,000,000 RICHEST BUYERS!

SHARE OF RADIO AUDIENCE

Stations	MONDAY-FRIDAY			
	6 AM	12 Nn	6 PM	6 PM 8 PM
WJCC	5	12	12	12
WCBS	9	9	9	10
WINS	7	9	9	9
WAVZ	6	6	6	6
WNEW	7	5	5	5
WOR	5	5	5	6
WELI	5	5	5	5
WNHC	4	5	4	4
WMGM	3	3	3	3
WMCA	3	4	4	4
WRCA	4	3	3	3
WNAB	3	4	4	3
WTIC	2	3	3	3
WABC	2	3	3	2
Misc.	25	23	22	22
Total Percent	100	100	100	100
H.U.R.	24.9	24.0	23.1	



WJCC is the Dominant Sales Medium in the Four Counties in Connecticut and Long Island where 456,000 families have over \$10,000 per year!

PULSE proves it . . . Dozens of Blue Ribbon Advertisers know this Secret of Sales, too. In New York Call

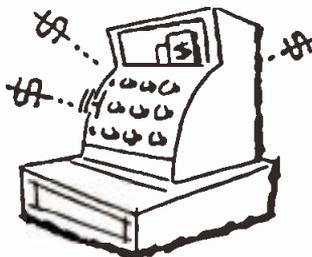
WJCC - Circle 5-0668.

Since 1926

— ONE OF THE NATION'S GREAT NEWS STATIONS —

Since 1926

radio registers



CAR DEALER

State Pontiac staged an all-night sales marathon directly from its showroom on WCOJ West Chester, Pa. Using a station personality, the dealer broadcast from 9 p.m. Friday to 6 a.m. Saturday. This was followed with a one-hour program from 11 a.m. to noon, and another segment from 9 p.m. to midnight. According to the station, the radio campaign produced 23 automobile sales that weekend.

SHOPPING CENTER

MFA Exchange, a large shopping center, sponsored a recent Radio Appreciation Day promotion by increasing its schedule over KMMO Marshall, Mo., from a daily 15-minute program to 30 one-minute spots and three five-minute shows. Object of the promotion was to have MFA patrons meet the station's personalities. Despite icy road conditions, the station reports, over 750 people responded to the campaign.

BEER DISTRIBUTOR

In an effort to move out of its next to last position in the Negro market, Pfeiffer Beer placed an eight-week campaign on WCHB Detroit. Using 360 seven-second spots a week, the cost of the campaign was \$800 a week. At the end of the two-month effort, the station reports that Pfeiffer Beer had moved from next to last to first place in sales.

USED CAR DEALER

East End Sales & Service, a regular newspaper user, decided to spend its entire monthly ad budget on spots over CHLO St. Thomas, Canada, as a test of radio's effectiveness. According to the station, despite the worst winter weather in years, the dealer sold 19 more cars than during the same period the year before. As a result of the campaign, the dealer has decided to spend \$700 a month on radio for the rest of the year.



QUEEN

Whether she's—wife—mother—or daughter—every home has at least one and not since good Queen Bess has she wielded such power. The household—her kingdom, her scepter, your checkbook. These Queens have become the country's main purchasing agents, spending or influencing the spending of 84% of the country's retail spendable income. She controls well over 60% of the nation's wealth... and over 35 million belong to a club—including school and church organizations. This club activity is their window on the world in general and their own community in particular. Aggressive—determined and loyal, they're waiting right now to be top salesmen and merchandisers for you and for your Station's clients—through CCA. Three ladies is a good hand. Multiply by several thousand and you'll win every deal, if you put your money on clubs! Community Club Awards, 20 East 46th Street, New York 17, N.Y.

There are four other cards in this hand... giving your station an unbeatable combination of public service and promotion.

See us at the convention for the full story.

SUITE 2106 Conrad Hilton Hotel



report from RAB



NEGRO
Community Programming



SPANISH/PUERTO RICAN
Programming



of Whirl-Wind sales action

WWRL

NEW YORK DE 5-1600

* 10:00AM-5:30PM

** 5:30PM-10:00AM

RAB Takes to the Road to Stimulate Radio Activity

Late in May, one of the nation's largest oil companies will break in at least 100 markets with an ambitious \$500,000 summer radio campaign. . . .

A top U. S. marketer of women's foundations recently ran a test radio campaign in some 20 markets. A company spokesman called the trial run "eminently successful," and indicated the firm would be in radio on a wide, heavy basis in time for the summer listening boom. . . .

