

U.S.

RADIO

APRIL

1958

35 CENTS



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TOP DOG in San Antonio

All through the day . . . KONO leads San Antonio's No. 2 radio station with 13.1%* more audience — PROOF that KONO is "Top Dog" in rating . . . in cost-per-listener . . . in product sales. And KONO carries more national and local advertising than any other two local stations. If your South Texas sales promotions have been going to the dogs, it's time to switch to the Top Dog station — time to give KONO a bigger bite of your schedule. Get the meaty facts now — from your H-R rep or Clarke Brown man.

* February-March, 1958 Hooper shows:

AVERAGE SHARE 28.3% THROUGHOUT THE DAY

See your **H-R** REPRESENTATIVE or Clarke Brown man



John R. Latham
 ing Network Show
 omoted by Spot
 Philip Morris Brand
 page 26

860 KC **KONO** 5000 WATTS
 RADIO

NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating *local dealer tie-ins at local dealer expense!*

PROOF For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before... now slates 80% of its budget to NBC.

PROOF 5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.

PROOF Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's SALESVERTISING action, 81% of NAVL's key agents now tie-in locally.

Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone—right down the line—shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.

SALESVERTISING SETS MARKETING IN MOTION FOR YOU!



ADAM YOUNG INC.

is

now

representing



CONTACT

ADAM YOUNG INC.

NEW YORK · CHICAGO · ATLANTA · ST. LOUIS · LOS ANGELES · SAN FRANCISCO



IT ONLY TAKES ONE

TO TAKE TOLEDO!

FAMOUS ON THE LOCAL SCENE

By whatever yardstick you want to measure radio in Toledo, you'll find WSPD head and shoulders on top. Ratings, community acceptance, around-the-clock news reporting, public interest programming, established personalities . . . you name it, WSPD has it! And when buying time to capture the Toledo market, it's important to remember that SPeeDy carries more national advertising than all other Toledo stations combined. Reason: SPeeDy is Toledo radio—and has been for 37 years!

National Representative: The Katz Agency
 National Sales Director: M. E. McMurray
 625 Madison Ave., New York Chicago: 230 N. Michigan Ave.

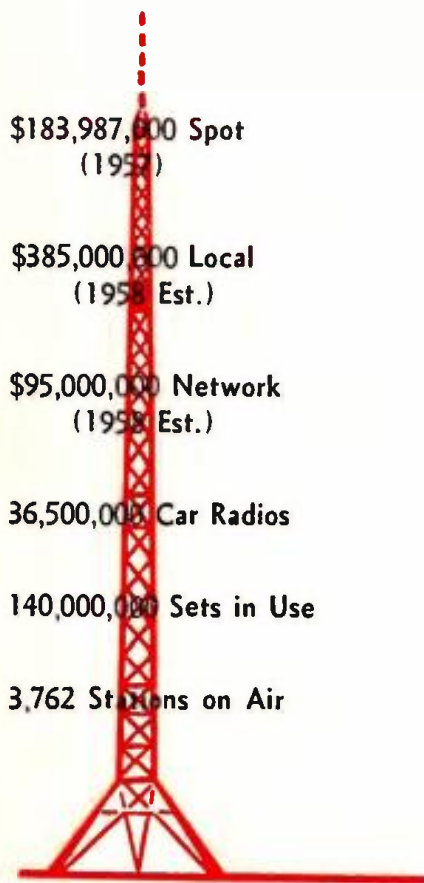
Storer Broadcasting Company

WJBK Detroit, Michigan WSPD Toledo, Ohio WJW Cleveland, Ohio WIBG Philadelphia, Pa. WWVA Wheeling, W. Va. WAGA Atlanta, Ga. WGBS Miami, Florida





Radio's Barometer



Spot: National spot radio revenue in 1957 increased 26.5 percent over 1956, according to figures compiled by Station Representatives Association. This amounted to an estimated \$183,987,000 last year, compared with \$145,461,000 in 1956.

The SRA estimates include quarterly revenue breakdowns for 1957: first quarter, \$44,409,000; second quarter, \$42,359,000; third quarter, \$44,626,000; fourth quarter, \$52,583,000.

Last year's gain was the largest percentage increase yet recorded, according to Lawrence Webb, managing director, who said that this category of radio revenue is continuing its upward curve in 1958.

Networks: NBC Radio reports that for the period from January 1 to mid-March 1958 net business was up 30 percent over the same period last year. From January 5 to February 6 new sales and renewals totaled \$4,140,828 net. Final figures for 1957, the network says, show a 41 percent gain in net business over 1956. (See *Report From Networks*, p. 52.)

The network also reports that as of mid-March about \$12 million in new net revenue had been signed for the year, according to William K. McDaniel, vice president in charge of sales.

More than \$1 million in new and renewed business has been signed by ABC Radio for varying periods this year, according to Thomas C. Harrison, vice president in charge of sales.

Stations: Total stations on the air, both am and fm, increased again in March—to 3,762, up 16 over February.

	Commercial AM	Commercial FM
Stations on the air	3,222	540
Applications pending	406	42
Under construction	85	64

Sets: According to the Electronics Industries Association, total radio set production in January was 1,026,527. Automobile radios produced came to 676,848. Radio retail sales—excluding car radios—came to 534,640 in January.

Canada: According to a survey by the Dominion Bureau of Statistics, radio advertising revenue in 1956 in Canada was almost 30 percent greater than television. About 95 percent of radio advertising was non-network as compared with 46 percent in television. The Dominion Bureau also reports that 96 percent of all homes in Canada have at least one radio and about 50 percent of all automobiles have car radios.

The nation's
highest
audience-
rated
Negro group

WOKJ
JACKSON

KOKY
LITTLE ROCK

KOKA
SHREVEPORT

The
McLendon **EBONY**
Stations
Represented by John E. Pearson

**SAN
DIEGO'S
1ST MUSIC STATION
KSON**

1ST in PROGRAMMING

1ST in NEWS

**1ST in COMMERCIAL
STANDARDS**

1ST in RESULTS
at the lowest cost

KSON
RADIO
SAN DIEGO

Rates are still **LOW** Call **FORJOE!**

for buyers and sellers of radio advertising

U.S. RADIO

APRIL - 1958

VOL. 2 - NO. 4

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EDITOR AND PUBLISHER

Arnold Alpert

Business Manager
Catherine Scott Rose

Managing Editor
Jonah Gitlitz

Art Editor

Rollie Devendorf

ASSISTANT EDITORS

Michael G. Silver

Patty Kirsch

Patricia Moran
(Washington)

Secretary to Publisher
Sara R. Silon

ADVERTISING

Production-Sales Service Mgr.
Jean L. Engel

Western Manager
Shell Alpert

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Hitch YOUR Wagon to
the Star stations
and Watch Your Sales
GO UP!

KMYR

**FIRST... in the 15 Station
Denver Market and Getting
FIRSTER all the time!**

Plus **COVERAGE where
it counts...5000
Watts on 710**

CHAT WITH ADAM YOUNG

KOIL

**Number one
in Omaha**

HOOPER 43.3 share
Dec., '57 - Jan. '58, 8 A.M. - 10 P.M.

PULSE 7.1 average rating
Dec., 1957 - 7 A.M. - 6 P.M.

TRENDEX 40.8 share
Dec., 1957, 8 A.M. - 6 P.M.

KMYR*

**No. 1 in the 15
Station Denver
Market**

HOOPER - Feb. 1958
8 A.M. - 6 P.M.

KWIK

More listeners than all
other Pocatello sta-
tions combined
according to the most
recent Hooper.

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — President

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR* — Denver
REPRESENTED NATIONALLY BY
ADAM J. YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

*Subject to FCC Approval



Where there's
a Storz Station . . .
there's
ENTHUSIASM!

*the enthusiasm of personalities
who sound glad to be alive . . .
who like people, and show it . . .
who know how to get across to
the audience.*

so . . . in each of these
4 important markets . . . more
people listen to the Storz
Station . . . than to any other

MINNEAPOLIS-ST. PAUL . . . WDCY is first . . . all-day average. Proof: Pulse. To talk to the twins . . . talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen. Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

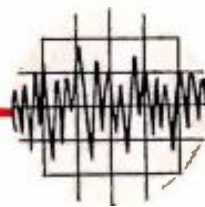
NEW ORLEANS . . . WTIK is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (710 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

WDCY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIK New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.



Texaco and Rheingold Boost Radio Spending

The Texas Co. is about to embark on a new test radio campaign, the results of which will determine more extensive use of the medium for Texaco. And Liebmann Breweries Inc., makers of Rheingold, one of the East Coast's largest selling beers, has just moved into the Massachusetts market. Sales are going well, backed up by a strong spot radio campaign in Boston and Worcester, among other markets.

GM Buys CBS Radio To Promote Safe Driving

General Motors is turning to radio for its "Aim to Live" campaign, a program to promote safe driving at night. The company, beginning May 26, will use a seven-day-a-week news show on CBS Radio (10 to 10:05 p.m.). GM started the campaign in February using magazines.

Radio Observances Planned By NAB and CARTB

All-out promotion for the radio industry throughout North America has been set by NAB and CARTB for May. "Radio Is Close to You" has been selected as the theme of National Radio Month in the U.S. (See *NAB Convention Plans*, p. 34.) The second annual Canadian Radio Week, May 4 to 10, will have as its theme "Be in the Know—Buy Another Radio—and Listen!"

ABC Revises Format, Accent on News

ABC Radio, in its completely revised programming schedule, is emphasizing an expanded news operation that will include a "news alert warning system" for its affiliates. In addition, the *Breakfast Club*, which celebrates its 25th anniversary this June, will continue in its present spot of 9 to 10 a.m., EST. The network says that as it "becomes stronger, it will expand and add to its programming schedule." This schedule now includes about 35 hours of shows a week.

New MBS Department Based on Wire Service

One of the first concrete developments in fashioning a radio network after a wire service comes from Mutual Broadcasting System. It has set up a special services department making entire network facilities, especially its news and affiliate-stringer organization, available to all its stations on a cost basis. For example, a station in Texas can now get a special closed-circuit news account from a station in Missouri.

AAAA Chairman Urges Better Job of Persuasion

The chairman of the board of the American Association of Advertising Agencies has called upon advertisers to do a better job of product improvement and a better job of persuasion. Melvin Brorby, who is also senior vice president of Needham, Louis & Brorby Inc., Chicago, points out that nearly half of everything sold in the U. S. in a given year consists of "postponable" purchases.

New FCC Commissioner In Government Since 1931

John R. Cross, successor to Richard Mack who resigned under fire as FCC commissioner, has been in government since 1931. He served as a member of the government's Interdepartmental Radio Advisory Commission from 1936-41, and later as a member of the Defense Communication Board.



RESPONSE



BARTELL FAMILY RADIO

7,366 San Diegans wrote KCBQ in a five day response in January. At WAKE Atlanta, 5881 letters. Both piloting one of our ever-changing stream of copyrighted Games for Family Fun.

Bartell Family Radio keeps audience alert for constant participation . . . creates a continuing climate of response.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FORTUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.

Bartell It... and Sell It!

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency



FCC: Investigated And Investigating

While the House Legislative Oversight Subcommittee continues its news-making probe of the Federal Communications Commission and the alleged pressures exercised on commissioners, the FCC has taken on an investigation of its own. Hearings on the Barrow Report are on the last lap. They have been lengthy and repetitious, inundating the FCC in so much testimony that it will likely take a while before any rule-making comes of it.

Radio's Stake In the Barrow Report

The Barrow Report was basically a study of tv networking, with only minor references to the radio industry. But radio was not altogether ignored in the recent hearings. Several of the witnesses—particularly those from the networks—were queried on their radio operations as contrasted with tv. There is some conjecture that at the root of such questions lies the possibility of separating radio and tv in corporate structure with the FCC empowered to enforce the separation.

Plan Advanced To Alter FCC

In the wake of the vexing problems that have been plaguing the FCC, came the pronouncement of a plan to wipe the Commission from the government agency slate and start all over again. Fathering the idea is Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. But the instigator of the action is Clarence Dill, a former U.S. Senator from Senator Magnuson's state who, during his term in Congress, held the chairmanship that Senator Magnuson now occupies. Mr. Dill has been active in broadcast legislation for years. He was instrumental in the enactment of both the Radio Act of 1927 and the Communications Act of 1934.

... and Replace It With a New Agency

Mr. Dill now proposes that the FCC be replaced by a Federal Communications Administration. He also recommends that a Communications Court of Appeals be set up. The President would appoint three judges to the court and would also appoint an administrator to head the FCA for a four-year term. Term of office for the judges would run 15 years. Mr. Dill's plan prohibits any current or former FCC commissioner from holding Administration or Court office. The purpose of the plan, Mr. Dill avows, is to simplify procedure and do away with the red tape that confronts so many station applicants. The plan is being drafted into bill form for consideration at an early date.


Music Makers Out of Tune On Capitol Hill

ASCAP has been having a busy time of things on Capitol Hill in recent weeks. A House Small Business Subcommittee is lending an ear to a group of dissatisfied members who claim that a few big publishers control the society to their own advantage. And, concurrently, a Senate Commerce Communications Subcommittee has heard out ASCAP's grievances against BMI and is in the midst of hearing BMI's side of the story. The latter organization, owned by broadcasters, is being charged with plugging its own music on the air to the detriment of ASCAP music. Crux of the ASCAP testimony is that the society has no objection to the existence of BMI, but that BMI should not be owned by the broadcasters who, ASCAP charges, favor BMI music in mother-hen fashion. A total of 624 radio and tv stations out of more than 4,000 have stock interest in BMI.



TOP DOG in San Antonio

All through the day . . . KONO leads San Antonio's No. 2 radio station with 13.1%* more audience — PROOF that KONO is "Top Dog" in rating . . . in cost-per-listener . . . in product sales. And KONO carries more national and local advertising than any other two local stations. If your South Texas sales promotions have been going to the dogs, it's time to switch to the Top Dog station — time to give KONO a bigger bite of your schedule. Get the meaty facts now — from your H-R rep or Clarke Brown man.

 February-March, 1958 Hooper shows:

AVERAGE SHARE **28.3%** THROUGHOUT THE DAY

See your **H-R** REPRESENTATIVE
or Clarke Brown man

860 KC
5000 WATTS

KONO

SAN ANTONIO

RADIO

washington (cont'd)

No Okay Needed For Emergency Operation

Broadcasters need not request permission from the FCC to operate extra hours under emergency conditions. That statement was issued by the FCC after numerous requests for such authority were received during this winter's heavy snows. FCC asks only that it be informed of the emergency operation as soon as possible.

NAB Asks Change In Monitor Reading Rule

NAB has filed its petition with the FCC asking that am radio broadcasters be permitted to log frequency monitor readings at the start and finish of each broadcast day rather than every half hour as the rule now requires. NAB maintains that advances in electronics make the 30-minute reading unnecessary as a safeguard against station interference in frequencies. An NAB survey of 1,707 stations revealed that the operation of frequency control circuits is stable and dependable. NAB submitted a proposed amendment to the FCC and called for a rule-making proceeding.

Recent Hill Activity Of Interest to Radio

Bills to prohibit the use of improper methods to influence decisions of members of regulatory agencies have been introduced by Congressmen William Cramer (R-Fla.) and Charles A. Wolverton (R-N. J.). A bill to repeal the excise tax on radio and tv receivers has been introduced by Congressman Melvin Price (D-Ill.). And the anti-alcoholic beverage group is getting up a full head of foam again. Petitions filed by constituents urging Congress to ban advertising of alcoholic beverages in interstate commerce have been introduced by: Congressmen Rhodes (R-Ariz.), Westland (R-Wash.), Hosmer (R-Cal.), Horan (R-Wash.), LeCompte (R-Ia.), Williams (R-Del.), Mimitz (R-Ind.), Norblad (R-Ore.), Brownson (R-Ind.), Hillings (R-Cal.) and King (D-Cal.).

Read this one!

JE, ↓

ROCKLIN IRVING AND ASSOCIATES

television and radio advertising | 32 west randolph street, chicago 1, randolph 6-2324

November 15, 1957

Mr. Jack Eigen
Station WMAQ
Merchandise Mart Plaza
Chicago, 54, Illinois

Dear Jack:

Now it can be told! After twelve months of continuous advertising on your program, only one word can appropriately tell the story - "Magnifique."

Yes, the Jack Eigen Show has proven to our organization, that results can be obtained consistently month in and month out.

At the present time, we have seven accounts participating, and I am happy to inform you ALL SEVEN ARE HAPPY, SATISFIED CLIENTS. Your program now is a must in any advertiser's budget.

Our entire sales force has been instructed that a part of every budget must go to the Jack Eigen Show. We have a term for it and it is appropriately called "Insurance."

There is no doubt about it. The success enjoyed by our accounts is due to your wonderful co-operation. We want you to know that we sincerely appreciate your efforts.

With best personal regards, I remain

Sincerely,

ROCKLIN IRVING AND ASSOCIATES

Irving Rocklin
Irving Rocklin

SUCCESS STORIES
WMAQ
NBC RADIO CHICAGO
SOLD BY  SPOT SALES

You'll sell more
in the nation's 14th
largest
market
because

**LASCELLES
SELLS**

on

"Musical Clock"

MON.-FRI.
6:15-10:00 A.M.
SATURDAY
6:15-9:00 A.M.

DILL SELLS

on **"SOUND ON"**

MON.-FRI.
2:30-6:30 P.M.

**KELLY
SELLS**

on **"MIKE 55"**

MON.-FRI.
12:00-1:30 P.M.

MON.-FRI.
10:00 P.M.-
12:00 MID.

SUNDAY
2:00-6:00 P.M.

• Experienced Record
Show Hosts — mature
in voice, judgement
and Salesmanship.
Write for availabilities.

**WGR
RADIO**

BUFFALO'S FIRST STATION

Reps.: Peters, Griffin, Woodward, Inc.

T SYMBOL OF SERVICE
T A TRANSCONTINENT STATION
C WROC-TV, Rochester • WGR Radio, WGR-TV,
Buffalo • WVA Radio, WVA-TV, Harrisonburg

the *Silver Mike*



THIS MONTH:

HAROLD E. FELLOWS

President of
National Association of Broadcasters

Stresses Radio's Influence

On History and Public Events

Harold E. Fellows, president and chairman of the board of radio-tv's National Association of Broadcasters, is the industry's man on the go. As the industry's national spokesman, Mr. Fellows travels some 100 thousand miles each year telling the story of broadcasting's service to the American public at meetings in towns and cities across the nation.

By training, by experience and, perhaps most important, by conviction, Mr. Fellows is a professional broadcaster. For more than 30 years he has been active in the industry. Among his major achievements is the formulation of the Radio Standards of Good Practice, which he helped to spearhead, and which were adopted by the NAB membership of over 1,700 radio stations. Since assuming the presidency of NAB in 1951 he has concentrated his energies on raising broadcasting's standards of performance in its function as a prime source of information, entertainment and advertising.

Mr. Fellows was born in Amesbury, Mass., on March 22, 1899. He attended New York University and as a young man spent some time in show business. He became president of NAB after nearly 20 years as an official with WEEI Boston. When he left the station he was general manager as well as manager of New England operations for the Columbia Broadcasting System.

Associates who have watched Mr. Fellows' career feel that his youthful experience as an entertainer has no doubt contributed to his accomplished platform presence. He makes some 60 speeches annually to non-broadcast groups as well as industry meetings.

One of his favorite subjects is the vast influence broadcasting has upon history and public events. Radio speaks to millions, he points out, within the span of a minute, and "enough might be said in that minute, through revealing the truth, to change the whole course of history."

