

U.S. RADIO



JUNE

1958

35 CENTS

TRANSISTOR:

Key to
Today's Radio

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and Problems
Reviewed

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Edward C. Parker

Tea
85 Percent
on Radio

page 22



for 50 years

Balaban

*a great name in
entertainment...*

*Now... a great new
force in Radio*



... ST. LOUIS ... Balaban balanced programming began January 1... enjoyable music, bright happy personalities, Action Central News 24 hours a day... **BOX SCORE**... nine times the audience in 90 days (Hooper Mar-Apr '58).



... MILWAUKEE ... The *big* buy in Milwaukee ... blanket coverage of the total effective buying market. Here, too, Balaban's programming appeals to all ages from grandchildren to grandparents.



... DALLAS**... The Big "B" is coming to Big "D"! Balaban Radio is proud to serve the fastest-growing, most progressive metropolitan area in the nation.

JOHN F. BOX, JR., Executive Vice-President

The Balaban Stations... In Tempo with the Times

as basic as the alphabet



EGYPTIAN

Long before an alphabet was created, the Egyptians used a picture-sign like this as the symbol for door.



PHOENICIAN

Leading merchants of the Mediterranean, the Phoenicians converted the Egyptian sign into a triangle representing the first sound in *daleth* (door).



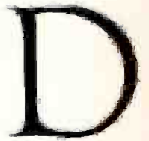
GREEK

Later, the Greeks turned the letter upside down, called it *della*, and used the name to describe the spreading mouth of a river.



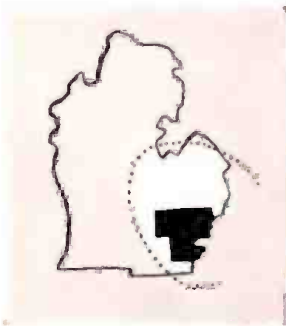
ROMAN

From an early variant of the Greek *della*, the Romans reshaped the letter to form the modern D we use today.



Historical data by

Dr. Donald J. Lloyd, Wayne State University



Dollars and people
are concentrated here

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

Dealers are pleased when you place radio advertising on WWJ. They know that WWJ moves merchandise—that the station represents modern radio at its best in the Detroit Southeastern Michigan market.

Start your radio campaign here — with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers, the popular WWJ Highway Holiday programs—with salesminded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the basic thing to do!

WWJ RADIO

AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

FACT, NOT FANCY

1

Modern radio stations reach an overwhelmingly adult audience

2

Modern radio stations reach more adults than old-line network affiliates

3

Modern radio stations reach more of the impressionable younger-age-group women than old-line network affiliates

the PROOF?
yours for the asking

Ask our Research Department for the new special report,
"The Audience of Modern Radio"

ADAM YOUNG INC.

3 EAST 54th STREET, NEW YORK 22

IF YOU USE RADIO ADVERTISING YOU SHOULD READ THIS MESSAGE FROM THE MANAGEMENT OF RADIO STATION WBT

Throughout its 36-year history, WBT has followed a program philosophy of providing the best possible programs for all segments of the radio audience. We call this Full-Service Broadcasting because it is not limited to "popular" music and five-minute newscasts.

We provide our listeners with news—in depth—reported by reputable, experienced news men and women from all corners of the globe. We provide our listeners with music—but not just one kind of music. WBT offers country music, "popular" music, classical music, and many variations of the three.

This Full-Service Programming gives our listeners discussion programs, drama, comedy and quiz programs. It means church services, educational programs—programs to stimulate the imagination, the ability to think—and the ability to feel.

Through the years, audience research surveys have shown us that this is the type programming most Charlotte and Mecklenburg County listeners prefer.

But the influence of Charlotte and its institutions is not confined to municipal boundaries. What of the listeners in Rock Hill?—in Hickory?—and in Gaffney? What do people in Winnsboro want from WBT and in Salisbury and Monroe? To find out we recently asked the Pulse, Incorporated, to send its representatives into the homes of listeners living in Charlotte and within a 60-mile radius of Charlotte to check program preferences. This was the acid test for WBT's brand of Full-Service Programming.

The results of this survey, conducted during the month of March, have just been released.

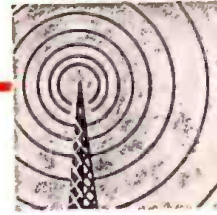
We are happy to say that WBT has met the test and its programming concepts have been justified.

The survey shows that WBT is the most popular Charlotte station in every time segment surveyed in the 25-county area (Sunday-Saturday, 6 A.M.-midnight) except one. In that segment WBT won a tie.

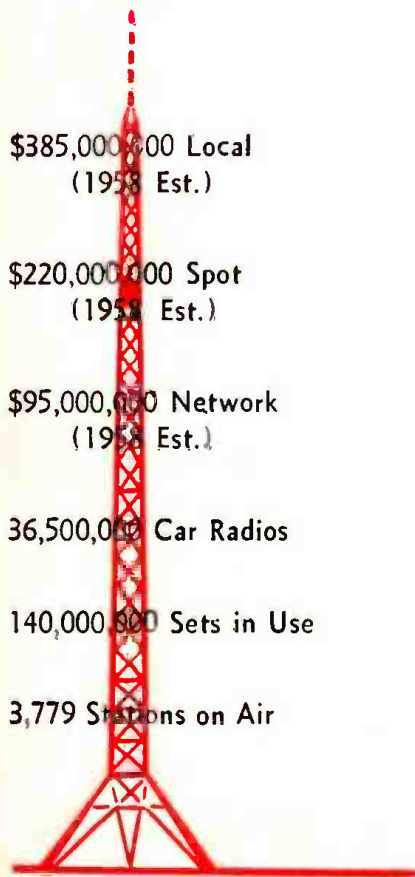
For this overwhelming vote of confidence by our listeners and for the support of you, our sponsors, we are everlastingly grateful and sincerely humble. And our pledge to you is a continuation of Full-Service Programming and audience leadership in the future.



JEFFERSON STANDARD BROADCASTING COMPANY



Radio's Barometer



Spot: Volume for 124 markets analyzed by an Adam Young Inc. report indicates that spot volume for these areas was 27 percent greater in 1957 than in 1956, or \$152,003,000 to \$119,994,000 (see complete market listing, p. 38). In both years these markets accounted for more than 82 percent of the U.S. total, the study states. Only two markets showed a decrease in 1957.

The Young estimated projections on the amount of national spot radio business going into multiple-station markets during 1957 are based, according to the representative firm, "on detailed analysis of FCC data for previous years and (our) own first-hand knowledge of billing trends in the majority of the country's larger markets."

Networks: Net operating profit for the first quarter of 1958 is estimated by American Broadcasting-Paramount Theaters Inc. at \$1,854,000 or 43 cents a share, up from the 1957 figures for the same time period of \$1,743,000 or 40 cents a share. Leonard H. Goldenson, president, indicates that the ABC Radio network is being "streamlined" to reduce costs.

New business and renewals reported by CBS amounted to \$2,350,000. The figure for ABC was \$1.5 million (see *Report from Networks*, p. 51).

Local: Each month of 1958, if the trend continues, will show an all-time high in billings for WINS New York, according to the station. For the first four months of 1958 the station has posted a 29.8 percent increase over the comparable period in 1957. Jock Fearnhead, vice president and general manager of the station, estimates that with the new rate card, which has been in effect since February, billings for the full year will be approximately 40 percent over 1957.

Stations: Total stations on the air, both am and fm, increased again in May—to 3,779, up 10 over April.

	Commercial AM	Commercial FM
Stations on the air	3,239	540
Applications pending	430	46
Under construction	82	72

Sets: Total radio set production for March 1958 was 931,341, according to the Electronics Industries Association. Automobile radios produced came to 234,911. Retail radio sales—excluding car radios—came to 538,963 in March.

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

for buyers and sellers of radio advertising.

U.S. RADIO

JUNE - 1958

VOL. 2 - NO. 6

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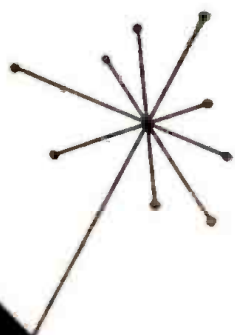
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Hitch **YOUR** Wagon to
the **Star stations**
and Watch Your Sales

GO UP!



2
VITAL Stations
in **2** Important Markets
Serving over **3** Million People

KOIL

No. **1**

A Vital Force
in Selling Today's
OMAHA

April-May 1958 Hooper
8 AM-Noon 40.4
Noon-6 PM 40.6

FIRST
and Getting
FIRSTER
all the
time

KMYR

No. **1**

A Vital Force
in Selling Today's
DENVER

April-May 1958 Hooper
8 AM-Noon 18.1
Noon-6 PM 17.2

*Check the RATING of Your Choice
Your STAR STATION is
a MUST BUY Station!*

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 YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

NOW UNDISPUTED NUMBER ONE ON PULSE TOO.

APRIL 1958 PULSE GIVES KOIL OVERWHELMING NUMBER ONE SPOT!



It's a fact worth repeating: 40% of all network sponsored time is on the NBC Radio Network. That's 33% more than the second network—a lead of 13 commercial hours per week. NBC is the only network to show an increase in sponsored time in the past year!

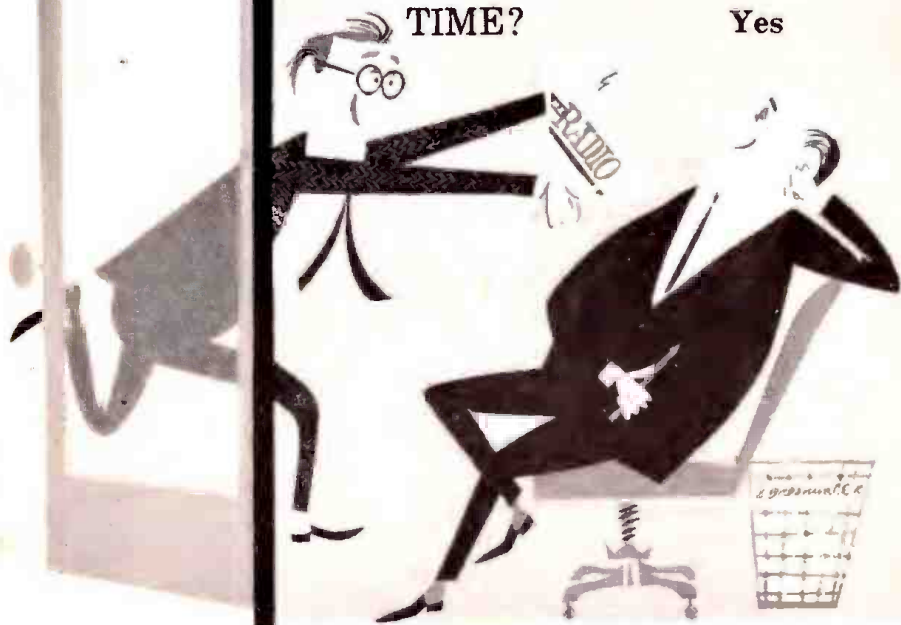
The number of advertisers has leapt ahead, too . . . from 26 in 1956 to 115 in 1957 . . . more advertisers

than any other network. Thirteen of the top pre-television blue chip advertisers are now back on NBC Radio.

Credit this growth to NBC's imaginative programming aimed at increasing radio's usefulness for advertisers and audiences. Concepts like STARDUST which brings big star excitement back to radio; public service features like NEWS ON THE HOUR which attracts

DID YOU
KNOW THAT
NBC RADIO
HAS A
33% LEAD
IN SPONSORED
TIME?

Yes



more listeners than any other radio show; constantly changing NIGHTLINE, aimed at the perceptive adult audience. No wonder NBC advertisers are the most-listened-to in all network radio! Month after month they are attracting the medium's biggest cumulative audiences according to Nielsen.

In television, NBC has forged into the Number

One position nighttime in the nation's major markets. Now the NBC Radio Network joins the surge toward new peaks of advertiser and audience acceptance with 33% more sponsored time than the second network.

NBC RADIO NETWORK



**where
there's a
Storz Station
... there's PRECISION**

*... precisely why there's never a dull moment ...
precisely why in each of these major markets*

**more radios are tuned to the Storz Station
than to any other**

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Hooper and Pulse, 50,000 watts plus 50,000 watt personalities. 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 W11B. See Blair or General Manager George W. Armstrong.

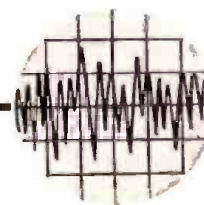
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. Now 20 times more powerful with 5,000 watts on 690 kc. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (38.7%) . . . Pulse (432 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

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

soundings



Radio Resists Census Effort To Drop Set Count in 1960

The recent announcement by the Bureau of Census that the number of radio homes will not be included in the 1960 census has created concern in broadcasting circles. NAB is vigorously working to get radio back into the census picture, although the decision was made, according to the bureau, because radio so saturates the nation that it would be a waste of money to "confirm the obvious."

Cunningham & Walsh V.P. Comments on Radio's Horizons

Jerome Feniger, vice president, Cunningham & Walsh, New York, told a meeting of the Washington Ad Club that radio "offers great horizons for sheer creativity . . . and that one of the most interesting sales elements in radio is the selling power of the human voice." In his remarks, Mr. Feniger praised radio as having done an excellent selling job for such C & W clients as Texaco, Jergens, Colgate, Sunshine Biscuits, among others.

New Sales Clinic Format Worked Out by RAB

RAB has developed a new format for its area sales clinics. The new approach, according to Kevin Sweeney, president, is built on three points: An "autopsy on success" treatment; attendance limited to stimulate group participation, and presentations specifically geared to the market under discussion.

86 Percent of Audience Is Adult, Says Fellows

Eighty-six percent of this country's adult population listens to the radio during an average month, says Harold E. Fellows, president, NAB, who also reveals that teen-agers (15 to 19 years old) form the smallest numerical segment of the total adult audience. The oldest adult listening group (over 45), according to Mr. Fellows, makes up the largest audience segment.

Radio Dominant in Pre-Shopping Hours, CBS Radio Spot Sales Shows

CBS Radio Spot Sales presentation, "All About Women," states that radio, during pre-shopping hours, reaches 34.6 percent of women who buy in supermarkets. This is 48 percent more customers than are reached by the nearest competing medium in that period, the study states.

McGannon New President Of RTES for One-Year Term

The Radio & Television Executives Society of New York has elected Donald H. McGannon, president, Westinghouse Broadcasting Co. Inc., as its new president for a one-year term. Heading up the society's board of governors is Ted Bergmann, president, Parkson Advertising Agency, New York, who will serve for two years.

Program Counselling Increased By National Representatives

Stepped-up activity by national radio representatives in program counselling for their stations is illustrated by John Blair & Co. The firm is working on a plan to set up a program exchange department—as an idea clearing house—for production techniques and programming features.

Consider the Family...

how it shares ideas, opinions, tastes.
 Among people living together, attitudes become contagious; approval
 or rejection an unconscious unanimous reaction.
 Properly motivated, the family unit can adopt a favorable viewpoint,
 will respond to a challenge attractively presented.



BARTELL FAMILY RADIO

in the past ten years has developed a programing
 attuned to family participation, creating a companionable climate of
 unreserved acceptance . . . not by one age group alone, but by all members.

Excessive program appeal to one or another
 of the family is a temptation which
 Bartell Family Radio avoids unrelentingly. A balanced programing

REACHES THEM ALL

and that's the ideal audience . . . for station loyalty . . .
 for maximum buyership.

BARTELL IT . . . AND SELL IT!

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
 Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency



ASCAP-BMI Hearings Near End

The record is just closed on proposed legislation to force broadcasters to relinquish ownership in music publishing and record companies. After two days of rebuttal in July when ASCAP and BMI will get in their final licks, the Senate Commerce Communications Subcommittee is expected to turn over the record to the Department of Justice and the FCC. Countering ASCAP claims, BMI witnesses paraded to the witness stand to relate that broadcasters do not push BMI tunes, that ASCAP music is and always has been predominant on the airwaves, hence the bill is (1) unnecessary and (2) unduly discriminatory. A clue to the leanings of Senator John Pastore (D-R. I.), subcommittee chairman, came in one session when he declared he was "disturbed" at the claim of some artists that they tried to get into ASCAP and were refused.

Priority Suggested For DBA Petition . . .

The first question asked of FCC Commissioner Robert Bartley while appearing before the Senate Commerce Committee prior to re-appointment was on the long-standing petition from the Daytime Broadcasters Association for a longer broadcast day. Commissioner Bartley conceded that action on the matter was overdue. He promised to make every effort to get the DBA issue a priority position on the FCC agenda and to settle it quickly one way or the other.

. . . on Heels of FCC Action On Clear Channel Stations

Another thorny issue intimately related to the daytimers' crusade is clear channel broadcasting, which, after more than a decade of gathering dust at the FCC, was pulled off the shelf recently and made the subject of an FCC rule. Broadcasters have until July 15 to let the FCC know how they feel about a proposal to duplicate half of the 24 Class 1-A clear channels. One dozen frequencies would be made available for full-time Class II outlets. Included in the latter group are the daytimers and unlimited stations which now must reduce their power at night to avoid interference with the clear channel outlets.

Network Regulation Hearing Gets Underway

It's for sure now broadcasting won't get a breather even in the final weeks of this congressional session. Hearings before the Senate Commerce Committee to consider a bill to regulate networks was to get underway June 2. The legislation—echoing many of the same recommendations made in the Barrow Report—was authored by Senator John Bricker (R-O.) four years ago. Senator Bricker, the committee's ranking minority member and one-time chairman, is adamant in his view that the public will be better served if networks are placed under the regulatory thumb of the FCC. Getting off as it did to a late start, it is doubtful that any such legislation will be passed in the 85th Congress.

Annual Plea for Dry Airwaves Heard on Hill . . .

While broadcasters were busily engaged at the annual NAB conclave in Los Angeles (see page 34), a militant band of temperance advocates made their annual trek to Congress. They testified in support of a bill to ban the advertising of alcoholic beverages in interstate commerce. Their objection to beer and wine advertising on broadcast stations had the same ring that has sounded for over 10 years . . . corruption of the young, traffic fatality increase, decay of the home, the temptation for more people to drink more alcohol so alluringly advertised.

REACH 'EM

... and sell 'em
in San Antonio
with KONO radio

March-April, 1958 Hooper shows

17.4% sets
in
use

(20.5 mornings—14.8 afternoons)

and **30.4%**

Average Share of Audience
for KONO

... and that's more audience
than the total of SIX other
local radio stations—including
three networks. Want more
facts?