A single-city radio campaign by one of the most respected names in men's and boys' clothing—a field often cool toward radio—played an "important role in . . . one of the most successful promotion ventures . . . the company has undertaken." This report came from a top-level company official who indicated the company would "most definitely use more of the same technique" in 1960. . . .

Radio Advertising Bureau reports that in all three cases the initial radio buy was influenced by one of the members of its national sales department.

The RAB sales force hardly limits its "specific sell" calls to New York advertisers and agencies. In the course of a year, says RAB, its members together with other RAB executives, amass more than one million miles of airline travel. In 1959, for example, RAB states its executives covered more than 400 cities in the U. S. and Canada, pitching the power of radio to more than 2,500 advertisers and agencies.

Recently, the bureau took stock and counted executive noses during an average week, in this case the seven days commencing November 16, 1959. During that autumn week, RAB key men were covering the map, dealing with radio in 11 separate states and the District of Columbia.

Kevin B. Sweeney, RAB's president, in San Francisco that week, made 12 calls on national and regional advertisers. At least two of

these calls, the bureau states, have since resulted in positive radio action.

In Detroit, a few jet hours away, Robert V. Coppinger, head of RAB's national automotive group, called on 11 Motor City advertisers. Among the presentations, Coppinger included a 15-market "specific sell" proposal for one of America's biggest buyers of advertising.

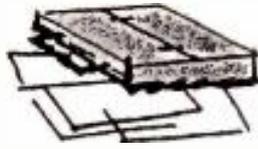
Robert H. Alter, manager of sales administration, was in New Orleans telling the National Association of Travel Organizations — representatives of an industry that annually spends more than \$90 million for advertising — that "With your limited campaign of travel folders and Sunday classified advertising you are failing to tap the tremendous fountain of impulse customers available to radio advertisers."

RAB executives that week were also attending to another bureau function—the service it extends to member radio stations. Warren J. Boorom, vice president and director of member service, was assisting small-market stations in upstate New York in solving individual sales problems.

At the same time, covering the other end of the continent, were two of RAB's member service division managers. Patrick E. Rheanne was in Nevada, Arizona and California assisting RAB member stations there in the development of new sales techniques, while Maurice "Doc" Fidler toured Oregon and Washington and met with radio station executives there.

Also on the road, Miles David, the bureau's vice president and director of promotion, was in Washington, D. C., discussing with top officials of the Bureau of the Census the radio set study which will be a part of the 1960 census. Harold S. Meden, promotion manager, was in Cleveland that November week supervising radio advertising plans for the Higbee Co., RAB's "\$64,000 Challenge" department store. . . .

report from representatives



Negro Stations Seen As Good Examples of Specialized Radio

Two developments of the last 10 years appear to have reached a converging point that the alert radio advertiser has not overlooked.

"These events," says Don Waterman, sales manager of Bob Dore Associates, "are the specialization of radio and the maturation of the Negro market. As a result of the growth in these areas, the Negro market has developed into an important one for a continually widening group of advertisers. And more and more of these advertisers are discovering that radio is probably the most effective way to reach the Negro."

"Psychologically, the Negro market is a separate and individual entity," Mr. Waterman points out. "In the past decade, it has emerged from its previous status of a marginal and somewhat of a novelty outlet, into a lucrative and well-established selling area. (See *Negro Radio*, December, 1959.) In terms of its importance and sales impact, Negro radio today is enjoying the status of radio in the pre-television period. By this we mean that it is almost impossible for any advertiser to ignore the sound medium if he wants to sell his merchandise successfully in the Negro market."

A presentation the representative firm has drawn up pinpoints many of the reasons why radio is effective in reaching the Negro market. The presentation states that "Whether tailored to a geographical locality or to a particular group, specialized radio appeals personally to the members who comprise its audience. Radio reaches the individual. It serves as a leader in the community. As an advertising medium this personal rapport between the broadcaster and the listener makes radio all the more effective."

"A good example of the effectiveness of radio as a medium for reaching the Negro," Mr. Waterman states, "is the recent experience of

Pfeiffer beer. The advertiser used a concentrated campaign on a Negro outlet in Detroit. As a result of the radio effort, Pfeiffer moved from next to last to first place in the sale of beer in the area's Negro market.

"Beer," he continues, "is typical of the type of consumer product that can benefit greatly from the use of Negro radio. Foods, drugs and home remedies, cigarettes and automotive products are also high on the list of merchandise that can be effectively sold by advertising on the Negro radio station."

