

U.S. RADIO



JULY

1958

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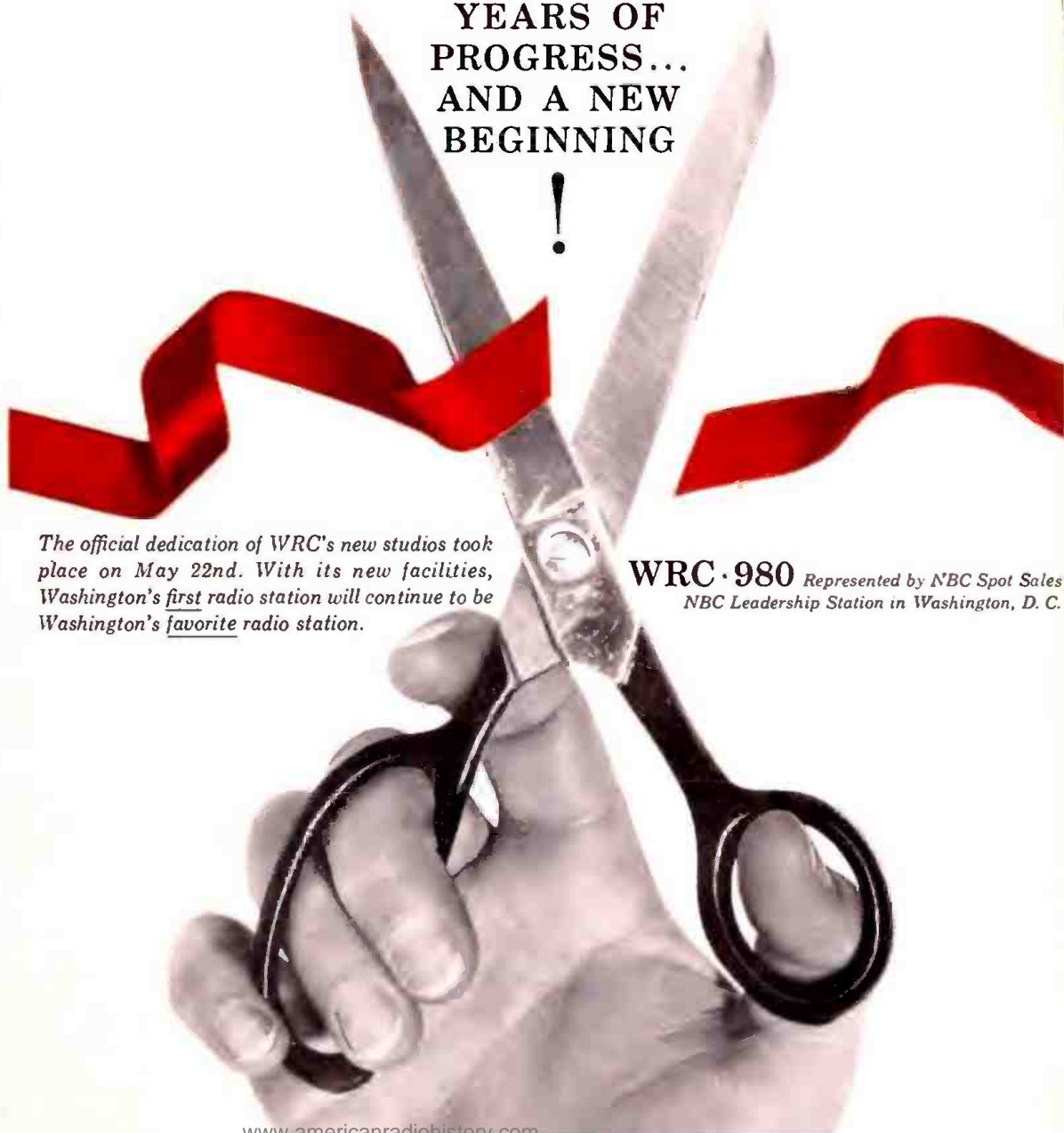


D. W. Stewart

o Puffs \$35 Million
Programs and Spots
at Male Audiences

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35
YEARS OF
PROGRESS...
AND A NEW
BEGINNING



The official dedication of WRC's new studios took place on May 22nd. With its new facilities, Washington's first radio station will continue to be Washington's favorite radio station.

WRC·980 *Represented by NBC Spot Sales
NBC Leadership Station in Washington, D. C.*

We Point with Pride...

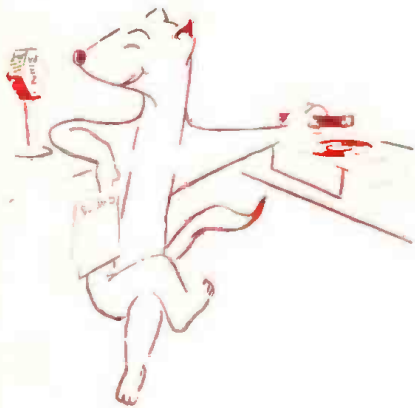


WEZL

10,000 WATTS
EFFECTIVE
RADIATED
POWER*

RICHMOND, VA.

ON THE AIR... APRIL 20, 1958



* WEZL beams its E-Z listening with 10,000 watts effective radiated power where 5,000 watts into a top-loaded tower gives the equivalent efficiency of a 10,000 transmitter into a quarter-wave tower.



ASSOCIATED WITH **WVOK**, BIRMINGHAM - **WBAM**, MONTGOMERY
(ALABAMA'S MOST-LISTENED-TO and PROVEN POWER and COVERAGE STATIONS)
(AND SOON--**WAPE**, JACKSONVILLE, FLA.)



All Nationally Represented by

Radio TV Representatives, Inc.

NEW YORK • CHICAGO • BOSTON • LOS ANGELES
SAN FRANCISCO • SEATTLE



WCCO RADIO DELIVERS . . . *More Adult Listeners* than all other Minneapolis-St. Paul stations combined! † *More Market:* 1,008,000 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa and South Dakota. *More Acceptance* through vitality of modern programing for the audience you want to reach. Call or write for full facts.

**Nothing sells like acceptance . . .*

WCCO Radio

Minneapolis-St. Paul. The 50,000-Watt Giant
In tune with the great Northwest
Represented by CBS Radio Spot Sales

BUSINESS IS GOOD- IN WOW-LAND!

Summer, this 1958 finds the big Radio WOW area a luxuriant Oasis on the economic maps* of the U.S.A.

Cash from farm marketings hit over \$700 million with Nebraska up 35% and Iowa up 14%. Cattle's about \$25. The ponds and creeks are loaded, too.

SAC (which annually pumps \$30 million into Omaha area payrolls and purchases) will spend an extra \$25 million for missile bases.

This'll make 1958 construction total up to a quarter of a billion.

Sow your ad dollars in the WOW Radio Omaha Oasis.

Call John Blair now.

*See FORTUNE—April 1958, FORBES—May 15, 1958 and RAND McNALLY'S Map of Business Trends for May 1958



New WOW-Land "boom" news is the Strategic Air Command's \$25 million world missile bases project. This'll bring 1958 construction (private and state) to the quarter-billion mark. All this and good farm, too!