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

860 KC
5000 WATTS

KONO

SAN ANTONIO

RADIO

WASHINGTON (Cont'd)

... But Opponents Counter With Equal Fervor

When the opponents took the stand, their yearly admonition to the Senate was that the bill is basically an attempt to revive prohibition and would strip the beverage industry of its right to advertise. They also had some declared governmental backing. The Justice Department suspects that if such legislation became law, it would give a competitive edge to foreign distillers. Both the Commerce and State departments have gone on record opposing the bill. So has Postmaster General Arthur Summerfield.

Cigarette Advertising and the FTC

Another "minor vice" has popped up in the Senate. A recommendation has been made by Senator Richard Neuberger (D-Ore.) to give the Federal Trade Commission greater leeway in controlling cigarette advertising. He declared that tobacco company advertising, especially in the broadcast media, woos the younger generation to the detriment of the country. Although he has not drafted any legislation on the subject, it is understood that he is studying the matter more closely and possibly will do so.

Bills to Tighten Federal Agency Control

As promised in the interim report issued by the House Legislative Oversight Subcommittee calling FCC members on the carpet for certain actions in office, legislation on areas of improvement for regulatory agency officials has been introduced in the House. A bill by Representative Orin Harris (D-Ark.), calls for an FCC code of ethics to be published in the *Federal Register* six months following passage by Congress; Presidential power to fire a commissioner for neglect of duty or "malfeasance in office;" the abolishment of honorariums for commissioners. Representative Henry Reuss (D-Wisc.) has introduced a bill along similar lines but additionally recommends a salary increase for commissioners and the extension of an FCC term of office from the present seven to 14 years.

the *Silver Mike*



THIS MONTH:

GEORGE B. STORER

President of
Storer Broadcasting Co.

Business Enterprise, Service

Build Major Station Group

As the first group owner to acquire the legal limit of seven radio stations in major markets, the Storer Broadcasting Co. is today placing increasing emphasis on the ingredient that builds a station image—community service. Spearheading the progress of this company is its founder and president, George B. Storer.

It was in Toledo, O., in 1912, that Mr. Storer first became acquainted with radio—an owned and operated “ham” outfit. Today, his broadcast holdings extend to seven radio and five tv stations.

Mr. Storer follows a policy of “developing maximum service for each station owned . . . to build the value of the company’s outlets and to grow into increasingly larger stations and markets.”

Although his stations have been founded and built on effective business practices, Mr. Storer takes notable satisfaction in the community service projects of each of his seven radio stations. Big Brother Movement, symphony orchestras, 4-H Clubs, a Junior Citizen Group and many others; anything, in fact, that gives the broadcaster that “unusual opportunity . . . to actually do something about making his home town a better place in which to live.”

Mr. Storer applies to his broadcasting operations the same salesmanship and imagination that made him a success in the oil and steel in-

dustries. His first station, as a matter of fact, was an outgrowth of his Fort Industry Oil Co.

Searching for a means to increase the growth of the oil firm, Mr. Storer in 1927 inquired about the infant medium radio. Negotiations for some advertising on a little, 50 watt Toledo station, WTAL, ended with his purchase of a controlling interest in the property.

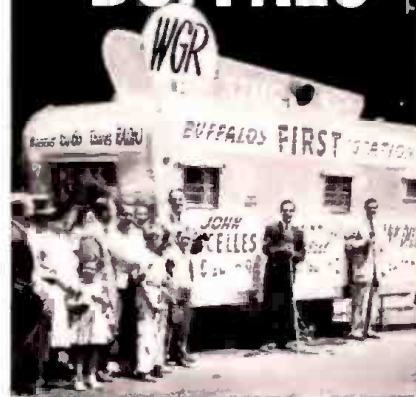
The call letters were changed to WSPD—to suggest Fort Industry’s “Speedene” gasoline.

That same year, Mr. Storer moved to Detroit to take control of a firm now called the Standard Tube Co. He continued in his oil business and also operated—on a lease of \$200 a month—WGHP Detroit. That station later became WXYZ, after its sale in the early 1930’s.

Broadcasting became Mr. Storer’s major interest in 1931 when he sold his oil interests to Standard Oil Co. of Ohio. As the Fort Industry Co., Mr. Storer and his colleagues built CKLW Windsor, Ont., in 1933, selling it immediately to Canadian interests. WWVA Wheeling, W. Va., was purchased about that time.

Today, the company’s radio stations include WSPD; WWVA; WAGA Atlanta, Ga., bought in 1940; WGBS Miami, 1944; WJBK Detroit, 1947; WJW Cleveland, 1954, and WIBC Philadelphia, acquired in 1957. . . .

HELPING YOU SELL MORE IN BUFFALO



WGR Radio’s mobile STUDIO 55 travels each week to a different high-traffic location — a super market, a County Fair, etc.

WGR D.J.’s John Lascelles, Warren Kelly and Frank Dill broadcast live from STUDIO 55, attract thousands with their personal appearances and contests. Thousands of passing cars see the trailer and the crowds, instantly turn on their radios.

Over a million cars and a million homes in this \$4 billion market. WGR covers the New York State Thruway too, from Ohio to Syracuse, with a loud, clear signal. Add our Canadian coverage and you’ve got a combination that can’t be beat!

ABC Affiliate, Represented by
Peters, Griffin, Woodward

**BUY
WGR
RADIO**

BUFFALO’S FIRST STATION

T SYMBOL OF SERVICE
T A TRANSCONTINENTAL STATION
C WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSWA Radio, WSWA-TV, Harrisonburg
WNEP-TV/WILK-TV, Scranton-Wilkes-Barre



SINCLAIR REFINING IS SOLD ON SPOT...

Photo by Morris H. Jaffe

FROM HOME OFFICE...

"Driving today? Remember to drive with care — and buy SINCLAIR — Power-X Gasoline." Slotted to reach the motorist at breakfast and enroute to and from work, that 5-second reminder will be broadcast 525,200 times in 1958 — the biggest campaign, for size, scope and duration, in Spot Radio history. "Spot," says SINCLAIR REFINING COMPANY's Vice President and General Sales Manager, Louis W. Leath, "is doing a great job for SINCLAIR."

To boost coverage and frequency, yet keep to a reasonable, affordable budget, SINCLAIR REFINING switched to Spot. The same allocation that had purchased only scattered Radio-TV programming in about 100 major markets now brought SINCLAIR satura-

tion schedules in those same markets — 40 to 250 spots a week, 52 weeks a year — plus sizable weekly campaigns on a year-round basis in 350 additional markets. Totals: 450 cities; 900 stations; 10,100 announcements per week. And in every market served by SINCLAIR and by an NBC Spot Sales-represented radio station, SINCLAIR uses the NBC Spot Sales station!

Standing, left to right: Louis W. Leath, Vice President and General Sales Manager, Sinclair Refining Company; Jack Price, Radio Spot Sales Representative, NBC Spot Sales.

Seated, left to right: Stanley F. Ellsworth, Vice President and Account Executive, Morey, Humm, & Warwick, Inc.; James J. Delaney, Advertising Manager, Sinclair Refining Company; Reynolds Girdler, Director of Public Relations & Advertising, Sinclair Oil Corporation; William L. Wernicke, Radio-TV Vice President, Morey, Humm & Warwick, Inc.



RIGHT DOWN THE LINE!

TO SERVICE STATION...

In Chicago, where radio station WMAQ plays a major role in the SINCLAIR schedule, George Gaudio, operator of the Sinclair station at North Avenue and LaSalle Street reports: My customers tell me they hear the Sinclair radio commercials, and I know those spots have brought me business. My customers are in automobiles and they listen to their radios, especially WMAQ. Personally, I know of no better way for Sinclair to advertise the products I sell."

A questionnaire sent to SINCLAIR marketers brought a request from 95% of them for continued use of Spot Radio, along with overwhelming confirmation of rising sales throughout SINCLAIR territory. And SINCLAIR men agree right down the line: in the

markets served by NBC Spot Sales-represented radio stations, credit for this campaign's tremendous success belongs, in large part, to those stations.

Left to right: Howard Coleman, Manager, Radio Station WMAQ; Carl K. Foster, Manager Sales Promotion, Central District, Sinclair Refining Company; George Gaudio, Sinclair station operator, Chicago.



- | | | |
|-------------------|-----------------|---------------------|
| NEW YORK-WRCA | PITTSBURGH-WAMP | ST. LOUIS-KSD |
| PHILADELPHIA-WRCV | CLEVELAND-WHK | SEATTLE-TACOMA-KOMO |
| WASHINGTON-WRC | LOUISVILLE-WAVE | SAN FRANCISCO-KNBC |
| | CHICAGO-WMAQ | HONOLULU-KGU |

THE EDITOR

Today I was re-reading the December 1957 issue and in particular the article on *Fm—The Frustrated Medium*. Fm has a tremendous future in Canada.

R. D. Munro
Sales Manager
Radio Representatives Ltd.
Toronto, Canada

Department Stores

Since we are fortunate enough to carry Globe Store schedules, which represent more than 90 percent of its entire radio and television budget, we know you won't mind our pointing out that we were not credited in your excellent Department Store article in the April issue.

RAB has put out an extensive promotion piece on Globe's schedules over WEJL.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

In the list of department stores that use radio in Arkansas, we note that Hot Springs National Park was not listed. I realize that this was a sampling of 500 stores, but I thought you would be interested in knowing that Richard C. Foster Jr., manager of Sears Roebuck & Co. in Hot Springs, has consistently used KBHS radio for an average of 140 spots per month. He is now well into his second straight year.

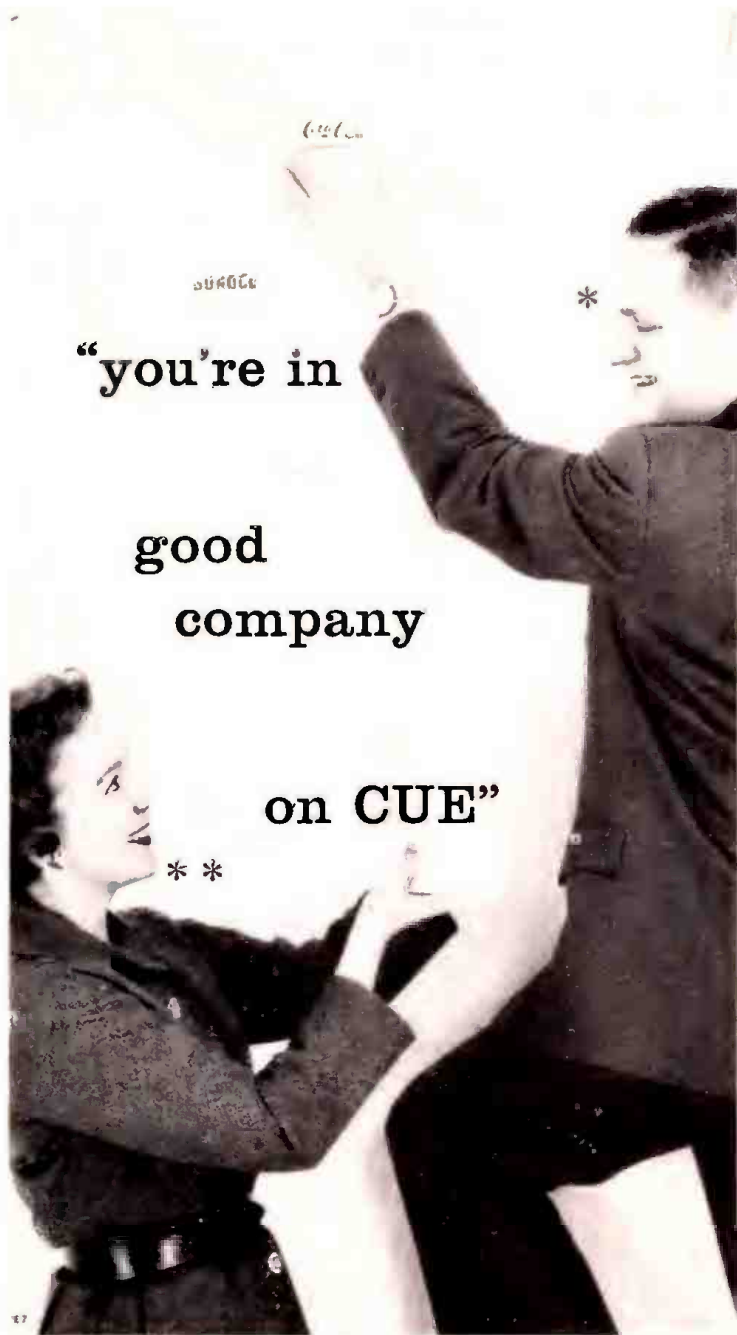
E. J. Kelley
Vice President
KBHS Hot Springs, Ark.

Bache Story

In your March issue you featured a story on Bache, illustrating their use of radio. We have had a Bache office in Oil City longer than WKRZ has been on the air (13 years). In that time we have been unable to get to first base in selling them a spot or a program schedule. Seizing upon your magazine, we called upon the local manager, who indicated extreme interest in the possibility of broadcasting stock market reports twice daily.

Our proposal was forwarded to the New York office and was returned with the notation, "We have situations where we have stations giving this information to their listeners free of charge, crediting us as the source." My question is, all too many times, why do we give something away that has sales ability, particularly to those who can well afford to pay?

R. Edward Erickson
Manager
WKRZ Oil City, Pa.



"you're in

good
company

on CUE"

The names on the board are just a few of the national accounts we serve in the rich Akron district.

These smart advertisers come to CUE, stay on CUE for two simple reasons: We deliver 11.7% more listeners per dollar than any other station in the Greater Akron Metropolitan Area. We help convert these prospects into customers through extensive merchandising tie-ins with the biggest food chain in Akron.

The whole story of WCUE is on a new color film we've just completed. A note to us, or Avery-Knodel, will fetch you a print or our latest Akron Market Data Book. They make it very clear that if you want to increase your business in Ohio's fourth market, you belong in this fine company—on CUE.

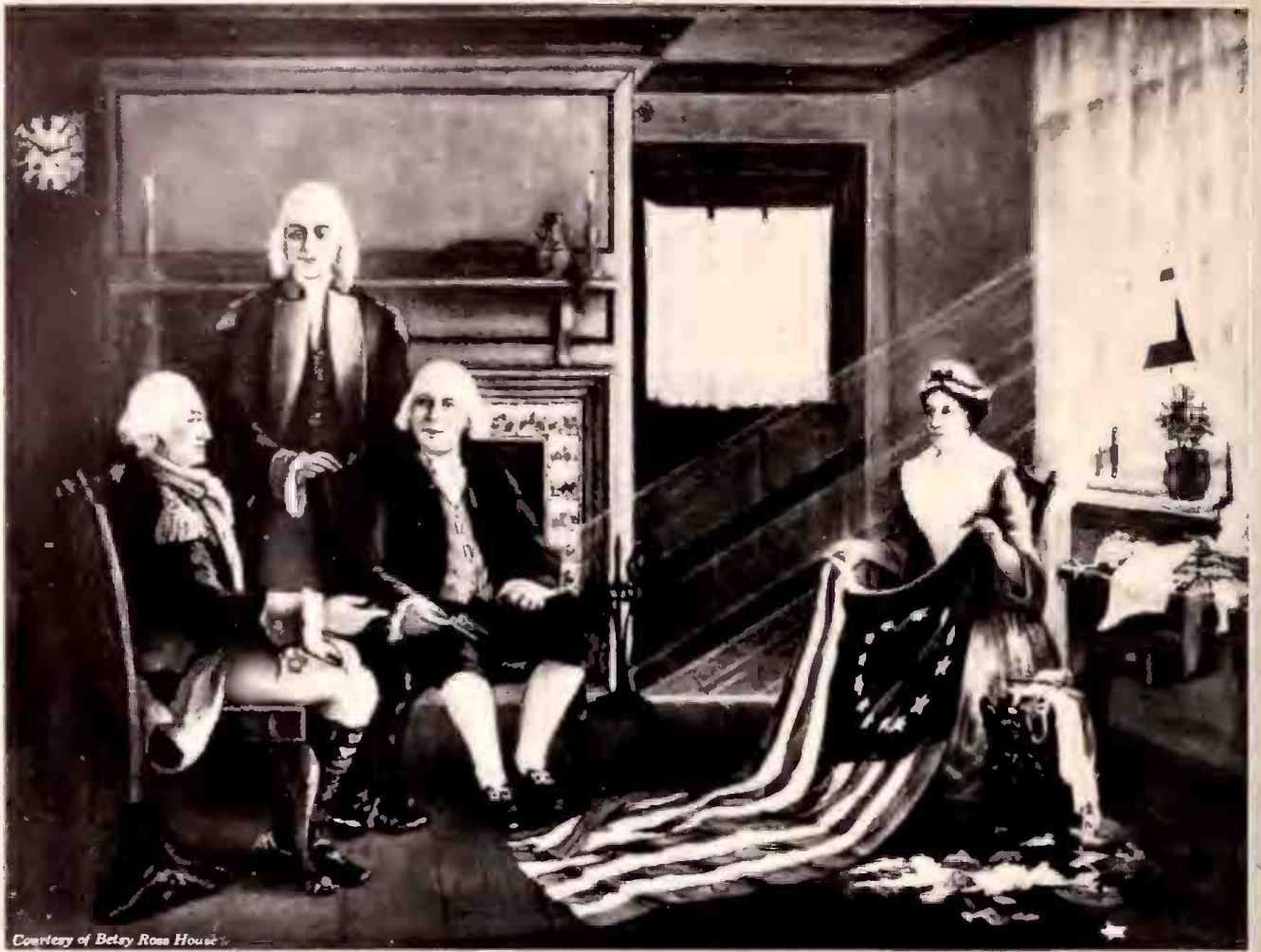
WCUE
AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.

WICE



First on the Philadelphia scene... yet known throughout the nation

*...and **WIBG** is first
in Philadelphia Radio!*

Betsy Ross made the first American flag here...and now Philadelphia hails a *new* first!

*WIBG-RADIO 99 commands first place in average audience in the nation's 4th market Mondays through Fridays, 7 AM to 6 PM, leading all other stations!**

Hoist your flag to WIBG, where the highest audiences mean highest results...at the lowest cost per thousand in ye olde towne!