Community Leaders

It is pointed out that one of the strengths of specialized radio is its ability to become the focal point of community activities both on and off the air. "This factor appears to be particularly strong in the Negro market. The stations very often assume the position of community leaders and spokesmen. As a result of this, the merchandising techniques developed and used by Negro outlets are usually quite effective both for the station and its advertisers."

As an example of the type of merchandising activity being generated by Negro stations, Mr. Waterman mentions a station in San Francisco that has scheduled a Food and Home Show for the middle of next month. "The show, which will be held in a large auditorium, is designed to give advertisers the opportunity to display their merchandise, give demonstrations and personally come into contact with thousands of Negro families in the area.

"The role of the on-the-air personality is another important factor in the effectiveness of the Negro station. We have found that the popular deejay can be a very effective link between the advertiser and the consumer in the Negro markets." Mr. Waterman concludes. • • •



la musique
continental
with that
soothing
ingredient—

NO-YAK

570 WBAP

RADIO REFINED™

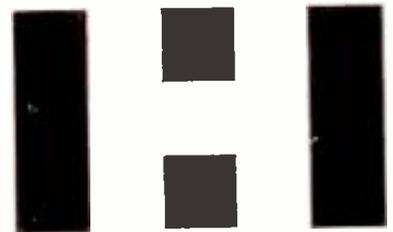
7:30 AM | 10:30 AM | 3 PM

WBAP 570

Fort Worth - Dallas

3900 Barnett, Fort Worth

See PETERS, GRIFFIN, WOODWARD



*Consultation and
creative marketing
services for
clients in
broadcasting and
related fields*

**HELLMANN
MARKETING
SERVICES**

654 Madison Ave., New York 21

TEmpleton 8-8834

WJAG-KCSR

Covering Nebraska's
Rich Beef Empire

Where Agri-Business
is Big Business



WJAG—Independent farm voice—NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C.—\$498,675,000 Consumer Spendable Income—Retail Sales \$424,447,000—124,740 radio homes—42% more listeners.

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

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

NOW we can offer you
PROVEN RESULTS*

with these
TELE-BROADCASTER STATIONS

IN Hartford - **WPOP**
(CONNECTICUT)

IN Kansas City - **KUDL**

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

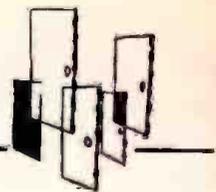
IN San Francisco - **KOFY**
(SAN MATEO)

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

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures **CALL**
A TELE-BROADCASTER STATION

report from agencies



When the Ad Council Asks, Radio Answers the Call

"There has not been one single day for the past 18 years when broadcasting has failed to deliver a vital message in the public service," said Theodore S. Repplier, president of The Advertising Council, to the Advertising Federation of America at its recent annual conference in Washington, D.C.

The Advertising Council, agent of the advertising industry for public service advertising, says that over \$180 million was contributed in time and space to public service campaigns last year. "There is nothing in any other country in the world that can match it as a voluntary effort of private enterprise," says Mr. Repplier.

"Supporting the enterprises of the council in such causes as the *Crusade for Freedom* and the *Red Cross Fund Drive* are organizations that represent all branches of the advertising industry, including advertisers, agencies and media. They contribute their time, talent and money to about 15 major national campaigns a year," a council spokesman states.

The NAB is one of the six constituent organizations of the council. Through the broadcasters' group the council can reach virtually every station throughout the country for cooperation in its drives.

"Getting the message to the public through radio depends completely on the voluntary cooperation of the stations and networks," explains Elenore Guinchi, radio and tv service manager for the council. "We have no precise check on how often our stories are told, though we do get some indication through a sample postcard check, and from the Nielsen reports on impressions on network shows. The Nielsen reports, incidentally, are contributed, too.

"However, our main concern is not gathering statistical results, but distributing information. And we are very much aware that broadcasters

have been wholeheartedly cooperative in transmitting our messages."

All major networks cooperate in the Radio-Tv Allocation Plan by carrying messages weekly on their sustaining programs. And each participating advertiser who sponsors a weekly show agrees to broadcast a message for one council campaign every five weeks, it is pointed out.

When the council accepts a campaign (which must, first of all, be non-commercial, non-partisan and non-political in its purpose), it turns it over to a volunteer agency to provide the creative work.

"All the creative work that goes into our announcements is contributed on a voluntary basis," says Maxwell Fox, public relations director for the council. Much of the copy is written during spare time and on weekends when it won't interfere with commercial accounts. But we never have any trouble in finding a suitable agency for the campaign.