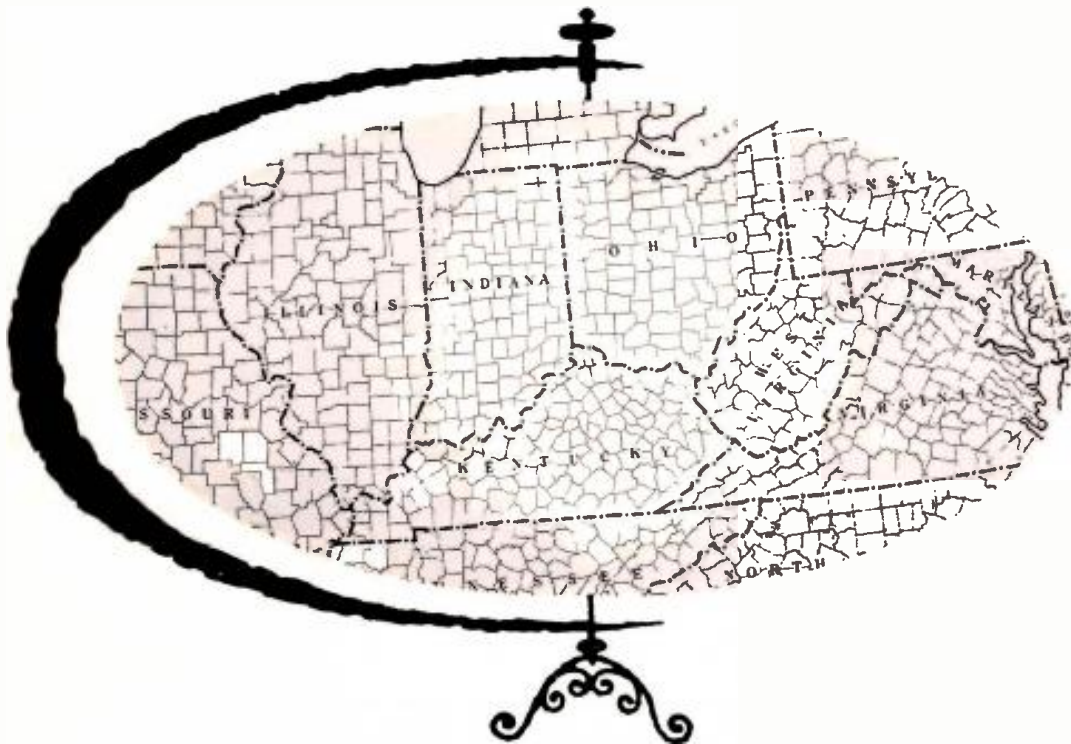
The sales field is another of Mr. Fellows' special interests. And salesmen whom he has addressed recognize him as a top practitioner of their art—a man who needs only to be convinced of the worth of his product to convince others of its worth.

In selling radio, Mr. Fellows knows he has such a product. He has an abiding faith in the tremendous economic potential of radio. He was optimistic about the future of the medium in those post-World War II years when the outlook was generally gloomy.

To all these responsibilities he brings a practical knowledge of broadcasting and a professional grasp of its unique public service function. • • •

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

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

NCS DAY-PART CIRCULATION PER WEEK

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

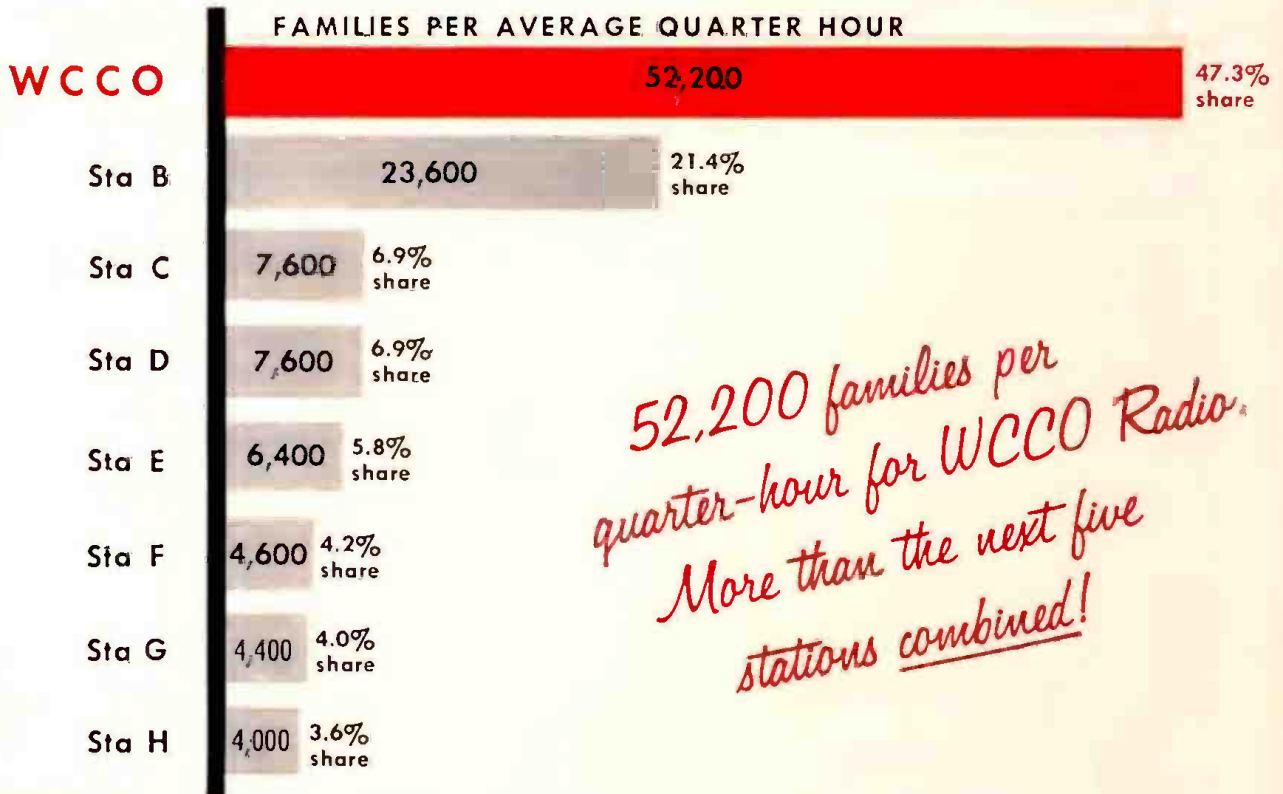
(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**

LATEST NIELSEN PROVES IT:

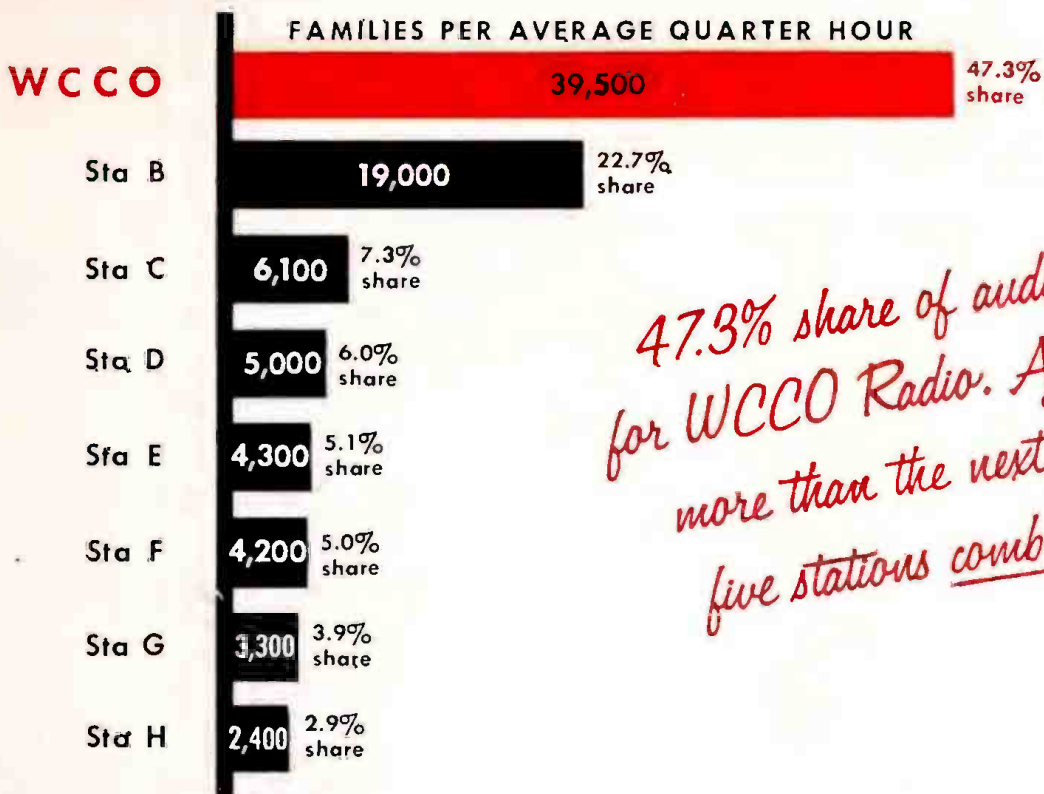
WCCO Radio has more listeners than the next five Minneapolis - St. Paul stations . . . combined!

WCCO RADIO'S DAYTIME DOMINANCE



NSI, NOV-DEC, 1957-STATION TOTAL, 6 AM-6 PM, MON-FRI

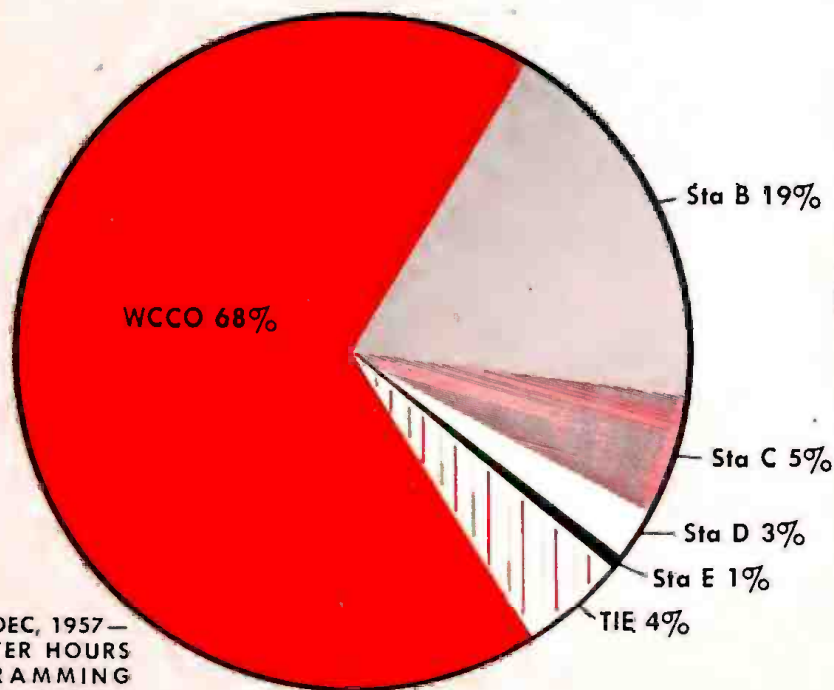
WCCO RADIO'S OVERWHELMING SHARE OF AUDIENCE



47.3% share of audience for WCCO Radio. Again, more than the next five stations combined!

NSI, NOV-DEC, 1957, STATION TOTAL, 6 AM-MIDNIGHT, 7 DAYS

METRO AREA QUARTER HOUR WINS



WCCO Radio wins 2 1/4 times more quarter-hours than all other stations combined!

NSI, NOV-DEC, 1957 - 504 QUARTER HOURS OF PROGRAMMING METRO AREA, 6 AM-MIDNIGHT, 7 DAYS

WCCO Radio

Minneapolis-St. Paul
The Northwest's 50,000-Watt Giant
Represented by CBS Radio Spot Sales

"your best road to
AKRON sales"



It's not listed as a highway—but our advertisers will tell you 1150 is your best road to selling in Akron.

Car registrations in Summit County (our home base) are the second highest in the U.S. That's more than a market index. It's another reason for selling on WCUE.

For with WCUE, you can reach prospects whether they're in the kitchen—or in the car, on the way to the lake . . . on the way to work (Akron is a 4-shift market) or shop.

We can help you sell them. We deliver big audiences at low costs—11.7% more listeners per dollar in The Greater Akron Metropolitan Area than the next station . . . follow through with merchandising that scores on cash register tapes.

The whole story is on film. A note to us or Avery-Knodel will bring you the film or our new Akron Market Data Book.

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE
AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS & GOOD NEIGHBORS

PROVIDENCE, R.I.
WICE

LETTERS TO

"Happy Hunting"

Just a short note to offer my congratulations on your excellent report on nighttime radio in the March issue. If all honesty, however, I read it with mixed feelings. On the one hand I was delighted with the figures which back up our own judgment—and on the other I was unhappy that you have probably exposed a "happy hunting ground" of ours for the past few years.

Joe Gans
Vice President
Maxwell Sackheim & Co. Inc.
New York

Rambler

Your American Motors feature in the March issue is a fine job, and beautifully presented. Even allowing for a certain degree of partiality on our part, we think it will draw a top "most read" rating. Congratulations to you for such a comprehensive and able handling of the subject.

Virginia Grimes
Director of Public Relations
Geyer Advertising Inc.

Research Report

The (NAB) committee report (See *Hometown, U.S.A.*, March 1958) points out that there is a dearth of excellent, experimental evidence on many important radio problems. It further points the way to experimental studies which might be valuable in yielding our much-needed information.

E. K. Hartenbower
General Manager
KCMO Kansas City, Mo.

Budweiser

We think you captured the spirit of our use of radio in a remarkable way. . .

R. E. Krings
Advertising Manager
Anheuser-Busch Inc.
St. Louis, Mo.

THE EDITOR

A word of congratulations on your February issue, containing the story on Budweiser spot radio plans. It is an excellent job.

H. R. Thies
Account Coordinator
D'Arcy Advertising Co.
St. Louis, Mo.

Car Radio

I have read with interest your article titled *Car Radio* in the February issue. We are interested in obtaining additional copies of this particular article.

Arthur L. Robertson
General Manager
KFML Denver, Colo.

Robert Hall

Please advise by return mail if we can get 50 reprints of *Robert Hall Reaches the Man on Wheels*.

Raymond Cadell
Vice President & General Manager
WHSC Hartsville, S. C.

Banking

Congratulations on your publication! I found many very fine articles in your February issue. I would appreciate the opportunity of receiving reprints of your *Banking on Radio* article. . . . Keep up the excellent work!

Richard Schueler
Sales Manager
WIOU Kokomo, Ind.

The story about radio advertising for banks was outstanding.

Eugene A. Mailloux
Sales Manager
WWON Woonsocket, R. I.

I have just finished reading a most interesting and informative article, *Banking on Radio*. We have quite a few local banking accounts on our station, and I would like them to have a copy of this article.

Lee Morris
Commercial Manager
WSB Atlanta, Ga.

* "look what we've got" *

Our advertisers—spending more and more on WICE—are in every category: foods, beverages, cigarettes, soaps & cleansers, drugs & toiletries, automotive, service, etc., etc.

What these advertisers all have in common is a great buy: WICE delivers more listeners per dollar than any other station in the Greater Providence Metropolitan Area.

We deliver this buying bonus because listeners go for the Elliot programming: more music . . . more news . . . more often.

To get your share of the Providence business, get the whole story on WICE. It's wrapped up in a new color film you ought to see. For a showing right in your own office, write us or Avery-Knodel.

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.
PROVIDENCE, R. I.
THE ELLIOT STATIONS
GREAT INDEPENDENTS • GOOD NEIGHBORS
AKRON, OHIO
WCUE

1
ST

• to consider
• in HOUSTON

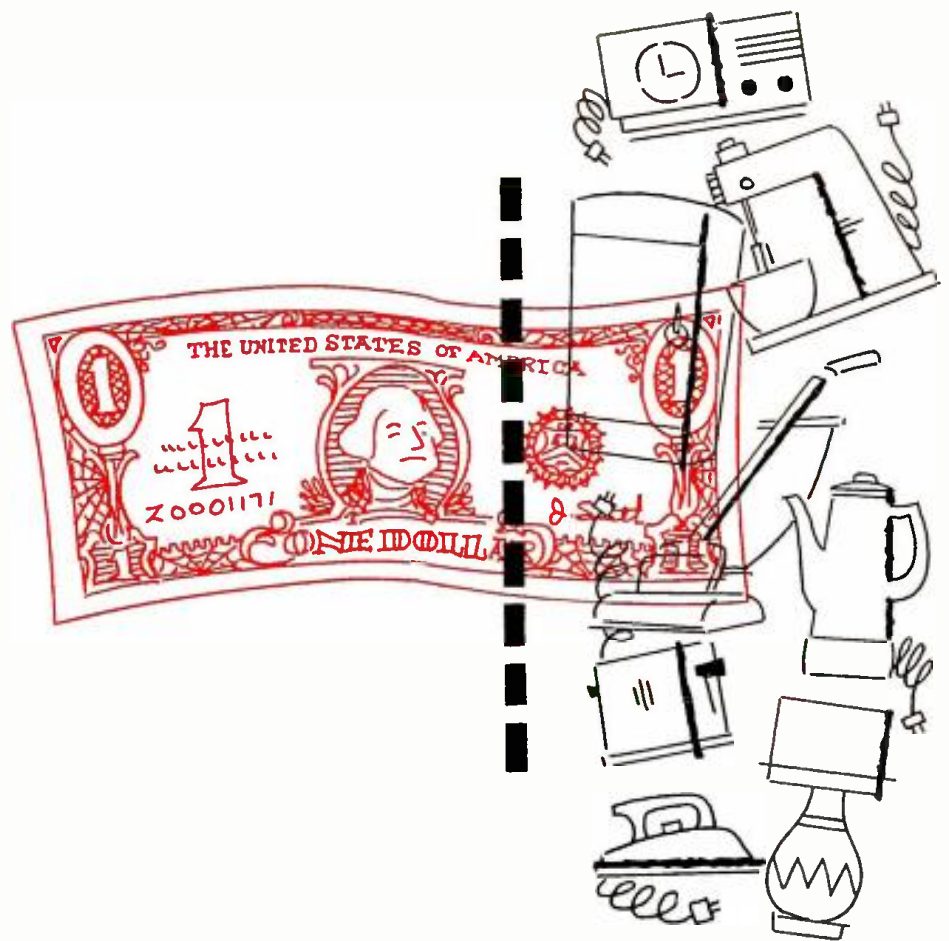
the new • K T H T

• 5000 watts 790 kc

now represented by


• ADAM YOUNG INC.

New York • Chicago • St. Louis • Atlanta • Los Angeles • San Francisco



Radio Grows in Co-op Use

*In 1958, radio co-op is expected to
account for an estimated \$140 million
of the medium's total billings*

 Co-op advertising on radio is growing in importance and expenditure as a sales tool of manufacturers.

It is estimated that radio co-op accounts for a minimum of 20 percent of the medium's total billings. With this as a guide, radio's share of co-op money should reach an estimated \$140 million in 1958, up from \$128 million in 1957.

Because of the varied nature of co-op plans, a clear-as-crystal definition is not easy to devise. It means, simply, that under specified conditions the manufacturer helps pay the cost of local advertising for his dealer or distributor. Or stated another way it is a means by which a manufacturer can get brand recognition tie-in at the point-of-sale.

Usually the total the manufacturer contributes is based on a percentage of the dollar volume of business he does with his local man. Up

to that point he will share these advertising costs, sometimes on a 50-50 basis, until the fund is exhausted. He also exerts a varying amount of control of copy, time the advertising is placed and often in what medium. The manufacturer also supplies materials and scripts.