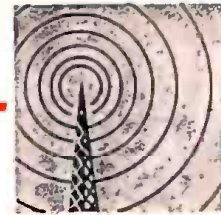
REGIONAL RADIO **WOW** *Omaha* CBS AFFILIATE

Radio WOW alone
delivers a 9.2 average
102 County Pulse rating
7 AM - 7 PM — Monday
through Friday)
in Nebr. and Western Iowa

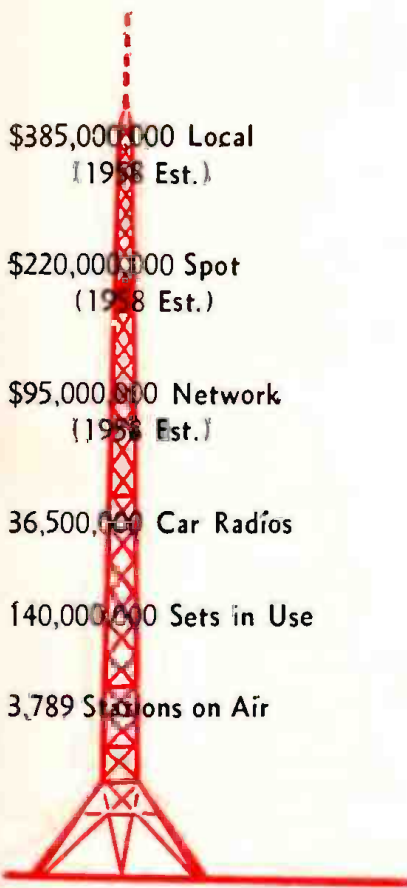
FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations — affiliated with Better Homes and Gardens and Successful Farming Magazines



Radio's Barometer



Spot: National spot radio advertising revenue for the first quarter of 1958, according to Station Representatives Association, was at a record high—\$16,171,000. The new estimated total is a gain of four percent over the \$14,411,000 for the same period last year. Lawrence Webb, SRA managing director, predicts that if this trend continues, 1958 will be the best spot radio year on record.

Figures released by Radio T.V. Representatives show a first-quarter gain of 33.3 percent over the same period in 1957. The firm handles radio stations only.

Network: Current new business and renewals reported by networks have come from NBC and CBS for varying periods, respectively. NBC reports \$3 million in net revenue in new business and renewals. CBS announces more than \$1.4 million in new business (see *Report from Networks*, p. 60).

First-quarter revenue for the Keystone Broadcasting System is 30 percent higher than 1957's first quarter and, according to KBS President Sidney Wolf, if the trend continues 1958 will be the best year in the rural network's history. With the recent addition of six stations, KBS now services a high of 1,041 outlets.

Local: A National Association of Broadcasters' survey of 800 radio stations reveals the expectation of a two percent rise in average revenues (see *Washington*, p. 9). A similar NAB survey at the end of the first quarter of 1957 showed a consensus prediction of a three percent increase.

Stations: Total stations on the air, both am and fm, increased again in June—to 3,789, up 10 over May.

	Commercial AM	Commercial FM
Stations on the air	3,248	541
Applications pending	406	40
Under construction	92	87

Sets: Total radio set production for April 1958, excluding car radios, was 697,307, according to Electronics Industries Association. Total for the first quarter was 3,532,066. Radio set sales in April came to 402,283, with a first-quarter total of 1,895,951. Auto radio sales came to 190,435, with a 1,043,470 first-quarter total. April transistor sales reached 2,856,234, with a total for the first quarter of 11,895,032 compared with 6,899,000 for the same period in 1957.



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

**THIS IS
RADIO**

REPRINTED FROM MARCH 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.

for buyers and sellers of radio advertising

U.S. RADIO

JULY - 1958

VOL. 2 - NO. 7

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U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Western Office 1653 So. Elm Street, Denver 22, Colorado. Skyline 6-1465. Washington, D. C.—8037 Eastern Road, Silver Spring, Md. JUniper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, \$3 a year, \$5 for two years in U.S.A. U.S. Possessions and Canada \$4 a year, \$6 for two years. Please advise if you move and give old and new address. Copyright 1958 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

U. S. RADIO • July 1958

Check the Rating of Your Choice —

• Pulse

• Hooper

• Trendex

You Too Will Choose...

the

Star stations

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



KOIL

No. **1**

A Vital Force
in Selling Today's
OMAHA

May-June 1958 Hooper
8 AM-Noon 41.8
Noon-6 PM 42.8

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

Undisputed No. **1**
in all
3
Markets

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



Where there's
a Storz Station ...
... there's
LOYALTY

Folks in the Twin Cities . . .
Kansas City . . . New Orleans . . .
and Miami know there's never
a let-down on a Storz Station . . .

**that's why . . . in each of these
four major markets . . . more
people listen to the Storz Sta-
tion than to any other.**

MINNEAPOLIS-ST. PAUL . . . WDCY is now first morning
. . . first afternoon . . . first all-day Hooper average (28.2%). First
on Pulse, too. 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* audi-
ence on WHB. See Blair or General Manager George W. Armstrong.

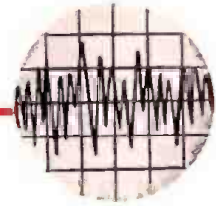
NEW ORLEANS . . . WTIK is 20 times more powerful . . . with
5,000 watts on 690 kc. First . . . all-day. Proof: Hooper (32.2%)—
Pulse, too. In fact, WTIK is first in 462 of 504 Pulse quarter-hours,
and first in every single daytime ¼. See Adam Young or General
Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1%
. . . and first in 264 of 264 quarter-hours] . . . 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

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



Nescafe Buys New Campaign Featuring "Mr. Nes" by Bob & Ray

The popularity of Bob and Ray airwave salesmen—and saleswomen—has led to the creation of another animated character. This one, for Nestle Co. and its agency, Bryan & Houston Inc., New York, is for Nescafe coffee. The commercials, created by Goulding, Elliott & Graham, New York, will feature a personality called "Mr. Nes," a wealthy eccentric. (See *Commercial Clinic* p. 52.)

Radio Set Sales Climb In Strong Tv Areas: RAB

More than 68 percent more radios are bought in Levittown and Wantagh, Long Island, N. Y., areas 90 percent saturated by tv, than in the country as a whole, according to a survey released by the Radio Advertising Bureau. In an effort to find out how well radio does against the heaviest tv competition, RAB discovered more than half of the families in "Telurbia" acquired new radios last year as opposed to one third for the nation at large. Ninety-nine percent of these families already had at least one radio.

Spot Radio Boosts Sales For Pharmaco Drugs

Doherty, Clifford, Steers & Shenfield Inc., New York, reports that spot radio has boosted sales for its client, Pharmaco Inc., drug concern. With a major portion of the firm's budget in spot radio, the agency reveals that sales volume has risen dramatically in the face of very slight industry increases and an actual decline in per capita consumption of a major product, laxatives.

Trend Towards 52-week Buys Revealed by Agency Survey

According to a survey of agency, representative and network executives (see *Outlook for Fall Radio Buying* p. 15), there is a trend towards increased 52-week buying among sponsors. Many seasonal sponsors, too, are taking longer schedules than before in order to insure choice time franchises and to take advantage of favorable discount structures.

Westinghouse to Handle National Sales for Own Stations

The move by the Westinghouse Broadcasting Co. to represent its own stations (seven am and five tv) for national spot sales will be in effect by July 1, 1959. It is known that the company has been considering this action for many years. Peters, Griffin, Woodward Inc., which represents five radio and three tv stations of WBC, expressed gratification that spot billings for the stations are now at an all-time high.

Program Concepts and Practices Studied at CBS Conference

When the program directors of all CBS-owned radio stations met recently in New York, program concepts and practices were reviewed. The meeting was under the supervision of Carroll V. Hansen, program coordinator. Among the top executives who addressed the five-day gathering were Arthur Hull Hayes, president of CBS Radio, and Jules Dundes, vice president of station administration.