"Once the material is ready it is prepared in kit form, with copy, fact sheets and background information. This is sent out to every station in the country. From there it is up to them to deliver the message, either by selling it to an advertiser or by contributing free time."

Radio is contributing heavily to the current drive to inform the public of the importance of the census. Especially this year, when an advance questionnaire was sent by the Census Bureau through the mails, educational advertising was important, a council spokesman stated.

Other campaigns to which radio will contribute in 1960 will include Books from America, an appeal for books for foreign readers abroad; Help Launch Hope, a campaign to raise funds for a floating medical ship to provide medical aid and instruction to people of Southeast Asia; Aid to Higher Education, and Religion in American Life. • • •



HOLLINGBERY can tell you how

WeeReBeL Radio programs to the adult audience with top buying power in Georgia's second market.

COLUMBUS' CBS affiliate with imaginative, quality programming — high fidelity sound, Plus Stereo

5000 Watts - 1420 KC

WRBL

AM
and
FM

COLUMBUS, GEORGIA

DO YOU HAVE AN OBSTRUCTION LIGHTING PROBLEM?

Your Best Answer is
HUGHEY & PHILLIPS, INC.
—the most dependable source of
Obstruction Lighting Equipment.
—the widest selection of Control &
Alarm Apparatus in the industry.



Model LC 2076

For 4 towers with "A-2" or "A-3" lighting, **FOUR CIRCUIT FLASHER, PHOTO CONTROL** with 20 ft. remote photo-tube cable. 115/230 V (indoor housing).

MANY OTHER MODELS AVAILABLE

Write for literature on your specific problem

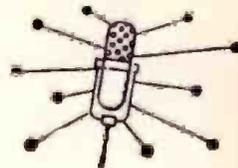
HUGHEY & PHILLIPS, INC.

Manufacturers of

300MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control and alarm Systems, Tower Isolation Transformers, and Complete Kits for: Tower Lighting, Sleetmelter Power and Control.

3200 N. San Fernando Blvd. Burbank, Calif.

report from networks



► NBC:

NBC radio has signed contracts totaling \$6 million since the first of the year, reports George A. Graham, vice president and general manager of the network. Among the major advertisers signing contracts were the Liggett & Myers Tobacco Co. and General Mills, who both bought 52-week participations in the *Monitor* schedule. Electric Auto-Lite and Life Magazine signed for six-week campaigns and the Longines Watch Co. bought a five-week schedule.

In another development a new series called *Image America* is now underway. According to Albert L. Capstaff, vice president, NBC radio network programs, "It is the most ambitious project yet planned in the NBC *Image* series."

The program was planned in cooperation with the Fund for Adult Education, established by the Ford Foundation. The Fund will also cooperate in obtaining the advisory services of authorities in the various fields of American life covered by the series.

According to Mr. Capstaff, at least 24 hours and as much as 40 hours of broadcast time will be utilized in the series. Among the topics to be covered are the patterns, problems and trends in the political scene, family life, urban living, labor unions and big business in America.

CBS:

Throughout the year 1959, the CBS network broadcast an average of 18 of the 25 most popular sponsored programs of all networks, according to Arthur Hull Hayes, president of the CBS radio division, in CBS Inc.'s 1959 annual report.

Mr. Hayes also mentioned in the report that news and public affairs broadcasts averaged 120 a week for the year.

ABC:

For the 1960 period ending February 15, ABC reported a total of \$1.8 million in billings. President Edward DeGray described this development as "one of the most active selling periods in years."

The network reports that 20 advertisers make up the list of sponsors. Among the new advertisers are General Mills, for Cheerios; National LP—Gas Council; Kiplinger Reports and Vick Chemical Co. Renewals came from General Motors Cadillac Division; Hudson Vitamin Products and the Curtis Circulation Co., among others.

► MBS:

To emphasize the importance of radio to election year America, the Mutual promotion department has prepared a series of 20- 30- 60- and 90-second spots now being aired over the Mutual network. Additional copy, pinpointing primaries, the convention and the election itself, will be added to the campaign through election eve, Nov. 7.

A sample of a 20-second spot is: "Roosevelt. Truman. Eisenhower. All great broadcasting personalities. What great broadcaster will be in the White House next year? Ahead of us is the presidential sweepstakes for 1960. Radio plays a vital role—Mutual Network radio—bringing you all the facts, as they are, when they happen. . . ."