Among the chief reasons for the growing use of radio co-op have been:

- Retailers like it because it is less costly.
- There is a growing use of co-op in general.
- There is a growing use of radio advertising.
- Stations are pursuing this business with greater vigor than ever before.

Today, the appliance industry is the biggest user of radio co-op, followed strongly by grocery products and paint and hardware. The apparel industry is the fastest-growing category of radio co-op users.

As noted, one of the important reasons for the increasing use of radio co-op is the fact that it is inexpensive. As a consequence, small

RADIO CO-OP USERS

The following is a list of product groups which use radio in their co-op plans. They are listed according to their co-op expenditures for radio.

1. Appliances.
2. Grocery products.
3. Paint, hardware, building supplies.
4. Drugs and toiletries.
5. Automotive (accessories and gas-and-oil).
6. Apparel and soft goods.
7. Home furnishings.
8. Soft drinks.
9. Insurance.
10. Farm products and equipment.

retailers, with relatively small co-op budgets, will use more radio. This point is illustrated in a survey reported by Lester Krugman, a former advertising director of Bulova Watch Co., New York, who publishes a monthly newsletter called *Cooperative Advertising*. The report showed that of 2,000 stores surveyed in 1957, 70 percent used radio and 53 percent used tv.

The growing importance of co-op to advertisers—and in some cases the growing reliance on radio—is illustrated in a case study in Mr. Krugman's February issue.

The State Farm Insurance Co., Bloomington, Ill., began a limited co-op program in 1951. During the first year, the company's total co-op expenditure came to \$50,000. Only newspapers were permitted in the co-op program for the first two years.

By 1958 all this has changed. Total co-op expenditure this year is expected to reach an estimated \$2,391,000, about 50 times the original outlay. As for media, beginning in 1953 State Farm allowed for the following: Radio, television, outdoor posters, movie trailers and highway signs. Today, radio ranks second, behind newspapers, in co-op expenditures by the company. In 1956, State Farm's outlay for radio was \$167,640, which should be considerably higher this year.

Individual companies set their own terms with their dealers and distributors, and the variety of terms and conditions is almost as great as the number of manufacturers that use co-op. It is estimated that at least 1,000 major national and regional companies make money available for radio co-op. The important thing is that co-op amounts to one of the major forces guiding placement of local advertising and radio people are getting a more important proportionate share of the money. For, in addition to the firms that provide financial assistance, there is an equal number that provide materials and guidance alone.

There are several reasons for the increasing use of co-op on radio. Jack Hardesty, vice president of Radio Advertising Bureau, states, "One of the reasons is that more

manufacturers are using co-op than ever before, with radio naturally coming in for a bigger cut. A second factor is that more advertisers are using radio than ever before."

Almost as important as the two combined is radio's awakening interest in co-op from the largest to the smallest station. Co-op, of course, has always represented a substantial source of revenue for newspapers. And radio people, armed with local success stories, are pursuing this avenue of income with greater vigor in order to get their share.

RAB is leading the industry drive to get co-op business with a continuing campaign directed at both manufacturers and member stations. For the former, RAB solicits the manufacturers for consideration of radio in his co-op plans; for the latter, the bureau has an educational program for member stations on what they can do to get a bigger chunk of this business.

Three Phases

RAB's program to get manufacturers to use radio co-op falls into three phases. It attempts to sell him on the value of the medium first. Then it proceeds to convince him of the merits of local radio. Finally, it asks the manufacturers to put radio in their co-op plans, in cases where the medium has been excluded or overlooked. RAB points out that this would give the dealer, who knows the local scene best, complete free choice in placing his co-op campaigns.

The newest device in RAB's work with its members is a loose-leaf booklet that gives details of the co-op plans of important advertisers. Several hundred such plans already have been provided.

The obstacles involved in greater use of radio co-op are chiefly twofold. In the first place there is proof of performance. Manufacturers are accustomed to receiving newspaper tearsheets as evidence of the co-op campaign. This is something, of course, which radio cannot provide. What radio has done to overcome this is to send an affidavit of per-

Typical Radio Co-op Plans

APPLIANCE:

Allowance—Manufacturer 25 percent; distributor 25 percent; dealer 50 percent. Limited to 10 percent of net annual purchases.

Type radio—Dealer must get distributor approval. Company reserves right to approve recommendation; furnishes continuity for live announcements without cost. Transcriptions available.

Billing—Dealer submits receipted station invoices, copies of scripts and affidavits of performance to distributor within 30 days after date of broadcast.

DRUGS & TOILETRIES:

Allowance—Soap manufacturer offers dealer advertising allowance based on purchases. Facial size, 28 cents per 144 cakes; bath size, 28 cents per 100 cakes; special deal packs (penny sales earn 21 cents per case).

Type radio—Announcements.

Billing—Payment shall be made by manufacturer upon receipt of an invoice from dealer and upon receipt of proof of performance (certified radio script).

AUTOMOTIVE (Oil and Gas):

Allowance—Manufacturer 50 percent; distributor 50 percent. Based on one-fifth of a cent per gallon for branded gasoline sold to distributor during previous calendar year.

Type radio—Announcements and programs selected locally by distributor. Company furnishes suggested copy covering various products and services in 25, 50 and 100-word lengths.

Billing—Distributor pays total bill, submits invoices and affidavits of performance within 30 days after end of month in which advertising was run.

formance that includes such things as the number of announcements broadcast and a copy of the commercial.

The second obstacle is double billing, where the station will bill the dealer at a certain rate, with the dealer in turn billing the manufacturer at a higher rate. Most media have come in for criticism along these lines, with media associations outspokenly frowning on the practice.

Extensive use of co-op advertising has not always been advocated by some advertising agencies. The feeling here is that money directed at co-op cuts back on the commission of an agency.

Those who favor co-op say that money directed at co-op is a special type of "local push" expenditure that a manufacturer feels compelled to provide. An RAB executive declares, "If the manufacturer didn't spend this money in co-op, he wouldn't spend it."

Because of the involved nature of co-op plans, the federal government keeps its eye on this type of ad out-

lay. The government's role is played through the Robinson-Patman Act, which the Federal Trade Commission enforces. This law requires manufacturers to give all dealers equal opportunity to share in co-op funds, but the great variety of dealers and plans would indicate that it isn't the easiest thing in the world to enforce.

Use of co-op advertising in general has several important values for the medium as well as the manufacturer and dealer. It converts many dealers into regular advertisers. Armed with the co-op argument that the manufacturer is footing part of the cost, time salesmen often find it an aid in enrolling new names in the list of radio advertisers. Often, they continue as regular radio users after the co-op funds run out.

Co-op advertising helps the manufacturer because it provides local impact for his national campaigns. It stimulates his dealers to put more local promotion behind the product he sells. And it frequently enables him to tailor his local-rate advertising to the tastes and needs of a particular region.

The use of co-op entails many extra problems, too. It involves a great deal of bookkeeping. The station first has to bill the dealer for the time. The dealer pays the bill, then provides the manufacturer with receipted station invoices, copies of scripts (in most cases) and the proofs of performance.

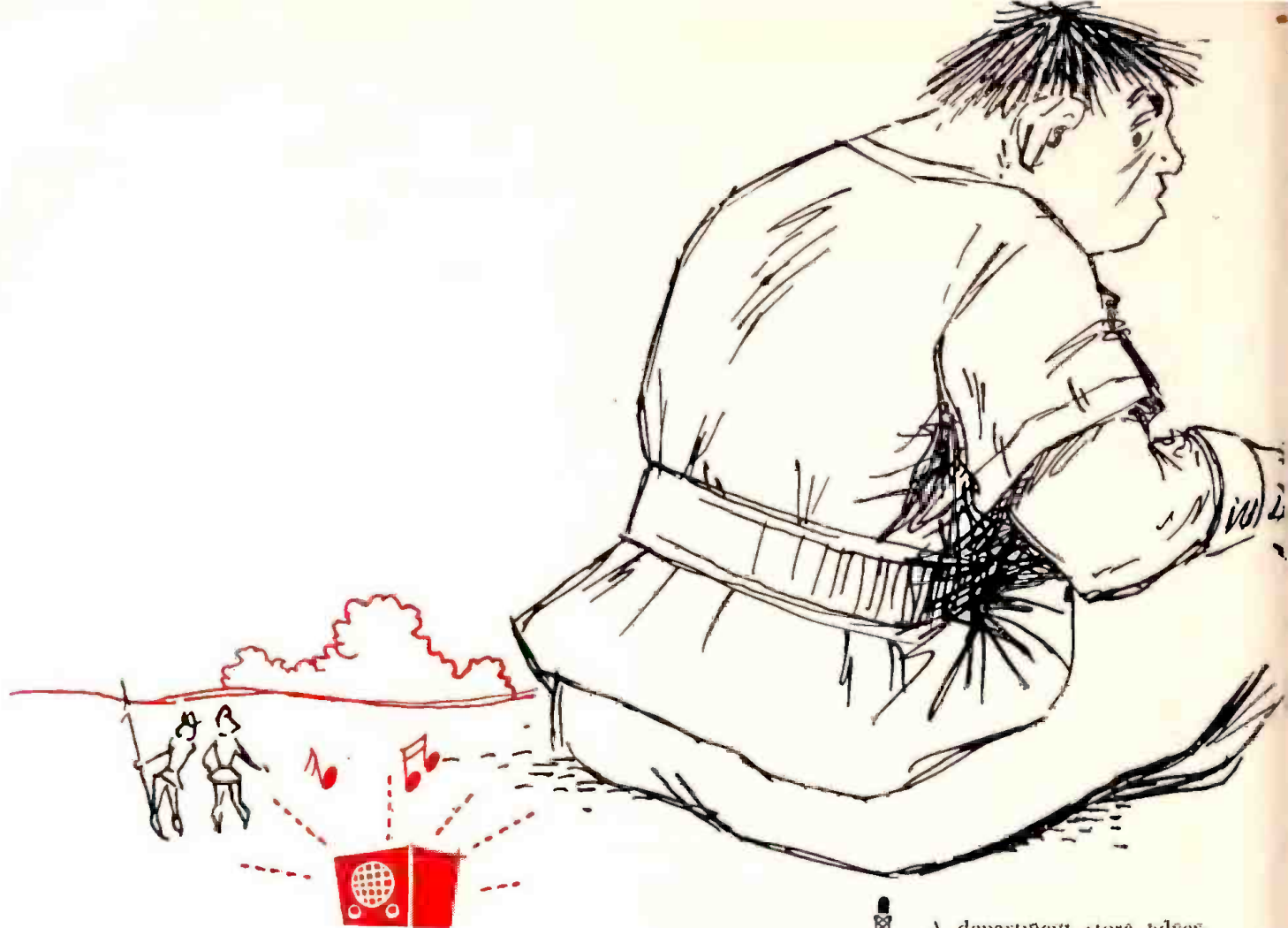
An example of the many forms radio co-op can take is a network plan employed by NBC. It is called "salesvertising" and attempts to get local distributor tie-in support for a network advertiser.

Of course, the use of local tie-ins on a network buy is in itself not new. But NBC declares that this is one of the first attempts to put this together in a package.

Here's how it works:


A new advertiser on the network, Mark IV of Dallas, Tex., which manufactures auto air conditioners, has purchased weather forecasts on *Monitor*, to be performed by "Miss Monitor" 8 or 10 times each weekend. The campaign will run from May through the summer.

(Cont'd on p. 54)



Department Stores: Radio's Reluctant Giant

*When given adequate trial
radio proves its worth
to these retail advertisers*

 A department store advertising director in Albuquerque, N.M., is so set against radio that he tears up the calling cards of radio men. And the advertising manager of a Louisville, Ky., department store, although sold on radio, is consistently overruled by the president.

Why is there such antipathy to radio by department stores, and what are radio stations doing about it? That question was asked by U. S. RADIO in its survey of radio use by almost 500 department stores and quasi-department stores.

And significantly enough, the study reveals that where radio has been given an adequate trial, department stores of all sizes report successful results.

The basic problem, however, as expressed by Ben Strouse, president of WWDG Washington, D. C., is that "the advertising manager is, by experience and training, a print man. His preference, based on historical use, plus his like of visual cuts, plus innate conservatism, makes him basically a newspaper advertiser."

Other problems facing the radio salesman revolve around this same



newspaper tradition. They include the following:

- Chain store headquarters, which often dictate policy to local managers, have the newspaper habit.
- Lack of experience by advertising managers in using radio leads to weak copy, sporadic schedules and an accompanying over-estimation of results.
- Buyers, who virtually control their individual department budgets, rely by tradition on newspapers.
- A lopsided co-op money picture favors newspapers for department store advertising.
- Advertising agencies lack experience in radio for the department store.

An all-out fight on the anti-radio bugaboo was initiated three years ago by RAB, which has spent almost \$50,000 making presentations to department store people.

"We find that we can convince the top echelons of the worth of radio," says Kevin B. Sweeney, president of RAB, "but then there is no one at the store who has the experience in the medium to follow through."

Mr. Sweeney suggests that the ideal radio campaign for the depart-

ment store would concentrate up to 30 or 40 announcements on an individual item. In areas where RAB has tested this plan it has been successful.

And success has been the general rule wherever radio has been given the chance to do a complete job. "Our success with the Boston Store over WOKY Milwaukee, dating back 10 years," reveals Gerald A. Bartell, president of the Bartell Group, "is based upon a high level arrangement to include a radio department within the advertising office."

"The story of the Boston Store's radio success—long documented—began in spite of great protest by certain of the store's buyers. It has become a permanent fixture of the Boston Store's advertising exposure based upon continuous results."

But most store officials have not been as amenable to the radio story. As W. F. McCormick, station manager of KDIO Ortonville, Minn., laments, "If they would listen to a pitch—if they would use saturation just once—they would be back for every major promotion."

Because of the refusal of the two biggest stores in Atlanta, Ga., to at-

tempt a continuous radio campaign, reports Lee Morris, WSB sales manager, "they never have had any measurement of radio's pulling power."

Peter R. Odens, associate manager of KICO Calexico, Cal., adds that department stores in that area are "unwilling to give radio a fair chance" because "they refuse to spend a sufficient amount in radio. They expect a tiny amount to bring in millions."

And the whole problem stems from the fact that "most department store advertising men," in the words of Charles L. Murn, station manager of WOKO Albany, N.Y., "are too used to the paste-pot."

How, then, does the radio salesman get him away from the paste-pot? Many station people agree with Christian Schneider, general manager of WCUB Manitowoc, Wis., who feels that the problem is solved by "convincing the advertiser that newspaper *combined* with radio is far more effective than either medium alone.

"Too many stations," states Mr. Schneider, "try to convince the advertiser that the newspaper is worthless for his advertising when for years he has had at least fair results.

reluctant giant

We have had excellent results by showing the advertiser that the two media, in combination, are unbeatable."

Howard B. Hayes, general manager of WPIK Alexandria, Va., concurs in the theory that stations should "convince department stores that radio can be integrated with newspaper schedules.

"We have found," he adds, "that pitching them on the idea of plugging individual and special items is the best way of using radio, and provides means for checking results."

Radio salesmen, besides stressing results, are finding success when they point up the values that only radio can provide. "Store managers and advertising directors like to play around with their layouts," notes Jack Roberts, manager of KHUZ Borger, Tex.

"We must give these people something in radio they can stand back and admire," he declares. "Perhaps musical jingles to fit their own stores."

In the same vein, Danny Shaver, president of WAGR Lumberton, N. C., advises stations to "create ideas and sounds that will be identified with the store as well as sell the merchandise."

That radio does pay off—for the advertiser as well as the station—is indicated by the department stores that have given the medium a chance.

For example, in the fall of 1951, Woodward & Lothrop, Washington, D.C., went into radio on a large-scale test basis in order to reach 1) people who missed the newspaper advertising and 2) new customers for its new branch stores going up in the suburbs.

The store now spends between \$1,500 and \$1,600 a week, sponsoring 110 announcements and three and one-half hours of program time a week over WRC, WTOP and WWDC Washington, D.C.; WGAN Silver Spring, Md., and WPIK Alexandria, Va.

"The more we learn about our new department store market," asserts George Titus, advertising director of Woodward & Lothrop, "the more obvious it becomes that radio provides many unique opportunities to reach this market. We are convinced that radio produces tangible results, selling many customers who are unattainable through other media."

Bigelow's Department Store in Jamestown, N.Y., is another example of the steady use of radio paying off. The store has been a 52-week-a-year advertiser for 21 years.

"Our key to successful advertising on radio," says Fred E. Bigelow, president, "is consistency. We have found that radio sells merchandise."

Linn & Scruggs, Decatur, Ill., has found out, too. "Radio brings definite results," declares the store's presi-

dent, J. R. Holt. "We have seen items after items completely sold out as a result of just a few announcements."

The testimonials to radio continue: from Rothschild Bros., of Ithaca, N.Y.; Gallant-Belk of Athens, Ga.; McAlpins of Cincinnati, O.; The Globe Store of Scranton, Pa.; John Wanamaker of New York; Pomeroy's of Harrisburg, Pa.; Cain-Sloan of Nashville, Tenn.; Gable's of Altoona, Pa.; The Higbee Co. of Cleveland, O.; Sears-Roebuck of Hickory, N.C.; L. M. Blumstein of New York; Schuneman's of St. Paul, Minn., among many others.

These are the stores that have been sold on radio and have given the sound medium a chance to prove itself. But what of the hard core advertising directors who refuse to try radio? As Jack Reavley, general manager of KAPA Raymond, Wash., declares, "It's just a matter of 'keep plugging.'"

Milton Maltz, managing director of WPLY Plymouth, Wis., tells us, "Radio about his station's 'plugging' that finally sold radio to H. C. Prange, an old established department store with outlets in Sheboygan, Green Bay, Appleton and Sturgeon Bay:

"Our first presentations were dismissed with the acknowledgement of radio as a medium, but one that as yet had no place for a 'solid, reputable firm.' Repeated presentations were made until the barrier was at last broken with an audition jingle, which proved too much to resist.

"The business volume of the first department to be given a radio test, even in the face of a new outlying shopping center and tighter money, increased beyond their highest expectations.

"The most interesting point is that their budget was not increased to accommodate radio. The use of print was lessened to make way for radio dollars.

"We now have a contract for a minimum of 3,500 spots for 1958, and the store is using radio in all of its markets. We had no problems at all once we were given an opportunity to make several tests on specific items and sales.

"The results sold radio." • • •



Among the department store radio successes that Radio Advertising Bureau has documented are: Bigelow's, Jamestown, N. Y., and Rothschild's, Ithaca, N. Y.

Department Store Radio Users

Following is a listing of the almost 500 department stores and quasi-department stores, included in the U. S. RADIO mail sampling, which use radio:

ALABAMA

WAYU Albertville: Dobson's, C & H Co., Hammer's, Fair Store, J. H. Wood Store. WAPI Birmingham: Loveman's, Sears-Roebuck, Pizitz, Burger-Phillips. WPBB Jackson: Bedsole-Fendley, Glover's, Lee's, McMillan's, Gordon's. WKRC Mobile: Sears-Roebuck, Harry's. WCOV Montgomery: Fair, Belk-Hudson, Loveman's, Sears-Roebuck. WWWR Russellville: Clark's, Watson's, P. N. Hirsch Co., Fred King's. WJDB Thomasville: Bedsole-Fendley.

ARKANSAS

KGRH Fayetteville: Campbell-Bell, Hunt's, J. C. Penney, Montgomery Ward. KNBY Newport: J. C. Penney, Van Atkins, Busy, Leader, Famous, Bargain Center, Salenfriends.