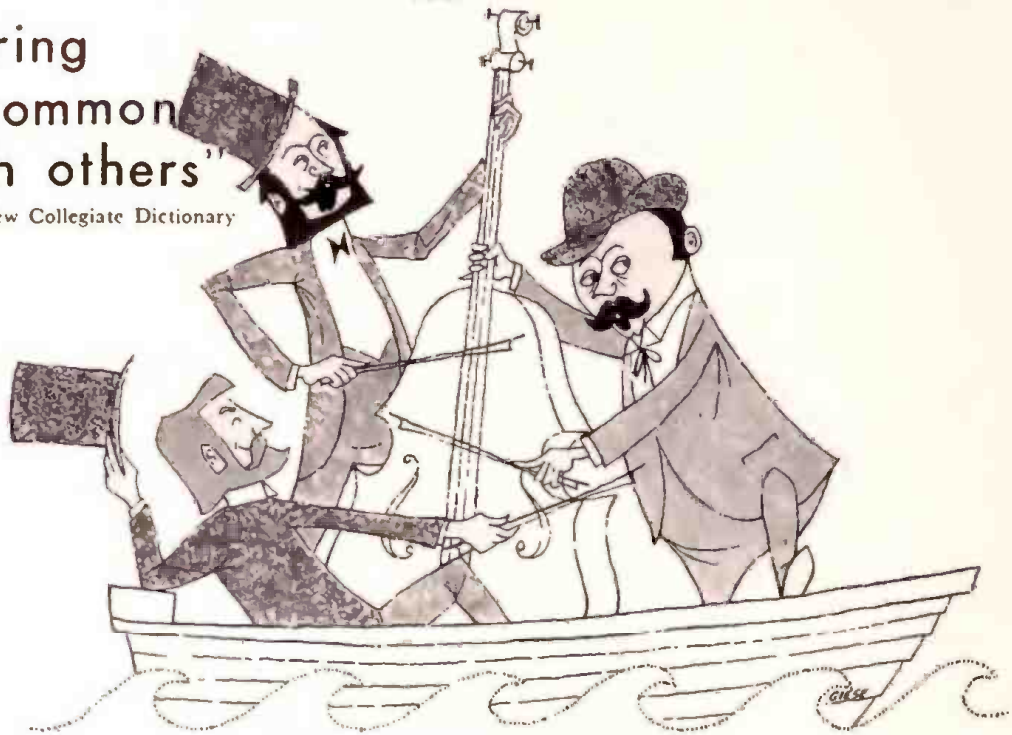
High-Power Portable Transistor Set Developed by Zenith Radio Corp.

Rapid developments in the high-power transistor portable field are pointed up by a new product of the Zenith Radio Corp. The company is manufacturing a sensitive two-band all-transistor portable that is also a self-powered emergency navigation instrument. Called "The Navigator," the radio is capable of supplying a lost airplane pilot, mariner or woodsman with the directional guidance to lead him home. Significantly, the radio also provides long-distance reception of standard broadcast stations.

participation

"sharing
in common
with others"

Webster's New Collegiate Dictionary



Bartell Family Radio keeps audiences alert for constant **participation** by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

BARTELL FAMILY RADIO

participation creates a favorable conditioned response to an advertising message.

Result: Advertisers always reach buyers

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

**BARTELL
FAMILY
RADIO**

COAST TO COAST

<p>Kya 1260 in SAN FRANCISCO</p>	<p>woky 1270 in MILWAUKEE</p>	<p>WILD 1030 in BOSTON</p>
<p>Kcbb 1170 in SAN DIEGO</p>	<p>Krux 1360 in PHOENIX</p>	<p>wude 850 in BIRMINGHAM</p>
		<p>wake 1340 in ATLANTA</p>

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

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

* Pending FCC Approval



Radio Reinstated in 1960 Census Bureau Count

Radio is back in the 1960 federal census. Broadcasters insistence coupled with a nudge from Capitol Hill were responsible for the reversal of a Census Bureau decision to eliminate a radio set count in the 1960 study on grounds that information would be meaningless since radio has very nearly reached the 100 percent saturation point. Senator Spessard Holland (D-Fla.), who was instrumental in having the count re-instated, argued that between 1950 when the last census was taken and 1960, radio has passed through a slump-resurgence era and the great demand for radio statistics has made its inclusion a "must" in 1960. Census Bureau will provide up-to-date information on the number and location of radio households. At this point, although NAB has not given up hope, it is doubtful that Census can be further persuaded to include data on fm and battery radios.

NAB Survey Predicts Radio Gains for 1958

A survey conducted by the employer-employee relations staff of NAB reveals that the average radio broadcaster looks to 1958 as a year when his station's total revenue will be up approximately two percent. Other significant points to come out of the study: 54.6 percent of the radio outlets surveyed anticipate a revenue increase during this year; 23.2 percent declared revenues would be on a par with 1957; 22.2 percent look for a fall off in revenue.

FCC and FTC Budgets Recommended by Senate Unit

During fiscal 1959, the FCC will operate with a budget of \$8.9 million; the FTC with \$6 million. These are the amounts decided upon by the Senate Appropriations Committee for the two independent agencies most intimately involved in broadcasting. In the case of the FCC, President Eisenhower had asked for \$8,950,000. The FTC appropriation was down \$25,000 from the amount requested by the President. During fiscal 1958, the FCC appropriation was \$8,365,000. The committee report noted that the increase was intended to give the commission more personnel flexibility with an eye towards eliminating backlog cases.

EIA to Furnish Set Count Data

A monthly tabulation of fm factory production is in the works at Electronics Industries Association and is slated for release for the first time in August. It will show July factory output figures. EIA's fm count was abandoned some years ago on grounds that interest in fm was at such a low ebb the service was unnecessary. The large upswing in fm station construction during the past year as well as the construction permits outstanding (87 now compared to 23 a year ago) prompted EIA to take a second look at fm. (See *Editorial*, p. 64.)

DBA Petition Provokes Comment: Pro and Con

It's all over now but the waiting for daytime broadcasters who would like the FCC to rule that their broadcast day should be extended. The deadline for filing opinions on the FCC proposal for such an extension brought a flood of comments from broadcasters favoring the proposal as well as endorsement from more than a dozen members of Congress. But opposing interests—clear-channel outlets, networks and regional hook-ups—were numerous in their objections. Those favoring the plan stressed the "localness" of radio and the need for the medium to retain and strengthen this local service. But, countered the opposition, the proposal can't work technically without tampering with the entire allo-

983647296452108279
 897324583467

THE FIGURES ARE STARTLING IN SAN ANTONIO



One of the largest sets-in-use figures in the nation is YOURS in San Antonio . . . and you get a whopping lion's share of that audience when you put your dough on KONO. It's the best buy for your clients' money . . . proved by figures . . . and proved by actual sales for America's leading radio advertisers.

If YOU are interested in getting a sales job done in San Antonio—

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

860 KC
 5000 WATTS



SAN ANTONIO RADIO

WASHINGTON (Cont'd)

tations systems through which stations now so effectively serve the greatest number of people.