► KEYSTONE:

The Keystone Broadcasting System has announced the addition of 12 new affiliates. They are: KDXE North Little Rock, Ark.; WGOR Georgetown, Ky.; WPLB Greenville, Mich.; KTTN Trenton, Mo.; KNCY Nebraska City, Neb.; WCNI Newport, N. H.; WMPM Smithfield, N. C.; WTOE Spruce Pine, N. C.; WKSK West Jefferson, N. C.; KBUY Amarillo, Tex.; KRIC Beaumont, Tex.; WLES Lawrenceville, Va. • • •

report from Canada



CBC Experiments with Stereo And a Tri-City Fm Network

Two experiments are getting under way in Canada under the auspices of the Canadian Broadcasting Corporation. One is a three-city fm network that began operations during the first week in April. The other is a series of stereophonic broadcasts on three Toronto stations.

Canada's first fm network links CBM-FM Montreal, CBC-FM Toronto and CBO-FM Ottawa. For the first 18 months, according to Alphonse Ouimet, president of CBC, the network will be on an experimental basis. He asserts that the commercial potential of fm will be assessed before final policy with regard to commercial messages is decided.

"There will be no advertising at first," explains Jack Lusher, publicity officer for the CBC, "until the network has been operating for a while. Then we will decide what kind of sponsors we want and may begin to accept sponsored programs within the 18-month experimental period. The kind of sponsor who would be attracted to the network would naturally be limited by the programming format."

The programming fare includes good live music as well as recorded music, Mr. Lusher points out. Recitals, picked up from Trans-Canada, Dominion and French network concerts, as well as from the British Broadcasting Corporation and Radiodiffusion-Télévision Française will be broadcast from time to time. It is also hoped that the programs will be exchanged with fm stations in the United States.

In addition to its musical schedule, the network is broadcasting news, discussions-in-depth, commentary and "as much live entertain-

ment as a necessarily limited experimental budget can provide."

The operation is bilingual. A detailed program resume is broadcast in French and English at the beginning of each day's schedule. Generally speaking, there are no interruptions for translation purposes, according to the CBC.

Programming is on a daily basis. Monday to Friday, the stations broadcast as a network during the evenings until midnight. An expanded Saturday and Sunday schedule begins at noon and continues to midnight. Programs are not bound to traditional half-hour and one-hour lengths, a spokesman says, but may be extended at times to two or three hour periods, or scheduled to the length demanded by the subject.

The experiment in stereo, says Mr. Lusher, is actually a resumption of a test undertaken last year. "It was quite successful and popular. Two of the stations are am and one is fm. The program, called *90 in Stereo*, can be heard from 7 to 8:30 p.m. every Saturday, over either CJBC and CBC-FM, or over CJBC and CBL."

The first half-hour of the 90-minute program is devoted to stereophonic recordings. During the last hour, the CBC Light Concert Orchestra performs live music, ranging from popular to classic, with vocalists and instrumentalists as guests.

"These experiments," says Mr. Lusher, "are part of CBC's continuing effort to provide better service in sound for Canadian listeners. The response to our first stereophonic broadcasts has resulted in a new series in stereo. What happens to the fm network, too, will depend on the results of the 18-month test." • • •

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire

HOTEL

Just steps from anywhere...
now with 500 individually decorated
rooms and suites — and
completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well...
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



KMA-960

Covers 67 Counties*
In 4 Top Farm States

Radio KMA enjoys a 35-year history of service to agriculture in the nation's prosperous cornbelt. Listener loyalties developed over the years by KMA personalities pay off in sales for numerous top national advertisers. You're in good client company when you sell on KMA, the most trusted voice in midwest radio.

A big 69% of the people in these 67 counties live on high gross income farms or in small towns of 2,500 or less. Let your Petry man show you how to fill the metropolitan gap by using 960 in 1960.

*NCS #2



Meet

DAREN F. McGAVREN Co.

Radio Station Representatives

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



FOR FACTS ABOUT NATIONAL SALES

... ask the man who *knows!*

at the
EXECUTIVE HOUSE

DAREN F. McGAVREN, President
RALPH GUILD, Executive V.P.

N.A.B. CONVENTION
April 3rd thru 7th

radio research



Pulse Stresses Qualitative Research Needs for 1960

If you check The Pulse Inc., you'll find that the prospects for radio research have never been more exciting.

"The impetus given qualitative research by stations," states George Sternberg, service director, "is enabling them to supplement the customary 'how many' approach with 'who are they' and 'what do they think and do.'"

As a result, Pulse for 1960 is stressing the qualitative needs of radio. At this year's National Association of Broadcasters convention, the research organization kicks off this drive. It will have a four-man team available to discuss with stations confidentially the various ways qualitative research can help solve a management or sales problem.