CALIFORNIA

KUBA Yuba City: Bradley's. KRKD Los Angeles: May Co. KYOS Merced: J. C. Penney, Montgomery Ward. KXLA Pasadena: May Co., Bullock's, Charleston. KWOW Pomona: Fedway, Orange Belt, KXOA Sacramento Hale's, McDonald's. KVCV Redding: C. M. Dicker, J. C. Penney. KATY San Luis Obispo: Riley's. KSRO Santa Rosa: Rosenberg's, Rosenberg & Bush, Carson's. KSTN Stockton: Smith & Lang, Sears-Roebuck. Dunlap's.

COLORADO

KRDO Colorado Springs: Kaufman's, Fashion Bar, Perkins-Shearer, Daniels & Fisher, Sears-Roebuck, Montgomery Ward. KDEN Denver: May Co. KLIR Denver: May Co., Sears-Roebuck, Howell's. KGMC Englewood: Joslin's, Howell's, A. G. Eaker, J. C. Penney, Hested, Coleson's. KUBC Montrose: Gordon's, J. C. Penney, Holland's. KCRT Trinidad: Jamieson's, H. Moses & Son, J. C. Penney.

CONNECTICUT

WTIC Hartford: G. Fox, Sage-Allen, Brown-Thompson. WHAY New Britain: G. Fox.

DISTRICT OF COLUMBIA

WWDC: Woodward & Lothrop, Hechts, Kann's, Lansburgh's, Sears-Roebuck.

FLORIDA

WKWF Key West: Burding's (Miami), Sears-Roebuck. WPRY Perry: The Emporium, Olen's, Freidman's, Eagle's. WSBB New Smyrna Beach: Thornton's, Hobb's. WJNO West Palm Beach: Belk's, King's, J. C. Penney.

GEORGIA

WGST Atlanta: Rich's, Davison's. WSB Atlanta: Rich's, Davison's. WLAG LaGrange: Belk-Gallant, Mansour's, J. C. Penney. WSAV Savannah: Sears-Roebuck, Levey's, J. C. Penney, Adler's.

IDAHO

KRPL Moscow: David's, Creighton's, Tri-State, Empire.

ILLINOIS

WTAQ LaGrange: Montgomery Ward, Carson's, Goldblatt's. WINI Murphysboro: Montgomery Ward. WPEO Peoria: Block & Kuhl, Bergner's, Montgomery Ward, Sears-Roebuck. WRRR Rockford: Block & Kuhl, Weise's, Rockford Dry Goods, Owen's, Sears-Roebuck, Montgomery Ward.

INDIANA

WANE Fort Wayne: Wolf & Dessauer, Frank's, Sears-Roebuck, J. C. Penney, WIBC Indianapolis: H. P. Wasson, Block's, Ayres'. WJCD Seymour: J. C. Penney.

IOWA

KWBG Boone: Graham's, Spurgeon's, Rukenberg's. KDTH Dubuque: Stampfer's, Roshek's, Edward's, Montgomery Ward, Sears-Roebuck. KMNS Sioux City: Montgomery Ward, Sears-Roebuck.

KANSAS

KJCK Junction City: J. C. Penney, Lytler's, Coler's. KSCB Liberal: Anthony's, McDonald's, Dobson's, Wood's, J. C. Penney. KSEK Pittsburg: Jones'.

KENTUCKY

WSTL Eminence: Lerman Bros., Lincoln's, Lawson's. KQYW Louisville: Stewart's. WEKY Richmond: Lerman Bros., Elder's, Wayman's, J. C. Penney.

LOUISIANA

WJBO Baton Rouge: Rosenfield's, Goudchaux's. WIKC Bogalusa: Rosenblum's, Berenson's, Marx', J. C. Penney. KSLO Opelousas: Abdalla's, Heymann's, Handelman's, American, West Bros., Ardoin's. KTIB Thibodaux: Bradd's, Bloch's, Jake's, Handleman's. KYCL Winnfield: Carpenter's, Winn Dry Goods, Shaw's, Milam's, Hearne's.

MAINE

WKTQ S. Paris: Carne's, Newberry's, Lambert's.

MARYLAND

WBAL Baltimore: May Co., Stewart's, Hecht's. WTRR Westminster: Coffman Fisher, T. W. Mather, J. C. Penney.

MASSACHUSETTS

WCCM Lawrence: Sutherland's. WHYN Springfield: Clark's. WJDA Quincy: Sheridan's, Raymond's, Filene's, Jordan Marsh, Sears-Roebuck. WORC Worcester: Sherer's, White's, Jordan Marsh.

MICHIGAN

WFYC Alma: Gittleman's, Bennett's, Elmore's. WJMS Ironwood: Paul's, O'Donnell-Seamans, S & L, J. C. Penney. WSOO Sault Ste. Marie: Burns', Montgomery Ward.

MINNESOTA

KBUN Bemidji: O'Meara's, S & L, Sears-Roebuck, J. C. Penney. KYSM Mankato: Brett's, Salet's, S & L. KDIO Ortonville: Habicht's, Moberg's, J. C. Penney.

MISSISSIPPI

WMOX Meridian: Marks-Rothenberg, Alex Loeb. WROB West Point: McGaughy's, Carty's, Belk-Hudson.

MISSOURI

KFAL Fulton: Montgomery Bell, Blattner's, Hirsch's, J. C. Penney, Montgomery Ward. KCMO Kansas City: Jones', Macy's, Sears-Roebuck. KMMO Marshall: Missouri Valley Store. KTRR Rolla: Bishop's, Dillon's, Darr's, Carp's.

MONTANA

KOPR Butte: Burr's, Hennesay's. KXGN Glendive: Anderson's, Federated, J. C. Penney. KIYI Shelby: Buttrey's, Anthony's, J. C. Penney.

NEBRASKA

KLIN Lincoln: Gold's, Miller & Paine, Sears-Roebuck, J. C. Penney. KAWL York: McDonald's, J. C. Penney.

NEVADA

KORK Las Vegas: Ronzone's, Richardson's, Sears-Roebuck, Schwartz Bros., K & K, Franklin's, Allen & Hanson.

NEW HAMPSHIRE

WLNH Laconia: O'Shea's, Lougee's.

NEW JERSEY

WFPG Atlantic City: M. E. Blatt.

NEW YORK

WOKO Albany: Meyers'. WDOE Dunkirk: Sidney's. WABC New York: Macy's, Gimbel's, Wanamaker's, Abraham & Straus. WOY New York: Blumstein's, Montgomery Ward. WDLC Port Jervis: J. C. Penney.

[For further listings see p. 55]



How Radio and Country



Music show team monitoring performance from control room at Chicago Civic Opera House, includes (left to right) Jack Naylor of N.W. Ayer, producer; Roddy Rogers, account executive; Jim Denny, show's packager; engineer, and John R. Latham, Philip Morris brand manager.


Radio Gets 20 Percent of Budget

As Spot Radio Promotes

Touring Network Music Show

Music Sell



 Philip Morris has stepped out of thousands of store windows all over America and taken to the open road. Its country *Music Show* has played its way across the country now for 15 months, and with it the cigarette has new friends, new sales, and a new approach to radio.

The cigarette firm is employing a unique approach to radio by combining spot radio in support of a weekly network show. Philip Morris uses the sound medium for two reasons: to advertise its product and to billboard the traveling show.

The company is putting more than 20 percent of its total advertising budget into radio. This is slightly more than in 1957, the year that marked Philip Morris' return to the sound medium after virtually abandoning it. It is estimated that the company has been spending at the rate of \$17 million a year for overall advertising.

The free show was originally a promotion for all of the Philip Morris Inc. brands (Marlboro, Parliament, Benson & Hedges, Spud), but since October 1957 it has been the

exclusive property of Philip Morris cigarettes. Indicating its faith in "the great potential in a unique employment of network radio," the company has transferred the program from an original regional south-south central hookup to the entire CBS network.

Vital Medium

"Radio is vital," declares Joseph F. Cullman III, president of Philip Morris Inc., "in building the phenomenal crowds that attend our touring show." The show plays six nights a week in auditoriums and arenas, with the best performance taped for the Sunday night network broadcast.

"Imaginative use of the medium has revealed to us exciting new discoveries," comments Mr. Cullman. "We've re-discovered radio—both spot and network programming."

The "exciting new discoveries" include the unimagined scope of country music and the flexibility and coverage of radio today. The development of the show is explained by Newt Cunningham, Philip Morris

account executive at N. W. Ayer & Son Inc., New York:

"Although we started with a regional network, we found that interest in this type of music was not confined to any geographical area of the country. The tour proved this to us—and it has become a national show in the truest sense."

It would be easier to list the states that the show has not visited than to run down the itinerary. With big country music names like Carl Smith, Goldie Hill, Biff Collie, Red Sovine, Ronnie Self, and many others, the show has attracted record crowds and record good-will for its sponsor.

"There's nothing hill-billy about it," Mr. Cunningham stresses. "It's good old-fashioned country music, and we have found that there's a taste for it from Maine to Arizona."

"The fan mail is great—the character of it as well as the quantity. Country music fans are extremely loyal."

It is this loyalty that Philip Morris hopes will eventually pay off in cigarette sales. Ratings-wise, the show has caught on all over the nation. Nielsen gives it a 23 percent



share of audience, which makes it one of the top-rated network radio shows today. And a special Pulse study reveals that the 9 to 9:30 p.m. (EST) Sunday broadcast is ranked third out of 11 competitors—in New York City.

Sales Increases

"There have been noticeable increases in Philip Morris sales in the areas visited by the show," reveals John R. Latham, Philip Morris brand manager. "In addition, there have been increases in areas the show reaches only by radio."

Mr. Latham qualifies his remarks by pointing out that "it is extremely difficult to pinpoint any one advertising medium or effort in a multi-media plan as being responsible for sales results." But the facts indicate that the show has promoted sales, along with goodwill and brand recognition.

Philip Morris, whose agency, N. W. Ayer & Son, boosted its own radio budget to a 10-year high in 1957, has an audience potential of 98 percent of the nation's radio homes through 200 outlets with its weekly broadcasts. Sales increases in places like New England and Washington State, where the road show has not travelled, are directly attributed to the broadcast by several top executives of the cigarette company.

"Radio does more than sell our product," says Mr. Latham. "Radio gives terrific coverage for less cost, thereby freeing other money for other efforts.

"Obviously," he continues, "it has been successful and has created sales impact for many advertisers, but it is a luxury medium. For example, an alternate-week buy of a half-hour tv program, even though a mediocre and low-rated one, often costs about \$2.5 million.

"That figure, for most advertisers, is a sum greater than the available budget. And, in many instances, it represents a sum equal to or a disproportionate slice of the total budget. This limits you to a single medium."

Radio Needed

The company and its agency, agreeing that a consumer franchise of a high-turnover, low-price product, cannot be maintained by using only one medium, turned to radio.

"We were spending a substantial amount of money for the show, anyway, and we had to put it to work," Roddy Rogers, radio-tv account executive on Philip Morris, points out. "We had to decide how best to use it for advertising purposes. We decided on radio.

"Spot radio is the life-blood of the travelling show," says Mr. Rogers. "We buy announcements about six



Country music talent boards touring bus for one of six performances a week throughout country. Philip Morris credits show with rise in sales and popularity where the show has travelled, and in areas of the country where it is heard only on radio.



Johnny, perennial symbol of the cigarette, goes over script for one of his occasional appearances with show.

weeks ahead of our appearance in a town, using either a big country music personality or the station with the biggest local audience. Our budget for these radio spots is about three times greater than the budget for newspaper ads.

"We have found, Mr. Rogers adds, "that the best possible way to bring people to a country music show is by radio, especially country music stations. The loyalty of these fans is unbelievable."

The ingredients in Philip Morris' successful venture into country music, according to Mr. Latham, are "a colorful, nice-looking group of people, a star attraction (Carl Smith), and our product's identification with the show."

"Identification" was the original purpose of the show, because Philip Morris had a public relations problem in the South. Originally, commercials were institutional—stressing that Philip Morris is a firm based in the South, with factories in the southern states.

"Identification is also being achieved," Mr. Latham adds, "by our touring bus." The bus, painted brightly with the Philip Morris symbol and the names of the performers, is on the road six days a week and stops each night for a show. Johnny, perennial symbol of the cigarette, makes occasional appearances with the troupe.

Since the Philip Morris brand took over the program, selling commercials have been added. They are integrated with the program, usually in the form of by-play among cast members. An announcer is never used.

"Our copy people," says Mr. Rogers, "have become pretty proficient in writing in the vernacular of the individual performers. Their commercials are scripted by format, and are hardly ever read word-for-word. Copywriter Alan Meyer and Tom Hopkins, the copy supervisor, have travelled at times with the show and know the cast."

The low-pressure messages are usually delivered by Bun Wilson, the troupe's comedian, with star Carl Smith acting as straight man. A recent example had Bun interrupting the message to protest that his cousin Jed liked Philip Morris, but not for the usual reasons.

Bun: Oh, Jed likes Philip Morris fine. But not because it's good to his taste. Jed says Philip Morris is kind to his ears.

Carl: His ears!

Bun: Yeah. See, poor Jed has sort of special ears. They don't set close to his head like most folks' ears. They're bigger, too, and they kind of flap when the wind blows. And you see, Jed likes to keep his cigarette behind his ear sometimes when he's not ready to light it. But his ears are naturally quite sensitive, with all this flapping they do, as you can imagine. Well—the point is—Jed says Philip Morris is the only cigarette that doesn't irritate his ears!

"We receive maximum sponsor identification through the name of the show, and especially through the ad-lib nature of these commercials," says Mr. Rogers. "Radio gives us complete flexibility with commercials."

Evidence that the desired identification has been established comes in the letters that the show has drawn, and in the fact that most are ad-

dressed to the sponsor, not the network.

And, with the combined promotion of spot radio, local disc jockeys and the network show, large crowds are flocking to see the show.

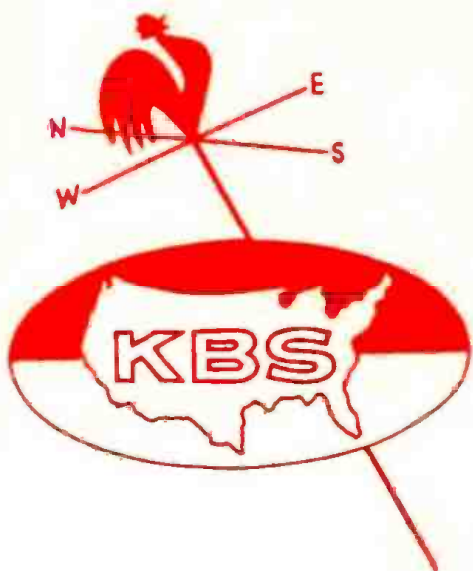
"We have broken attendance records almost everywhere," reports Mr. Latham. "In the Louisville Municipal Coliseum we drew 16,000 during Derby week—the biggest crowd ever recorded by a show, and second only to Billy Graham's appearance there."

Local disc jockeys have also cooperated with the touring troupe, interviewing the performers and, in many cases, playing some of their records. In this way, local radio has helped to build an audience for the network show as well as for the live performances.

Columbia Records has recorded a long playing album called the *Philip Morris Country Music Show* which is doing well all over the country. The album has proved a capable advance man wherever the show has appeared.

The show is much in demand for civic events and military bases. The troupe has entertained aboard an aircraft carrier at the Norfolk, Va., International Naval Review, at the Jamestown (Va.) Festival, at Fort Bragg, N. C., at Keesler Air Force Base, Miss., and at such events as the Marine Corps Reserve "Toys for Tots" show at Evansville, Ind.

Philip Morris has taken advantage of radio's economy, flexibility, coverage and audience loyalty—and has proved to itself and to the industry that "imaginative use of the medium" can lead to a resurgence of popularity and sales. • • •



KBS Seeks



Keystone affiliates provide active merchandising support, as witnessed by these aids for Carnation and Kellogg Co., among others.



There is a simple mathematical game that Keystone Broadcasting System has been playing successfully with advertisers and agencies for 18 years. You take the retail sales volume and other market facts of the small class C and D markets and then multiply by a given number of radio stations. The result amounts to an important chunk of America's total buying power.

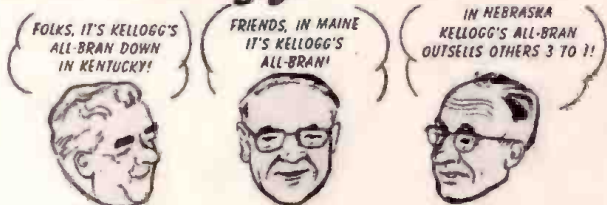
Specifically, KBS describes the elements of its mathematical equation:

- Total retail sales in the 2,308 C and D counties covered by KBS amount to 23.8 percent of the U.S. total, or \$45,728,107,000.
- Food and drug store sales in these markets come to 26 percent of the total, or \$12,039,627,000.
- The number of radio stations affiliated with the KBS network now total 1,029.

In its effort to serve rural and hometown America, KBS has undergone extensive growth. The number of stations that have affiliated illustrates this growth. In 1940 when the network started, there were 66

All over the country—

IT'S Kellogg's ALL-BRAN



ALL OVER THIS AREA it's Kellogg's All-Bran... wherever you go here is the new radio... on the old one... keep them... they're hooked with the original... the... it's better... ALL-BRAN... that's why after each radio drive... added to... when promotions... extra new... what has happened... Don't Let Them Get Away!

STATION
KBUN

Rural Markets

With 1,029 radio station affiliates,

Keystone's coverage stretches across

13 million radio homes in C and D counties

affiliates. The jump in stations to the present number is an increase of about 1,450 percent, KBS reports.

Of course, like most business enterprises, KBS has had days of rough going. Although started in 1940, the first national account wasn't signed until 1942. The first major hurdle, declares Sid Wolf, president of KBS, was convincing advertisers on the importance of C and D markets. "It took a few years before people realized that these areas were more than 'peanut whistles,'" he comments.

Takes Over

Mr. Wolf took over KBS in November 1940, after it was first organized in January of that year by another group.

Today, Keystone continues to stress the importance of C and D markets and is getting a greater listening ear from agencies than ever before, KBS declares. It is campaigning for higher allocations in budgets for the small market.

When television came along, Keystone had a stiff battle on its hands

because of the millions being poured into the new medium. And in 1949 and 1950 the network experienced some rough times. To an extent, Keystone is still fighting the battle of tv because of the visual medium's great demand on an ad budget. But surprisingly enough, it is the very nature of tv's high cost that is now proving to be a sales tool for the network.

Pointing to the strength of Keystone's basic concept, Mr. Wolf declares, "Since 1945, no less than 2,000 radio stations have gone on the air in rural areas. If these stations can prosper on local business, there's no reason why they can't perform the same service for the national account at the local point of sale."

The way Keystone functions is described by Mr. Wolf:

"KBS is a network affiliation of mainly small-town and rural markets located throughout the country. We have the same type of affiliation agreement with our stations that is made by other national networks, namely the two-year contract. We are not a wired network but a transcription network."

Keystone claims that its coverage throughout the U. S. extends to 31,144,846 radio homes, reaching a potential audience of 96,519,023 listeners. Affiliated stations are located primarily in C and D counties, although some stations are in A and B counties, where they provide some type of specialized program service (e.g., Negro programming on a Birmingham, Ala., affiliate).

C and D Coverage

Its potential coverage in the C and D counties amounts to 13,026,570 radio homes. This is 76.9 percent of total radio homes in these counties, KBS notes.

One of the significant things about Keystone's coverage is that 793 or 77.1 percent of its affiliates are in single-station markets, where ratings can be as high as 19.1, KBS declares.