FTC Rules Out Chain Store Merchandising

Some of broadcasting's good customers and a few of its best—General Foods, Hudson Pulp & Paper, P. Lorillard, Piel Bros., Sunkist Growers and Sunshine Biscuit—have been told to stop giving favored customers promotional allowances through the top broadcast networks. The practice, said the FTC, discriminates against the independent grocer and is a violation of the Federal Trade Act . . . tantamount to an antitrust violation. Two courses of action are open to the firms involved: Comply with the FTC ruling and abandon chain store merchandising or appeal the ruling, the latter being the more probable decision.

Bricker States Intentions In Regulating Networks . . .

Assurance came from Senator John Bricker (R-Ohio) during recent hearings on his bill to regulate networks that he had no "ulterior motive" in authoring the proposed legislation. His intentions, he said, were simple: To give the FCC power to do directly what it can now do indirectly through its regulatory power over station licensees. Network spokesmen argued that if this is the only purpose of the legislation it is meaningless. They agreed with Senator Bricker that the terms of the bill seemed simple enough but insisted a closer look reveals its effects would be radical and sweeping. FCC Chairman John Dierler called for a more concrete plan for regulation.

. . . and Celler May Take New Look at Networking

Just as the Bricker hearings were getting underway, Rep. Emmanuel Celler (D-N.Y.) took the FCC on task for "what appears to be a deliberate effort to refrain from taking action to ban various restrictive and anti-competitive practices"—option time, must buys and program tie-ins. In the Senate hearing and in the Celler statement, considerable emphasis was placed on the Justice Department's decision that these practices violate the anti-trust laws.

the

Silver Mike



THIS MONTH:

JAMES G. RIDDELL

Executive Vice President
of American Broadcasting Co.

Brings Successful Station Background to Challenge Of Network Broadcasting

The new executive vice president of the American Broadcasting Co. has been in broadcasting since 1931 when WXYZ Detroit brought in James G. Riddell as an office boy.

What WXYZ didn't know at the time was that it had also brought in its future president and general manager. And as he takes up his network duties in New York this month, the native of Glasgow, Scotland, who arrived in Detroit at the age of nine, leaves behind a record of distinguished citizenship in the Motor City and in broadcasting.

To his new post with ABC, Mr. Riddell will bring a string of successes in varied phases of station operation: Traffic clerk to traffic manager to assistant sales manager to sales manager—and on up to general manager of WXYZ in 1946 and to president of WXYZ-AM-FM-TV in 1950.

Mr. Riddell's theory of running a station combines good organization with programming that stresses community service, with a heavy accent on local personalities and newscasts. He is expected to make the Detroit operation a model for the other owned and operated stations.

In announcing Mr. Riddell's new position at ABC and also his election to the board of directors of the

parent American Broadcasting-Paramount Theaters, Leonard Goldenson, president of AB-PT, called Mr. Riddell's experience "invaluable to us in our continuing expansion."

One of Mr. Riddell's main tasks will be placing the radio network in that "expansion" category alongside the other AB-PT divisions. He will report directly to Mr. Goldenson in these efforts, with the heads of the radio and tv networks and other departments reporting to Mr. Riddell.

First efforts are being directed at improving ABC's owned and operated stations. Many of them have newly-appointed general managers and Mr. Riddell is optimistic about their prospects.

While in Detroit, Mr. Riddell's broadcasting activities included the chairmanship of the radio-tv committee of Crusade for Freedom, which supports Radio Free Europe. He was also a member of the Radio & Television Executives Society and the Radio Pioneers Club.

A sports enthusiast, he was a governor of the Detroit District Golf Association and president of the Red Run Golf Club. Other interests were the Detroit Athletic Club and the Junior Achievement Advisory Board. • • •

WPTF
Raleigh-Durham
the Nation's

28th

Radio Market
... Nielsen #2

and

in 1958 PULSE
32-County Survey Again

FIRST

in every quarter hour with an average of 35% of the listening audience from sign-on to sign-off. Reaches as high as 56% and never less than 31%.

WPTF Reaches:

- ★ 176% MORE listeners than a local network of eleven stations.
- ★ 424% MORE than Station B.
- ★ 517% MORE than Station C.



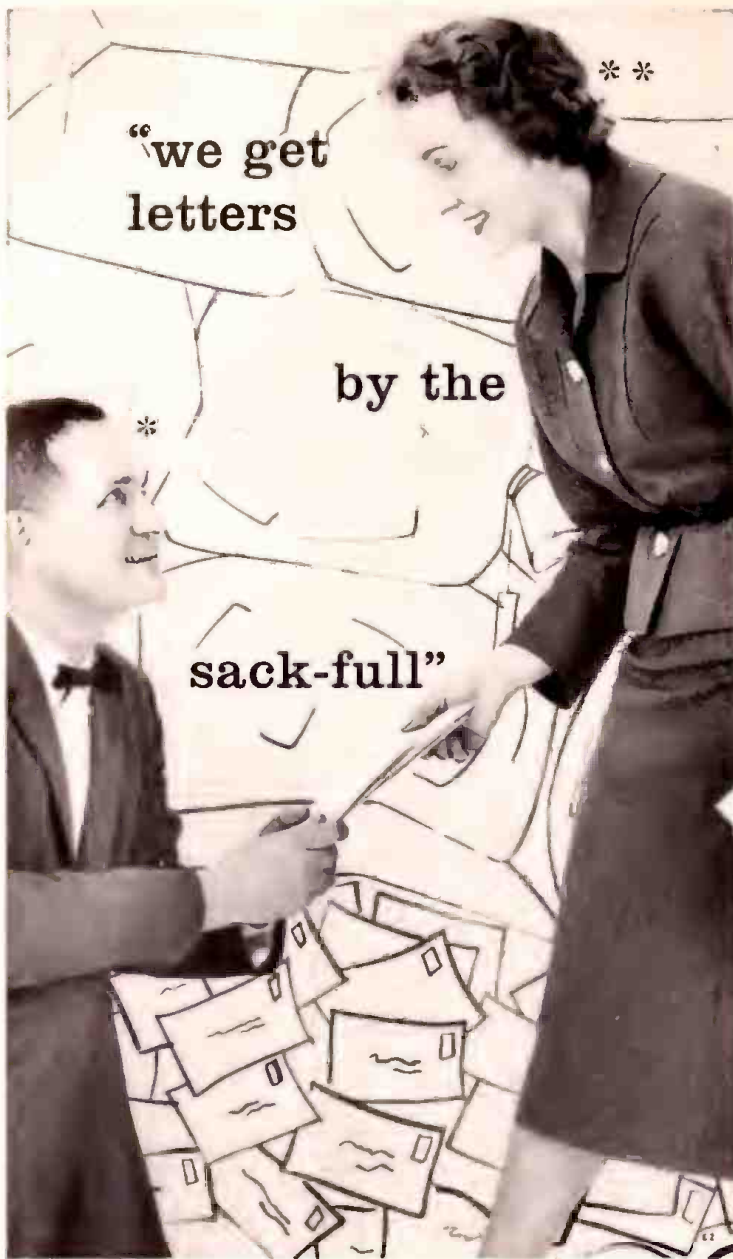
WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



You get a lot of action on Elliot stations. For example:

A new advertiser, trying to break into the Akron market, ran a one-day "free-gift" offer exclusively on WCUE. Result: 2,300 cards and letters... sales "beyond expectations"... complete distribution in the Akron area.

People are very responsive to what they hear on Elliot stations, because we give them more music, more news, more often. We give advertisers more, too. More listeners per dollar than any other station in either market's Greater Metropolitan Area.

Giant Free Offer: New market data books on WCUE and WICE. Also, a free showing of the new color film on the Elliot stations. Just tell us what you want, and we'll shoot it to you fast.