Call Jack Mahoney or KATZ for availabilities

*C. E. Hooper, March-April 1958



Storer Radio

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

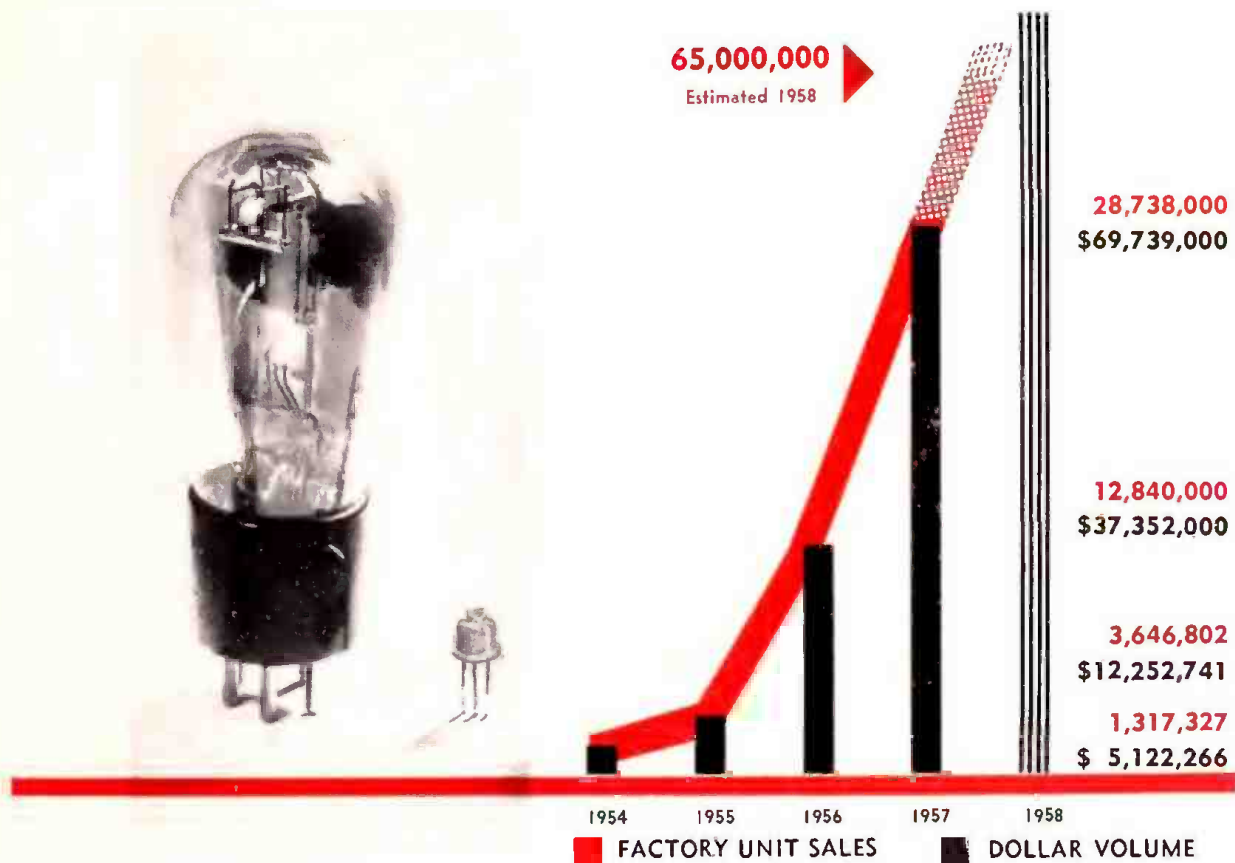
WGBS
Miami

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

Total Transistor Output



U. S. RADIO • JUNE

1958

Tiny Key To Tomorrow's Radio

June marks the transistor's 10th anniversary.

Its development, radio forces believe, is creating a media revolution. Transistor production for radio sets is skyrocketing.

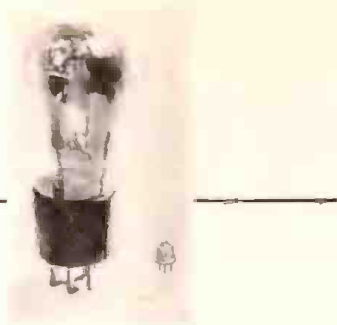


A new era of personal radio saturation is in the making for radio broadcasters and advertisers.

It is being brought about by the development of the transistor—mighty mite of the electronics age—which this month celebrates its 10th anniversary.

The number of transistors earmarked for radio sets has been steadily increasing. In 1958, estimates show that the largest single share of transistor output, 38.5 per cent, will go to radio.

It doesn't take much figuring to



RCA has exhibited this model of a five-tube transistorized radio in a two-ounce fountain pen case that holds batteries and antenna.



This wrist-watch radio transmits sound. A simple process, based on commercial demand, could turn it into a receiver of airwaves.

realize that, based on projections for 1965, a media revolution is on the horizon. Radio's "personal" or "companion" role will be greatly magnified. The radio set, because of its new compact size, will be as portable as a pair of shoes. In the home, it will be as commonplace as the ash tray. Out of the home, it will be taken to work, to the store, to the beach or picnic.

Nobel Prize

It was just a decade ago that a device created by three physicists at Bell Labs was unveiled to the world. It was called the transistor—for transfer resistance. For their efforts, John Bardeen, Walter Brattain and William Shockley were awarded the Nobel Prize in physics in 1957.

So swift has been the recognition

of this discovery's vast application and utility that Bell estimates the transistor has accomplished in 10 years what it took the vacuum tube 10 years to do.

More than its media significance, this device, smaller than a dime, is creating an industrial revolution. It is helping industry do jobs it could never do before. It has created whole new lines of products for the consumer.

And not without special meaning is the fact that the transistor is shaping new and exciting types of radio sets. Already there is a vest pocket radio. RCA has exhibited a fountain pen radio and the military is using a wrist-watch radio that transmits sound. The conversion of the latter set to a receiver is a simple matter that can be brought about by sufficient commercial demand. A

handbag radio also has been experimented with.

For the radio industry, this will soon mean the fulfillment of the "radio is everywhere, all the time" dream with vast implications on programming and sales methods. For the advertiser, this will mean saturation circulation of such dimensions that radio's ease in reaching the American consumer at any point in the day will be a cardinal rule of timebuying.

Glimpse at Figures

A glimpse at the figures illustrates how radio is benefiting from this discovery. Bell estimates that, based on 1957 evidence, factory transistor sales should total 65 million in 1958. The largest share of this, 25 million, is for the entertainment field which consists almost entirely of radio, with some phonographs.

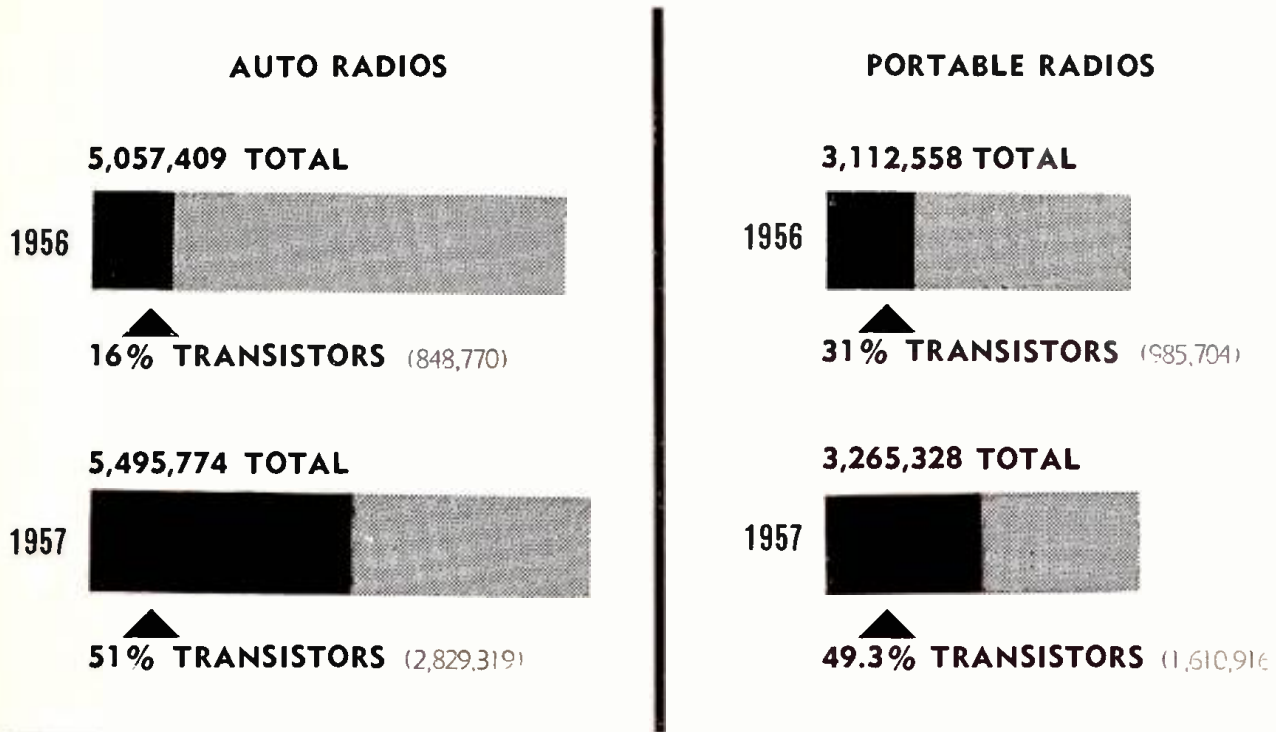
Although these figures appear a little staggering, they are actually no surprise. Ever since the transistor's invention, it has played an increasingly important role in the life of radio.

Electronics Industries Association estimates that in 1956 about 18 percent of transistor production went to radio sets. Last year the figure was more than 28.7 percent.

For the first quarter of 1958, about 48 percent of transistor production went for radio sets. It is expected that this will level off slightly by the end of the year.

Projecting the significance of increasing transistor production into the future, it can be seen that the real impact is yet to come. Estimates at Bell on the factory sales of transistors for the year 1965 vary from 300 million to 500 million. The conservative figure is from Bell Labs and the more liberal is from the Bell System.

Transistor Radio Production



Source: Electronics Industries Association

Assuming that the percentage of transistors used for radios remains the same, 38.5 percent of the 1965 estimates would place total transistor output for radio between 115,500,000 and 192,500,000.

With an average of six transistors to a radio set, transistors alone should account for between 19 and 32 million radios by 1965. Comparing this with the all-time record of 15.4 million total radio sets produced in 1957, the discovery of this semiconductor device assumes its real significance for the radio advertising field.

Changes in Store

What does this era of personal radio saturation hold for broadcasters and advertisers?

These innovations will bring about changes in radio programming. A sampling of broadcaster opinion reveals that there will be a greater place for service features: more news, weather and time slots. Increased traffic and public transportation bulletins also will be needed.

The advertiser will find a vastly

increased radio audience. It is estimated that every fourth person walking down the street will be radio equipped in the market of tomorrow. The 8.5 million portables in use now will easily be doubled if not tripled by 1965.

Illustrating Trend

The trend in this direction is illustrated by the growth of transistor production the past few years. Although developed 10 years ago, the transistor did not come into commercial production prominence until 1956. According to Electronics Industries Association, transistorized radio output is being utilized to the fullest for portables and auto sets.

Production of portables in 1957 amounted to 3,265,328, of which 1,610,916, or 49.33 percent, were transistorized. The year before transistorized portable output came to 31 percent of all portable production, or 985,704 of 3,112,558.

The development of the transistorized auto set has made the car radio portable in that it can be

taken out of the car and listened to. In 1957, of the 5,495,774 car radios produced, 2,829,319, or 51 percent, had transistors. In 1956, the transistor proportion was considerably less. There were 5,057,409 auto radios made, of which 848,770, or 16 percent, were transistors.

For 1958, the boom is continuing unrestrained. Factory sales of transistors for the first quarter were up 76 percent over the similar period last year. In fact, for the first quarter of 1958 there was one transistor sold for every nine receiving tubes compared with one transistor for every 25 receiving tubes in the first quarter of 1957.

Output Is Licensed

The manufacture of this device is under license to Western Electric, which is the manufacturing arm of American Telephone & Telegraph Co. Each of the two companies control half of Bell Labs. There are actually 36 companies licensed to produce the transistor. Among these are: RCA, General Electric, Westing-

(Cont'd on p. 52)

*And here's Why O.B.M. again
recommends Radio
for TETLEY*



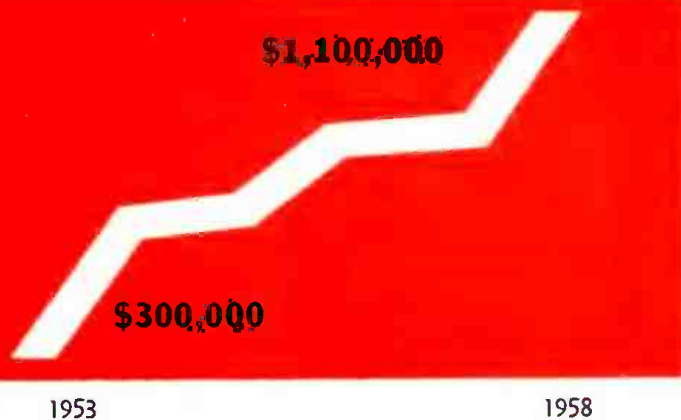
Ogilvy, Benson & Mather recommended that Tetley increase its radio spending when the agency took over the account three years ago.

'85%'

Tetley Leaves It To Radio

The air medium's role has grown along with the tea company itself. Tetley reports that its market position has advanced from fourth to second place brand in the U.S.

Tetley Tea Increased Radio Spending 375% in Past Five Years . . .



. . . While Total Ad Budget Increased Only 65% in Same Period

In the last five years the Tetley Tea Co. has jumped its radio expenditures 375 percent as contrasted with an increase in total advertising appropriations of 65 percent for the same period, according to Edward C. Parker, president. During the same time the company states it has risen from the fourth to the second place brand in the United States.

Mr. Parker predicts that in the fiscal year ending April 30, 1959, Tetley will spend \$1.1 million in radio, while in the 1953 to 54 fiscal year the tea company allotted only \$300,000 for the air medium. At the present time Tetley is marking 85 percent of its general advertising budget for radio, with additional funds for merchandising and promotion going to point-of-sale displays and cooperative advertising.

Tetley is part of an industry that over the past several years has gained increasing acceptance in the American home. Today Americans drink an average of about 20 billion cups of tea a year, according to the Tea Council of the U. S. A. Inc., New York. At least six billion of these are iced tea. Over 100 mil-

lion pounds of tea are imported into the U. S. each year, making America the world's second largest tea drinking country after the United Kingdom.

The firm's claim to second place for the country as a whole is a particularly noteworthy achievement in view of the fact that Tetley confines its distribution to the area east of the Mississippi. In this region Tetley accounts for 70 percent of all tea sold, Mr. Parker states.

In the last 12 years the company has multiplied its sales volume two-and-a-half times, he says, and sales have increased by 10 percent in each of the last two years.

Mr. Parker states, "We started using radio in the 1930's, sponsoring the soap operas, and have been in it almost continuously ever since. Recently we have been using more and more radio on a spot basis and expect to continue to do so."

Tetley, through its agency, Ogilvy, Benson & Mather, New York, buys radio time in 90 markets over 250 stations averaging 50 to 75 spots per week in each market.

While the tea company relies heavily on local stations, it does sup-

plement its radio schedule from time to time with network buys. Just announced is the firm's \$200,000 purchase of 106 stations on the CBS network. Tetley bought sponsorship of five weekly five-minute units of Columbia's daytime dramatic series. According to Martin Kane Jr., OBM account executive, the contract is for 52 weeks starting last May 21. The stations being used are, of course, in Tetley's distribution area, east of the Mississippi.

When the agency was awarded the account three years ago, according to Mr. Kane, it recommended that the tea company substantially up its radio spending.

Mr. Parker believes that radio has been responsible for "a good part of Tetley's sales increases." He cites four major ingredients in selling successfully—quality, sales force, packaging and pricing, promotion and advertising. "We have a quality product and an excellent sales organization," Mr. Parker comments, "but if our success is partly due to good advertising—and we believe it is—then radio must take credit, since it gets most of our ad money."

Mr. Parker, in explaining Tetley's



choire of radio, states, "With our agency we set up a standard of values to judge media. To do a good, thorough selling job for Tetley a medium had to meet four basic requirements. It had to provide deep penetration and impact, frequency of impression, broad physical coverage and the utmost flexibility. Within the limits of our budget, radio met Tetley's basic requirements best of all ad media. Radio seemed the logical choice for us."

The tea company has looked to the air medium as the best solution to several knotty advertising and marketing problems, not the least of which is the need for economy. Mr. Parker explains that Tetley sells only one product, while its major competitors have other products to share the cost of selling and advertising. The firm also has less money available for advertising, he points out, as compared with its three principal competitors which are divisions of larger corporations; two of these are national. "For these reasons, among others, we look to radio for economy combined with mass coverage in our distribution area."

Broad physical coverage is essential to reach tea drinkers in small

cities and rural areas that are only "lightly covered by other media," Tetley's president points out.

The utmost flexibility in an advertising medium is also vital to the tea company because its one product has to be sold in two different forms—package tea and tea bags—and for two different purposes—hot tea and iced tea. "A situation that creates countless marketing and advertising difficulties."

Among them are problems arising from the fact that 40 percent of New Englanders and 27 percent of Middle Atlantic people drink hot tea daily contrasted with only 10 percent of the population in the Southern states. As regards iced tea the situation is almost reversed, Mr. Parker says, with 75 to 85 percent of Southerners drinking iced tea and approximately 47 percent of New Englanders.

The diversification requires a medium that permits copy to be tailored to the requirements of each market at different seasons of the year and allows copy to be changed on a moment's notice when necessary.

"The medium we use also has to have a flexibility that permits us to

heavy-up in certain sections of the country during the hot tea season and other sections during the iced tea season. But at no time during the heavying-up period," Mr. Parker says, "can we completely neglect the rest of the country."

Tetley's biggest sales volume lies in four main areas: New England, New York, the Philadelphia territory and the region surrounding the Atlanta sales office, says OBM's Mr. Kane. Other district offices are located in Detroit; Buffalo, N. Y.; Boston; Pittsburgh, Pa., and Baltimore, Md.

Mr. Kane says that Tetley's radio philosophy necessitates comparable expenditures both in areas where Tetley sells well and in sections where sales can be improved.

"We have areas in which we are much stronger than others. Within our marketing area, we do not do a general overall business," Mr. Parker states. "While in some sections we are easily a strong first, in others we have a hard selling job to reach this same position.

"We want to reach present tea drinkers, certainly," Mr. Parker says, "but we also want to convert non-tea drinkers. Hence, in addition to economy, broad coverage and flexibility we must have deep penetration and impact in our advertising medium. Most adults drink tea, so one of our main problems is to get people to drink it at an earlier age. Also, almost twice as many women as men consume our product, so we are primarily interested in reaching the ladies without neglecting the men."

Mr. Kane says that most of Tetley's radio time is bought during the morning and late afternoon to reach women. There are scattered spots throughout the day, but only rarely does Tetley buy in the evening hours. About 80 percent of the one-minute spots are bought on Wednesday, Thursday and Friday because



Edward C. Parker, Tetley president.