It also adds that 972 or 94.6 percent of affiliates are in towns of 50,000 population or over, with the balance of affiliates covering communities whose populations are as small as 10,000.

The importance of C and D markets to Keystone as well as the advertiser is underlined by Noel Rhys, executive vice president, who states, "No less than 923 or 89.8 percent of KBS' affiliates are located exclusively in C and D markets. One of the most important developments in the history of Keystone is the growing emphasis on these counties in the current thinking of the national advertiser and his agency."

"So vital has this consideration become that we will momentarily release a map we just had run off showing the potential of the C and D areas to the national advertiser and agency."

In 1957, Keystone serviced 79 national accounts, some of whose yearly expenditures on the network ranged up to \$500,000. The advertiser list includes the names of some of the biggest national accounts.

Heavy Users

At present, two of the heaviest users of Keystone are Carnation Milk Co. and the Kellogg Co. Some of the other advertisers are Chrysler Corp. (Dodge cars), Ford Motor Co. (Edsel, Lincoln-Mercury and Ford trucks and cars), General Mills (five products), Lever Bros. (Breeze and Silver Dust), Sterling Drug (seven products), Procter & Gamble Co. (Tide), R. J. Reynolds Tobacco Co. (Salem) and National Biscuit Co. (Nabisco crackers and loaf bread).

Because Keystone is a transcribed network its method of operation is a little different. In the first place, when an advertiser evinces some interest in a particular buy, Keystone asks its affiliates to submit availabilities. The advertiser sees these and then has complete choice in making his buy.

As a rule, a minimum of 50 markets must be purchased, although Keystone makes no stipulation as to what markets must be picked. In certain cases, KBS will make its fa-

cilities available for tests of new products or marketing approaches, with advertisers in these cases permitted to purchase a handful of 10 markets.

The Keystone network has no option or must-buy agreements. A station submits what it has available. The advertiser picks the time periods and local programming he likes best.

For the most part, Keystone is used to supplement other media buys, including radio or tv. But in many cases—like farm accounts—the network can be used as a basic buy.

About 90 percent of Keystone's business is in one-minute announce-

ments that are mailed out to stations. Other business is in transcribed programs and announcements of various lengths.

Carnation, for example, has a 15-minute program that is heard across-the-board on more than 500 stations. Another company that uses special programming is Pet Milk Co. This firm employs the 30-minute *Grand Ole Opry* on more than 200 stations.

The cost to the agency and advertiser generally averages about \$2.50 a minute. The price depends on the length of the campaign, frequency of announcements and number of markets and type of market selected.

Stations are compensated by Keystone at a percentage of their national rate card.

Among the sales arguments Keystone takes before the national buyer are these:

- Network rates at extremely low cost.
- Flexibility in selecting radio coverage that can be patterned to an advertiser's specific requirements.
- An effective means of establishing a valuable sales franchise beyond metropolitan markets.

KBS Responsible

- Full responsibility by Keystone for the conduct of the campaign from inception to completion.
- Individual certificates of broadcast performance provided by each station, submitted to the advertising agency on a monthly basis.
- Merchandising support at the all-important point-of-purchase. The latter point has been one of the great strengths of Keystone. Affiliates have shown tremendous enthusiasm in lending this support. KBS believes that the reasons for this are two-fold. First, setting up point-of-sale displays gives the small-town station a certain amount of prestige. Secondly, it gives the station a chance to get closer to the retailer,

KBS NETWORK DIVISIONS

The Keystone Broadcasting System has split the 1,029 stations affiliated with it into three divisions: farm programming, Negro programming and stations located in college towns. In some cases there is overlap in offering more than one type of program.

The divisions and their stations are:

- Farm division —————
800 stations.
- Negro division —————
350 stations.
- College division —————
300 stations.

Whatever the reasons, this merchandising support is one of the pillars of the KBS operation. Referring to this support, the advertising manager of a national product wrote KBS:

"In the final analysis, it is cooperation like this together with the inherent advertising impact of your medium that has so importantly influenced the strong sales gains made. . . ."

support are made for the clients and agencies."

One of the interesting features of Keystone is that a great majority of its affiliates have special programming directed to particular interests. For example, over 80 percent of its affiliates have programming directed to the local farm audience. In addition, about 350 affiliates have special programs for the Negro audience and still another 300 stations are located

of the total farms in the country.

One of the statistical tools that KBS has developed to support its "rural and hometown" story is called the "Misplaced Sales Credits." The study, Keystone states, shows that 34 percent of total wholesale sales credited to 33 metropolitan areas are actually being retailed outside these areas.

Summing up Keystone's accomplishments and outlook, Mr. Wolf



Sidney Wolf, president of KBS.



Noel Rhys, executive vice pres.



Edwin Peterson, senior vice pres.

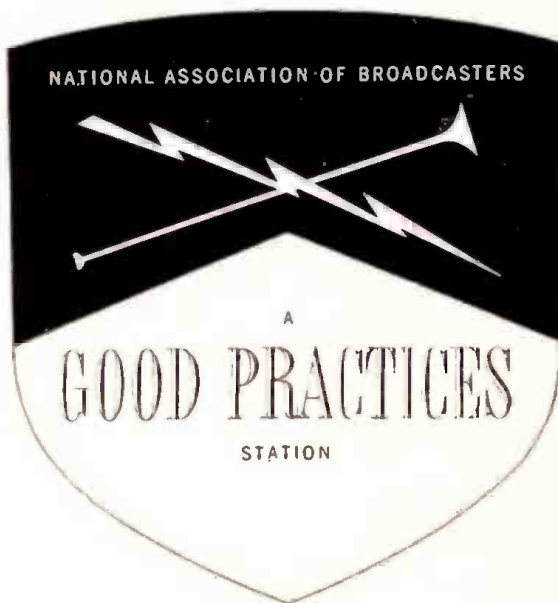
An accounting of the KBS merchandising support is given by Ed (Pete) Peterson, senior vice president:

"Counter displays are placed at points of sale; personal contacts are made with retail outlets; promotional letters are prepared by local station operators; wholesalers and jobbers are alerted to the local campaigns in their areas; full cooperation is given to the companies' own field men; checks on merchandising

in college towns and provide programming for the college listener.

Keystone stresses the part it plays in reaching the farm audience. It claims that the KBS combined coverage reaches 4,068,138 of the nation's farms, or 85 percent of the total. In 14 leading agricultural states—each state having 150,000 farms or over—Keystone claims that it reaches 88.9 percent of the farms. The farms in these states, according to Keystone, constitute 57.1 percent

declares, "Our original plans have been realized beyond our greatest expectations. For the past six or seven years the number of our affiliates have increased at a phenomenal rate. And this has coincided with an increase in our billing." Mr. Wolf also sees greater use of programming on the KBS network, as national advertisers become increasingly aware of the loyalty of the hometown listener and the sales importance of these combined markets. • • •




New NAB radio station symbol.

Convention Plans:

NAB

**Medium's business
outlook for 1958
will highlight
radio agenda**

 Radio should be getting its full share of the spotlight at the NAB convention in Los Angeles, according to plans coming out of the association's headquarters in Washington.

The 36th annual meeting, which is scheduled to take place April 27 through May 1, is expected to draw close to 1,000 representatives from broadcasting, advertising and allied fields. The radio agenda will highlight the medium's business outlook in 1958.

A key part of this agenda will be a 90-minute sales presentation by RAB on Wednesday, April 30. It is called "Your Future Is Sound" and will deal with the extent to which advertisers are using radio as a primary medium.

Among other radio features of the convention will be the medium's role in national defense and the standards of good practice in broadcasting. John F. Meagher, vice president

for radio at NAB, will preside over all convention radio sessions.

Although final plans were not complete at press time, information available from NAB bespeaks an agenda of hard-rock importance for all those interested in the sound medium. And a neat tie-in with the convention for the radio industry is the fact that the concluding day is the kick-off date for National Radio Month.

The theme for this commemoration, which will be carried to every corner of the U. S., will be "Radio Is Close to You." Mr. Meagher explains that the theme was selected to dramatize the personal role which radio plays in the lives of Americans.

Week-to-week variations of the theme are planned to maintain interest in the observance which, for the first time, will be extended from a week to a month, NAB states.



John F. Meagher, NAB radio vice pres.



Merrill Lindsay, NAB radio board chmn.



J. Frank Jarman, convention co-chmn.

Shapes Radio's Agenda

The association's kit to radio stations includes spot announcements to guarantee variety throughout the month.

There will be an fm panel session on Monday morning. Ray Green, WFLN Philadelphia, Pa., chairman of the NAB's fm radio committee, will preside.

Merrill Lindsay, WSOY Decatur, Ill., chairman of the radio board of NAB, will address broadcasters on Tuesday. He will talk about the state of radio today and plans for Radio Month. His remarks will be followed by a panel on "This Business of Radio—Inventory 1958." This will feature Matthew J. Culligan, vice president in charge of NBC Radio, and Frank M. Headley, president of Station Representatives Association, as well as F. C. Sowell, WLAC Nashville, chairman of the am radio committee.

Radio's role in national defense will be highlighted Tuesday afternoon in a session that will comprise Commissioner Robert E. Lee of the FCC and Kenneth W. Miller, U. S. supervisor of CONELRAD.

On Wednesday afternoon there will be a presentation based on NAB's new audio-visual symbols of good practice. The session is called "Good Practices are Good Business." Worth Kramer, WJR Detroit, chairman of NAB's standards of good practice committee, will preside.

The annual banquet will be held Wednesday evening and will feature an ASCAP-produced show.

In light of industry and government interest in the problems of music licensing, NAB has decided to replace a radio management session Thursday morning with a meeting for the organization of an all-industry music licensing committee con-

posed of members and non-members of NAB.

Facilities of both the Statler and Baltimore hotels in Los Angeles will be used for the NAB conclave.

Members of the NAB convention committee, in addition to Mr. Lindsay, are: co-chairmen, J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers, KDUB-TV Lubbock, Tex.; Thomas C. Bostic, KIMA Yakima, Wash.; William C. Grove, KFBC Cheyenne, Wyo.; Robert Reynolds, KMPC Los Angeles; John Fetzer, WKZO-AM-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-AM-TV Portland, Ore.; James D. Russell, KKTV Colorado Springs, Colo., and Harold P. See, KRON-TV San Francisco.

NAB's 12th annual Broadcast Engineering Conference will be held concurrently with the convention at the Statler Hotel. • • •

U.S. RADIO...

*the monthly magazine for buyers
and sellers of radio advertising*

Looks forward to seeing you at the

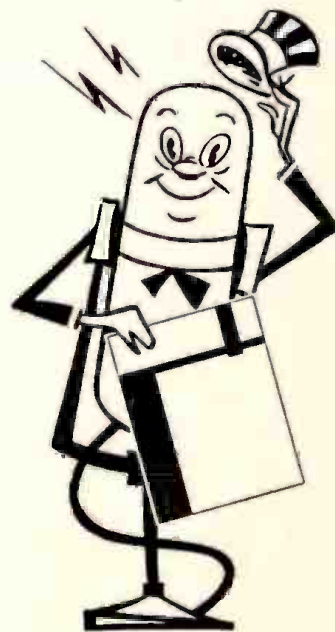
NAB Convention

... in Los Angeles

... April 27 - May 1

*We'll be there, of course . . . Come on up to the room, our staff sure would like to meet all of you. And if you can't make the convention, remember—**RADIO** will have top coverage. Be sure to see our **Convention Issue** (out April 27) . . . it'll be loaded with full convention data about **RADIO** . . . in addition to all our regular features.**


* Closing date for Convention Issue advertising space is April 14



Radio in Public Service



Westinghouse Public Service Conference brings together Don McGannon, WBC pres., and Sen. John Kennedy.

 Public service programming—for many years considered nothing more than a broadcaster's FCC obligation—has been showing new lustre on the local scene. Advertisers, too, are expressing new interest in high-quality programming of this type.

Evidence of the new enthusiasm for public service formats has been the Westinghouse Broadcasting Co.'s Baltimore Conference on Local Public Service Broadcasting.

Speaking to representatives from more than 325 radio and television stations, Donald H. McGannon, president of WBC, said, "As broadcasters we can no longer afford to give lip service to the phrase, 'public interest,' as contained within the statute under which we are all licensed. We must not look upon it as a legislative device of entrapment, but as a mandate literally passed to us by the American people through their elected representatives."

Leading agency and broadcasting executives pointed out that more public service programming need not necessarily mean red ink on the ledger sheets for the local broadcaster. A. W. Dannenbaum Jr., Westinghouse vice president, said that broadcasters are so aware of the cost-per-thousand yardstick that they and agency media people may be overlooking other important considerations, including the "effectiveness-per-thousand" gauge. Some pro-

grams have greater impact than others, Mr. Dannenbaum commented, and public service broadcasts are well up on the impact scale because they appeal to a basic human need, and involve the individual's emotions.

To support public service broadcasts and to make them pay, "the broadcaster should put as much effort into promoting and publicizing them as they do when selling commercial content," according to David Partridge, advertising and sales promotion manager for Westinghouse. Proper promotion is essential, since without it "there won't be very much service because the public won't be paying any attention to your program." John R. Hurlbut, promotion and publicity director, WFBM-AM-TV Indianapolis, Ind., pointed out.

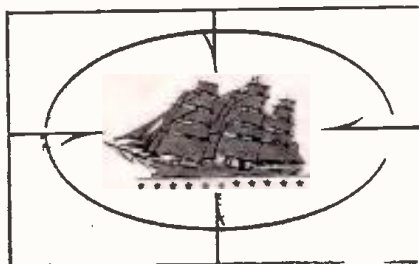
Promotion and publicity, as well as program content, is vital to a radio news operation, according to James Snyder, news director, KDKA Pittsburgh, Pa. He said that three different "publics" must be sold on the

news operation—the sponsors, the audience and the newspapers. "If people don't hear us, we want them to hear about us," Mr. Snyder said.

During the panel discussion on radio news, broadcasters argued the merits of 15-minute versus five-minute newscasts, with advocates of both formats supporting their views with station success stories. Panelists noted the trend toward more and more sponsor acceptance for news shows.

Once the news has been reported, should stations then take sides and editorialize? The decision to editorialize is up to the individual broadcaster, in the opinion of Warren Baker, general counsel for the FCC. The government watchdog is only interested, he said, in seeing that fair and equal presentation is offered the "other side" on definitely controversial issues. Mr. Baker explained the FCC position prior to a panel discussion in which John P. Crohan, vice president and station manager, WICE Providence, R. I., said that the need for editorializing is particularly important in communities where there is only one strong newspaper, or where all the papers are monopoly-owned and express the same editorial opinion.

In the award spotlight, WSB Atlanta, Ga., won WBC's Radio-Television History Award Contest for its program "Witness," a study of the Civil War. Runners-up were WBAL-TV Baltimore and KRON-TV San Francisco. • • •



focus on radio



OPERATION AIRWATCH HELPS motorists untie traffic snarls as this helicopter from KABC Los Angeles broadcasts up-to-the-minute traffic conditions in the greater Los Angeles area. Started as a community service, Airwatch is now fully sponsored 16 times a day.

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



WHEEL OF FORTUNE spins for listeners to WFIL Philadelphia, Pa., as station inaugurates "WFIL Dollar" promotion. The wheel turns up a winning serial number every hour. Mrs. Mary Muthig wins \$840 while Bill Webber, WFIL personality, congratulates her. Performers Phil Sheridan (left) and Stu Wayne get set to give the wheel another whirl.



WALT AND CIRCUS clowns make merry in Tampa, Fla. Bob Walters, disc jockey, is shown here getting into the circus spirit. He was guest m.c. at the opening performance of the Ringling Brothers, Barnum and Bailey Circus.



SNOW TAKES RICHMOND as Yankee weather invades Virginia last month. WRVA turns attack into a radio victory by sponsoring contest to see who could build the biggest snowman displaying the station's call letters. David Mayers stands beside his entry, which won top prize.



WCBS NEW YORK aids education by donating recordings of hour-long roundup of the "Big News of '57" to 325 schools in the New York area. Sam Slate, general manager, presents Mayor Robert F. Wagner (center) with copy of program. With them (left) is Richard L. Stahlberger, the station's sales promotion manager.



DEEPFREEZE IN OMAHA, Neb., fails to cool its citizens' warm-hearted response to WOW's appeal for the 1958 Heart Fund drive. Protected by vintage overcoats from the sub-zero temperatures, station personalities Al Lamm (left) and Joe Martin move their shows outside studio to work for the charity.

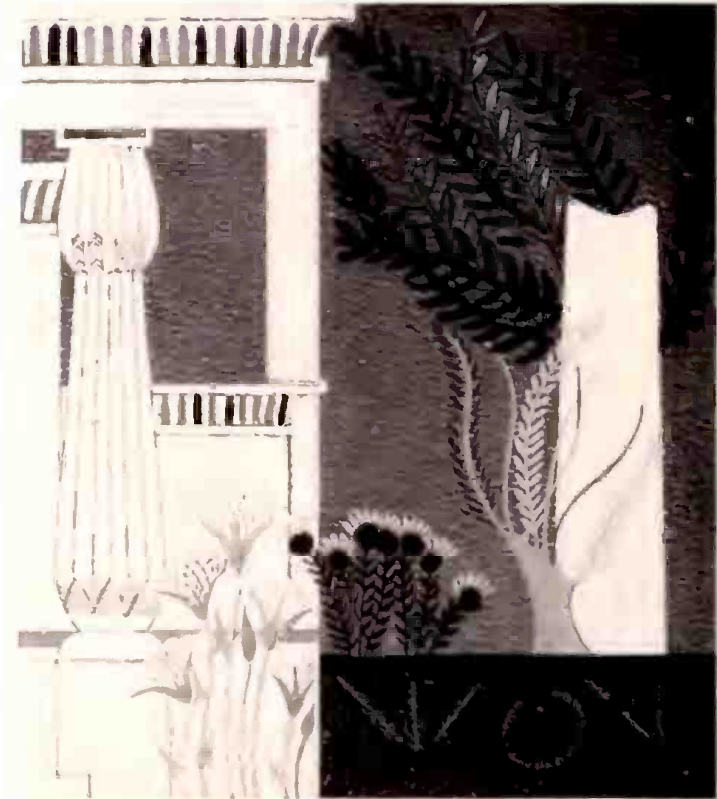


IT'S A DOG'S life. This revelation comes to the fore at KBIG Catalina, Calif., where this "sturdy" dog gets the best of care from (left to right) Marvin Beineke, representative of Sturdy Dog Food, which sponsors an afternoon newscast; Alan Lisser, KBIG program director, and Craig Sandford, president of Sturdy.



TWO MOBILE UNITS, one inside the other, cover news for WSKN Saugerties, N. Y. Shown inside the 27-foot trailer, completely equipped for broadcasting, is the station's 770-pound German Isetta. Jeep alongside hauls the trailer and is also equipped as a broadcast unit. Admiring the set-up is John P. Lynker (left), station president, and W. Irving Rose, vice president and director of sales.

as basic as the alphabet



EGYPTIAN

Peering back through the mists of time, many scholars believe that our letter B started as the Egyptian picture-sign for courtyard or house.



PHOENICIAN

Somewhat later, the Semitic inventors of the alphabet adapted the house-sign and let it stand for the first sound of beth (house),



GREEK

In the early Greek writing (boustrophedon or ox-turning), alternate lines read from right to left, then left to right. The result was a mirror-image letter, beta.



ROMAN

Liking the archaic Greek letter, the Romans carved it in stone in the rounded form we know and use today.