Recent Interest

Although Pulse traces its first qualitative-type study to seven or more years ago, Mr. Sternberg says the interest and enthusiasm by stations have been manifested to a large degree the last six months. The company now lists about 100 clients who have bought such studies.

Mr. Sternberg points out that the types of stations that are interested in qualitative studies defy categorization. They are small stations and large stations; stations that are in the top ranking in their markets and those that are not; independent operations as well as network affiliates.

"The very nature of qualitative research," says Mr. Sternberg, "offers countless avenues that stations can pursue in attempting to define the characteristics of the audience and what their listeners think and do."

Mr. Sternberg illustrates five areas of qualitative research that can aid stations in solving their management and sales problems:

- Station image—What comes into people's minds when they think of a station? What sta-



George Sternberg

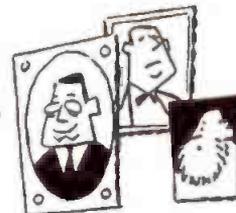
tion do listeners turn on first and why? What station do they prefer for news?

- Audience image—Who listens to a particular station? Break-downs of audience by ages. Analysis of weekly expenditure for food and groceries by listeners.
- Audience reaction—What impact does a station have on its audience? Audience loyalty. Awareness of commercial message.
- Audience determination—Where is a station's audience—in the home, out of the home? Who selects the station or program? Characteristics of the persons selecting.
- Market data—What kind of a market does a station serve? What jobs do the people work at? Before-and-after effectiveness tests. Brand penetration to determine trends.

Pulse's Mr. Sternberg declares that a station's complete research needs can only be satisfied when qualitative and quantitative research are used in combination. "They go hand in hand," he says. "Each is most effective when complemented by the other." • • •

names and faces

Noting the Changes Among The People of the Industry



AGENCIES:

Claire Crawford, formerly with WORL Boston, has joined E. F. Wheeler & Co., as v.p. in charge of the radio dept.

Jan van Enmerik rejoins Lennen & Newell Inc., New York, as associate media director. Frank Howlett, formerly media supervisor, named assistant media director for broadcast buying. Anthony J. Pan, commercial production director, appointed senior v.p.

James K. Graham, tv and radio producer, promoted to

associate director, tv/radio dept., Reach, McClinton & Co., New York.

Dr. Wallace H. Wulfeck elected vice chairman of the board, William Esty Co., New York.

Gerald D. Roscoe, formerly with the Bresnick agency, Boston, has joined Donahue & Coe, New York, as v.p. and account supervisor.

Ralph C. Robertson, formerly advertising director of B. T. Babbitt Inc., appointed senior v.p. and elected to the board of directors of Geyer, Morey, Madden & Ballard Inc., New York.

STATIONS:

Parker Daggett, local sales manager, promoted to general sales manager, WRIT Milwaukee.

Arthur L. Knott, formerly with the *Denver Post*, has joined KFML Denver as general sales manager.

Wallace L. Hankin, formerly manager WAGE Leesburg, Va., named president and general manager, WCUM-AM-FM Cumberland, Md.

Alan Lisser, program director of KBIG Catalina, Calif., promoted to v.p. of the John Poole Broadcasting Co. Wayne Muller named sales manager of the station.

David E. Lyman, formerly program director of WLEE Richmond, Va., named to same post at CKLG Vancouver, B. C.

Jim Brown promoted to local sales manager, KSFO San Francisco.

Mike Grant, newscaster and producer, appointed program manager, WCAU Philadelphia.

Gerald Blum, formerly national sales representative of Commercial Recording Co., Dallas, appointed to newly created post of regional sales manager for WLEE Richmond, Va.

Ed McMullen, formerly on the sales staff, named eastern regional sales coordinator, WINS New York. Gale Blocki, of The Bolling Co., becomes midwestern regional sales coordinator.

Walter Martell, formerly with KTOE Mankato, Minn., named account executive, WNAX Yankton-Sioux City.

Curt White, previously program director, named general manager, WDMV Pocomoke City, Md.

Robert McAuliffe promoted to sales manager, WMAQ Chicago.

Joseph Wolfman, formerly general manager KSON San Diego, appointed sales coordinator, KBOX Dallas.

Howard Williams, formerly administrative assistant, promoted to programs operations manager, WMAL Washington, D. C.

Andy Ockerhausen, formerly national sales representative for WMAL and WMAL-TV Washington, D. C., appointed sales manager, WMAL.