Martin Kane Jr., OBM account exec.

of the popularity of late-in-the-week grocery shopping.

Tetley promotes as many merchandising and point-of-sale displays as it can, and the agency is delighted when it can get an in-store display along with its radio buy. The tea company also sponsors contests continuously. One of the most popular is an add-a-last-line to the jingle competition for which the winner is given a tea party for 50 of her friends in one of the town's hotels. The local disc jockey or other personality acts as host. At other times the winner receives a silver tea service, a household appliance or a record album.

Tetley's commercial copy is presently featuring the theme, "Tiny tea leaves from at least 22 plantations go into every Tetley Tea bag." This impression of quality and variety is often given by means of a dialogue

between Albert Dimes, the Tetley Tea taster, and a new taster whom he is currently breaking in. There is an interchangeable last line referring to either iced or hot tea, depending on the season of the year and the market. The commercials usually close with a jingle tag.

One of the most recent campaigns is for the family-sized tea bag that contains the equivalent of four ordinary tea bags. While this variation came on the market about a year ago, the company is pushing it in its radio commercials for the first time this summer.

Tea bags now comprise about two thirds of the company's output with loose tea making up the rest. Tea bags, according to Mr. Parker, have been widely sold in this country since the middle 1940's and are accounting for an ever-increasing percentage of tea consumption. "New

homemakers seem to start right out with tea bags," Mr. Parker explains, "while the older housewives remain loyal to packaged tea."

North of the Mason-Dixon line 80 percent of Tetley's weight sales are in tea bags, he says, and in the south the opposite holds true with 70 percent of the firm's sales coming from packaged tea.

Tetley has been selling tea in this country since 1888. The firm is English in origin dating from 1837. The parent company now distributes in Norway, Sweden, other continental countries, the Union of South Africa and Israel, in addition to Great Britain.

When Tetley first opened its doors in New York it was sold in seven department stores in major Eastern cities. Now it can be bought in thousands of food stores east of the Mississippi. • • •



? **WHO WILL BE BOB SCOTT'S TEA PARTY GUEST?**




WOOD and TETLEY TEA are giving a tea party to some lucky Grand Rapids Housewife - and fifty friends of hers. Who will be the winner? PERHAPS it will be one of your customers. So you be sure your supply of TETLEY TEA is ample. Your customers will be buying more and more TETLEY TEA to help them win the TETLEY TEA - WOOD Tea Party.



This station promotion for a Tetley Tea party is typical of the merchandising tie-ins sought by the company and its agency. The disc jockey is usually host.



***Co-op is a major ad budget factor.
Parent oil and tire companies
contribute an average of 40 percent
to gasoline and service stations***

 From Jackson, Miss., to Jackson, Mich., small businessmen who operate gasoline and service stations are learning—with the help of co-op money from their parent companies—they can enjoy the impact of radio's reach.

A steady advertiser, for example, over WJQS Jackson, Miss., is J.D.'s Super Shell One Stop Service. From time to time it has promoted everything from tire sales to a lawn mower repair service. And, according to the client, radio has "brought direct results consistently."

"Direct results consistently" are usually the fruit of consistent radio advertising, a U. S. RADIO survey on the use of the medium by gasoline and service stations in more than 150 communities around the nation indicates. But in most cases it is not

How Radio Helps Reach Prospects

The Motorist

Filling stations can reach him at peak morning and evening "driving times" through car radio

The Tourist

Car radio reaches him as he enters the community to suggest where he can purchase his auto service

The Male

The largest purchaser of automotive goods and services is best reached with news and sportscasts

The Nighttime Traveler

The 24-hour schedules of many radio stations make it possible to reach him at any time of the night

Filling 'em Up With Radio

possible without some co-op help—usually about 40 percent of the total outlay.

"There is scarcely a major brand that is not using radio in our market," says N. H. Alberstein, commercial manager of WKHM Jackson, Mich. "We enjoy very fine business relations with gasoline and service stations, but we deal through the distributor rather than the individual stations."

Gasoline stations are taking increasing advantage of the sound medium, the study indicates. They are learning that radio is often the best way to reach the audience that buys gasoline and automotive products:

- The motorist—directly through car radio and especially at peak morning and evening "driving times."

- The male, largest purchaser of these goods—through news and sports programs.
- The tourist, in transit through the community—through car radio.
- The nighttime traveler—through the 24-hour schedules of many radio stations.

Another arguing point of the radio salesman stems from the very lack of ad money that the filling stations can make available. Their small advertising budgets mean, in general, they can use radio or newspaper—but not both. By promoting grand opening and sale day saturations, radio has found a way to prove its claims of vaster audiences.

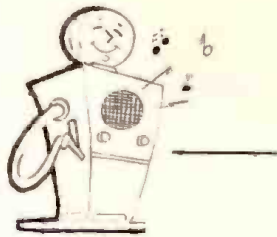
And a definite pattern is indicated in the study as to the results of these promotions: Once a gas station has

given radio a solid trial it is bound to become a good customer. However, the pattern also shows that not all of the gas stations have been educated by the radio facts of life.

One of the chief problems, gas stations argue, is that the margin of profit is too small to afford advertising on a continuous basis. They say that even with co-op help there is too much competition from other service stations to make advertising worthwhile.

"Local service station men do not advertise to any extent with any medium in our area," reports Elzer Marx, general manager of WITY Danville, Ill. The initiative to advertise, he says, must come from the radio station and through the parent oil firms.

"The service station people argue



that they sell gas, oil and services and that advertising is someone else's business," he continues. "We make our presentations to the agencies and the mother companies, but we feel the gas stations could profit by what we know about the market, the radio area, the audience and the habits of drivers."

The list of filling stations that have profited by this knowledge, and profited in a big way, continues to grow. Terrific results have been achieved through the saturation promotions, which in many cases lead to a contract and steady, satisfying results over a long period of time.

"Grand openings of service stations have been phenomenal," declares Esther Shepherd, general manager of WAAG Adel, Ga. An ebullient comment, but one that is echoed by a majority of station people who reported them to U. S. RADIO.

"The most dramatic results," says Adrian DeVries, owner of KCLX Collax, Wash., "have been enjoyed through direct broadcasts at grand openings of new gas stations in our area. Dealers are most happy with radio's pulling power which packs the people in for special attractions and 'sell-a-thons.'"

Gary C. Davis, president of WHPE High Point, N. C., claims that as a result of several grand opening broadcasts for local Gulf stations "we made many friends for each new dealer. For these promotions we run half-hour broadcasts directly from the service station," he reveals, "and each five minutes we announce that the first car to drive in and honk the horn will get 10 gallons of gas."

An "Operation Saturation" promotion offered by WTRC Elkhart, Ind., "has developed results for Sinclair, Gulf and Shell dealers," says Don Freed, commercial manager.

WLEC Sandusky, O., tried the saturation technique for the grand

opening of a Marathon station which was competing with two other grand openings in town that day. "Both of the others used newspaper as their medium," states General Manager Jay Wagner. "Our advertiser completely outdrew them both using 22 spots in two days.

"He had nearly 800 persons register in one day and pumped 12 times the normal amount of gasoline. In addition, he sold four sets of tires plus many other items including batteries and accessories. The most important thing is that many of his opening day customers are now regular customers."

Canadian Promotion

Joe Budd, assistant manager of CJOC Lethbridge, Alberta, reports that with 21 spots aired during the week prior to a Saturday opening of a Glendale Royalite Service Station, and with 14 five-minute shows direct from the premises during the opening, 5,310 gallons of gas were sold. The average for a single day in that area, the station says, is 600 gallons.

The success in promoting these openings points up another outstanding fact which comes to light in the study. As noted above, many stations can afford a one-shot saturation of this type but cannot become advertisers on a regular basis without some co-op help—usually about 40 percent of the total cost—from the national or regional firm.

William F. Russell of WKYW Louisville, Ky., illustrates the importance of the co-op support:

"One major oil company, for example, for several years contracted for two quarter hours per day in three-month agreements. Our salesmen, with the company representative, would then contact the individual gas stations and sell the quarter hours, one to each gas station.

"The company," Mr. Russell continues, "paid one half. Therefore the cost of one quarter-hour per week to the small operator was affordable, especially since the local dealer could take advantage of the parent firm's frequency discount.

"We billed the company; but when an order from the company stopped this procedure the billing was made to the individual. It almost doubled the individual cost. Most dropped out."

"The original arrangement," he notes, "did a fine job selling the brand—and each dealer got his money's worth."

Even where co-op is available, things do not always run smoothly. WRHH Rock Hill, S. C., for instance, has several filling stations on the air, almost all on a co-op basis. "We go to considerable trouble to set up these co-op deals," reveals Harper S. Gault, commercial manager.

"Some companies will co-op any kind of advertising, others want spot only, and still others want to co-op only tires, batteries or accessories. It takes a Philadelphia lawyer to keep up with what will and will not go."

H. M. Solomon, manager of WNBH New Bedford, Mass., notes that while "there is co-op available, usually 50 percent, dealers shy away because manufacturers want to push their products while stations want to promote service."

Agreeing that most stations' budgets are "too limited to do the right job on radio unless co-op is forthcoming," James F. McDonough, vice president of WROD Daytona Beach, Fla., says that the co-op money "is often too little to do enough."

When co-op is available in workable amounts, radio has come through with the promised results. An example is WBBC Flint, Mich., which reasoned that "service stations

be sold cooperatively since, as a rule, no one of them can afford enough advertising to make an impact." WBBC has sold 26 weeks of 25 five-minute newcasts per week to the Cochran Oil Co. of Flint and 25 of its affiliated Sinclair stations. To increase listenership, the radio station started a contest and the service stations called attention to the shows with posters.

Douglas Cochran of the distributing firm, in informing the Sinclair offices in New York of the arrangement, commended radio for "the strength of our business increases" and predicted that in the long run it would be "outstanding in boosting our sales."

And the results of the purchase of morning news six days a week over WKAB Mobile, Ala., brings this comment from the manager of the Big "S" Shell Station:

"When the advertisements began, we were pumping approximately 400 gallons of gasoline per day," says Jeff Thompson. "After a short time our sales had increased to approximately 600 gallons per day. Besides gasoline, other sales were up considerably." The service station used its other form of advertising.

What does a service station advertise to keep the regular customers driving in? This is the question that is continually asked of the radio salesmen.

The answer, as expressed by Don G. Bennett, station manager of KREW Sunnyside, Wash., is to "find the one main reason why customers should trade with you rather than with the other stations."

The reason can be a lower-priced car wash, convenient location to stores so the customer can have the car serviced while he or she shops, specials on new products, tire sales.

"When you find the reason," he advises, "stick to it." • • •



Follow-up promotion is provided by insertions of the client's name in WLOU Louisville, Ky., advertisements carried on the back of city busses.



WBBC Flint, Mich., and Sinclair stations cooperate in a contest promotion which draws attention to the product and to the broadcasts. Here a station owner signs up a customer.

1957



Budget for Radio Triples in Year

1958



Radio Follows the



Burke Dowling Adams Inc. vice presidents discuss Delta Miami "blitz" campaign with agency president B. D. Adams (second from right) at their Atlanta, Ga., headquarters. They are (left to right) Bob Bragg, visual director; Ernest Camp, copy director; Jack Hardy, treasurer, and Howard Schriener, creative director. Mr. Adams personally handles the Delta Air Lines account.

At Delta Air Lines, radio follows the flagships. During the current advertising year the company is spending three times as much in the sound medium as it spent in the previous year.

"And I would predict a further increase," says George E. Bounds, Delta's director of advertising, "for the next 12 months starting July 1."

The airline, with headquarters in Atlanta, Ga., operates scheduled flights between 60 cities in the U. S., Latin America and the Caribbean.

In the past few years, the sound medium has played an increasingly important role in Delta's advertising program until today it accounts for an outlay approaching \$250,000. "We have added to the number of cities in which radio is used," Mr. Bounds notes, "More recently we have been expanding the use of continuing, 52-week news programs rather than spot announcement schedules using 90 stations in about 80 cities, including New York, Chi-



Airline employs news programs on a continuous basis in 80 cities and uses spot announcements for schedule changes



Flagships

cago, Miami, Atlanta, New Orleans, Houston and Memphis."

At Delta's agency, Burke Dowling Adams Inc. of Atlanta, Ga., radio billings are way above last year "or any previous year," according to B. D. Adams, president and Delta account executive. Radio plays an important role in the programs of Burke Dowling Adams' other clients, including Southern Bakeries, Scandinavian Airlines System and Citizens & Southern Bank.

Versatile Medium

"We have found radio to be a particularly versatile medium," states Mr. Adams. "For some clients it is a basic, workhorse medium. For others it becomes more of a fire-horse medium which is called upon in emergencies to beef up trouble spots or to support new products or services."

The agency president has praise for radio's manner of doing business

as well as the results it is able to achieve. "It has been our experience," he reveals, "that stations go all out to cooperate in urgent situations. This cooperative spirit and willingness to work closely with our client's local people has served to increase our regard for the radio medium."

Besides promoting individual flights with announcements and the "traffic hour" newcasts, Delta also uses spot announcement schedules on 25 stations in 11 cities to help launch new flight services. The agency reports that the sound medium has proved "highly effective for Delta outside the country, too, in Havana and Caracas."

Delta relies on the local announcers to air last-minute messages but prefers pre-produced commercials for its news shows and scheduled spots.

"We have found," says Delta's Mr. Bounds, "that the local announcer cannot do a dramatization job on a

30-second to one-minute spot nearly as effectively as an electro-transcription."

Delta prefers to cut commercials in advance to fully utilize the dramatic qualities of sound effects, bringing in the roar of motors, airport announcements and other sounds. "It helps the station and it helps the advertiser if the commercials are prepared in advance," says Mr. Bounds.

Prefer Transcriptions

Because of its preference for pre-cut and well-produced transcriptions the Delta people have learned how important a properly produced commercial can be—and how important a properly trained agency team can be to that commercial.

"The increasing importance of radio merits the assignment of the agency's top creative talent," Mr. Bounds asserts.

"We feel," he says, "that it is more



Edwin H. Bishop, Miami sales mgr.



George E. Bounds, advertising dir.



The first of Delta's 18-passenger plane jet fleet is scheduled to go into regular service in early 1958, and radio will have an increasingly large part introducing them.

important now than ever before for advertising agencies to concentrate on improving the caliber of their personnel—especially those who write and produce broadcasting scripts. "The agencies should spend more," he adds, "to do a better job of merchandising."

In addition to electro-transcriptions, Delta also places great em-

phasis on the value of the spoken word by the local announcer, who relays last-minute changes in flight schedules. Mr. Bounds points to a campaign in the Miami area as recent proof of what he calls radio's "saturation, timeliness and flexibility."

A series of messages was broadcast to the greater Miami area announc-

ing the addition of nine extra flights to Chicago to handle post-Easter vacation travelers. The flights were scheduled for Saturday and Sunday, April 12 to 13.

"On Monday morning, April 7, T. M. Miller, Delta's traffic and sales assistant vice president, telephoned to discuss a campaign for promoting these flights," relates Edwin H. Bishop, the airline's district sales manager in Miami.

"To draw maximum attention in the fastest possible time, we agreed on immediate conversion of the spots being broadcast by five greater Miami stations to some hard-sell copy concentrating entirely on the promotion of the extra sections—using the theme, 'Seats immediately available this weekend.'

New Copy Furnished

"George Baily of Burke Dowling Adams was informed of our plans," Mr. Bishop continues. "He immediately furnished new copy to all radio stations involved. The stations accomplished the conversion to the new copy in less than half an hour after the suggested campaign got under way. The concentration continued through Friday the 11th."

Before this promotion, Delta states, it had never been able to pin down its results from radio advertising in Miami. By the end of the special campaign, however, the airline could point to record totals, including a one-day high of 1,306 passengers who enplaned at Miami on April 13.

"This short-notice, concentrated campaign gave us an opportunity to observe the results of hard selling by radio," declares Mr. Bounds. "Radio's adaptability to special situations proved itself in this instance."

As an added dividend, Mr. Bishop reports, traffic from Miami to all points on the Delta system increased markedly during the period imme-




At a luncheon honoring him as "the father of radio," Dr. Lee De Forest (left) chats with A. Prose Walker, NAB engrng. mgr.

NAB

Meeting



Miss Dinah Shore is escorted to luncheon by Harold E. Fellows, NAB president. She was honored for her many contributions to radio and television.

 From a radio man's point of view, the NAB convention at Los Angeles produced the most sound in years.

There was ample evidence of radio's thrust into the main strata of media ranking. And, at the same time, it was shown that if radio is to maintain this momentum, the job of building for the future is just beginning.

Observed from the mike side, these are the highlights:

- A new sales presentation by Radio Advertising Bureau showed that in the individual market of the future 83.9 percent of the bedrooms will be equipped with radio sets, 70.8 percent of the kitchens, 36 percent of the living rooms and practically all of the automobiles.
- In addition to bringing about a 26.5 percent increase in national spot in 1957 over 1956, the representative has been expanding his services. Frank Headley, president



Dr. Frank Stanton, president of CBS (left), receives NAB Keynote Award from President Harold E. Fellows. In accepting, Dr. Stanton called on broadcasters to bear the burden of keeping Americans informed with clarity.

Is Radio Active

of Station Representatives Association and H-R Representatives Inc., declared that 10 years ago 80 percent of station representative personnel were salesmen compared with only 40 percent today. The current spot salesman is backed up by a team that performs research, promotion and other functions.

- Matthew J. Culligan, vice president in charge of NBC Radio, conceded that network radio had hit the bottom, but that it is now "a comeback story in the very best tradition." He speculated that by 1960 there will be 4,000 radio stations and conjectured that of these about 750 will be network affiliates who will become the "Tiffanies" of radio, bringing world-wide and national news and events.
- Leaders from broadcasting, advertising and government stressed radio's role to inform and to interpret.
- Fm justifiably occupied the largest

share of the spotlight in its history. The Fm Development Association took a big step forward in promoting the sale of fm, the medium. And a panel session by fm broadcasters traced the recent growth and thorny problems of the medium.

The presentation by RAB was an informal one, presided over by Kevin B. Sweeney, president, and Jack Hardesty, vice president and general manager. They unveiled new research studies on the dominance of radio in tomorrow's market. Mr. Sweeney stated that radio will be the only way the medium-sized advertiser will be able to dominate this future market. Among the principal points in the presentation is that radio is strategic in both the time and place people listen. The sound medium has the "last word" before many shoppers enter the store. This argument was backed up by a study that showed that 34.6 percent of all people purchasing grocery products

were exposed to radio the closest to the point of purchase. Radio is a medium with the power of recommendation. A study revealed by RAB stated that 90.5 percent of listeners have a favorite personality and 69.2 percent will buy a product or service on a personality's recommendation.