Historical data by

Dr. Donald J. Lloyd, Wayne State University

The basic letters for successful radio advertising in Detroit and southeastern Michigan are WWJ. This is Detroit's *original* radio station—the friendly voice that has entertained and informed most of today's adult Detroiters since their childhood—the welcome voice that holds a unique place in the hearts and loyalties of its listeners.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

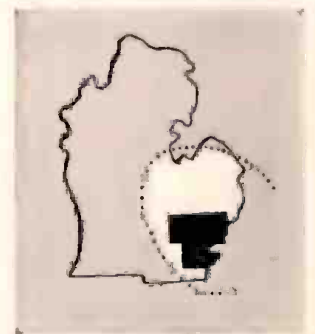
WWJ AM and FM
RADIO

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peter₃, Griffin, Woodward, Inc.

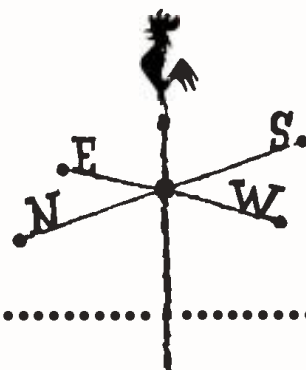


Best radio buy to reach most Michigan consumers.

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

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers




Disc Jockey's Changing Role Is Viewed

*Storz conference studies d.j.'s
changing role in
mapping programming trends*



Some of the more than 2,000 persons who attended the first annual Pop Music Disc Jockey Convention, sponsored by the Storz Stations, to examine radio trends.

 The disc jockey, long regarded as strictly a talent, is adding other dimensions to his character, according to a recent industry gathering. Statements made at this conclave would indicate that as more advertising dollars go to independent programming, the d.j. is beginning to take on both the role and responsibilities of the big businessman.

This new position was much in evidence at the first annual Pop Music Disc Jockey Convention, held in Kansas City, Mo., last month. Sponsored by the Storz Stations, the meeting brought together 1,110 representatives of station management and the major recording companies, as well as approximately 1,000 disc jockeys.

Major emphasis during the three-day conference was placed on the disc jockey's new status as a "professional man" and upon his interest in more flexible programming.

During many of the panel discussions and forums, verbal salvos were fired at the programming rigidity implicit in top 10 and formula operations.

Mr. Storz, in his message to the convention, outlined the changing role and new responsibilities of the disc jockey. He said: "For some time, independents, though more numerous, did not achieve importance or influence in radio's overall picture. Then came the revolution! Television entered the picture . . . Am stations, as previously conceived and operated, lost ground steadily as tv took over the living room.

New Era

"Enter here the new era of radio," Mr. Storz commented. "The first successful years were rewarding for the d.j. in his new-found glory and for the stations, too. But with more importance came more responsibility, greater competition and an increased obligation on the part of disc jockeys to listeners, advertisers and stations."

Determining how best to fulfill this three-fold responsibility constituted the main purpose of the convention, according to Bill Stewart, national program director for the Storz Stations and coordinator for the convention. "Only by bringing this great array of talent together in a free exchange of ideas and objectives can we grow as an industry."

The commercial point of view was strongly emphasized in the many opinions offered on the improvement of music formats. One of the most outspoken proponents of the need for revamped programming was Mitch Miller, Columbia recording artist.

Mr. Miller objected to "the abdication of your programming to the corner record shop; to the pre-shave crowd that makes up 12 percent of the country's population and

zero percent of its buying power."

He pointed out that 75 percent of the population is over 14 years old and forms the majority of listeners, and that these adults "want variety, musicianship, a little bit of literacy and a bit more sophistication in their music."

Adam Young, president of Adam Young Inc., national representatives, stressed the importance of the older teenager as "tomorrow's customer," and remarked that they represent "in certain fields purchasing power and in others fields influence on their parents." Mr. Young also declared that "the good music-and-news stations have great dominance among the young housewives and are particularly dominant in the 20 to 40 age group, the group in which typical families appear to have the greatest purchasing power."

Reed Farrell, KWK St. Louis, Mo., advocated appealing to this group because "while the teenager can help to hypo ratings, results from sponsors must have equal importance.

"The Storz, McLendon, Bartell, Plough groups and other smart independents have been successful not only by being influential in record

sales to teenagers, but also by being clever and original in production techniques, news coverage, station sounds and personality development. They went to the markets where there was no rock and roll and without competition captured the teenage market. Why not now go where there is nothing but teenage rock and roll programming and offer something different?" Mr. Farrell asked.

In any case, Gordon McLendon, president of the McLendon stations, believes radio will be so successful in the near future that it will cut sharply into newspaper advertising budgets. Agency media people, he told the meeting, are discovering that newspaper circulation does not necessarily mean readership.

Harold Krelstein, president of the Plough stations, urged disc jockeys to "stand up and be counted" in their communities, to be consistent in their principles and not go by a day-to-day policy. Failure to do this results, he feels, in loss of community identification for both the d. j. and the station.

This "personal" quality of radio was also emphasized by John Box Jr., executive vice president of the Balaban stations. "The Balaban approach to formula programming is based upon the modern concept of radio as a personal medium. I firmly believe that the disc jockey or personality is an integral part of the formula radio that will survive when the rock and roll operators find themselves surrounded by operations that sound exactly as they do. . . . I believe it takes a disc jockey or personality to do the best selling job for sponsors. His indispensable attribute is that he is the kind of guy every listener would like to have as a companion."

Mr. Stewart of the Storz Stations will coordinate the second annual d. j. convention, which has been announced for March of next year. The meeting will again be held in Kansas City, and it is hoped, a Storz spokesman said, that agency and advertiser representatives will attend the 1959 session. • • •



"Granddaddy" Martin Block as he appeared at Kansas City, Mo., disc jockey meeting.

commercial clinic



Agency Executive Recommends

Institutional Approach

For the Local Advertiser

The local advertiser should make more extensive use in his radio copy of the institutional approach to selling, according to Howard M. Wilson, vice president and copy director, Kenyon & Eckhardt Inc., New York.

Mr. Wilson advocates this copy line in spite of the fact that "both national and local advertisers usually tend to consider institutional commercials a luxury to be indulged only in good times when sales are booming. As soon as people become more cautious about their spending," he comments, "clients quite naturally concern themselves with moving the goods off the shelves instead of with creating a friendly, reliable picture of their firm in the mind of the consumer. They then turn almost exclusively to direct sell copy which confines itself to extolling the merits of the particular product."

Local Retailer

What the local retailer sometimes fails to realize, Mr. Wilson points out, is that his selling problem is in some respects quite different from that of the national advertiser. To move goods off his shelves the local man is almost obliged to show his customers that he and his personnel are nicer, more accommodating and friendlier than his competitor.

The national advertiser, on the other hand, is not so dependent on personalizing his corporation and its personnel to the consumer because in most cases he has no control over

his distributors, Mr. Wilson believes. The customer comes in contact with independent businessmen, who may carry several competing lines of goods.

As a result, the national company must rely for sales primarily on convincing the consumer that his product is superior, Mr. Wilson states, and in many instances, only secondarily on the fact that the company behind it stands for integrity, progress and public service as well as private profit.



Howard M. Wilson, K&E v.p.

Since the advertiser over the local radio station is often the man who carries goods manufactured by many national advertisers, Mr. Wilson points out, he should sell his own "institution." The local man should convince his public that his company offers the best service available in town and the national advertiser should convince the public that his

product is the best on the market for the customer's needs.

"Naturally I'm not advocating that the local advertiser omit news about his products, his prices and his values," Mr. Wilson continues. "The public wants to know these things. But I do believe that when the owner of a department store gets on the radio and talks about his company he is doing institutional advertising and selling goods in the process. After all, to most people in that town he is the institution."

"Humanize" Companies

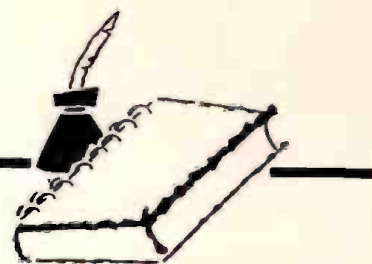
Mr. Wilson states that where a company man cannot or does not want to do commercials himself, the local announcer or disc jockey should get to know the advertiser's store or service and "humanize" the company for the consumer.

"The corporation today is a personality," Mr. Wilson says. "It is like a human being, and the bigger and more complicated it gets the more neuroses and complexes it acquires. It wants to create the impression in the public mind of being a pleasant well-balanced personality, just as most of us do."

"Radio," Mr. Wilson says, "on the national level is most useful for creating a corporate image when the problem and the solution are easily defined and relatively simple. Radio is best when you want to create a quick impression and don't require reflection and leisure for your message to penetrate." • • •



station log



Courtroom Coverage; Emergency Operations

RADIO ACTIVITY

Microphones in the courtroom took another step closer to acceptance during a recent murder trial in Omaha, Neb. Although barred until the final day, reporters set up remote broadcast equipment in the corridor. KFAB's Glenn Desmond averaged six on-the-scene broadcasts a day during the two and one-half week trial. WOW reports that when the judge allowed the microphones into the courtroom to air the actual verdict, he admitted that the coverage "did not disrupt the decorum of the court."

- Snowbound Allentown, Pa., depended on radio for information during winter's "worst storm in 50 years" in the area. WKAP, which stayed on the air for 60 straight hours, claims it received thousands of telephone calls. The station says it carried announcements of road conditions, public transportation, appeals for snow removal help, school



Baseball is in the air. Sponsor team for Baltimore Oriole games over WTOP Washington, D. C., includes A. Krieger and LeRoy Cohen of Gunther Brewing Co., T. J. Kurdle of Esskay Meat Products, William Goehegan of Gunther, T. E. Schludberg of Esskay and Lloyd W. Dennis, WTOP vice president.

and industrial plant schedules and requests for emergency fire, food and ambulance numbers. WKAP's staff aided the authorities in 50 maternal, food and medical emergencies.

- According to KITE San Antonio, Tex., H. L. Ingersoll, man-

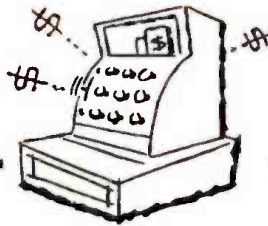
ager of A & A Credit Service, a local finance company, doesn't have to be convinced about radio's immediacy. As he stared down the barrel of a hold-up man's pistol, Mr. Ingersoll was interviewed over KITE's "beeper phone" by the station's news editor. KITE put in the call after picking up a "holdup in progress" report from the police radio. Just to complete the coverage, the station gave an on-the-scene account minutes later as the hold-up man shot it out with police.

- A public service campaign to bring children closer to their fathers has been started by a committee underwritten by DCA Food Industries Inc., New York. The group is promoting "Fun with Pop" with the help of one major medium in each city. Several radio stations have joined the campaign, and the committee has stated its preference for radio in reaching the youngsters. A national essay contest, culminating Fathers' Day, will be conducted to find the "Nation's Happiest Pop." The six-week campaign, running from June 1 to July 15, will cost about \$1 million. Valuable prizes will be given to local champions.●●●



Smiling salesmen surround Al Wolins, executive vice president of McDaniel's Super Food Markets of Los Angeles, as he signs for 20,000 spots on five area stations. Standing (left to right) are Bob Kaufman of KFWB Los Angeles; Bob McAndrews of KBIG Avalon; Loyal King of KXLA Pasadena; Mort Sidley of KLAC Los Angeles, and Frank Crane of KDAY Santa Monica.

radio registers



HOME BUILDER

Home Builders Association contracted for a series of spot announcements over KDKA Pittsburgh, Pa., to promote the sale of homes in various developments — at a cost of \$324 per week. Two days after the announcements began, Sampson Bros., a member of the association, had sold 21 homes in bad weather. Five extra salesmen had to be brought in, says the client, and they were not enough to handle "the crowds of people." The spot schedule is now running on a continuing basis.

TEEN-AGE DANCES

When Skateland, a Pueblo, Colo., skating rink, decided to run dances for teen-agers, it called on KCSJ to promote the events. A KCSJ disc jockey moved his record show to the rink at a cost to Skateland, which sponsored the event, of \$150 on the night of the first dance. Results: 1,150 persons attended at 50 cents apiece. A second dance the following week drew 1,300.

APPLIANCE SALE

Olympia Food Lockers, Olympia, Wash., burned down recently at 6 a.m. Sears Roebuck & Co. phoned KGY at 10 a.m. with an order for 20 spots announcing that it would store all food salvaged by Olympia's customers at Sears' deepfreeze warehouse. By the end of the day, 41 of the persons who had accepted the offer also purchased deepfreeze units. Results are traced directly to radio, as the local newspaper did not hit the street until 4 p.m.

PHARMACY

The Hall Drug Co. of Jefferson City, Mo., spent \$36 for a one-minute announcement a day over a five-day period on KLIK to hypo sales of Dristan, a cold remedy. On the third day, Hall notified KLIK that they were completely sold out and a check of other pharmacies in a six-county area indicated either that they were also sold out or their stocks were nearly depleted. KLIK's method: live "beeper-phone" conversations with satisfied customers. A check by the store revealed, according to its owner, that when asked where they heard of Dristan, radio was the predominant answer.

RANKS 11th

IN THE NATION

in per family income
(\$7,339.00)

Source: 1957 Survey
of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL



AM
FM
TV

TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN **97.3%** OF ALL
QUARTER
HOURS

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES
DELIVERED BY **55%**

Day or night monthly. Best buy
day or night, weekly or daily, is
WRBL—NCS No. 2.

WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.

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

*** U.S. RADIO**

for the buyers and sellers of
radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET
NEW YORK 19, NEW YORK

Both Hooper and Pulse Prove

WEBC

Leads ALL DAY in
Duluth and Superior

MORNING	
HOOPER	50.9%
PULSE	42%

AFTERNOON	
HOOPER	52.5%
PULSE	46%

EVENING	
PULSE	42%

SHARE OF AUDIENCE

SEE YOUR HOLLINGBERY MAN
In Minneapolis See Bill Hurley

report from RAB

Summertime Is Hot

For the Advertiser, Too.

RAB Evidence Shows

Radio, in contrast to other media, does not lose circulation when the temperature rises. Recognizing this fact, advertisers with products or services that need summer pushing have been turning to radio. Indications are, according to the Radio Advertising Bureau, that radio will be in for an even bigger share of summer allocations in 1958.

Advertisers are buying summer radio to reach its vast, out-of-home audiences. The Pulse Inc. reports that out-of-home listeners last summer added 25 percent to radio's in-home audiences. As might be expected, these audiences soar over the weekend driving period. On Saturday and Sunday afternoons and evenings in the summer of 1957 out-of-home audiences averaged from 10 to 33 percent more than the winter ones. Even during the week out-of-home listening was substantial.

Car radio is only a part of the summer radio picture, however. Advertisers know they can reach customers through the some 11 million portable sets in use. A Pulse study shows that 41.2 percent of the groups visiting parks, beaches and picnic grounds on a summer day have portable sets with them. And what's more important, 71.9 percent of these sets were in use when the survey was made.

In-Home Listening

In home listening, RAB states, remains strong in the summer months. Pulse figures show very little difference between radio's winter and summer in-home audiences. For example, for the 6 a.m. to 12 noon weekday period, it is 21.96 percent for summer and 21.99 percent for winter. Other weekday time segments reveal little variation between seasons.

Radio's summertime rise is in sharp contrast to hot-weather conditions usually prevailing in other media. RAB points out. Printed media exposure declines in the summer when families are outdoors more, and so does television. In the average summer week, according to Pulse in 27 major markets, tv drops 19 percent below its average winter viewing level.

National spot radio, on the other hand, in June, July and August billed more than one third of the record spending in this medium for the first nine months of 1957, according to RAB.

This was not always the case. When summer rolled around, advertisers pulled in their horns. It happened in all media, radio included.

Radio began to outdistance its competitors when American summertime buying habits began to change. People are taking more trips and are spending more money when they take them, RAB says. Americans have more leisure hours today when they can go outdoors, travel and see the sights. But they carry their basic buying habits with them. And they carry their radios.

Sales Time

As the facts in one of RAB's summer presentations ("Some Like It Hot . . . Especially Summer Radio Advertisers") prove, for many products and services, summertime is the most important selling time of the year. For instance:

- More train and plane travelling is done in the summer months than during the rest of the year.
- People spend more dollars on fixing up, cleaning up and adding improvements to their homes.
- More people go out, eat out and buy entertainment.
- Summer months are among the biggest in the year for car dealers, hardware stores, grocers, filling stations, building materials dealers, drug stores, bottlers and brewers.
- In total retail sales, June is bigger than April and September; July is usually bigger than March or February, and August is always superior to January, February and March.

Radio's summertime value to the advertiser is reflected in set sales. Of the 15.4 million sets produced in 1957, 3.2 million were portables. Automobile set sales hit 5.4 million, more than 713,000 over the figures for 1956.

With America at play and on-the-go in the summer, radio gets the biggest play. ● ● ●



Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every*

American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N. Y.



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

BEFORE BUYING RADIO

IN KENTUCKIANA

Check your

John Blair Man

or

Bill Spencer

at



1080 KC

Mr. Advertiser:
**DON'T LOOK DOWN
ON SOMETHING YOU
HAVEN'T
LOOKED UP!**

**SPECIALIZED NEGRO
PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI
For availabilities call Humboldt 3-3100
Represented Nationally by—
John E. Pearson Company

report from representatives



Christal Links Stations

For Commercial Broadcast:

Walker Co. Reorganized

The Henry I. Christal Co. has announced that it set up a direct-wire national radio hookup, linking together commercially for the first time all 18 of the stations it represents. The occasion was the NCAA basketball championship game on March 22.

The basketball championships over the Christal-represented stations originated from Freedom Hall at the Kentucky State Fair grounds, through the facilities of WHAS Louisville. WHAS sportscaster Cawood Ledford handled the play-by-play.

The broadcast was co-sponsored by Brown & Williamson Tobacco Co., through Ted Bates & Co., New York. The other half of the program was purchased by Gulf Oil Corp., through Young & Rubicam Inc., New York, and H-A Hair Arranger, through R. Jack Scott Inc., Chicago, in markets within their respective distribution areas.

Country Music Link

Charles Bernard & Co. has completed a sale to a national advertiser, Sinclair Refining Co., tying together for the first time all of Bernard's 18 stations. Mr. Bernard says billing and scheduling will be handled as a unit.

The representative reports that Sinclair purchased an initial 18-station line-up starting March 21 for 40 weeks, until the end of the year.

The oil company will use a saturation spot schedule of its "five-second safety pattern" announcements, utilizing morning and evening "traffic hours." Morey, Humm & Warwick Inc., New York, is the agency for Sinclair.

Walker-Rewalt

The Walker Representation Co. Inc. has been rechristened The Walker-Rewalt Co. Inc., and Otis Rewalt has moved up from vice president to execu-

tive vice president in the new set-up. Wythe Walker continues as president of the radio-tv representative firm.

Mr. Walker established the firm in Chicago 15 years ago and was joined by Mr. Rewalt in 1946 when the company's headquarters was moved to New York. Mr. Rewalt became a vice president in 1952.

Walker-Rewalt has branch offices in Boston, Atlanta, Chicago, Los Angeles and San Francisco, and will move to larger quarters in May at 347 Madison Ave., New York, where it is presently located.

New Office

Venard, Rintoul & McConnell Inc., radio and tv representative, has opened an office in Dallas, Tex., with Clyde Melville in charge. Other offices are in New York, Chicago, Los Angeles and San Francisco. At the same time, WVKO Columbus, O., has announced the appointment of the firm as its representative.

Brown Advises TAB

Speaking before the Texas Association of Broadcasters, Clarke R. Brown, president of Clarke R. Brown Co., southern station representatives, advised station operators to maintain one rate card for local operators and another one for regional and national accounts.