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

WCUE
AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.
WICE

LETTERS TO

Mistaken Identity

Thank you for including an interesting collection of photos and colorful recollection of airwaves' golden days in your May 1958 feature, *Radio's First 38 Years*. However, I must take issue with your reporter on the caption that accompanies the photo of an early Bing Crosby show in KHJ Los Angeles.

He identifies the three young ladies as "Bing Crosby's frequent guests, the Andrews Sisters."

Take a closer look. It's the famed Boswell Sisters act smiling out of the past. These were the gals that gave Patti, Maxine and LaVerne and other subsequent acts the sister trio idea!

That's wonderful Connie at center—she's still going strong in clubs and on records.

Gregg Hunter
Stiller, Rouse & Hunt Advertising
Beverly Hills, Calif.

... It is a very interesting article and brings to mind a number of events that many of us have forgotten.

I think perhaps your proof reader also forgot to read the page which shows a paragraph about 1933. It is a picture of Bing Crosby and the article says with the Andrews Sisters. I think you will find these are the Boswell Sisters. If I am not mistaken, that is Connie in the middle.

Regardless, it is a nice piece of work and you are to be congratulated.

John H. Wrath
Executive Vice President
Headley-Reed Co.
Chicago

Gracious Lady

... Your apology is accepted but certainly not necessary on accounts' erasers were not invented strictly for U. S. radio's use. We'd all better keep some within reach.

May this letter find you and yours enjoying the best of health and happiness.

Connce Boswell
New York

From Across the Border

In *Radio's First 38 Years* there appeared a picture which has great significance for me. It shows an early mike of a station to which I have listened over the years and it deals with a scene I have become very interested in. (WGN Chicago covering the Scopes trial.)

I would like very much to have a copy

THE EDITOR

of that shot. Would it be possible to give me information on how this might be acquired?

P. J. Hunter
McCannell, Eastman & Co. Advertising
Calgary, Alberta, Canada

Ed. Note: Reprints of the article are available.

'Must Read'

You're doing a fine job in covering the significant news in U. S. RADIO.

Because the major advertising effort of our client, Sinclair Refining, is in spot radio, your excellent magazine is tops on my "must read" list.

Keep up the good work!

William L. Wernicke
Vice President, Radio-Tv
Marey, Humm & Warwick Inc.
New York

Bache—Rebuttal

I feel it necessary to reply to the correspondent from WKRZ Oil City, Pa. (see *Letters to the Editor*, June 1958). As a result of your story (*Bache Preselects Audience*, March 1958) we did buy in several additional markets where such a program fits the overall sales promotion program of our firm. To mention just one we are beginning a daily operation in Tulsa, Okla.

To set the record straight Bache & Co. has never and will never look for any services or goods "free of charge." What we, however, do when a legitimate news medium approaches us for financial information to render to readers or listeners as a public service, is to willingly comply and never request and certainly never insist that such credit be given to us. We have found that over the years almost all news media as a matter of sound journalistic practice identify the sources of information as a matter of authentication.

This firm has maintained a year-round, 24-hour news operation serving all media and one standard principle of ours has been never to request or expect credit for it, but when we receive it we are certainly deeply grateful.

Henry Gellerman
Dir. of Adv. & Public Relations
Bache & Co.
New York

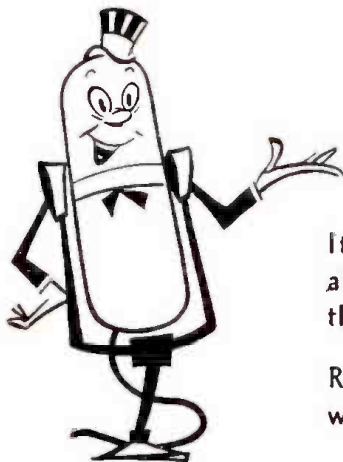
Report From Agencies

Could you send us several copies of the June issue of U. S. RADIO?

Lawrence Butner
Timebuyer
Albert Frank-Guenther Law

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.

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

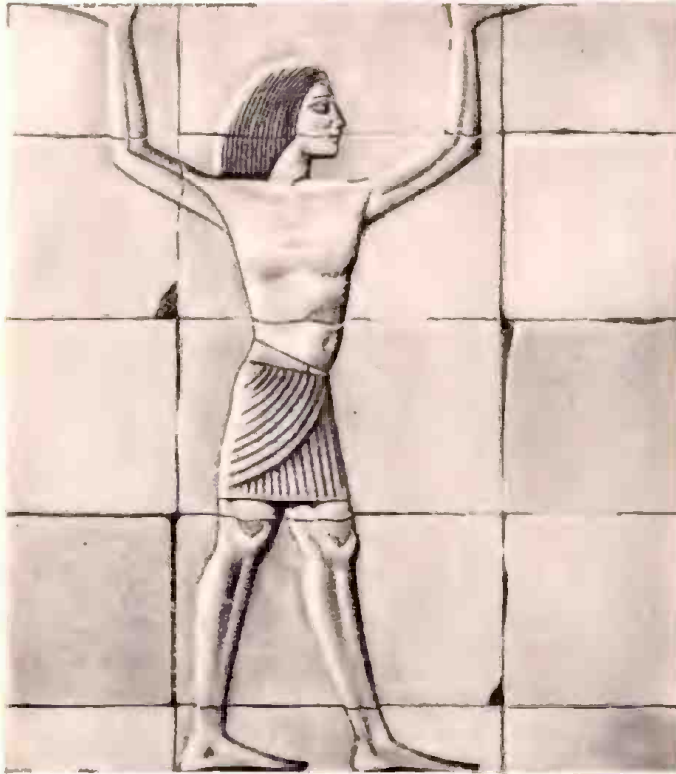
Home Address _____

City _____ Zone _____ State _____

PLEASE BILL

PAYMENT ENCLOSED

as basic as the alphabet



EGYPTIAN

Several thousand years before Christ, the Egyptians used a rough sketch of a man with upraised arms as the symbol for high.



PHOENICIAN

From 1500 to 1000 B.C., the citizens of ancient Tyre employed a variant of the Egyptian form to signify the first sound of its name, he.



GREEK

As early as 800 B.C., the same letter had been turned around and appeared on Greek inscriptions. Its new name was epsilon.

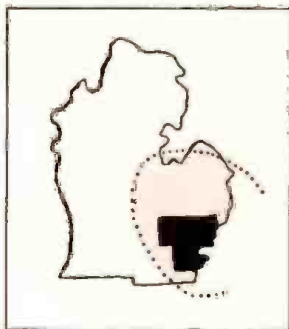


ROMAN

By 700 B.C., the Etruscans had borrowed the letter and passed it along to the Romans who shaped it in the form we use today.



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



Essential for Michigan sales and profits

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

Elementary, Mr. Advertiser! Today, as it has been since the birth of commercial broadcasting, WWJ is your basic buy for successful radio advertising in the great Detroit Southeastern Michigan market.

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

WWJ RADIO

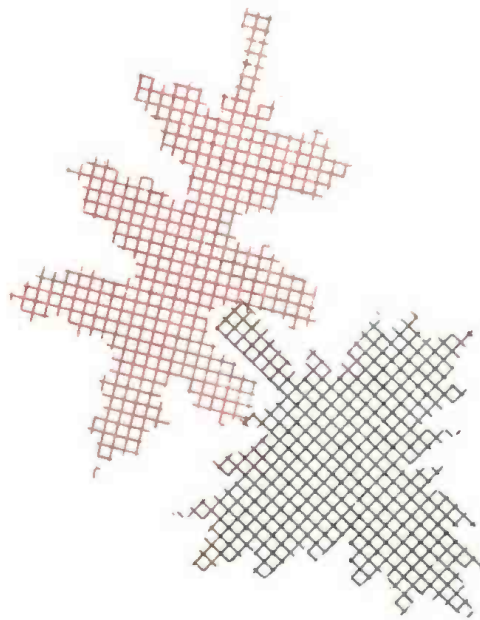
AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.