Mr. Sweeney also reported that at least 1,000 national and regional advertisers used spot or network radio during the first quarter of 1958. More than 75 percent of the top 100 advertisers were in radio during this time, he declared. These facts are part of a new series of quarterly reports on spot and network advertisers RAB is issuing to its members.

A breakdown of advertiser use of radio in the first 90 days of this year was provided by RAB: 760 advertisers used spot only, 133 used network only and 97 used both spot and network.

The top five national spot advertisers during the first quarter were:

American Tobacco Co., Ford Motor Co., General Foods, Lever Bros. and R. J. Reynolds Tobacco Co.

The five top network users were: Bristol-Myers Co., Colgate-Palmolive Co., Ford Motor Co., Grove Laboratories and Lever Bros.

NAB also revealed that it will spend \$950,000 this year. About 55 percent of this will be on research and promotion, 28 percent on sales and 17 percent on member service.

The growth of spot radio and the resulting increase in services by representative firms was outlined by Mr. Headley. He noted that today there are about 55 independent national representatives that maintain more than 300 offices and employ more than 2,000 people, of whom more than 800 are salesmen. Representatives, Mr. Headley said, have "grown in size, depth and complexity." In addition to selling, the corol-

lary functions of today's representative, listed by Mr. Headley, are "advertising, publicity and programming."

The case for network radio was taken up by Mr. Culligan following the spot presentation by Mr. Headley. After tracing the factors that led to network radio's decline to the bottom in 1956, Mr. Culligan said the comeback was made in the face of "great odds."

Station Clearances

As evidence of this comeback at NBC Radio, he cited these developments: Station clearances have improved to the point where the pricing level of the network has been raised from 75 percent of the network's dollar value to 85 percent. (In fact, at the beginning of May, NBC Radio issued a new rate card based on this increase.) Station compensation payments to affiliates in 1958 will be two-and-a-half times the amount paid in 1956, he said. The percentage of dollars paid to stations out of network billings (less only agency commission) has increased 45 percent since 1956, Mr. Culligan declared.

He also advanced three factors that have led to network radio's comeback. Affiliate support, noting the improvement in station clearances; advertisers and agencies, pointing out the increasing number of new advertisers (121), and the support of government and industry statesmen.

Messrs. Culligan and Headley were preceded on the panel by F. C. Sowell, vice president of WLAC Nashville, Tenn., who stated that there is a radio station for every 13,000 people in the U.S. Mr. Sowell declared that "in the final analysis it is the station that tries honestly and intelligently to fill both the needs and wishes of its audience that will receive the highest accolades of the people whom it serves."

Merrill Lindsay of WSOY-AM-FM

Decatur, Ill., chairman of NAB's Radio Board, noted the "prodigious" work NAB has performed this past year on behalf of its radio membership. He stated that ad membership has increased five percent in the past year to "an all-time high." Mr. Lindsay expressed particular enthusiasm that the number of fm members had jumped from 328 to 340.

Leaders from broadcasting, advertising and government underscored the role of broadcasting as public informants in a world of crisis. Dr. Frank Stanton, president of the Columbia Broadcasting System and winner of the 1958 Keynote Award, warned of the dangers in "the falling off of an aroused, interested, alert people once the initial shock of the discovery of new realities lapses." In the age of outer space, he said, "we cannot afford such a lapse."

Marion Harper Jr., president, McCann-Erickson, New York, emphasized the importance of the broadcasting industry in "the immediate need to combat a recession and the long-term need to vindicate the basic premises of democracy in the face of increasingly dangerous threats."

Broadcasters Reproached

John C. Doerfer, chairman, Federal Communications Commission, admonished broadcasters to look upon the industry as an institution with a higher purpose than money making alone. "If broadcasting is regarded solely as an opportunity to make money," he warned, "the federal government . . . will eventually either impose stricter regulations or may even make a move for outright re-entry."

All three spokesmen praised the broadcasting industry for its work as a news media, but, they pointed out, there is today a crying need for even wider coverage and more thoughtful commentary.



Marion Harper Jr., president of McCann-Erickson, tells the convention that broadcasting has an important job in combatting the recession and vindicating basic democratic premises.

Dr. Stanton asserted that in his opinion the proper use of radio and television are absolutely essential to the preservation of a free America. "The chilling facts of the Soviet launchings—with all their sobering implications of Russia's progress on intercontinental ballistic missiles — spell out the dimensions of the problem and the dangers that face us as a nation and the whole Western world. Meanwhile, we are caught in the historic dilemma of a democracy: how to get enough action fast enough. Not to react to disaster but to prevent disaster.

Industry's Burden

"It seems to me that there is only one way it can be done, and that we in the industry bear the brunt of the burden—whether we like it or not—to insure its achievement. Sputnik I demonstrated that given information promptly, authoritatively, compellingly, the American people will mobilize swiftly, not just to approve governmental action, but to demand it.

"We now face the duty," Dr. Stanton declared, "to get before the American people a continuing report of what is going on both here and abroad; we must exert ourselves as never before to report with thoroughness and clarity; and we must make sure that we do the job so well that there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

He emphasized that such a job requires utmost effort and cooperation by networks which have physical and economic access to personalities and world-wide events, as well as independent stations, which must extend into terms of community reference "the great issues and problems that confront us as a nation."

Chairman Doerfer reproved the broadcasting industry for failing to add a new dimension to its infor-

mation services in the form of sufficient and intelligent editorializing. "Despite the accomplishment of broadcasters in furthering the art of entertainment and, to a limited extent, the presentation of news and discussion programs, the broadcasters have not yet approached their potential in developing the art of commenting on the news or local problems. They should.

"Having fought and won the battle for the right to editorialize, the broadcasters have failed to follow up this conquest, at least to the extent expected by the Commission," he said.

"A recent survey indicates that only about five percent of the local radio stations editorialize on a daily basis and that about 35 percent do so on an occasional basis."

Chairman Doerfer stated the most often expressed fears of broadcasters to editorialize are offending sponsors, the public and public officials. He pointed out that editorializing in newspapers has not seemed to hurt circulation or advertising revenue and that the FCC encourages broadcasters to editorialize. Congress, he said, is bound to uphold freedom of speech, for the broadcaster as well as the journalist.

Reasonable Care

"It is true that a broadcaster must use reasonable care to be fair and has an affirmative obligation to ensure the presentation of conflicting views by responsible elements in a community. . . . If he uses reasonable diligence and establishes an overall pattern of fairness, he will have little to fear from any public official on any level."

One of the most salient issues requiring high quality reporting and editorializing, in the opinion of Mr. Harper, is the current recession.

Mr. Harper, while conceding the task of prosperity could not be ac-



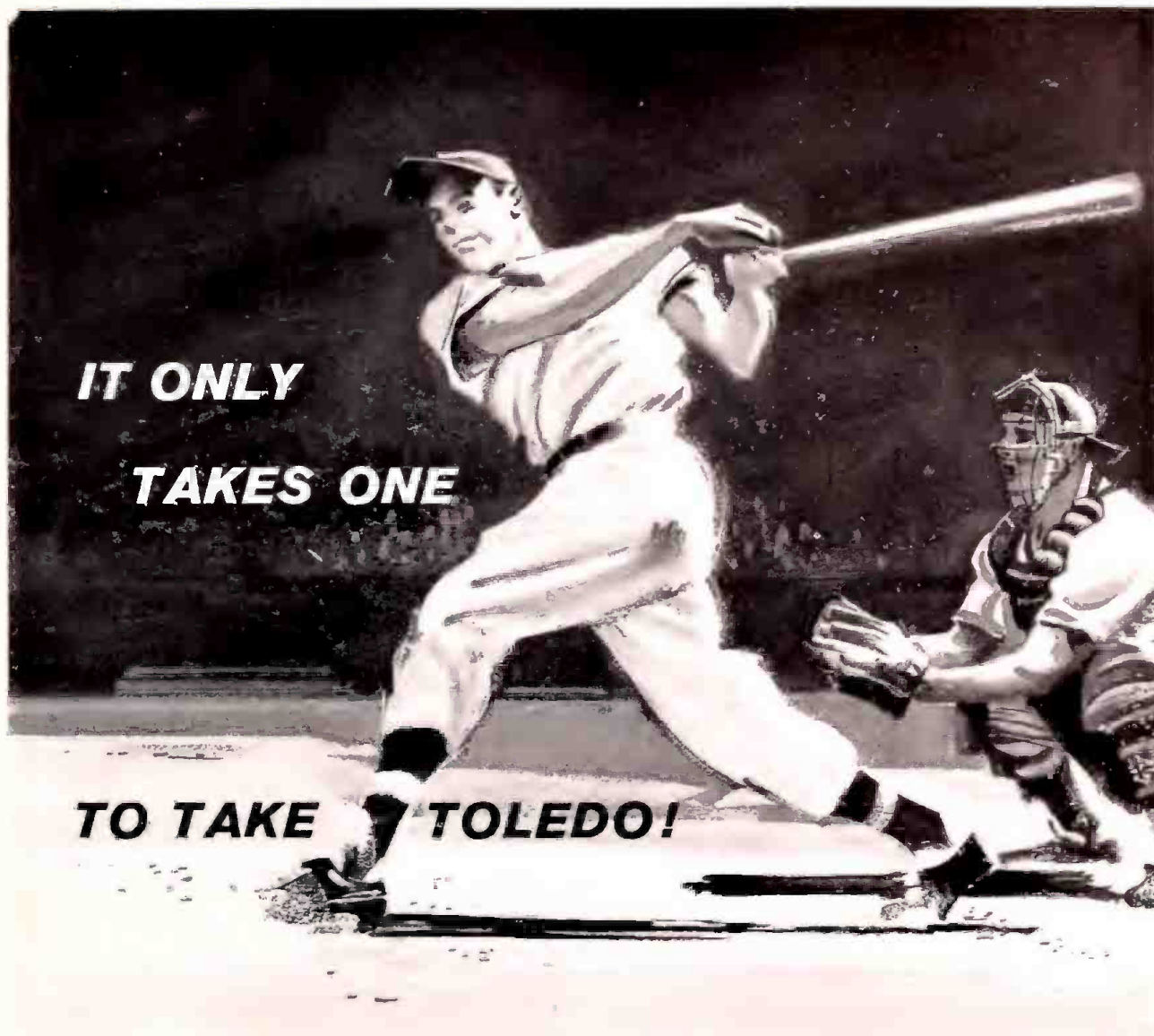
Worth Kramer, general manager of WJR Detroit, and chairman of NAB's committee on radio standards of good practice, displays new symbol for stations subscribing to the code.

complished by broadcasting alone, nevertheless pointed out that "one day the impulse to say 'I'll get it,' 'I'll go ahead with it,' 'I'll buy it,' will shout down the impulse that says, 'I'd better wait,' and on that day the recession will be over." It is in the interest of the country and of the broadcaster to hasten that day with tasteful, attractive advertising, he said.

"Offensive advertising in print media will usually produce little more than boredom, but the impact of broadcasting is so immediate that offenses provoke anger," he said, "Prejudice is created not only toward the particular advertising message but toward advertising in general. And there is harm to audience relations, business relations and government relations."

If there ever was a convention in recent years that held out great hope for fm's commercial future, this was it. There were two separate meetings that shed light on the developments in fm. A meeting of fm station operators featured John F. Meagher, radio vice president of

(Cont'd. on p. 54)



**IT ONLY
TAKES ONE**

TO TAKE TOLEDO!

The solid dominance of WSPD is all it takes to score in Toledo radio. The entire Toledo market looks to SPeeDy as the station with the top programming, personalities, news presentation, and public interest services—and has looked to it for 37 years! Advertisers have found that to reach the Toledo market, they must have the sales power and dependability of WSPD, the radio station that has *more audience at all times* than the next two Toledo stations combined. In planning your campaign, be sure SPeeDy is lead-off in the lineup!

"Famous on the local scene"

WSPD 

NBC RADIO in TOLEDO

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



Storer Radio

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami



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



HISTORY REPEATS ITSELF as roaring 1920's come to life at a weekend party jointly hosted by WBZ Boston and WBZA Springfield, Mass., at the Jug End Barn in the Berkshire Mountains. The festivities were shared by station talent, stars of the entertainment and sports world.



"ELEPHANTS NEVER FORGET" a good station promotion. At least, that's what KXOK St. Louis, Mo., executives hope its audience will remember about "The Big Listen." Station had elephant parade down city streets to introduce new 24-hour service. Standing by are (left to right) C. L. Thomas, v. p. and general manager, and Elzey Roberts, president.



CANADIAN RADIO WEEK and model make a perfect team as 148 member stations of the Canadian Broadcasting Corp. urge the public to "Be in the know, buy another radio and listen." Canada's second annual radio promotion coincided with National Radio Month in U. S.



KGO FLIES HIGH over San Francisco's Golden Gate Bridge to broadcast Bay Area traffic conditions. Piloting the "commute-copter" is reporter Bob Day, bringing listeners one of a minimum of 19 traffic reports carried by the station every weekday.



TODD STORZ RECEIVES award from city of New Orleans for his civic contribution. Mayor de Lesseps S. Morrison (right) presents certificate of merit to station owner, who gave up his 1450 frequency and studio facilities to the city's school system for use as an educational station. His own WTXI moved to the 690 frequency.



WSB SPONSORS CLIENT conference in Atlanta, Ga., for southeastern hog farmers. Ralston Purina Co. representatives led discussion. They included (standing left to right): Walter Montgomery, livestock chow sales manager, southern region; Don Peach, assistant advertising manager, St. Louis; Chuck Forbes, radio-tv department, Gardner Advertising Co., St. Louis, and J. B. Pullen, Ralston Purina sales manager, St. Louis.



SAFETY IN SEATTLE is the goal of station KING which is sponsoring a 140-mile safe driving contest from Seattle to Olympia, Wash. Preparing for the contest are (left to right): William G. Johnson, National Safety Council; John Symington, youthful driver. Looking into the hood are Richard Gruber and Bill Blair. Officer Maurice Watson shows disc jockey, Jim French, and KING sports director, Bill O'Mara (far right), what will happen if safety rules are not observed during the contest.



COOPERATION NOT COMPETITION becomes the motto of six Vancouver radio stations during Canadian Radio Week. Getting together with common promotions and jingle announcements, they promoted radio as an advertising and listening medium. Celebrating at a Kiwanis Club meeting: Eileen Laurie, CBU; Bob Hutton, CKNW; Bill Davis, CKWX; Monty McFarland, CFUN; Al Pollard, CKLG, and Billy Brown, CJOR.

WWJ MAKES News with newly-decorated studio in the "world's largest shopping center." Detroit station displays sponsors' products near the stores that sell them. Emerging from this radio advertisers' haven is emcee Bob Maxwell.



Planning a Radio Station ?

**RCA presents
3 basic plans to
meet all
requirements !**



These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A," is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical

community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department F-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA ... *your first source of help in station planning*



Trmk(s) ®

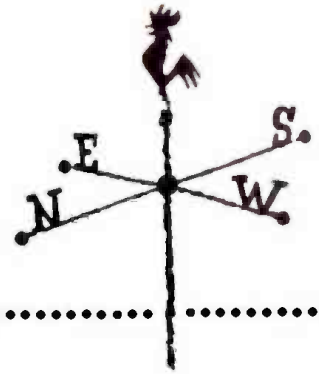
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

hometown USA

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



The four local stations in Fort Wayne, Ind., celebrate National Radio Month with a parade featuring radio personalities. Participating in the joint promotion are stations WANE, WKJG, WOWO, WGL.


AMERICA LISTENS AND HEARS:

'Radio Is Close to You'

Local stations across the country

back National Radio Month

with contests, promotions, editorials

 The industry's first National Radio Month turned out to be a lusty infant, indeed, whose voice—magnified many times in many places—was heard by advertisers and consumers all over America.

Extended from one week to the entire month of May for the first time this year, the observance was jointly sponsored by the National Association of Broadcasters, the Radio Advertising Bureau, the Electronics Industries Association and the Nation-

al Appliance Radio-TV Dealers Association. NAB and RAB sent complete promotion kits to their respective member stations, designed to help spark increased interest in radio from both the general public and the local and national advertiser.

Radio Month was supported by major trade and civic organizations, by congressmen broadcasting to their own constituencies, by set manufacturers and dealers and by many of the country's stations, whose promo-

tions ranged from editorials about radio to a myriad assortment of contests.

The month began with the endorsement of President Eisenhower who saluted radio for its "immediacy and availability. As a channel for public service," the President remarked, "radio contributes much to the American people through programs of news, education and entertainment. The National Association of Broadcasters has adopted a theme



for this month—"Radio is close to you." I am happy to join with these broadcasters and the radio industry in this annual observance."

In Milwaukee, Wis., WEMP reports that Mayor Frank P. Zeidler issued a statement commending radio for its service to the community and for its ability "more than most methods of communication to satisfy the requirements of the individual."

Radio's value to the individual was highlighted by WGN Chicago, which developed week-to-week variations on the "Radio is close to you" theme. Four seven-day periods featured radio's importance "at home," "on the move," "in the community" and "in all America." WGN also ran a contest inviting listeners to tell why they

tune in to radio every day. Station executives and on-the-air personalities contributed their time for a series of speeches and public appearances on radio's role today.

Would-be radio performers and personnel got some on-the-job experience in Detroit where WWJ celebrated National Radio Month with a program called "Voices of Tomorrow." For a week, high school students aiming at a career in radio joined regular station personalities in introducing records, giving commercials and reporting the weather.

Efforts Pooled

In at least two midwestern cities, stations pooled their efforts in support of Radio Month. Six Flint, Mich., stations got together to distribute 5,000 posters and 100,000 contest entry blanks throughout the city's trading area. The Flint Radio Broadcasters Association—comprised of WAMM, WBBC, WFDF, WKME, WMRP and WTAC—simultaneously promoted a contest based on the completion of the statement, "I like radio close to me because . . ." The winner and his or her entire family will enjoy a free vacation this summer. Also in Flint, more than 500 clubs and organizations were expected to hold special meetings in honor of radio.

In Cleveland, O., seven stations cooperated in a campaign to collect radio sets for shut-ins. In conjunction with the Cleveland Welfare Federation, stations WSRS, WGAR, WERE, KYW, WJW, VHK and WDOK asked listeners to bring old or unwanted radios to a special depot in downtown Cleveland from which a round-robin remote was being broadcast.

Giving away radios was one of the most popular promotions of the month, with many stations devising contests for which free radios provided the incentives. The Balaban stations, WIL St. Louis, Mo., and WRIT Milwaukee, gave away a Zenith radio every hour of the day

throughout the month. Whenever the gift announcement came during a personality program, it was preceded by a special Radio Month jingle.

