

**RAHALL RADIO STATIONS**

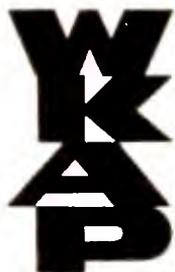


Staffed by  
WIDE-AWAKE  
PERSONALITIES  
dedicated to  
PUBLIC SERVICE  
in the communities  
which they serve!



**No. 1  
RADIO**

Tampa - St. Petersburg,  
Florida  
Sam Rahall, Manager



**No. 1  
RADIO**

Allentown-Bethlehem-  
Easton, Pennsylvania  
"Oggie" Davies, Manager



**No. 1  
RADIO**

Beckley,  
West Virginia  
Tony Gonzales, Manager



**No. 1  
RADIO**

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H-R . . . New York

also **WQTY**

our station coming up fast in  
JACKSONVILLE, Florida  
National Rep., The Bolling Co.

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager

**SPONSOR  
BACKSTAGE**

by Joe Csida

**Back-talk on "Top 40" column varies**

I haven't stopped to count recently, but I have certainly written well over a thousand *Backstage* columns in my time, maybe two thousand. When you've been turning them out that long you can almost predict the kind of mail specific types of columns will draw. I knew when I wrote the 20 August issue sponsor piece regarding the new format the Plough radio stations, WJJD in Chicago and WCOP in Boston, were initiating, that I would get three kinds of letters.



The first, of course, would be a nice, courteous letter from a nice, courteous broadcaster about whom you've said nice things. This is the note I got from my friend Harold Krelstein, president of the Plough chain:

"You probably think I'm a little tardy in getting in touch with you, and you would be right, except that I didn't get back into Memphis until a week ago yesterday, and then spent the balance of the week out of the office. As a result I was probably the last one in the United States to read the wonderful column you wrote about our new programming.

First, the kudos

"Any words I would use to try to describe my reaction to your story would be inadequate, so all I can say is a sincere thank-you for an excellent column. Reprints of it are being made and will be mailed to a list of about 1600 advertising agency people."

Next, of course, comes an equally nice letter from another friend, Jack L. Sandler, vice president and general manager of the Todd Storz station WQAM in Miami. I think Jack's letter is extremely interesting. Here's his comment:

"I read your column 'A Successor to Top 40?' in the 20 August issue of sponsor magazine and I am afraid that I am going to have to correct you on a couple of points.

"You implied in your article that Harold Krelstein had been the originator of Top 40, as you call it, although I choose to call it format radio. Let me give you the facts.

"In 1919, the writer of this letter was a sports announcer with radio station KOWH in Omaha, Nebraska, and had been since December of 1915. Todd Storz entered the picture by purchasing KOWH in 1919. Although I can't give you any specific years and months, we finally came up with the formula of 55 minutes of music and 5 minutes of news. This was the beginning for Todd Storz and he proved his point again and again—in New Orleans, with WTIK; with WIB in Kansas City, and most recently, with KXOX in St. Louis, with the same formula, climbing fast on WQAM, too.

"If Harold Krelstein has a new formula which he thinks will work, good luck to him—it couldn't happen to a nicer guy—but don't start waving the black crepe for the "modern music" stations because the McClendons, and Storz, Metropolitan, and a few other pretty smart operators in radio are still using this formula and are still dominant in their markets.

"Without going into a detailed explanation of how to operate a  
(Please turn to page 17)