Outlook for Fall Radio Buying:

Will It Be Better Than 1957?

SURVEY OPINION: *As strong as last year's fourth quarter, probably stronger.*

FACTORS: *Spot should hold big, network expected to move up. Rates are rising (five to 10 percent) and agencies are concerned about crowding during driving times.*

 For most Americans, summertime is playtime and fall is only a pale specter on the horizon, at least several sunburns away. For the radio industry, however, the hot weather months are hard working months when plans are laid and schedules made for the critical fourth quarter.

With the experts predicting that 1958 would be the best year in radio

history, the fall quarter—which traditionally kicks off the new season—assumes added importance as radio men get ready for an all-out drive to make these rosy expectations a reality.

U. S. RADIO has just completed a survey of agency, network and representative executives to determine the outlook for autumn. While most campaigns are still in the plan-

ning stages, the consensus in all these fields is that radio billings will be at least as high as they were last fall and probably higher. Estimates range from "radio will be a little off" to "billings should be up 15 per cent."

Specifically, these conclusions stand out:

- Spot radio will hold strong and in all probability will be up



Tom Viscardi, media buyer, Y & R.

"Budget is becoming more of a consideration."



Ed Fleri, spot acct. supvr., BBDO.

"More advertisers want more radio time."

over the same period last year. Network radio will be in noticeably better shape than last fall, which is particularly significant in view of the fact that the last quarter of 1957 was one of the most successful in recent network history (since the advent of television).

- Economic talk has affected fall planning in that clients are more cautious in approving budget allocations. While most agency men do not expect this to affect radio spending materially, it does postpone actual buying.
- Radio rates are rising, estimates varying between five and 10 percent.
- There is increasing anxiety in agency circles over the problem of over-commercialization by stations, especially during the popular driving times.

Old and New Advertisers

Among agency executives who predict that spot billings will maintain the status quo or increase slightly over a year ago, most emphasize the recession as a factor working for radio. According to Tom Viscardi, media buyer, Young & Rubicam Inc., New York, both old and new radio advertisers are turning to the sound medium because of its wide coverage and low cost at a time when budget is becoming more and more of a consideration. The high cost and tight availabilities of tv are also a factor in clients' planning this fall, he states, and as a result radio is being considered by advertisers who might normally go into spot tv.

Another interesting trend pointed up in the survey is the increasing number of advertisers signing for 52-week spot schedules. They are taking advantage of radio's favorable discount structure and the chance to get their spots in the prime time periods.

Old radio advertisers, another media man says, will tend to continue in the medium this fall both because they have been satisfied on the whole with their past campaigns and also for economic considerations.

On the network side with only one exception all the agency respondents predict billings will be up over last fall. They attribute this to the increasing flexibility of network operations with particular emphasis on the availabilities of five- and 10-minute participations and shorter spots.

"For the national advertiser," says one media director, "network radio provides tremendous markets, great frequency at a very reasonable cost per thousand."

Another media buyer points out that networks are clearing more and more stations, which is encouraging advertisers who formerly decided against network buys because they couldn't get all the stations they wanted at the times they wanted.

Network radio is attracting new advertisers in increasing numbers, according to several agency men, who are not yet ready to announce specific plans of clients.

Bill Hollman, director of network radio, BBDO, says that "network radio will be up considerably this fall because it has proved itself to many advertisers in the last year. I know of one sponsor whose sales went up 22 percent in the last year, much of which is attributable to their network advertising."

It is also reported that this agency is working on network plans of considerable magnitude for several clients.

Clients Are Cautious

In spite of the fact that agency opinion puts network and spot radio out in front of last fall, nearly every respondent observes that clients are much more deliberate in approving advertising budgets for all media, radio included. "Advertisers are reluctant to part with their dollars this year," one media buyer observes. "They will probably end up spending what they have budgeted, but they are much more hesitant in putting their name on the dotted line for specific campaigns." As a result, it is probable that the flow of fall business will be somewhat delayed.

Another trend for the autumn that was commented on by nearly every media man surveyed is the

Fall Radio Campaigns in the Works

BRAND	AGENCY	TIMEBUYER
Coldene	J. Walter Thompson, Chicago	Ellen Carlson
Feen-a-mint	Doherty, Clifford, Steers & Shenfield	Charles Willard
Chooz	Doherty, Clifford, Steers & Shenfield	Charles Willard
4-Way	Cohen & Aleshire	Beth Black
666	Charles W. Hoyt	Douglas Humm
Blackdraught	Cohen & Aleshire	Beth Black
Bromo Quinine	Benton & Bowles	Jack Giebel
No-Doz	Sidney Garfield & Assoc., San Francisco	Thurston McGuffick
Plough Inc.	Lake-Spiro-Shurman, Memphis	J. Martin Hollinger
Vick Chemical Co.	Morse International	Orrin Christy
Bristol-Myers Co.	Doherty, Clifford, Steers & Shenfield	Charles Willard
	Young & Rubicam	Sy Drantzch
Carters Little Liver Pills	Ted Bates	Greg Sullivan
Chevrolet	Campbell-Ewald	Rena Mayer
Ford	J. Walter Thompson	Jim Luce
Lincoln-Mercury	Kenyon & Eckhardt	Louis Kennedy
		George Simco
Hertz System	Campbell-Ewald, Chicago	Jack Varnier
Pontiac	MacManus, John & Adams	Sy Czuy
Texaco	Cunningham & Walsh	Jack Bray
Sinclair	Morey, Humm & Warwick	Kay Shanahan
Conoco	Benton & Bowles	John Nuccio
Esso	McCann-Erickson	Seymour Goldis
Cities Service	Ellington & Co.	George Wallace
Frigidaire	Dancer, Fitzgerald & Sample	Glenn Wilmoth
Wrigley	Erwin, Wasey, Ruthrauff & Ryan, Chicago	Holly Shively
	Arthur Meyerhoff, Chicago	Joan Russell
Fitch	Cohen & Aleshire	Beth Black
Thos. Leeming Co.	William Esty	Richard Driscoll
Mueller	Doherty, Clifford, Steers & Shenfield	Jeff Fine
Eskimo Pie	Cunningham & Walsh	Clifford Greenspan

tendency toward rate increases by many stations. Most estimated the increases between five and 10 percent, with six percent the most frequently mentioned figure. Ed Fleri, spot broadcast supervisor, BBDO, says, "It's largely a question of supply and demand. More advertisers want more radio time so stations are increasing their rates."

According to A. C. Nielsen figures, more radio households are tuned in

this year than last. During a typical week, sampled last winter, the ratings firm says 89.9 percent of all U.S. radio homes use their sets—an increase of eight percent over the previous year.

Only one respondent feels that radio may lose some business due to rate hikes. The prevailing opinion is that the increases are not large enough to decrease the medium's attractiveness to advertisers.

Several agency men report a marked trend in the direction of more package deals. These serve the dual purpose of obtaining high frequency at discount rates and breaking the logjam of advertising during peak hours.