KMOX St. Louis asked listeners to write in two sentences why they liked KMOX radio and presented the winners with sets each day between May 2 and May 31.

Also giving away a radio each day during Radio Month was KRIO McAllen, Tex., which conducted a contest on the theme "What Radio means to me." KRIO bought out a local drive-in theater for one evening, during which all patrons were admitted free with the station's compliments.

Contests featuring free radios were held by WCUE Akron, O., and KFJB Marshalltown, Ia. In Akron, listeners were asked to nominate the youngest, oldest and mothers of most children as a radio tie-in with Mother's Day. In Marshalltown, KFJB dressed a store window with recording tape, pictures of the staff, listeners' letters and station commendation certificates. The person correctly guessing the number of inches of tape won the radio.

Also appealing to the staff side is a contest held by WCBS New York to select the "most attractive single female employee working in a recognized advertising agency within the station's listening area." The lucky lady won the title of Miss New York Radio, plus a \$1,000 wardrobe.

On a more serious note, WIS Columbia, S. C., chose Radio Month to inaugurate an editorial policy on important local events, which will become a regular part of the station's format. WJTN Jamestown, N. Y., already editorializing, devoted two of its opinion programs to the subject of Radio Month itself.

Perhaps one of the best indications of National Radio Month's success this year comes from NAB, which reports that KXO El Centro, Calif., is already making plans for 1959's promotion. • • •

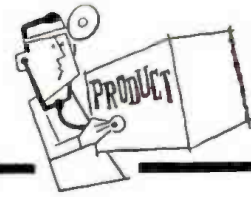


In Colorado, Gov. Stephen McNichols signs the proclamation declaring National Radio Month in the presence of (left to right) Bob Dolph, manager, KFTM Ft. Morgan, and Robert Hix, manager, KOA Denver. They are officers of the Colorado Broadcasters & Telecasters Assn.

This elderly couple wins a Zenith radio in the "Why I Like KMOX" contest, conducted during National Radio Month. An average of 3,000 postal cards a day poured into the St. Louis station. Four radios were given away daily.



commercial clinic



Coca-Cola Blends National And Local Radio Themes Through McCann-Erickson

How to achieve coordinated advertising on both the national and local level is an ever-present challenge confronting the Coca-Cola Co., its 1,100 bottlers across the country and its agency, McCann-Erickson Inc., New York.

In its radio commercials Coca-Cola's own integration problem arises from a dual need for copy that contains both a uniform selling theme and a solution to the local bottler's particular sales problem.

James N. Harvey, copy group head, McCann-Erickson, describes the parent firm's relation to its bottlers as "a loose franchise binding the Coca-Cola Co. to supply syrup to bottlers who must merchandise the end product in their own market place." Each bottler, for example, buys his own local radio time.

The agency enters the picture on the local level through its field men who service the bottlers in their own areas and convey to the agency's New York or Atlanta office the specific needs to be met by the radio copy.

"This must be done," Mr. Harvey says, "without sacrificing a national theme which must predominate throughout the country during a given campaign."

In this connection, McCann-Erickson has developed a production technique which is geared to take advantage of radio's "flexibility" and unite the national and local advertising facets.

One of the current commercial campaigns features the running theme that "Anytime is a good time for the good taste of Coke." Depending on the bottler's individual preference he may request in addition, or instead, the following variations on that theme: snack time, driving time, lunch time, dinner time—all

of which are "Coke time," and are backed by the same jingle tune.

These commercials may also be had in lengths of 10, 20, 30, or 60 seconds, again depending on the bottler's choice.

Within the framework of the central theme, there is a break in the music, varying with the overall length of the commercial, that may be utilized by the bottler to insert his own message. If there is, for example, a special on Coke at the local food store the bottler may advertise it without losing the advantage of national production. According to Mr. Harvey, the bottler sometimes chooses to use a local announcer and on other occasions asks the agency to produce the insert. This, he says, can be done on about three to four days' notice.

In addition to these variations, the bottler may take his choice of several musical arrangements of the same jingle. These include tempos such as rock 'n roll, polka, dixieland, Latin and a multi-guitar track.

Another variation on the "Anytime" theme involves a change in the bridge lyric to promote a particular bottle size. Coca-Cola is now avail-

able in three bottle sizes, regular, king size and family size. All bottlers have the regular, some have regular and family, most have regular and king, and a few have all three. This twist helps the bottler to emphasize his package news within the musical production portion of this commercial. Naturally, the live announcer insert ties in with this angle as well as with the occasion concept.

For example, "Anytime's a good time for the good taste of Coke, the best of all refreshment buys is Coca-Cola in family size, Anytime's a good time for the good taste of Coke, etc."

Seasonal Promotions

Still another variation on the "Anytime" theme enables the bottler to give special support to seasonal promotions, e.g., "holiday time" and "hot weather time."

"This campaign succeeds," Mr. Harvey says, "in utilizing both radio's flexibility and its repetitiveness of the single theme. It develops an envelope for a product which wraps around the presentation of a particular sales effort (the local insert.)"

Mr. Harvey believes that the lessons learned by Coca-Cola and its agency over the years may be applied strictly on the local level.

"If Jones' Hardware store needs a new radio campaign, it should develop an overall theme stating why it is good business to buy there. Whatever products are being plugged at various times should support this main thread."

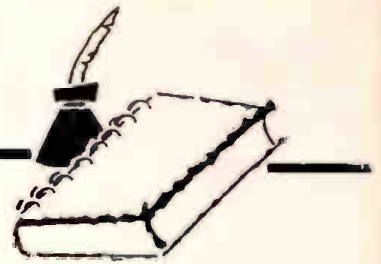
Mr. Harvey also recommends the development of a catchy musical tune that identifies the store and also makes the commercial "palatable" to the listener. • • •



James N. Harvey, copy group head of McCann-Erickson Inc.



station log



Editorials, Promotions and Meetings

Occupy Local Broadcasters' Interest

Spring was a season of editorializing—for a business upturn, for public awareness and understanding of local issues, for public safety. It also was filled with the usual amount of imaginative promotions and several industry gatherings.

• An intensive editorial campaign by WPTR Albany, N.Y., was credited by the local National Federation of Federal Employees' group as having saved the jobs of 1,000 workers at the Scotia Naval Supply Depot. When the depot faced a shutdown, the station's daily series of one-minute editorials won popular and, eventually, congressional support for its contention that the base was badly needed in the area. Local 907 of the employees union wrote to WPTR, the station reports, that the campaign proved "the impact and power of radio in contrast to the printed word as a medium of communication."

• In the face of a possibly explosive situation when a police brutality charge was made by the NAACP after the shooting of a 11-year-old boy, WSAI-AM-FM Cincinnati, O., was cited by a local newspaper as having made "a commendable service to better public understanding." WSAI-AM aired editorials pro-

testing a closed-door hearing of the charges, helping to defeat the secret sessions. The hearings were carried in full, without comment, by WSAI-FM and highlights were broadcast on the am outlet at peak listening times.

• KMOX St. Louis, Mo., was cited by the Air Force and given a National Safety Council Public Interest Award for "exceptional service to public safety" through its "Operation Weather Alert" program. Now in wide use, the program involves the use of CONELRAD attention signals to warn the public of any severe weather emergencies.

• In a season of annual meetings some of the major themes were: The "Resources and Resourcefulness" of the American Women in Radio & Tv, who met April 21 to 27 in San Francisco, Calif.; the "confidence in a growing America" of the Connecticut Broadcasters Association, which met at Cheshire, Conn., May 28; the accent on news, sales and promotion by the Iowa Broadcasters Association, which met May 22 to 23 at the University of Iowa, Iowa City; and the "what's new in radio" topic of the Kentucky Broadcaster Association, which met May 28 to 29 in Louisville.

• The Associated Independent Metropolitan Stations, with representatives of 16 of its 24 members in attendance, wound up its Seattle, Wash., convention May 2 to 5 on an optimistic note. Billings for the stations were reported increasing. Also, a survey of AIMS stations indicated that 40 percent of them editorialize on the air.

• WABC New York is going into its fourth month of letting the listeners choose what records will be played. Called "Operation 60,000," the promotion employs the services of Teen-Age Survey Inc., New York, to poll 60,000 persons each week on their all-time favorite songs and their current popular favorites, WABC states. Most of the persons polled are adults, with only about 20 percent in the teenage group. The station says it has followed up the interviews with a "Platterpicker" Club, and contests.

• Standard Radio Transcription Services Inc., Chicago, announces it is offering to stations what it calls a "Musique Spot Library"—containing 1,600 musical cues for jingles, station IDs, weather and time spots. • • •

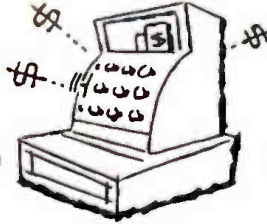


WKMI Kalamazoo, Mich., presented this display at the Kalamazoo Free Home Show. According to the station, the WKMI area attracted 125,000 persons in a five-day period and showed various phases of radio station operation.



A concept of programming encouraging "listen with both ears" is discussed by Tim Elliot (fourth from left), president of the Elliot Stations, Jean Elliot (seated), and WCUE Akron, O., and WICE Providence, R. I., officials.

radio registers



DEPARTMENT STORE

Miller's Department Store used a total of 80 spot announcements over KITN Olympia, Wash., for a sale of women's dresses at \$2.99 and men's suits at \$29. After 35 one-minute announcements on the first day, a total of 78 dresses and 12 men's suits had been sold. In three days the store sold 178 dresses and 27 suits. KITN was the only medium used. The store then purchased a continuous schedule for the rest of the year of not less than 130 spots per month and as many as 330 spots for the high month of December.

APPLIANCE SERVICE

Krecklow's Appliance Service Co. of Bakersfield, Calif., conducted a one-day campaign over KAFY stressing the local nature of the store. The one-day schedule, at a cost of \$100, brought seven calls for service the first day, three the next day, 15 by the end of the week. Calls were mostly from new customers.

AUTO PARTS

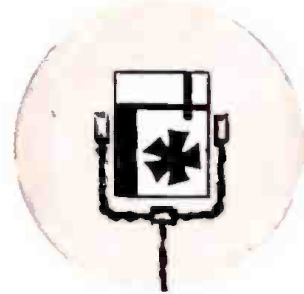
Lamb Distributing Co. of Dallas, Tex., placed a four-week campaign over WRR to sell Wynn's Friction Proofing for automobiles with automatic transmissions. The schedule cost \$584 and called for four one-minute spots per day, five days per week. After the first week, the client had sold more of this product in Dallas alone than had ever been sold in a one-month period in his entire territory of 140 counties.

MOVIE THEATER

Schine Circuit Inc. contracted with WENT Gloversville, N.Y., for a three-day saturation spot campaign to boost the box office for the Glove Theater showing of Raintree County. WENT announcers were given a preview screening of the movie. The short campaign, costing \$60, resulted in the largest weekend attendance at the theater in three years—and a decision by the theater chain to promote other pictures in the same manner.

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

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50 WEST 57th STREET

NEW YORK 19, NEW YORK

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



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.

report from RAB

Fast-stepping Transistor

To Further Radio's Role

As Constant Companion

Radio's major move in the next few years will be to dominate "waiting time," just as it is dominating "in transit" time in most cities now, according to Kevin B. Sweeney, president, Radio Advertising Bureau. In a recent address, Mr. Sweeney predicted that the pocket transistor will soon make it possible for people to carry radio with them wherever they go.

Transistors have already revolutionized the electronics industry in just six years, almost tripling sales and production figures of two years ago, RAB states. Although they are used in everything from computers to toys, half of them go into entertainment equipment, mainly personal portable sets and car radios.

The public demand for pint-size radios has reached such proportions, RAB says, that radio—even more than was imagined—is becoming a constant companion. Figures from the Electronic Industries Association on transistor sales bear this out.

More Than Double

In 1957, transistor factory sales were 28,738,000, more than double the previous year's figure. (See story, p. 19).

Since the market is just being scratched, a great many concerns are producing transistors. Every giant electronics manufacturer in the U. S. is turning them out. Scores more smaller plants have entered the field. Even Japan is getting into the act. One Japanese manufacturer says that 500,000 transistors are being turned out monthly and by the end of the year this will jump to one million. A substantial part of Japanese production is earmarked for this country, RAB reports.

Portable radio sales in the U. S. increased 12.6 percent in 1957 over 1956. The total in use today: 8.5 million. The principal reason for the upswing is that manufacturers are licking one of the major production problems: the price of the transistor. The first transistorized

radios to hit the market carried stiff prices, in the \$90-and-over range. Now they are selling from \$20 to \$40 less. The Japanese sets retail between \$34.95 and \$39.95.

Because of these reductions in prices, more persons will be able to afford them. And, as RAB's Mr. Sweeney points out, these sets will not replace old sets. Because of their movability and adaptability transistor sets will create new places to listen.

On Bikes, Too

Evidence of radio's going where it never went before crops up constantly. Transistors permit radios to be placed on bikes. One car manufacturer already has an all-transistor radio which operates as an auto radio and as a portable, too. It can be carried in a man's overcoat pocket or a lady's handbag. Speaking of handbags, RAB says a Chicago retailer claims a transistor combination radio-purse makes an excellent gift item.

RAB reports an example of the transistor's "get-around-ability" in a folder sent out to member stations and advertisers. When most eyes were turned to the White House for the expected announcement about President Eisenhower's willingness to run again, a Congressional subcommittee was holding a routine session. The subcommittee chairman suddenly brought the room to life with a whack of his gavel. "Gentlemen," he cried, "the President has just announced his candidacy for re-election!"

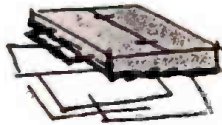
Informant

How did he know?

The answer was later explained in the *Congressional Record*. The representative had been listening to a tiny transistor radio, tucked inside his coat pocket and hooked up with a hearing-aid-type earphone.

The possibilities for transistors are limitless. • • •

report from representatives



Local Needs of National Advertisers Stressed By Broadcast Time Sales; NBC Spot Studies Formats

After a two-week "experiment in sales methods," the general manager of Broadcast Time Sales reports that "agencies and advertisers, far from rejecting new ideas, are particularly alert and receptive to new approaches—in times when it is absolutely necessary to wring the most out of each advertising dollar.

"In our own case," says Carl L. Schuele, "sales are up some 400 percent over last year at this time and I credit this increase to the creation of new advertising ideas and concepts of selling."

The plan with which Broadcast Time Sales is experimenting is to have a representative, who is familiar with the problems of selling national advertising, spend an entire month with the station. His job is to familiarize the station with the techniques of selling the national advertiser and to show management how it can solicit the cooperation of the district sales manager of a national company, even to the point of getting a written recommendation.

The sales effort just completed resulted in contracts "well over \$60,000" for WVNJ Newark, N. J., according to Mr. Schuele. New business for the station came from Ambassador Beer, Plough Inc., Tidewater Oil, Thomas Cook & Sons, Pittsburgh Paints, American Oil Co., Anco Windshield Wipers, Ford and Abbott's Ice Cream, among others.

"All this fit only two weeks," says Mr. Schuele.

Broadcast Time Sales' specialty is selling independent radio exclusively. It now represents 14 radio-only stations. The firm will extend its sales effort plans to more of its represented stations' cities in the near future.

NBC Spot Activity

Spring activity at NBC Spot Sales has included the issuing of an eighth "market data book" and a second "timebuyers opinion panel" questionnaire.

St. Louis is the subject of the data book, a city which ranks ninth in population with 1,932,800—larger than 18 of the states, according to NBC Spot. Figures are given for the area's effective buying income, total retail sales and

average weekly wages in the principal industries.

The study also includes lists of the leading department stores, drug and food chains, radio and tv stations, hotels and newspapers in the area.

Market data books previously issued include research on Cleveland, O.; Seattle, Wash.; Washington, D. C.; Miami, Fla.; Louisville, Ky.; Denver, Colo., and Honolulu, T. H.

The second "timebuyers opinion questionnaire" concerns local radio programming and is designed "to find out exactly how timebuyers use radio and what they think of the basic types of local programming on the air today."

Questionnaires have been sent to 1,200 timebuyers in large and small agencies across the country. Radio stations were grouped by NBC into three broad categories: (1) "Top 40" stations, (2) standard music and news stations featuring standard as well as current popular tunes, and (3) "varied programming" stations which carry interviews and serial dramas as well as music and news.

Some of the questions asked are:

- In buying spot radio schedules, can you take time to consider the format of a program as well as its rating?
- How important to the sales effectiveness of a commercial is the personal salesmanship of a radio personality?
- Every station has a certain profile or status within its market. What kind of information would you like to have in order to get "the feel" of a station in its market?
- Some stations present news essentially the way it comes over the wire; other stations often rewrite it, with amplifying commentary, or supplement the wire news with their own news-gathering facilities. From the standpoint of commercial effectiveness, do you think there is any difference between these methods and, if so, which is preferable?

The first timebuyer survey on the use of broadcast ratings brought 326 replies (*Radio Ratings*, April 1958). • • •



the monthly magazine devoted 100% to radio advertising
U.S. RADIO

**THIS IS
RADIO**

REPRINTED FROM MAY 1958 U.S. RADIO

**Radio's First
38 Years**

A PICTURE HISTORY OF RADIO

NOW . . .

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

For complete
details write—

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

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Potato chips, soup, soap, lingerie and beer—just a tiny sample of the hundreds of things that are suggested to KFAL listeners daily by our more than 150 advertisers in nearly as many lines of business; and to mention services that remind folks of things to do, and where to get them done.

Thousands of listeners write to us every year—unsolicited letters commend KFAL PROGRAMS and PERSONALITIES, thank us for bringing them "news" about where to buy the things they desire.

Are you represented on KFAL today?

Contact—INDIE SALES, INC.
or

KFAL RADIO Tel 1400
Fulton Missouri
900 Kilocycles 1000 Watts

WORTH CROWING ABOUT!!!

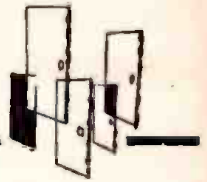


WREN
DELIVERS FOR
26¢ LESS
PER 1000 HOMES

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

WREN
5000 WATTS • TOPEKA, KANSAS.

report from agencies



Radio Spending Rises

More Than 400 Percent at

Albert Frank-Guenther Law



Lawrence Butner, timebuyer, AF-GL.

Albert Frank Guenther Law, New York, one of the country's oldest advertising agencies, has increased its radio billings between 100 and 500 percent in the last two years. This notable gain for the air medium has been revealed by Lawrence Butner, timebuyer, New York office, who predicts that his agency will use even more radio in the foreseeable future.