He said, "Your local or retail card should be held strictly for bonafide 'retail accounts.' All other accounts regardless of geographical origin—if they are a specific product or service offered for resale through any multiple of radio outlets—should pay strictly on the basis of your general card or cards.

"By strict adherence to the rule," he stated, "you are insuring your own future in this business." • • •



John Blair (seated) chats with some of his staff members as they appeared nearly 20 years ago. All but one are still close to the organization. Left to right, Gail Blocki; Paul Ray, retired manager of the Chicago office; Blake Blair, treasurer, John Blair & Co., and Charles Dilcher, manager of the Atlanta office.

25 Years Selling Spot Radio



This month marks the 25th anniversary of John Blair & Co.

A quarter of a century ago a young man seeking fame and fortune would have been advised to "go West." But John Blair found both by going East.

In the 25 years since Mr. Blair and his early partners, Humbolt Grieg and Lindsey Spight, opened their doors in San Francisco, the Blair organization has moved eastward across the country expanding with the broadcasting industry. Blair predicts that 1958 will be the best year in its history.

From his vantage point as one of radio's pioneers, Mr. Blair looks back into the past, commenting on radio's lean years and its good years, and he looks ahead into broadcasting's future, which he feels "will play a still greater part in American business life.

"For broadcasting," he says, "is the most personal form of communication between the makers of consumer goods and the customers on whose volume the very existence of mass production depends. I am convinced that the power of broadcast advertising has been a vital factor in the acceleration of American business to a production pace of which we could hardly have dreamed a generation ago."

A generation ago the Blair organization was accelerating at a rapid pace itself. In the first year of operation it opened two new offices—in Chicago and then New York—in addition to its original jumping-off place in San Francisco. Since then the company has added branches in Boston; Detroit; Los Angeles; Seattle, Wash.; St. Louis, Mo.; Dallas, Tex., and Atlanta, Ga. It now serves 44 stations, most of which are in major markets.

As the company has grown, Mr. Blair has noted important changes in the broadcasting industry. "The past 25 years have seen a revolution in radio," he says. "Local programming—keyed to the interests and tastes of the station's own area—is the foundation of radio's strength and vitality today. Years ago, in cooperation with a group of our major stations, our organization made exhaustive studies of effective program techniques, studies which I believe hastened the trend to the local personality programs."

In 1954 when spot radio suffered a slump, Blair's business declined only slightly. At that time the firm decided to increase its efforts to show the advertiser how spot radio could bring him more business. The representative has since worked up presentations, as a part of its sales development program, designed to sell spot radio to advertisers and agen-

cies who do not use the medium.

The Blair organization's faith in the broadcasting industry's value to clients will soon take a tangible form when the company erects a new 10-story building in Chicago. "Our decision to erect a modern office building reflects our great confidence in the continuing growth of the broadcasting industry," Mr. Blair states.

The proposed building will occupy the southeast corner of Michigan Avenue at Erie Street.

Mr. Blair attributes the growth of his firm to "our biggest asset—people." He believes that the quality job is done by quality people. Blair employees, now totaling 135, have a liberal pension plan and share in the company's profits. The firm is wholly owned by 50 of its employees, and claims a relatively low turnover rate.

Mr. Spight, one of Mr. Blair's original partners, is still vice president of the western division. Mr. Grieg left to become a vice president of ABC and then went into tv station ownership. The firm's name was originally Grieg, Blair & Spight, but was changed to John Blair & Co. in 1935, which still deals exclusively in radio. Blair Tv and Blair Tv Associates were developed later, the former representing television stations in the top 25 markets, while the latter handles those in other markets. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Mail response on a recent KFAL program drew mail from 67 counties of Missouri, 8 counties of Illinois, and 4 counties of Iowa. *AND—There was no giveaway. Just a "thank you" note or letter from appreciative listeners.*

Buy a big audience at low cost-per-thousand every day on KFAL. Request NCS#2 for details of Mid-Missouri's most listened-to Station.

Contact—INDIE SALES, INC.

or

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts



CHECK ALL THREE

Size of Audience . . . because WREN delivers nearly half of all the homes in the Topeka market every single day.

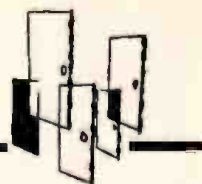
Quality of Audience . . . because WREN'S all-round programming appeals to a buying class, not the sophomore class.

Cost of Audience . . . because WREN'S rates are reasonable. Check with your George P. Uoltingbery man.

5000 WATTS • TOPEKA, KANSAS



report from agencies



Judge Attacks Ad Tax As Dangerous And Discriminatory

Much has been said and written about the attempts of a handful of city governments to impose special taxation on advertising. One of the most forthright presentations has been made by former Judge Joseph Sherbow of Baltimore, Md., who was instrumental in obtaining a repeal of the advertising tax in his city. He outlined his objections to the tax in a speech before the Radio-Television Executives Society in New York.

In substance, he counseled advertising agencies, their clients and the media through which they sell that they must all band together to prevent the spread of discriminatory advertising taxation, if they wish to keep their freedom and their profits.

Judge Sherbow, legal representative to the Maryland Advertising Council, pointed out the "great dangers inherent in this form of taxation" should it spread to other communities.

The judge credited the members of the Maryland Advertising Council with "moulding into a fighting team all the opponents of the taxes," which included labor as well as merchants and media personnel. This quick action, spearheaded by the advertising profession, the judge said, was responsible for a law passed in the state legislature and

signed into effect by Governor Theodore McKeldin, which "prevents Baltimore City and every other local subdivision of the state of Maryland from ever again imposing discriminatory taxes on advertising from and after December 31, 1958."

When members of the advertising profession appeared before the Baltimore City Council to protest the levy, they made the following points, Judge Sherbow said:

- "National advertising brings into the community money from the outside. Dry up this resource and the community will suffer. Baltimore must compete with every other city for the advertising dollar. With these taxes in effect, the advertiser will go elsewhere to spend his money.
- "The media cannot absorb the taxes.
- "There will be a competitive advantage for the merchant in nearby counties who would not have to pay these taxes."

The radio stations pointed out, the judge said, that they—especially the smaller ones—might have to move from the city into adjoining counties. The weekly newspapers said they were in the same boat. • • •



Joining forces against ad tax are (left to right) James Proud, president of the Advertising Federation of America; Frederic Gamble, president of A.A.A.A.; Judge Joseph Sherbow, counsel to the Maryland Advertising Council, and John Daly, president of R.T.E.S. and a vice president of the ABC radio and tv network

How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.



And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-

powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

SEND YOUR TRUTH DOLLARS TO
CRUSADE for FREEDOM
CARE OF YOUR LOCAL POSTMASTER



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

...



*** U.S. RADIO**

for the buyers and sellers of radio advertising

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

ISSUED MONTHLY

● ONE YEAR \$3.00

● TWO YEARS \$5.00

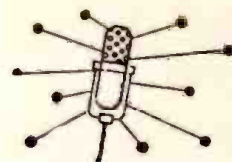
WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

report from networks



NBC Sales Up 30 Percent;

Riddell Sets Move to ABC;

CBS Adds \$200,000 Billings

NBC Radio discloses that for the period from January 1 to mid-March 1958, net business was up 30 percent over the same period in 1957. From January 5 to February 6, new sales and renewals accounted for total net business of about \$1,110,828.

At the same time, NBC reveals that final figures for 1957 showed the network 11 percent ahead of 1956 in net business.

Biggest purchase was by Midas Inc., which bought one quarter of *News-on-the-Hour* for 52 weeks at \$1,050,000, beginning in March. Other 52-week buys were by Lever Brothers' Rinso for day-time serials, and by Plough Inc. and American Motors for *Monitor News*.

California Packing Co. purchased 20 weeks of *News-on-the-Hour* co-sponsorship. American Tobacco Co. for Lucky Strike bought 13 weeks of 10 Bob and Ray segments a week and Bristol-Myers Co. took 13 weeks of *Pocketbook News*.

Other purchases were by Rexall Drug Co., Lever Bros. for Pepsodent tooth brushes, Westclox Division of General Fine Corp., Vick Chemical Co., Ruberoid Co., Burlington Industries, Libby-McNeil & Libby, Olin Mathieson Chemical Corp., R. J. Reynolds Tobacco Co., *Readers Digest*, Chrysler Corp. for Dodge, Grove Laboratories for Fitch, 20th Century-Fox and Curtis Circulation Co.

Riddell Sets Move

In his new post as executive vice president of ABC, James G. Riddell will bring with him seven years' experience as president and general manager of WXYZ Detroit, an ABC-owned station. He will assume his new post July 1.

All departments, including the radio and tv networks now reporting to Leonard H. Goldenson, president of ABC's parent company, American Broadcasting-Paramount Theaters Inc., will report to Mr. Riddell.

The ABC radio and television networks will continue to operate as autonomous units under their respective heads.

Mr. Riddell, who was also elected a director of AB-PT, has been president and general manager of WXYZ Detroit since 1950. His addition to the ABC executive management, said Mr. Goldenson, "is part of a long-range plan to meet the growing requirements of the company. His long experience in managing ABC's Detroit station operations will be invaluable to us in our continuing expansion."



James Riddell, ABC exec. v.p.

CBS Radio has contracted for \$200,000 worth of new business and renewals, including Milner Products Co.'s renewal of 38 weeks of "Impact" segments.

Other renewals were by Comstock Foods Inc. and Campana Sales Co. for 13 weeks of segments of the *Robert Q. Lewis Show*, and by Hudson Vitamin Products Corp. for 26 weeks of "Impact" segments.

New purchases were made by National Selected Products Inc. and Nestle Co. for "Impact," Gillette Safety Razor Co. for the "Triple Crown" of horse racing, and Shulton Inc. for *Arthur Godfrey Time*. • • •

report from Canada



CARF Originates New System

For Audience Measurement;

Polls Industry on Requirements

The Canadian Advertising Research Foundation, after a year of intensive study, has proposed a new system of audience measurement, designed to meet the expressed requirements of the advertising and broadcasting industries. The survey and recommendations were made by the foundation's Broadcasting Audience Measurement Committee.

The CARF is a non-profit organization composed of members of the Canadian advertiser and agency field.

"Our purpose was to find out from all interested parties what forms of radio and tv audience measurement are needed in Canada, and to try to put forth a broad plan which might fulfill these needs." Adrian T. Gamble, chairman of the foundation, stated.



Adrian Gamble, CARF chmn.

"The committee went to work without any reference to the various existing forms of audience measurement."

A detailed questionnaire was sent to all advertisers, agencies, the Canadian Broadcasting Co. and independent broadcasters. Advertisers and agencies indicated, according to the report, that they require broadcast audience information chiefly in the following areas:

- Whether or not to renew a program.
- Which of the available time slots on different days will present the best opportunity for a new program.

- What programs are most suitable for what products.
- What stations at what hours offer the best opportunity for reaching potential customers.

The broadcasting industry indicated a need for monthly reports on audience size in large markets.

After more than a year of study the BAM committee, under the chairmanship of Robin Merry, marketing research director, Lever Brothers Ltd., recommends the following general measurement plan:

Basic Service

- A basic service of reports which would cover the average of successive 15-minute periods of each day and which would be issued every four weeks, reporting audience size by regions, and every 13 weeks reporting audience composition by regions.
- A plan making measurements of programs with alternate sponsorship and reports every four weeks on listening and viewing habits for each day of each week.
- Network program reports every four weeks on audience size and every 13 weeks on audience composition for both English and French programs.
- Station reports covering data from several adjoining regions on the size and composition of audience by 15-minute periods separately for each day four times a year.
- Reports for the Toronto and Montreal areas covering the continuous minute-by-minute listening habits of a representative number of households to be issued every four weeks on audience size and every 13 weeks on audience composition.

Twenty-six regions would be used, measured by the personal interview method. • • •

Be a PILLAR of the R.T.E.S. LISTENING POST

WIN A PRIZE!

enter the listening post
JOB LEAD CONTEST:

Phone

CONTEST HEADQUARTERS WI 7-6910

the listening Post is the *free* job placement and guidance service of the industry

- SALES
- PRODUCTION
- PUBLICITY
- MANAGEMENT
- RESEARCH
- WRITING
- MEDIA

Contest ends May 2, 1958, prizes awarded to persons furnishing most verified leads

- 2 "My Fair Lady" tickets
- Westinghouse portable radio
- RCA transistor radio
- Phonograph and top 21 records
- Royal portable typewriter
- \$25 Masters gift certificate
- Subscription to Ross Reports TV Index

The Radio and Television
Executives Society Inc.

Hotel Biltmore, N.Y. 17, N.Y.

NBC Radio, after agreement with the company and the agency, provides materials to stimulate dealer enthusiasm. Such things as window streamers and posters are sent to dealers around the country.

After lining up some local support, the network provides a full one-minute period of blank air following each weather show for the dealer tie-in.

George Graham Jr., director of

sales planning, is quick to point out that "this plan can only be put into effect where the company has a substantial dealer organization."

This format has been enormously successful for the network, which attributes to it about \$2 million in business last year. Among other advertisers who have availed themselves of this are Evinrude Inc., Waverly Fabrics (see *U. S. Radio*, November 1957), C. I. T. Finance Co. and American Motors.

Practically every kind of company

has a co-op program of some sort or another. They vary a good deal in terms of allowances, billings and manufacturer control of copy.

A look at a few co-op plans will illustrate how they differ.

A midwest corporation with national distribution will go as high as to pay 75 percent of the radio co-op bill providing his distributor gives the dealer the go-ahead. It permits the dealer to use his own announcements but also furnishes continuity.

A big facial soap firm ties the allowance to dealer purchases, so much per case of soap or special deal pack. It sets a quarterly limit on the use of funds with no carryover permitted. It also insists that participating dealers use at least two announcements each quarter. Two run on the same day count as one.


A company that makes razor blades and writing instruments limits its share to five percent of total purchases on blades and has a sliding per-gross system for its pens and pencils. It'll provide advertising support up to 25 percent of the value of a large order.

A toilet goods company, and a big one, will pay the whole bill up to one percent of net purchases. Another company uses co-op only during special promotions it stages from time to time during the year. In each case, it notifies wholesalers and dealers, telling them about the allowance for the promotion.

Whatever the individual plan, manufacturers in greater numbers across the country are finding that radio co-op presents one of the most suitable ways of getting brand recognition at the point of sale. . . .

STAKE YOUR CLAIM IN THE RICH SOUTHWEST

with the NCS #2




Ben Ludy
President and General Manager

	KWFT	Station "A"	Station "B"
COMPARISON of NCS #2 COVERAGE			
No. of Counties	77	28	19
Total Radio Homes	340,080	140,650	110,850
Monthly Coverage	124,430	49,450	42,370
Weekly Coverage	108,300	43,680	37,350
Weekly Circulation	108,120	43,550	36,690
Daily Circulation	72,630	28,110	23,160

KWFT has over 49% more Radio Homes than Stations A & B combined.
 KWFT has over 35% more monthly coverage than Stations A & B combined.
 KWFT has over 33% more weekly coverage than Stations A & B combined.
 KWFT has over 34% more weekly circulation than Stations A & B combined.
 KWFT has over 41% more daily circulation than Stations A & B combined.

LOW FREQUENCY



KWFT

Call Your H-R Man

620 kc -- Wichita Falls, Texas

Give it Sell!



KOSI - KOBY
turn over products
not audience

BOTH RADIO STATIONS
No. 1 in HOOPER & PULSE
6 am-6 pm average share

KOBY No. 1 in NIELSEN
6 am-9 pm average share

KOSI • KOBY
DENVER SAN FRANCISCO
Mid-America Broadcasting Company

DEPARTMENT STORES (Cont'd from p. 25)

NORTH CAROLINA

WBBS Burlington: Sellars, Belk-Beck, J. C. Penney. WSCR Durham: Ellis-Stone, United WGAI Elizabeth City: Belk-Tyler. WFMC Goldsboro: Belk-Tyler, Leder Bros., Snype's, Hub. WHNC Henderson: Leggett's, Roth Stewart, Davis, Jordan's, Rose's, J. C. Penney, Norwich's, Tonkel's, Charles Stores. WIRC Hickory: Spainhour's, Melville's, Belk-Broome, Sears-Roebuck, Zerden's. WAGR Lumberton: Belk-Hensdale, Collins-White, Raylass, J. C. Penny's. WHIT New Bern: Belk's, Coplon-Smith, Sears-Roebuck, Montgomery Ward, J. C. Penney. WMSN Raleigh: Charles, Hudson-Belk, Barfers, J. C. Penney. WSJS Winston-Salem: Thalheimer's, Davis, Anchor's, Belk-Stevens.

NORTH DAKOTA

KLPM Minot: Ellison's, The Fair.

OHIO

WCKY Cincinnati: Pogue's, McAlpins, Shillito's. WLW Cincinnati: McAlpins, Shillito's. WERE Cleveland: Higbee's. WBNS Columbus: F & R Lazarus. WMRN Marion: Frank Bros., Kline's, Montgomery Ward, J. C. Penney, Sears-Roebuck, Uhler's. WPKO Waverly: Stiffler's, Luckoff's, McDonnough's, Lazarus', Modern Mart. WHKK Akron: O'Neil's, Polsky's.

OKLAHOMA

KADA Ada: Gluckman's, Anthony's, J. C. Penney, Harp & Ashland. KTMC McAlester: Hunt's, Goldberg's, Anthony's, Dobson's, J. C. Penney. KAKC Tulsa: Brown-Dunkin, Vandever's, Renberg's, Froug's.

OREGON

KOOS Coos Bay: The Hub. KERG Eugene: Miller's, J. C. Penney, The Broadway. KBOY Medford: Crater's, Mann's, Durham's. KMCM McMinnville: Miller's, J. C. Penney. KOIN Portland: Meier & Frank, Bedell's.

PENNSYLVANIA

WHOL Allentown: Leh's, Sears-Roebuck. WRTA Altoona: Gable's. WBYP Beaver Falls: Benson's, Davidson's, Sears-Roebuck, P. C. Penney, Montgomery Ward. WCMB Harrisburg: Pomeroy's. WCRO Johnstown: Glosser Bros., Penn Traffic. WIP Philadelphia: Gimbel's, Wannamaker's, Strawbridge & Clothier, Lit Bros. WPEN Philadelphia: Gimbel's, Wannamaker's, Strawbridge & Clothier, Lit Bros., Snellenburg's. WSCR Scranton: Globe Store. WNAE Warren: Metzger Wright, J. C. Penney, Montgomery Ward.

SOUTH CAROLINA

WAKN Aiken: Moore's, Belk's, White's. WALD Walterboro: Belk-Hudson, Novit Siegal.

TENNESSEE

WBIR Knoxville: Miller's, Rich's, J. C. Penney. WLOK Memphis: Bry's Sears-Roebuck. WLAC Nashville: Cain-Sloan. WSIX Nashville: Harvey's. WSOK Nashville: Harvey's, Turner's. WSEV Sevierville: Thompson's, Draper & Darwin, Rich's, Wade's. WDBL Springfield: House's, J. C. Penney.

TEXAS

KHUZ Borger: Anthony's, Dunlap's, J. C. Penney. KURV Edinburg: Vela Mora's, Farris', J. C. Penney. KELP El Paso: Popular Dry

Goods, American, Sears-Roebuck. KFJZ Fort Worth: Leonard's, Monnig's, The Fair, Strippling's, Everybody's, Cox's. KERV Kerrville: Anthony's, Schreiner's, Davis', Montgomery Ward. KVIC Victoria: Dunlap's, Danburg's, Anthony's. KWTX Waco: Goldstein-Migel, Cox's, Monnig's.