Agencies are increasingly concerned over this problem of over-commercialization during driving times, although the use of other

[Cont'd on p. 58]

Tom Harmon, Texaco sportscaster, teams up to broadcast Cotton Bowl with Fred Gehrke (center) and Forest Evashevski (right), an old teammate.

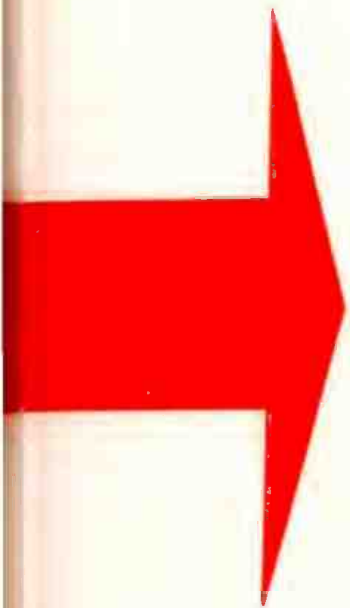



Texaco dealer tapes commercial for later broadcast. Firm likes to emphasize friendliness and service of dealer.



Texaco Tackles Men With Radio

Second largest oil company in country spends estimated \$3.5 million a year spotlighting news and sports



 The decline of the American male has long been a matter of concern to sociologists, foreign critics and the embattled men themselves. American women, observers have complained, are winning the battle of the sexes on all fronts including the economic. It is estimated that women influence 85 percent of consumer purchases in this country, and advertisers and their agencies have made no secret about their courtship of the fair sex.

One of the exceptions to the rule is The Texas Co., second largest manufacturer of gasoline (Texaco) and related products in the country, and its agency, Cunningham & Walsh Inc., New York. Men, declares John Childs, vice president and senior account executive for C&W, still rule

the roost when it comes to the purchase of gasoline and the selection of a service station for the family car. The problem is to reach them.

"Men determine more than 80 percent of gas purchases. Even though women may actually have the car serviced and buy the gasoline, our research shows that the majority of wives follow their husbands "orders" and suggestions in the selection of the brand or station and in the ordering of minor repairs and other services. As a result, our advertising in all media, in so far as possible, is aimed principally at men."

Mr. Childs states that "the specialized use of radio is one of the best ways to insure a predominantly male audience." In its use of the air medium—which accounts for 28.8 per-

cent of the firm's total advertising budget—Texaco has developed a special twist on its media strategy which involves rotating purchases.

Texaco places emphasis in its radio buys on driving times, seven to nine a.m. and four to six p.m., and also tries to capture the male audience with some nighttime and considerable weekend radio on a national spot, network and regional program sponsorship basis. U.S. RADIO estimates that last year Texaco spent approximately \$3.5 million in radio. The radio budget for 1958, while flexible, is following the same general pattern as in 1957, according to D. W. Stewart, Texaco advertising manager.

Radio spending for The Texas Co. has increased markedly in the past



several years, he says, chiefly because the advertising budget is much greater.

"We are interested in driving times on radio not only because we contact men on their way to work," Mr. Stewart explains, "but also because we feel we are reaching them in the best place . . . in the car for which they can buy our products. We like weekends for two reasons: There are lots of men on the road (or at home) and statistics show that more gas and oil is bought on the weekends than at any other time."

Mr. Childs points out that in the peak summer months, Texaco drops its tv schedule and uses radio only in conjunction with print and outdoor media. "We do this because tv viewing is known to fall away in the hot weather months and also because of the increasing portability of radio. Radios are not only being turned on in cars during the summer when there is increased driving, but they are also heard on the beaches, at picnics and in other out-of-door places."

"Radio," Mr. Stewart says, "is ideal for our particular purpose—sports, news and music, and it also

provides the vast coverage we need at an economical cost."

Texaco's spot radio—which gets the lion's share of the radio budget—embraces 325 stations in nearly 100 markets in almost every state in the nation since the company is the only gas and oil firm that distributes nationally. According to Jerry Sprague, chief timebuyer on Texaco, minutes are the most often-used commercial length; next in use are 20-second spots.

The 'Flight' System

To take advantage of radio's flexibility and to gain year-around impact without 52-week buying, Texaco and Cunningham & Walsh have developed what they call the "flight" system. The company goes into all markets for a month or five weeks at a time and then stays out for the same length of time or a little longer. There are about five of these flights a year. This system, used in all media, has been worked out partly for reasons of economy. "We can't afford to buy in all markets 52 weeks a year," Mr. Childs says. "This system is especially effective for Texaco, however, in view of the fact that we have only three major selling campaigns a year—spring checkup, fall checkup, summer driving."

In between these big pushes, the company does straight gasoline and oil selling primarily. Most copy goes to Sky Chief Supreme gasoline, the firm's premium line. P. T. antifreeze comes in for a large share of time in the fall campaign, while other products pushed from time to time are Fire Chief regular gasoline, Havoline oil in its various weights, Texaco Motor Oil and Marfak grease lubrication and also Texaco Service.

In addition to its spot buys, the firm has sponsored for 18 years the Metropolitan Opera broadcasts as an investment in institutional advertising. The opera, heard each Saturday afternoon from November through April, will be broadcast

over the CBS network this fall. In more than four hours of radio time per week, the company has less than two minutes of commercial time, the agency reports, and that is devoted to sponsor identification.

The company has no other radio network commitments at the moment, but, according to C&W's Mr. Childs, is "always considering network possibilities."

The third facet of the gasoline company's radio campaign revolves around five-minute and 15-minute regional news and sportscasts in the early evening aimed, like the spot campaigns, at men. In Montana, five-minute newscasts are broadcast six days a week over the "Z-Bar" network; in Florida, live-minute newscasts are heard six days a week in Tampa, Miami and Jacksonville; in Chicago, John Carmichael delivers a 15-minute sportscast six days a week over WBBM. Tom Manning, KYW Cleveland, O., and Tom Kelly, WMBD Peoria, Ill., also do quarter-hour sportscasts every day except Sunday. In St. Louis, Mo., Bob Burns' sportscast is heard six days a week over KMOX, and on the West Coast, sportscaster Tom Harmon broadcasts six days a week over the Columbia Pacific Radio Network.

During the football season, Texaco sponsors a total of nine college games in the southern states covering at one time or another during the fall Alabama, Georgia, Georgia Tech, Mississippi, Oklahoma, South Carolina, Tennessee, Miami and Tulane.

Except for the football games, the news and sports shows run 52 weeks a year.

Since Cunningham & Walsh entered the Texaco broadcasting picture 18 months ago, the two most outstanding radio campaigns (in conjunction with other media) have been "The Tower of Power" and "Swing into Spring With a Safety Checkup" featuring Benny Goodman and his orchestra.



Luther Smith is one of many Texaco dealers who deliver commercials in their own words over local radio stations.

The "Tower of Power" campaign ran throughout 1957 and received the Radio Advertising Bureau's award for that year as one of the eight best radio commercials. Emphasizing service and spotlighting Sky Chief Supreme, the campaign made wide use of music, as did "Swing into Spring" in April of this year. Copy featured the offer of the Benny Goodman album of the same name for 50 cents and a Texaco coupon available at the dealer.

This summer there is a campaign featuring a tourist booklet given free at Texaco service stations which is a guide to better summer touring in the U.S. This will be advertised, according to present plans, in the company's copy during its summer flight in July and August.