Elmer A. Knopf appointed general sales manager, WFDF

Flint, Mich. He was also elected to fill a vacancy on the station's board of directors.

Dwight Case, formerly local sales manager, named sales manager, KRAK Stockton-Sacramento. Jay Hoffer, formerly in charge of national advertising for ABC-TV New York, appointed station manager.

REPRESENTATIVES:

Martin Mills, formerly director of research and sales planning for the Keystone Broadcasting Co., has joined the Meeker Co. as director of research.

Richard C. Phelan, previously salesman for the Illinois Mid-Continent Life Insurance Co., appointed to sales staff of Grant Webb & Co., Chicago.

Irwin W. Unger moves to Headley-Reed Co., Chicago, from Gill-Purna. Norman E. Roscher, from The Bolling Co., named to the sales staff of the same office.

Rollin P. Collins Jr., formerly account executive, WBBM Chicago and WNDU South Bend, has joined the sales staff of Edward Petry Co., Chicago.

John Brennan named to sales staff of The Katz Agency Inc., Minneapolis.

Paul O'Brien, formerly with NTA Spot Sales, named to sales staff of Broadcast Time Sales, New York. Robert F. Cronin named new business development manager, midwest division.

NETWORKS:

Thomas A. Velotta named v.p. for special projects, news and public affairs dept., ABC.

Loren R. Hollembaek, formerly sales promotion manager, WBBM Chicago, named manager of sales presentations, CBS Radio Network sales dept., Chicago.

Steven J. McCormick, MBS news director, elected v.p. in charge of news and Washington operations. Joseph F. Keating, program director, elected v.p. operations and programs. Norman Baer, New York bureau chief, named director of news and special events for the network.

John K. West, formerly v.p. in charge of the Western division, named v.p., West Coast for NBC. Thomas W. Sarnoff, v.p.-production and business affairs, appointed v.p., administration, West Coast.



Robertson



Case



Daggett



Hankin



Wulfeck



Pan



O'Brien



Grant



... radio lost a friend

THE PASSING OF HAROLD FELLOWS

As activity at headquarters of the National Association of Broadcasters reached a fevered pitch because of convention planning and Washington investigations, radio lost a leader and a friend.

The untimely passing March 8, 1960, of Harold Everett Fellows, NAB president and chairman of the board, took from the radio scene one who advocated its causes and understood and appreciated its aspirations.

But the significance of his leadership can only be measured in terms of his accomplishments.

His industry-wide contributions date back to 1915, when as an NAB committee member, he assisted in the development of the Standards of Good Practice for Radio Broadcasters. This instrument has steadily gained in stature under his aegis. And just last month the radio board opened the standards to non-member stations and agreed to strengthen the enforcement provisions.

SELF-REGULATION

Mr. Fellows was at the forefront of the industry's fight to maintain its cherished self-regulatory position.

He told the Federal Communications Commission last January: "In effect, what we have said here is that we believe the Government should stay out of programming *per se*—that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.

"Self-regulation is not an easy process, nor

is it swift. In the purest sense, it is motivated by an instinct for decency, not by fear of punishment . . .

"What we have built in broadcasting . . . is reflective of that mood and that precious concept—that the people choose. Anything that is done, however innocent its origin, to limit the natural flourishing of that choice on the part of the people is contrary to the public interest."

RISE TO PROMINENCE

Mr. Fellows was born March 22, 1899, in Amesbury, Mass. He was graduated from high school in Haverhill, Mass., and attended New York University where he majored in business administration and advertising. He later took courses at Burdett College, a business management school in Boston.

His first contact with radio was as a singer on his own radio show in 1929. That year he was employed by the Harry M. Frost Advertising Agency, Boston, and became the first agency radio director in that city. He entered the industry in 1932 as assistant manager and commercial manager of WEEI Boston.

In 1936, he was made general manager, a position he held until becoming president of NAB June 4, 1951. From 1944 to 1951, he also held the position of manager of operations of CBS in New England.

He was a dedicated servant of the industry as well as a student of its problems. His devotion and conscientiousness will be missed.

Hal Fellows, in his service to the industry, became a very tired man indeed—we wish for him a most peaceful rest.

PEOPLE work – play – LIVE by RADIO!



WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa *PLUS!*"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive. alert. alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

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

—the balance being divided among 88 other stations!