UTAH

KLUB Salt Lake City: Z.C.M.I., Paris Co., Wolfe's. KWHO Salt Lake City: Auerbach, O'Brien's.

VIRGINIA

WPIK Alexandria: Woodward & Lothrop, Hecht's, Sears-Roebuck, Montgomery Ward. WKEY Covington: Rooklin's, Leggett's, Covington, Everybody's. WDVA Danville: Thalheimer's, Johnson's, Sears-Roebuck, Harnsbergers. WSVL Harrisonburg: Leggett's, Ney's, J. C. Penney, Bargain Place. WYVE Wythoville: Leggett's, Felix's.

WASHINGTON

KITI Chehalis: Sears-Roebuck, Montgomery Ward, J. C. Penney. KAPA Raymond: Bitar's, Dracoby's, J. C. Penney. KOL Seattle: Sears-Roebuck. KEME Toppenish: J. C. Penney, Sears-Roebuck.

WEST VIRGINIA

WHIS Bluefield: Cox's, Leggett's, Collins', Montgomery Ward, J. C. Penney. WDNE Elkins: Goldberg's, Montgomery Ward. WRON Ronceverte: Federated, Leggett's H-P, Yarid's, Lynn's.

WISCONSIN

WCUB Manitowoc: Prange's, Boston Store, Scheutte Bros., Sears-Roebuck, J. C. Penney. WOKY Milwaukee: Boston Store, Schuster's, Gimbel's. WPLY Plymouth: Prange's, Ley's. WSHE Sheboygan: Prange's, Hills, Jung's. WJMC Rice Lake: Herberger's, Abramson's. WSAU Wausau: Fair Store. ● ● ●

COLOR RADIO
 sells the new
 carriage trade



KFWB
 7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB COLOR RADIO, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO.
 President and General Manager: Robert M. Purcell

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

...



* U.S. RADIO

for the buyers and sellers of
radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

radio ratings



Most Timebuyers Say Ratings Have Value If Used Properly, NBC Spot Sales Survey Shows

Most timebuyers believe that ratings are a necessary factor in buying decisions provided they are properly understood and applied, according to a survey by NBC Spot Sales.

Among the 326 timebuyers from 225 agencies and offices throughout the country who responded to the NBC Spot's first Timebuyer Opinion Panel questionnaire, the large majority take the position that ratings are important. However, this group feels that ratings should be used only as a guide to the subjective judgment of the timebuyer.

Ratings, most say, are valid indications especially when considered over a period of time, but are only one measure of desirability. Some others are audience composition, patterns of accumulation, frequency of exposure, station integrity, station acceptance in local community, the program itself, sponsor identification, experience and overall know-how.

Minority Opinions

The panel reveals that a small minority group is entirely favorable to "buying by the numbers," while a group of about the same size strongly expresses the opposite position, stating that "the worst possible fault (of which stations as well as buyers are guilty) is to treat a rating as an absolute measurement."

The group that "buys by the numbers" looks upon present rating services as superior to the methods of measurement used by competing media. They believe ratings are honest and provide the only method of justifying buying decisions in unfamiliar markets. They say that strict adherence to ratings is likely to produce sales results with far greater consistency than guess work or "contradictory station and representative claims."

The anti-ratings group declares that "the small samplings on which ratings are based cannot furnish reliable statistics," and notes that different services measuring the same periods often arrive at "startlingly different results."

Among the suggestions submitted by the buyers are:

- All markets should be surveyed monthly.

- Rating books should be published and delivered more quickly.
- Each book should contain an alphabetical index of programs.
- Services should initiate secret rating weeks.
- A non-profit audience research organization should be established.
- Services should be more fairly priced for small agencies.
- All rating services should report audience composition figures.
- A station should report one rating service and not switch because of favorable or unfavorable results.

Timebuyer Comments

"Ratings are frequently the most important factor to determine the best buy," says Rudolph Marti of Campbell-Mithun Inc., Minneapolis, Minn. "A buyer can't assume every salesman is right and that his station can deliver more homes than his competition."

"The greatest problem," states Paul Davis, media director at McCann-Erickson, Los Angeles, "is the tendency on the part of relatively unsophisticated advertisers to rely entirely on ratings."

"Our agency is not one of those which restrict timebuyers to the use of one rating service in making decisions," reveals Anita Wasserman of L. C. Gumbinner Agency, New York. "All are of use—all have their limitations—either in sample size or method used."

"Ratings are one of the greatest myths of our time," declares Herbert Ringold, partner at Philip Klein Advertising, Philadelphia, Pa. "When you put competent, experienced agency people in a position where they must buy in accordance with statistical nonsense—how infantile can you get? We do it, too—but against our own desires."

"The rating problem is primarily a problem of user-ignorance," states Richard S. Paige, associate media director of Grey Advertising, New York. "That is, the confusion arises due to the lack of knowledge, by the users, of exactly what the rating service is designed to measure and the limitations of those measures." ● ● ●

Now get the complete Network picture!

SPONSORED and SUSTAINING

Largest available scientific sample
26 top markets

IN-HOME OUT-OF-HOME TOTALS

- **R**atings per Quarter Hour
- **A**udience Comp per program
- **MEN, WOMEN, TEENS, CHILDREN**

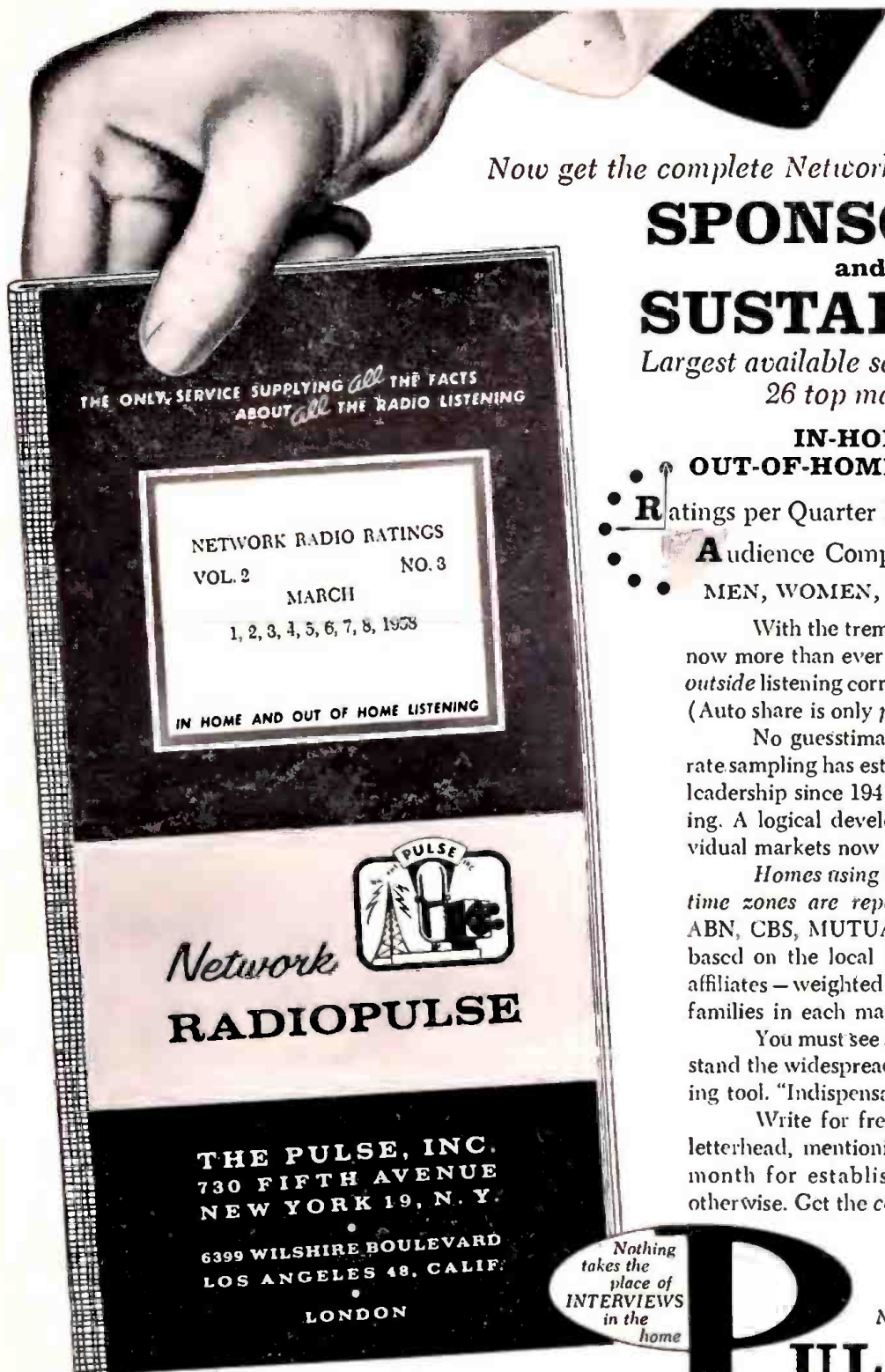
With the tremendous upswing in radio now more than ever you need *total* tune-in—*outside* listening correctly additive to in-home. (Auto share is only *part* of out-of-home!)

No guesstimates—this scientific, accurate sampling has established Pulse radio data leadership since 1941. *Standard* in broadcasting. A logical development from Pulse individual markets now totaling over 175!

Homes using radio for each of the four time zones are reported by quarter hours. ABN, CBS, MUTUAL, NBC—each rating is based on the local Metro areas of the local affiliates—weighted proportionate to radio families in each market.

You must see an actual report to understand the widespread praise for this new buying tool. "Indispensable!"

Write for free copy on your business letterhead, mentioning this magazine. \$50 a month for established subscribers—\$100 otherwise. Get the *complete* network picture!



4¼ x 8½ inches **HANDY POCKET SIZE** 84 pages



730 FIFTH AVENUE
NEW YORK 19, NEW YORK

PULSE, Inc.
LOS ANGELES • CHICAGO • LONDON

EVERY MONTH you get Pulse validated data from...

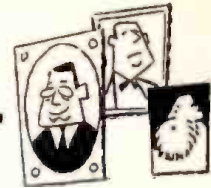
- 10,000 *different* families per 5-day strip
- 4,000 *different* families per once-a-week program
- Metropolitan areas totaling 18,555,000 *families*

Individual Programs Networked in 10 or More of 26 Major Markets

names and faces

Noting the Changes Among

The People of the Industry



AGENCIES

WALTER C. RATHIEL JR. of BBDO, Chicago, elected a vice president of the agency. At the same time, the agency announced the retirement of FRANK SILVERMAIL, manager of station relations in the media department in New York. CHARLES A. BLACK appointed director of the newly-established radio and tv department of Farson, Huff & Northlight, Chicago.

JOHN H. ECKSTEIN, formerly director of advertising and promotion for ABC, has joined The Wexton Co., New York, as director of broadcast accounts.

GENE McMASTERS, formerly with Dowd, Redfield & John-

stone, and LESLIE SILVAS, formerly with Calkins & Holden, appointed vice presidents by Warwick & Legler, New York. ROLLIN C. SMITH JR. appointed a senior vice president of Ogilvy, Benson & Mather Inc., New York.

ARTHUR W. WEIL JR. and LAWRENCE D. BENEDICT elected vice presidents of Donahue & Co Inc., New York.

MAXWELL ARNOLD JR., vice president of Guild, Bascom & Bonfigli Inc., San Francisco, named agency copy chief.

T. C. GLEVSTEEN has joined Compton Advertising, New York, as an account supervisor. GEORGE E. HUMBERT and THOMAS BOHAN named account executives by the agency.

GEORGE F. ROBERT'S, formerly with NBC, appointed office manager at Paris & Peart, New York.

STATIONS

BEN B. BAYLOR JR., former station manager of WNHG Hartford, Conn., appointed director of sales projects for the Triangle Stations.

ROBERT G. MAGEE, vice president and general manager of WHUM Reading, Pa., elected president of the parent Eastern Radio Corp.

J. ROBERT GOVINGTON, vice president and manager of WBT Charlotte, N. C., promoted to vice president in charge of promotion for the Jefferson Standard Broadcasting Co.

BYRON MILLENSON, sales manager of WCAO Baltimore, Md., elected vice president of Plough Broadcasting Co. and general manager of WCAO.

VICTOR E. CARMICHAEL appointed vice president and general manager of KWK St. Louis, Mo.

WILLIAM J. HOLMES has joined WRC Washington, D. C., as merchandising manager.

JOHN KELLY, former national sales manager of Storer Broadcasting Co., has become sales manager of WINS New York.

WILLIAM T. DUNN, formerly with WOW-TV, named promotion manager of WOW Omaha, Neb.

CARL Y. CORNELL, formerly sales manager of WMCK McKeesport, Pa., named commercial manager of WRFA Altoona, Pa.

GORDON MASON, account executive, named director of sales development of KXX Los Angeles.

JACK GRANT named sales representative for WGTO Cypress Gardens, Fla., at the station's new Miami business office.

BERT CARMAN, former sales manager for Academy Radio-TV Productions, Syracuse, N. Y., named account executive for WBZ-WBZA Boston-Springfield, Mass.

GILBERT H. THOMPSON and AL SNYDER appointed account executives by WCAU Philadelphia, Pa., and WILLIAM McCADDEEN named sales service manager.

LFW BARWICK promoted from salesman to manager of WINI Murphysboro, Ill.

REPRESENTATIVES

ROBERT H. TETER, vice president and radio director for Peters, Griffin, Woodward Inc., New York, elected to the board of directors.

ANTHONY C. KRAVER JR. appointed business manager of NBC Spot Sales.

WARREN TOMASSENE appointed to the Chicago sales staff of Adam Young Inc.

MORTIMER B. COLEY has joined the New York sales staff of the John E. Pearson Co.

MICHAEL JOSEPH, formerly national program manager for the Founders Corp., appointed radio programming consultant for Avery-Knodel Inc.

NETWORKS

JAMES G. RIDDELL and SIMON B. SIEGEL elected directors of American Broadcasting-Paramount Theaters Inc., New York. Mr. Riddell will become executive vice president of ABC and Mr. Siegel will be financial vice president and treasurer of AB-PT.

DAVID C. ADAMS, executive vice president for corporate relations, elected to the board of directors of NBC. Also, WILLIAM CALLAWAY named to new post of manager of financial planning for NBC owned stations.

WILLIAM F. FAIRBANKS promoted to national sales manager. HARRY E. HOBBS promoted to eastern sales manager, and MURRAY HEILWELL appointed to new post of marketing director by NBC Radio.

G. GERALD DANFORD, formerly eastern sales manager of KWK St. Louis Mo., named account executive by ABC.

GEORGE H. GALLUP, formerly manager of retail relations at *McCall's* magazine, has joined CBS Radio as an account executive.

INDUSTRY-WIDE

JOHN M. COURIC promoted by NAR to manager of news, and LARRY SIMS appointed to Mr. Couric's former position of chief writer.



Silvermail



Teter



Fairbanks



Govington



Siegel



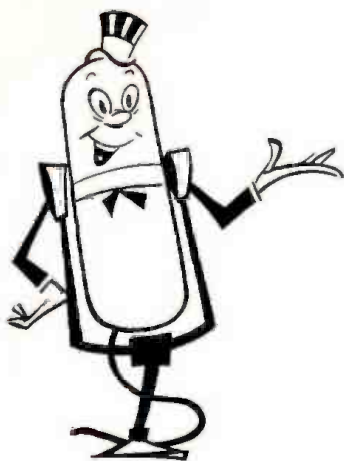
Grant



Eckstein



Kelly



U.S. RADIO...

*the monthly magazine for buyers
and sellers of radio advertising*

It has been predicted that "In 1962 radio alone will be doing \$1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

**To Receive
U.S. RADIO
Regularly
Each Month,
Mail In This
Form, NOW!**

U.S. RADIO

50 West 57th Street
New York 19, N. Y.

SUBSCRIPTION

Please see that I receive **U.S. RADIO**

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

Company _____

Type of Business _____

Company or

Home Address _____

City _____ Zone _____ State _____

PLEASE BILL

PAYMENT ENCLOSED

EDITORIAL



... radio at NAB meeting

AGENDA TAKES SHAPE

The upcoming convention of the National Association of Broadcasters should be an important week for radio.

Perhaps at no other time in recent years would radio's story have been emphasized as right now. What makes this year's meeting even more significant is that it marks the change in the name of the broadcaster association from the National Association of Radio & Television Broadcasters to NAB. This move has been hailed as putting radio and tv on equal footing as far as association attention is concerned. And certainly with the preponderance in numbers of radio membership, this seems appropriate.

On the business side, convention agenda will point to the 1958 outlook for radio. As a background to this, it must be kept in mind that radio registered an all-time high in billings last year of an estimated \$613 million. And 1958 is expected to build on this, bringing gross revenue for all segments of the radio industry to an estimated \$700 million.

Radio Advertising Bureau will play a major role on the business agenda. The bureau will provide a 90-minute sales presentation called "Your Future Is Sound," showing how many advertisers use radio as a primary medium to reach their market.

A second part on the agenda will serve to underline radio's critical role today in the part it plays in national defense. In times of emergency and national stress no other medium approaches radio's stature as a vehicle of information.

A third part of the convention schedule will deal with the place of radio in the community and the use of the new audio and visual symbols of good practice that NAB has prepared.

It is hoped and expected that the forthcoming meeting will be one that will be well remembered by radio and advertising people for its significance.

DEPARTMENT STORE RELUCTANCE

One of the most puzzling aspects of radio advertising on the local scene today is the relative sparsity in radio outlays by department stores.

This problem has vexed station people and RAB for many years. The latter has spent close to \$50,000 over a three-year period to enroll the department store as a regular radio user.

Many of the problems involved and the possible solutions are outlined in *Department Stores: Radio's Reluctant Giant*, p. 22.

What interests us most—and at the same time gives us hope for the future—is that where the sound medium has been given a trial, it is working and producing sales for the advertisers.

With great population shifts and the spread of suburban shopping centers, we feel it is time for department stores to branch out into new advertising approaches that are needed to keep pace with new marketing problems.

SILVERNAIL RETIRES

We would like to add our words of well-wishes to Frank Silvernail, former vice president and manager of station relations for BBDO, New York, whose retirement after 25 years' service with the agency became effective a few days ago.

Mr. Silvernail, who actually entered radio in 1925 on the talent side, has long been one of the best-known agency executives to radio broadcasters. We wish for Mr. Silvernail many more useful and happy years.



Are You COVERING RURAL MARKETS at the LOCAL LEVEL?

The Greatest Success Story . . .

of Radio's resurgence is the astonishing growth in local radio billings during the last two years...to wit: 1955, \$272 Millions—1957, \$372 millions . . . an increase of \$100 millions or 37%

. . . and do you know that you can enjoy the tremendous advantages of local radio by utilizing KEYSTONE BROADCASTING SYSTEM which offers you local radio IMPACT over a network of more than 1,000 stations or any portion of that network that suits your special needs.

We'll be glad to tell you the whole exciting story!

Send for our New Station List . . . write

Send for our new station list

CHICAGO
111 W. Washington
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.

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Here Are Three Good Reasons Why WINN IS FIRST IN THE LOUISVILLE MARKET

Presented by GLEN A. HARMON, Vice President and General Manager

WINN

FIRST 9 am
12 noon



Bill Gerson

FIRST 12 noon
3 pm



Joe Cox

FIRST 3 pm
6 pm



Johnny Martin

The most recent surveys have shown these three outstanding radio personalities to be **FIRST IN EVERY QUARTER HOUR PERIOD FROM 9 AM through 6 PM, MONDAY THROUGH FRIDAY** in this important Louisville Market.

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