Mr. Butner asserts that while overall agency billings have "gone up steadily" during this same period, they have not approached radio's percentage rise.

U. S. RADIO estimates that the agency spent considerably more than \$1 million on the sound medium last year. According to Mr. Butner, 70 percent of AF-GL's broadcast expenditures are currently in radio.

"Several of our clients have been sold on radio because they have seen what it does for our other advertisers," Mr. Butner explains. "We conduct radio test campaigns in certain situations and our clients have generally found them most convincing."

One of the agency's largest radio advertisers is the Home Insurance Co., now utilizing radio for the first time in its history. The firm sponsors the Jack Benny program on the CBS network, with its agents buying local tie-ins featuring the voices of Don Wilson and Mel Blanc.

"Radio is about the best bargain in advertising today," Mr. Butner says, "and our 20 major clients using the medium report good results in the face of slightly increased rates."

Prentice Hall Publishing Co. uses radio to advertise its new books and reports that it is not only selling well by mail, but that its store business has picked up as well. The firm uses spot, basically, supplemented from time to time by network buys.

Buitoni, another of the agency's principle radio users, is in spot and also buys segments of the Don McNeil *Breakfast Club* on the ABC network. One of the firm's most spectacular radio successes occurred recently in Tucson, Ariz., where Buitoni representatives Moe Beren and Ray Makofske bought 450 radio spots in one day, supported by city-wide point-of-sale displays.

Eighty percent of radio time bought by the agency, which traces its beginnings back to 1872, is handled by the New York office, Mr. Butner says. ● ● ●

Radio's Economy

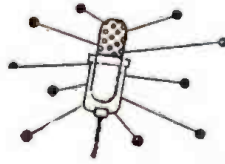
He attributes this high proportion to radio's economy and also to the fact that his agency has many accounts for which radio seems "tailor-made." Brokerage houses, for example, can buy financial newscasts during the dinner hour and reach a selected market without the greater expenditures necessary in other media. Two of AF-GL's largest radio users are Bache & Co. (see U. S. RADIO, March 1958) and Harris Upham & Co., which uses these five-minute programs in major markets.

Mr. Butner points out that in many cases where budget is not a problem, clients are using radio because it best fulfills their advertising requirements.

Kiplinger Washington Editors Inc., publishers of *Changing Times* and *Newsletter*, magazines sold by subscription only, has increased its advertising appropriations regularly for the last several years, Mr. Butner states. "They keep buying more time as funds increase."

The publishing firm buys 15-minute programs on a spot basis in major markets 52 weeks a year and network time on NBC and CBS in 13-week cycles.

report from networks



Nighttime Radio Shows Gains; Network Activity in Billings; Awards Made to CBS, NBC

Further evidence of the comeback of nighttime radio is supplied in Nielsen figures which estimate that more than 18 million in and out-of-home listeners were tuned to CBS Radio's broadcast of the Robinson-Basilio world middle-weight title fight.

According to Nielsen, more than 7,750,000 families were reached although the fight did not go on until 11 p.m. Eastern time.

On the business side, CBS has contracted for more than \$2,350,000, including a half-million dollar renewal by Standard Brands. Other advertisers signed include Glamorene, Scott Paper Co., Chrysler Corp., Sterling Drug Ltd., Nylonet Corp., Chun King Sales Inc., American Home Products Corp., GMC Truck & Coach Division, Clairol Inc., Beech-Nut Life Savers Inc., Ex-Lax Inc., Hearst Publications. Also Grove Laboratories Inc. for No-Doz, has virtually doubled last year's business on the network, according to John Karol, vice president in charge of network sales.

ABC Radio Billings

John H. White, new director of national sales of ABC Radio, has announced the signing of \$1.5 million in new and renewed business.

The advertisers include Ex-Lax Inc., GMC Truck & Coach Division, Kitchen Art Foods Inc., Miller Brewing Co., Clairol Inc., Glamorene Inc., Jell-O Division of General Foods Corp., Niagara Manufacturing & Distributing Co., Christian Reformed Church, Gospel Broadcasting Association and The Savings & Loan Foundation.

ABC also reveals that the ten 1958 Notre Dame football games will be broadcast this fall exclusively each Saturday. Sponsors will be the Pontiac Division of General Motors; announcers, Harry Wisner and Joe Boland.

Network Comeback

"Any American businessman now concerned about the recession in general

or the effect on his business in particular should be heartened by the symbol of the comeback of network radio," Matthew J. Culligan told undergraduate members of the Yale Broadcasting Co. of Yale University.

"It took its beating," Mr. Culligan declared, "reshaped its service, hammered the fat out of its operation, repriced itself and now again has found a place in the media living room."

In other NBC news, the \$4 million WRC Washington, D.C., radio and tv facilities were formally dedicated by President Eisenhower at ceremonies on May 22 attended by 400 distinguished guests. They included leaders of all branches of the federal government, representatives of the communications industry and civic and business officials from the Washington area.

Brig. Gen. David Sarnoff introduced the President. Other broadcasting officials taking part were John L. Burns, RCA president, and Carleton D. Smith, NBC vice president and general manager of WRC-AM-FM-TV.

New business announced by NBC includes contracts from General Foods Corp. for Jell-O, Cool Ray Sun Glasses, Simmon Co. and Grove Laboratories for Fitch Shampoo.

Ohio State Awards

Five network programs were honored by the Institute for Education by Radio-TV of Ohio State University at the 22nd American Exhibition of Educational Radio & Tv Programs.

CBS was honored for its *Update* public affairs series; the "Galindez-Murphy Case: A Chronicle of Terror," and the network's coverage of the 1957 National Boy Scout Jamboree.

Recognition was voted to NBC for its *Know Your Schools* project carried out in cooperation with the Department of Health, Education and Welfare and *The Eternal Light* produced in association with the Jewish Theological Seminary. • • •

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

house Electric, Raytheon, Bulova Watch, Elgin National Watch and Philco. There are a large number of manufacturers who, although not licensed for transistor output, are able to make transistorized products through outside purchase.

The number of companies actually producing radios with transistors is 29. In addition, foreign countries, notably Japan, are active in this market and are exporting sets here.

The price of radios with these new semi-conductors has become more reasonable due to improved production methods. Today, the price ranges from \$25 to \$100. There are a few models that are cheaper and some that are more expensive.

The price of the transistor itself has undergone price alterations. A transistor that would have cost \$21 in 1953 can be purchased today for \$1.50. This has come about through the efficiency of mass production. Commercial transistor output has

jumped from 1.3 million units in 1954 to about 28.7 million in 1957 (see *Report from RAB*, p. 48).

The industrial revolution being created by this tiny giant is traced to three main advantages. It is small and compact, operates "cold" as opposed to the tremendous heat required in the standard vacuum tube and if produced efficiently and used properly it is expected to last indefinitely. Another major value is that it is comparatively unbreakable.

Advantages Shown

Some of the transistor's advantages can be vividly illustrated. It requires as little as one-millionth of a watt to carry a signal, while a conventional vacuum tube requires at least a full watt of power.

As for size, it is enough to say that this device, smaller than a dime, can do the job of an eight-inch vacuum tube.

The benefits derived from its size are dramatic. Bell Labs in 1957 announced a transistorized computer which even in preliminary models was only about the size of a file cabinet. A similar electronic brain built with vacuum tubes would have required several rooms of equipment and air conditioning as well as added complex maintenance problems.

Other Fields

In addition to the radio field, the transistor has vast application. One of the first commercial uses was in hearing aids. In a tribute to Alexander Graham Bell, inventor of the telephone and teacher of the deaf, Bell Labs granted transistor licenses without charge to manufacturers of hearing aids. By the end of 1952, the first over-the-counter sales of transistorized hearing devices had begun.

Since then, commercial transistors have sprouted into a great variety of equipment, ranging from tape re-



PERSON-TO-PERSON TO IGOR GREGORIAN

The same day Russia launched Sputnik #2, KWFT listeners heard the voice of Igor Gregorian, Russian government official, chatting by telephone from Moscow with Dave Dary, KWFT News Director.

The Cuban revolt . . . the Starkweather killings . . . the Mike Todd crash . . . all were reported BY PHONE FROM THE SPOT, over KWFT.

Alert reporting by Dave Dary and Bill Ritchie . . . backed by AP, UP, and over 50 correspondents . . . makes KWFT's daily newscasts uniquely exciting . . . and puts solid impact behind sponsor commercials!

LEARN MORE . . . about the Southwest's sellingest radio station! Call your H-R man!

Ben Ludy
President & General Manager

LOW
FREQUENCY

MAXIMUM CONDUCTIVITY

620 **KWFT** Call Your H-R Man
kc -- Wichita Falls, Texas

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY

REPRESENTED BY PETRY

orders to a duck decoy; from fuel injection systems to instrumentation controls.

The military's use of the transistor is just as widespread. These devices were part of America's first space satellite, "The Explorer." Military application includes such things as communications systems (the wrist-watch radio), power supplies and digital data transmission.

In the medical field, the transistor has produced startling results. For example, a tiny transistor amplifier, weighing less than two ounces, has been designed to "step-up" a heart beat when there is muscular damage.

The versatility of the transistor stems from its rugged construction. The standard tube controls the flow of electricity in a vacuum, while the transistor controls the flow of electricity in a solid—usually a wafer of germanium or silicon.

Broadcast Equipment

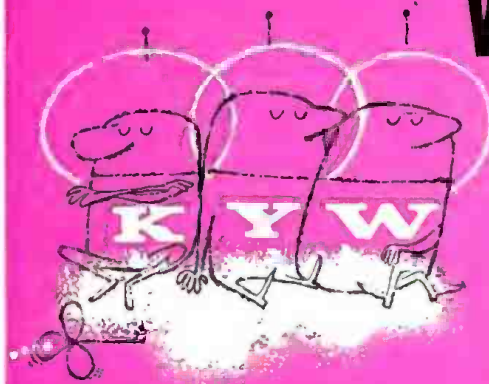
The transistor's application to the radio field extends beyond receiver sets. The field of broadcast equipment also is being effected. There are now such things as transistorized control panels and an fm transmitter with transistors.

But, as noted above, the largest share of transistor production has been for radio set output. The anticipated factory sales of transistors for 1958 illustrates the point. Of the estimated 65 million transistors that are to be sold by industry in 1958, the breakdown by category is as follows:

- Entertainment field (chiefly radio)—25 million.
- Package or module field (including computer-data processing)—15 million.
- Communications—10 million.
- Military applications—10 million.
- Commercial development, hearing aids, instruments and miscellaneous—five million.

The transistor discovery has launched an industrial revolution. For the field of radio advertising, the transistor is expected to create a media revolution. • • •

KYW's ON CLOUD 1 'CAUSE OUR RADIO RATINGS ARE OUT OF THIS WORLD!



No Asterisks
No Averages
No Ifs, Buts,
or Exceptions
Just **FIRST**

PULSE • HOOPER • NIELSEN

KYW Cleveland

Represented by Peters, Griffin, Woodward

WESTINGHOUSE BROADCASTING COMPANY, INC.



NAB. He outlined the past year's happenings and illustrated fm's growth by showing that the number of stations on the air has risen from 526 to 540. Ben Strouse, president of WWDC-AM-FM Washington, D. C., reported on the increased activity by manufacturers in the output of fm receivers. He also stated that although the development of fm car radios was slow, Lincoln and Continental have fm sets available.

Another fm broadcaster reported that he was able to get a Bendix converter that made fm reception available in his Ford.

Joseph Connolly, vice president of WCAU-AM-FM-TV Philadelphia, Pa., reported on a programming survey for WCAU-FM. Of 500 responses, 57 percent favored good music and 43 percent were in favor of an duplication.

Other ideas that came out of the fm panel were the successful use of programming guides with paid circulation, the importance of stereo broadcasting and an agency man's frank suggestion that fm is making a mistake by not charging more. John M. Ross, Ross-Reisman Co., Los Angeles, said, "The agency man is interested in his 15 percent in addition to doing a good job for the client,

and 15 percent of \$1 million is a great deal more than 15 percent of \$1,000."

The Fm Development Association is planning a national membership campaign to further the promotion of fm. There is an initial fee of \$100, with dues of \$37.50 a quarter. Jack Kiefer of KMLA (FM) Los Angeles is president.

ASCAP Contract

With the ASCAP contract due to expire December 31, an All-Industry Music Licensing Committee was organized to negotiate a proposed music license contract for radio broadcasters. Members of a nine-man interim committee are: Robert T. Mason, WMRN Marion, O.; Ben Strouse, WWDC Washington; Cy Bahakel, WRIS Roanoke, Va.; Hugh Boice, WEMP Milwaukee, Wis.; Les Peard, WBAL Baltimore, Md.; Elliot Sanger, WQXR New York; William S. Morgan Jr., KLF Dallas, Tex.; Sherwood Tarlow, WHIL Boston, and George Armstrong, WHB Kansas City, Mo. This committee will form the nucleus of a permanent committee, which will be limited to 17 members. The BMI contract also expires March 11, 1959.

National Emergency

The importance of radio in times of national emergency was spotlighted in a session on CONELRAD. A. Prose Walker, manager of NAB's engineering department, outlined two requirements that the Air Force expected CONELRAD to meet: 1) to prevent radio broadcasting signals from helping enemy bombers to navigate to their targets in event of an attack and 2) keep am radio on the air during an attack to disseminate vital information to the public.

As can be seen, the convention produced ample evidence of the vast strides radio made the past year and of the challenges it must accept for continued leadership.

Just as significant the convention showed the many sides of the medium. It is a mover of goods as well as an entertainer. It is a social force that can bind the nation together during times of need. And, finally, radio is friend and informant. •••

What Is A PULSE Radio Survey?

The PULSE is the trade name given to radio surveys conducted by PULSE, Inc. PULSE, Inc. has been taking radio surveys for seventeen years and is considered the most authoritative radio audience measuring company in the broadcast industry. Proof of this, is the fact that PULSE reports are used by more radio stations than any other method and/or survey company.

Unlike an "independent" survey, PULSE is an authentic, researched method in which the radio audience in a particular city is correctly measured. "Independent" surveys are more often than not surveys taken by radio stations themselves and the coefficient of error is very, very high! Besides that very important fact, radio stations often take these surveys in a method which clearly slants the answer and, of course, could only come out one way. Their way.

A PULSE report is usually ordered by a group of stations in a particular city or area. The date of the actual survey is not released to the stations involved but the survey month is usually known. Each subscribing station pays their proportionate part. Part of the cost of a PULSE report is born by (90) ninety of the leading national advertising agencies. Clearly, the advertising agency is interested in knowing the share of radio audience enjoyed by each station, since this report is used as a basic yardstick in determining which station will carry its client's message. Because this is most important, the ninety major advertising agencies subscribe to PULSE for its known reputation and authenticity.

Subscribing radio stations are free to use the final results of a PULSE report to sell local and national accounts. Understand, that whether or not a station subscribes, has no bearing upon the final outcome of a PULSE survey. The radio stations surveyed are not the only subscribers. Agency subscribers paying a share of the report are interested in the exact disposition of the audience too, and that is exactly what they get.

Quote, unquote...

Compliments of a friend

The foregoing quotation spearheads an advertisement by a radio station famous for its quality, integrity, and leadership.

Naturally we are pleased. But the important aspect is that this station's typical reaction explains the fundamental reason why Pulse has grown from one-market coverage back in 1941 to more than 200 markets in 1958

And the first quarter of 1958 is our best in Pulse's entire history

For pioneering an exclusive plus, out-of-home radio, correctly additive to in-home radio, per 15-minute, per station, per program, the American Marketing Association gave Pulse a special award for its 1948-49 exploration. Since then, the out-of-home millions have been correctly reported by Pulse.

Currently Pulse finds that watching television out of home adds 4% to the in-home audience. As the service with the most subscribers, count on Pulse to incorporate this important and exclusive TV out-of-home when it becomes an important consideration for Pulse subscribers.

...and the same holds true for Pulse Television reports covering 200 markets

Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE
NEW YORK 19, NEW YORK
PULSE, Inc.
LOS ANGELES • CHICAGO • LONDON

report from Canada



Sponsors Speak Out for Radio

At CAB Convention; Medium's Many Uses Are Highlighted

"Radio—the key to advertising, merchandising and public relations" was the theme of the radio workshop held in Montreal last month at the annual convention of the Canadian Association of Broadcasters.

In addition, two American Broadcasters delivered keynote speeches on general subjects relating to the radio industry. Donald H. McGannon, president, Westinghouse Broadcasting Co., New York, discussed "Radio in the television age," and Worth Kramer, executive vice president, WJR Detroit, challenged stations to re-examine their advertising policies, rate structures and programming.

Radio's Significance

Representatives from three Canadian companies emphasized the sound medium's significance in promoting sales and good will for their firms.

Radio's success as an advertising medium was discussed by E. R. Fisher, advertising manager, Pepsi-Cola Co. of Canada Ltd., Montreal, who told how radio is used nationally by his firm and locally by bottlers to build sales in their own areas.

The use of radio as a merchandising tool was explained by Ben Dobrinsky, director of advertising, Steinberg's Ltd., Montreal, who testified that radio is invaluable in merchandising products sold in his firm's chain of supermarkets.

"Radio—a key to public relations" was demonstrated by Kenneth H. J. Clarke, manager of Canadian sales and market development, the International Nickel Co. of Canada Ltd., Toronto. Mr. Clarke dealt with the use of the sound medium by his firm as a public relations factor and as an integrated part of the overall corporate and product advertising campaign.

In order to keep testimonials to radio on the lips of advertisers, WJR's Mr. Kramer advised station executives

to keep improving their operation since "there should be no status quo in our dynamic business."

On the business side, Mr. Kramer asked for a reappraisal of advertising acceptance standards and "rate card integrity. Do you have a well-defined code? Do you observe it? Do your salesmen know it thoroughly? Have you shrugged your shoulder at the contingent advertising offered you?"

As regards programming, Mr. Kramer asked, "Are your entertainment programs really entertaining, or has your programming brain trust succumbed, as have so many across the border, to a raucous, nerve-jangling format."

Mr. Kramer also urged station men to keep their news and information programming up to date and well balanced between international, national and local news. He also emphasized the importance of public service activities.

Public Service Success

Mr. McGannon in his talk gave partial credit for Westinghouse's success to its belief in bringing public service programs to the listening audience. In addition, he emphasized the importance of news, weather, time, traffic, where-to-go, what-to-do programs, "and all the other hints, suggestions and guides that make people listen to the radio."

Mr. McGannon advocated editorializing by stations both as a public service and as a stamp of station individuality. He underscored the importance of each station's doing research on the audience in its market so that it can tailor its programming to its listeners and avoid "alleged sameness of programming."