See that your announcements reach "Iowa *PLUS!*"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

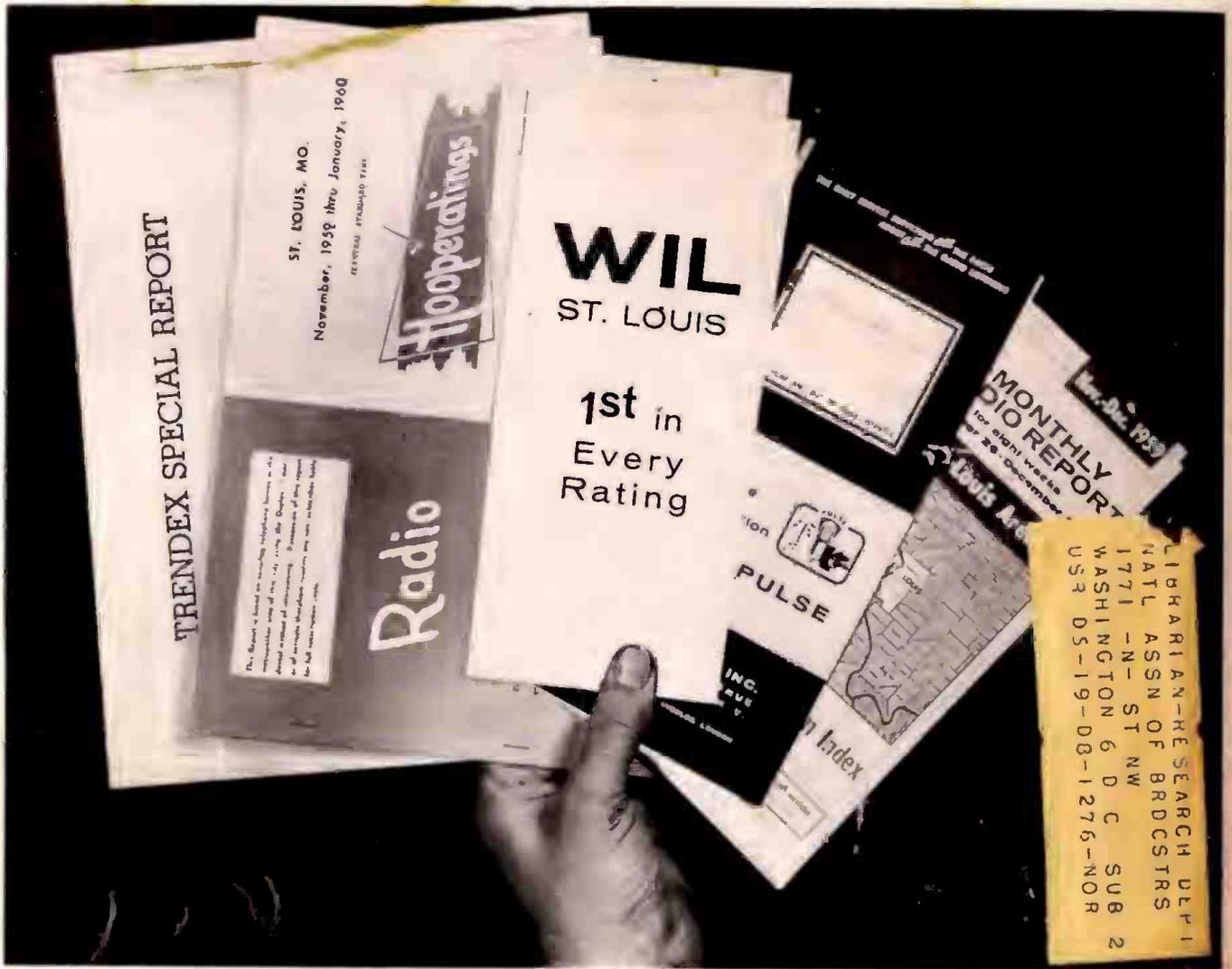
NBC Affiliate

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

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



Peters, Griffin, Woodward, Inc., Representatives



FULL HOUSE FOR PROFIT

Nothing beats it . . . the feeling you have when the pot's loaded and you know right down to your socks that you hold the winning hand! In St. Louis, you can always count on the WIL hand to rake in the chips. When they're "called", the cards WIL shows are original programming, magnetic personalities and bulls-eye salesmanship . . . cards you'll always find in the Balaban deck. So, deal yourself in to WIL selling power and put it to work selling your products and your services,

THE BALABAN STATIONS

in tempo with the times
John F. Box, Managing Director
SOLD NATIONALLY BY
ROBERT E. EASTMAN

WIL ST. LOUIS
WRIT MILWAUKEE 1st in Market
KBOX DALLAS 2nd in Market