Television, Mr. McGannon declared, actually did radio a favor, because it forced station managements to find new, more effective ways to sell and to program. • • •



The monthly magazine devoted 100% to radio advertising
U.S. RADIO

**THIS IS
RADIO**

REPRINTED FROM MAY - 1958 U.S. RADIO

**Radio's First
38 Years**

A PICTorial HISTORY OF RADIO

NOW . . .

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

For complete details write—

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

BEFORE BUYING RADIO

IN KENTUCKIANA

Check your

John Blair Man

or

Bill Spencer

at



1080 KC

Both Hooper and Pulse Prove

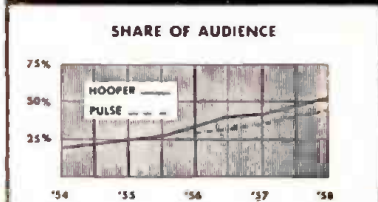
WEBC

Leads ALL DAY in
Duluth and Superior

MORNING		Share of Audience
HOOPER	50.9%	
PULSE	42%	

Share of Audience	AFTERNOON	
	HOOPER	52.5%
	PULSE	46%

Share of Audience	EVENING	
	PULSE	42%



SEE YOUR HOLLINGBERY MAN
In Minneapolis See Bill Hurley

radio ratings



Adult Listenership Stressed in Young Survey; Rating Firms Exchange Measurement Views

Almost 85 percent of the listeners to major independent stations between the hours of 6 a.m. to 6 p.m. are adults, according to an audience analysis of 10 major markets conducted for Adam Young Inc. by The Pulse Inc.

"To be exact," says Adam Young, "it is 81.9 percent and there is very little variation from market to market." The study, the president of the station representative firm notes, shows the audience breakdown of what he terms "modern stations."

"Modern radio," as defined by the Young people, is based on "several key principles." The first is that "musical selection is designed to appeal to the greatest number of people. Next, alert news coverage is essential, with local developments highlighted to create listener interest.

"Weather information, frequently broadcast, is an absolute must. Traffic information, particularly during commuting hours, is vital. The voice quality of the station must be companionable and enjoyable." Other key components of "modern radio" are tight production and live, urgent public service.

Conclusions Reached

"We reached certain conclusions from the study," reports Frank G. Boehm, Young vice president. "We found out that (1) the audience of 'modern radio' stations are predominantly adult, and (2) modern stations reach more of the impressionable younger (18 to 35) women."

The study was made of the following independent stations: WNEW New York; WIND Chicago; KLAC Los Angeles; WBGY Minneapolis, Minn.; WSM Cincinnati, O.; WEMP Milwaukee, Wis.; WFIX New Orleans, La.; WAKE Atlanta, Ga.; WQAM Miami, Fla., and KJR Seattle, Wash.

"Getting back to that first conclusion—that 81.9 percent of the daytime audi-

ence, market by market, was adult," says Mr. Boehm, "an interesting figure comes out of the 3 to 6 p.m. period. Even during this time of highest teenage listening, 72.7 percent of the listeners to 'modern' stations were adults."

Measurement a Tool

Delegates to the Los Angeles NAB convention (see story p. 51) heard representatives of the rating services agree that audience measurement is primarily a tool for broadcasters to use in examining the strengths and weaknesses of their stations.

"The fault with ratings," according to Edward G. Hynes Jr., president of Trendex Inc., "is not the research but the use being made of it."

Frank Stisser, president of G. E. Hooper Inc., urged broadcasters to "stop playing the numbers game" with ratings, which he called a "comparative guide to the size of the radio audience."

"The low per-broadcast rating has become a misleading and treacherous yardstick for modern radio," according to George E. Blechta, vice president of the A. C. Nielsen Co. "It is cumulative audience figures that give a fairer picture of the medium's dimension." Radio, Mr. Blechta said, becomes a primary medium when it talks of total performance and not individual steps leading up to it.

The remarks of Dr. Sydney Roslow, director of the Pulse Inc., concerned the NAB Research Committee's "Radio Audience Measurement" report (see March 1958 issue). He praised it as a "valuable, thought-provoking report . . . refreshing, direct, practical and objective." He said that in analyzing Pulse data it was found that the out-of-home audience adds 22 percent to in-home audience in winter and 25 percent for the summer period.

E. K. Hartenbower, chairman of the NAB's Radio Research Committee and general manager of KCMO Kansas City, Mo., moderated the discussion. • • •

NOW... a complete AM-FM Service

unavailable from any other source

SUBSCRIBING TO OUR AM-FM SERVICE, you first receive our 212-page 1958 AM-FM Station Directory which lists all U. S., Canadian, Mexican, Cuban and other North American stations (1) by States and Cities, (2) by Frequencies; also, all AM & FM applications pending as of Dec. 31, 1957 (1) by States, (2) by Frequencies. There is a special listing of all Stations by Call Letters, and a listing of Type-Accepted Transmitters and Monitors.

The 1958 AM-FM Directory is punch-holed, and contained in a sturdy binder big enough also to include the Weekly Addenda you will receive. These run 4-6 pages, and fully report each week's FCC actions—grants, additions, changes, applications, etc. Also reported are latest radio station sales, first as announced and then as acted upon by the FCC.

The AM-FM Addenda pages contain all data available through each Friday, are mailed Saturday, usually will reach you Monday. They are designed, in a word, to keep the AM-FM Station Directory up-to-the-minute for ready reference.

New subscribers will, of course, receive all 1958 Addenda to date, along with the Directory, in the embossed binder.

- Full year of AM-FM Service . . \$50.00
- Six months of Service \$27.50



Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. STERLING 3-1755

ORDER YOUR SERVICE TODAY ➡

Television Digest, Wyatt Bldg., Washington 5, D. C.

Please enter my subscription to 1958 AM-FM Station Directory with weekly AM-FM Addenda to keep it current. Embossed binder included. Full year \$50.00 6 months \$27.50

Name _____

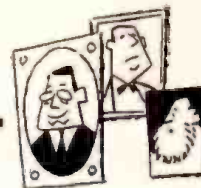
Company _____

Street Address _____

City & State. _____

Bill me Bill company

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

DAVID B. McCALL, associate copy chief, and REVA FINE KORDA and CLIFFORD D. FIELD, copy supervisors, elected vice presidents by Ogilvy, Benson & Mather Inc., New York. GEORGE POLK, in charge of radio and tv programming and planning at BBDO, New York, elected a vice president. Also, T. NEAL WILDER and FREDERICK J. EDWARDS have joined the New York office as account group head and account executive, respectively.

JAMES M. LOUGHRAN, formerly account supervisor with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed vice president in charge of client service for Donahue & Coe Inc., that city.

ROGER WOLBARST named manager of public relations and publicity for the corporate and industrial division of Donahue & Coe Inc., New York. Also, EDMOND B. MAHER appointed an account executive.

GERALD L. FREEMAN appointed radio and tv director of the Keller Crescent Co., Evansville, Ind.

STATIONS

IRVING PHILLIPS named vice president and general manager of KDAY Los Angeles and FRANK CRANE named executive vice president of the parent organization, Radio California Inc.

JAMES C. DOWELL appointed vice president and general manager of KIOA Des Moines, Ia.

BEN HOBERMAN, formerly with WXYZ Detroit, named general manager of WABC New York.

JACK DE MELLO, formerly with Vance Lawcett Associates, Honolulu advertising agency, named general manager of KFOK Long Beach, Calif.

LES SEIFFER named general manager and sales executive of KRBO Las Vegas, Nev.

LEON H. LOWENTHAL, former vice president and general manager of Musicast Inc., named general manager of WKRC-FM Cincinnati, O.

ROBERT M. HETHERINGTON, former vice president and sales manager of KATZ St. Louis, Mo., appointed general manager of KXNW St. Louis.

VIRGIL V. EVANS JR. promoted to managing director of WBT Charlotte, N. C., and PAUL B. MARION promoted to general sales manager.

TONY KRAEMER, former advertising and promotion manager of WRCV-TV New York, appointed sales development director of Crosley Broadcasting Corp., Cincinnati, O.

PAUL C. LOUTHER named vice president in charge of radio and station manager of WVEI Rochester, N. Y.

HERB LANDON named director of public relations and JOHN NEWMAN appointed director of advertising and promotion at WMGM New York.

CHARLES KLUG promoted to fm program coordinator for Westinghouse Broadcasting Co.

GEORGE W. FEE promoted to station manager at WALT Tampa, Fla.

ROBERT SINCLAIR promoted to station manager of WCHS

LESLIE MUNRO appointed a copy supervisor at Fletcher B. Richards Inc., New York. She was formerly a vice president with Kenyon & Eckhardt Inc., New York.

ADRIAN BRYAN COURIE promoted to radio and tv copy supervisor at Norman, Craig & Kummel Inc., New York. Also, BEVERLY FLEMING and ALAN KOEHLER have joined the agency as copywriters.

TYLER KAUS, formerly presentations director of McGill's magazine, has joined the copy staff of the Weston Co. Inc., New York.

GERRY FORD appointed executive producer in charge of commercial production and SANDY GASMAN appointed a timebuyer at Hicks & Greist Inc., New York. Also, DAVID MILLER promoted to radio-tv estimator and ARLENE HIRSCH named radio-tv traffic coordinator by the agency.

WILLIAM H. MILLAR JR., formerly with N. W. Ayer & Son Inc., Philadelphia, has joined Lambert & Feasley Inc., New York, as a timebuyer.

Charleston, W. Va.

ROGER S. DAVIDSON, former general manager of KLOU Lake Charles, La., appointed sales manager of WAIL Baton Rouge, La.

JAMES K. WILSON, formerly with Campbell-Mithun Advertising Agency, St. Louis, Mo., named an account executive at WCCO Minneapolis, Minn.

GEORGE W. MAMAS named local sales manager of WCUE Akron, O.

REPRESENTATIVES

THOMAS C. HARRISON, former vice president in charge of sales for ABC Radio, named sales manager of Henry J. Christal Co. Inc., New York. Also, PHILBIN S. FLANAGAN named eastern sales manager.

CLARK N. BARNES, formerly with Burn-Smith Co., Los Angeles, appointed manager of the Los Angeles office of John E. Pearson Co.

L. EDWARD HILDEN JR., former account executive at WBBM Chicago, has joined McGavren-Quinn Co., Chicago, as a sales representative.

VAL BRUCE, former account executive at KENS San Antonio, Tex., has joined the sales staff of Bob Dore Associates, New York.

DAVID E. CASSIDY, formerly with the John E. Pearson Co., has joined the Los Angeles sales staff of Adieu Young Inc.

NETWORKS

JOHN H. WHITE promoted from national sales manager of ABC radio network to the newly-created post of director of national sales.

CARROLL V. HANSEN, coordinator of news and sports for CBS Radio, named to newly created post of program coordinator for the CBS owned radio stations.

INDUSTRY-WIDE

RICHARD N. ROBBINS appointed publicity and promotion director of Community Club Services Inc., New York.



Mamas



Lowenthal



McCall



Harrison



Hoberman



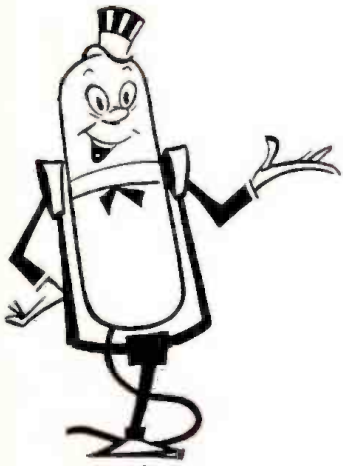
White



Louthier



Kraemer



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



...taking the radio pulse

HANDFUL OF PRESCRIPTIONS

Taking the pulse of a business is sometimes done best at industry gatherings. The 36th annual meeting of the National Association of Broadcasters at Los Angeles was no exception.

Perhaps more than at any other time in recent years the status of radio's health was analyzed and passed upon. A big handful of prescriptions was passed out to ensure continuing health. (See *NAB Meeting Is Radio-Active*, p. 34).

As we see it, the biggest challenge broadcasters brought home with them was made by FCC Chairman John C. Doerfer. He chided them for not taking up the job of editorializing or commenting on issues. Chairman Doerfer stated that only about five percent of the radio stations editorialize on a daily basis, with about 35 percent doing it occasionally.

Although he conceded there are major problems for the broadcaster to face in editorializing, he urged them to join the battle now against the "ill-informed." Chairman Doerfer's comment on the subject was that if "broadcasting is regarded solely as an opportunity to make money, the federal government . . . will eventually either impose stricter regulation or may even make a move for outright re-entry."

NATURAL FEARS MUST BE MET

We believe that because radio is a communications medium—the mass medium—it must become an integral part of the community it serves and take a position on local issues. The natural fears of incurring sponsor displeasure or aggravating a public official must be met and overcome if leadership is to be built. Chairman Doerfer

indicated that Congress as well as his agency are standing in full support of broadcasters in this regard.

A highlight of the broadcaster meeting was the enthusiasm over fm. Although the stepped-up activity in fm is at the highest it has been in a decade, a chief stumbling block in its path is the lack of accurate, current figures on receiver sales. The NAB, through John Meagher, radio vice president, has been urging manufacturers to cooperate by releasing these figures regularly. We add our voice to that of NAB's and hope that progress will be made in this direction shortly.

The NAB conclave served as a sounding board for the exchange of ideas—and as we said pulse taking. This annual "rededication" to the effectiveness of sound commercial broadcasting and importance of local community interest should be remembered throughout the year.

NORTH AMERICAN RADIO PROMOTION

May was the month for radio on the North American continent. Radio stations in the U.S. spent the entire month promoting radio to the public and advertiser. Much of it was through sober editorial comment on the values of the sound medium, with the remainder made up of a myriad of local promotions. Canada spent the week of May 4 to 11 doing essentially the same thing.

The idea for a radio month or radio week is welcomed. It provides business and government leaders, as well as the listener, with a chance to renew their awareness of radio's place in society.

MONTH AFTER MONTH..... AFTER MONTH..... AFTER MONTH.....

Radio Memphis **WMPS**

IS FIRST! (PULSE, August 1956, through March 1958)

	MONDAY THROUGH FRIDAY	
	6 AM-Noon % Audience	Noon-6 PM % Audience
AUGUST 1956	22 (Tie) First.	20 (2)
NOVEMBER 1956	23 (1)	22 (1)
JANUARY 1957	23 (1)	22 (1)
MARCH 1957	24 (1)	23 (1)
MAY 1957	23 (1)	23 (1)
JULY 1957	23 (1)	23 (1)
SEPTEMBER 1957	24 (1)	23 (1)
NOVEMBER 1957	24 (1)	24 (1)
JANUARY 1958	24 (1)	24 (1)
MARCH 1958	25 (1)	24 (1)

No, we didn't forget 6 PM to midnight where WMPS also ranks first. (Pulse March, '58) It's just that we thought we'd cluttered up the page with enough firsts as it was. So, here's proof that the programming policy of WMPS has withstood the test of time and competition.

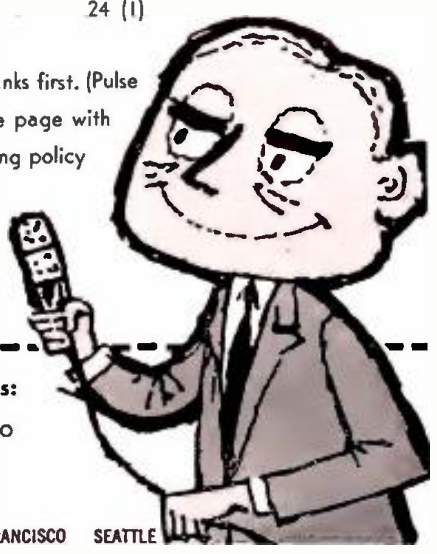
This same outstanding programming is heard on the other Plough stations in Baltimore, Boston and Chicago.

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore | Radio Boston | Radio Chicago
WCAO | **WCOP** | **WJJD**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

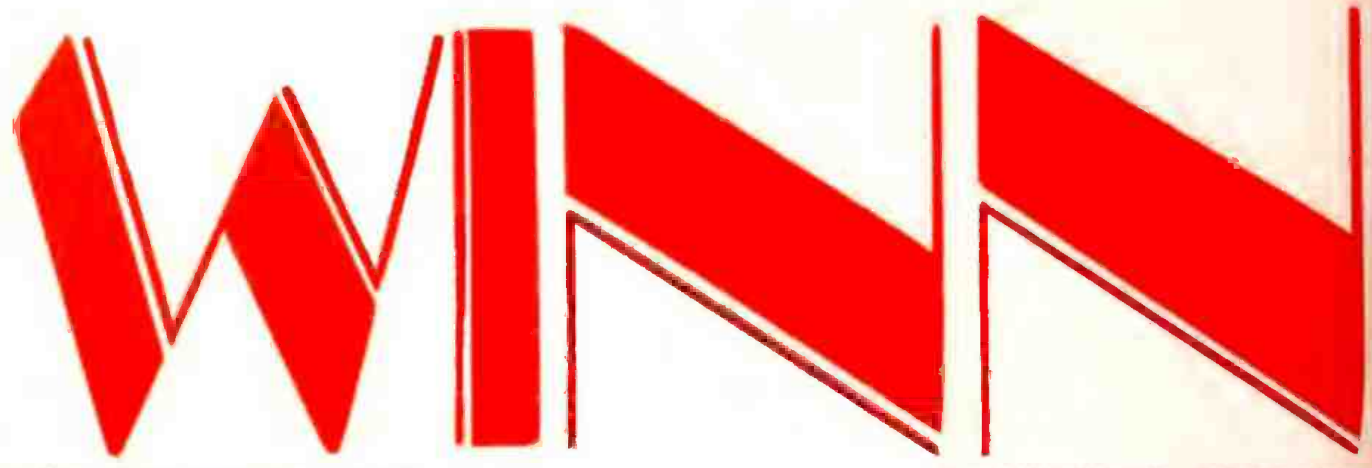
NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE



**IN THE LAST ISSUE, WE ASKED YOU TO GUESS
THE CALL LETTERS OF OUR STATION FOR \$500 CASH**

WHO ARE WE?

WHO ELSE COULD WE HAVE BEEN, BUT...



1240 ON YOUR DIAL

LOUISVILLE, KENTUCKY

**459 TIME BUYERS
CAN'T BE WRONG!**



**1st
RENA MAYER
OF
CAMPBELL-
EWALD CO. INC.
NEW YORK, N. Y.**

**AVERY KNODEL
NATIONAL REPRESENTATIVE**



**2nd
LEONARD KAY
OF
MC CANN-
ERICKSON, INC.
CHICAGO, ILL.**



**3rd
FRANK W. WHITE
OF
KIRKLAND,
WHITE & SCHELL
ATLANTA, GA.**

**GLEN A. HARMON
GENERAL MANAGER**