The Texas Co., according to Mr. Childs, is always on the lookout for merchandising tie-ins with its stations, and the agency credits its four field men in New York, Chicago, Houston and Los Angeles with doing an outstanding merchandising job in liaison work between stations and dealers. During the "Swing into Spring" campaign more than 500 radio stations were contacted for merchandising tie-ins with the four-week spot schedule. Many disc jockeys all over the country played selections from the Goodman album on their programs.

Company Image

In all its merchandising efforts and copy creation, Texaco attempts to create a company image of warmth and friendliness. According to Joe McDonough, vice president and creative supervisor, Texaco is not only selling the quality of its products, but it is also selling its dealers and service, particularly in the fall and spring check-up campaigns. "After all," he says, "you don't see, taste or directly handle gas. What is really tangible to the customer as long as he is satisfied with the product's

quality is the service he gets and the personality of his dealer."

Mr. McDonough emphasizes the importance of having a good, basic selling idea. "I believe there is today a tendency to overproduction with gimmicks and sound effects as a substitute for a selling idea. I'd rather see a sound selling idea badly executed than a bad idea well executed. Of course, we always strive to combine both the good idea with excellent production." He attributed the success of the "Tower of Power" and the "Swing into Spring" campaigns to these qualities "plus the fact that both ideas were adaptable to all media."

Mailed to Stations

Texaco commercials, once ready, are mailed out to the stations every three or four months with a schedule for airing. Jack Bray, media buyer, selects stations at the beginning of each year and reviews his choices from time to time. He does not ask for availabilities, but simply places his order for the time periods he wants and lets "the representative work it out with the station.

"This saves me time and trouble and I usually get what I want because when I call, the representative knows it's a firm order." Although Mr. Bray buys popular time periods, he is not usually required to buy a package including other times of the day because Texaco is only in the market for a month at a time, he says, "and the stations can make up the other business for those time periods when we are out."

Radio has been getting business from the Texas Co. since 1932. Mr. Stewart reports that the firm was in network radio heavily until 1948 and the roster of stars it sponsored during that period include Ed Wynn, Eddie Cantor, Jimmy Durante, Ken Murray, James Melton, Evelyn Knight, Tony Martin, Gordon MacRae, Milton Berle and Fred Allen.



D. W. Stewart, Texaco ad mgr.



John Childs, C & W vice pres.



Jack Bray, media buyer of C. & W.

After 1948, the company began to funnel most of its radio funds into spot and regional radio.

The Texas Co. was founded in 1902 by Joseph Cullinan and Arnold Schlaet operating in Louisiana and Texas. Today the firm, its subsidiaries and affiliates girdle the globe with the parent company's assets totaling more than \$2.7 billion. • • •



News: Don Gardiner broadcasts over ABC.



Variety: Robert Q. Lewis Show on CBS.



Drama: Ed Herlihy on NBC's *My True Story*.

Plough's Prescription



Abe Plough, president, Plough Inc.

Thomas L. Greer, advertising dir.



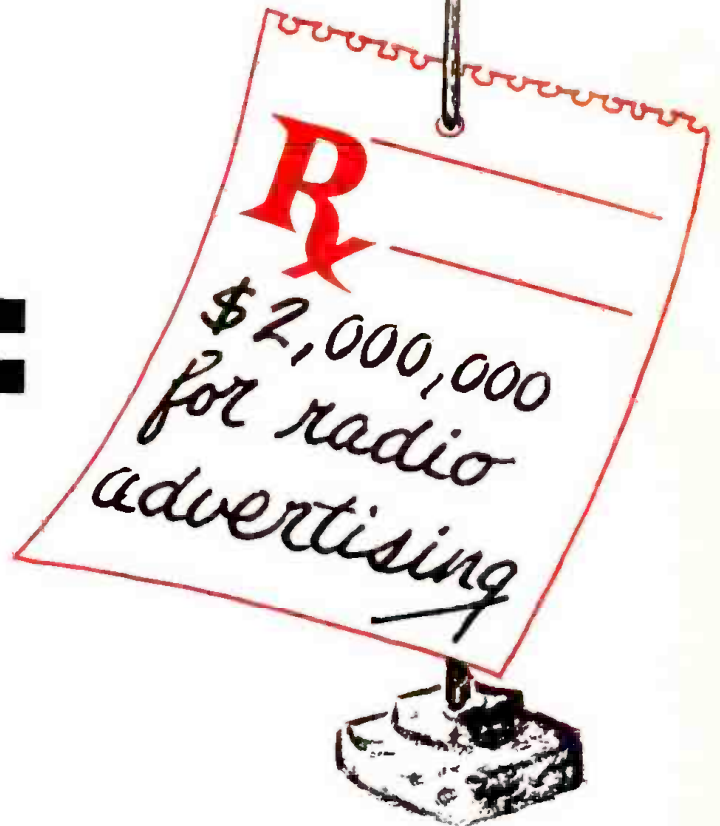
In the keenly competitive drug field, Plough Inc. has this prescription for radio in 1958: Add \$2 million to careful advertising research and the problem of multi-brand product characteristics and blend with 25 years' experience with the medium. Apply in heavy doses on 900 stations in 550 cities.

The Memphis, Tenn., pharmaceutical firm, which this year celebrates its 50th anniversary, employs radio as a basic medium, "a day-in and day-out voice to sell St. Joseph Aspirin, St. Joseph Aspirin For Children, Mexsana Medicated Powder, Muserole, Coppertone and other products." It is spending 40 percent more in radio this year than in 1957.

"The fact that we will spend over \$2 million in radio during 1958," says Abe Plough, president and founder of the company, "is the best evidence we can give of the results we feel we are obtaining from radio advertising." Mr. Plough's firm ran up record sales in 1957 of \$29,473,214, up more than \$5 million over 1956. Net earnings were up almost \$1 million, and Plough stock is being more actively traded than at any time since it went on the New York Stock Exchange in 1946, the firm reports.

The competitiveness of the drug industry plus the need for "good taste" in copy and the watchful eye of the Federal Trade Commission all temper and shape Plough advertising.

Spot in Over
100 Markets



for Radio

Competitive drug field, in addition to multi-product line, makes hard demands on firm's ad strategy

Careful research and study go into every campaign for a Plough product, according to Avron Spiro, president of Plough's advertising agency, Lake-Spiro-Shurman Inc. of Memphis. The element of timeliness, attuned to the seasons and the weather, is an important factor.

"There are any number of basic principles to be weighed and analyzed before the copy department takes over," reveals Mr. Spiro, who also serves as account executive on the Plough account and has played an active part in the creative aspects of Plough advertising for more than 25 years.

"Each product, with its own characteristics and appeal, must be carefully analyzed for presentation to the mass audience," he notes, and

points to the fundamental questions that must be answered for each product. They include:

- What are the selling points that will bring about an urge-to-buy?
- What is the best technique adaptable to the product—music, dramatization, phrase pattern, celebrity testimonial, local personality?
- What are the listener habits, type of station or stations used, competitive factors?

Added Virtue

"The flexibility and elasticity in the use of radio advertising," says Mr. Spiro, "give it an added virtue of

timeliness of appeal, enabling product messages to conform generally to situations or conditions in keeping with the weather or other developments necessitating a change."

The two chief avenues of the sound medium are used to accomplish two major advertising objectives for Plough, says Mr. Spiro. "Network radio is utilized for national coverage, with its relative economy stimulating advantageous application of the vital basic principles of frequency and continuity of impressions.

"Spot radio," he continues, "is used because of its intensive advertising impact in the major markets, thus accounting for significant national business volume among drug dealers."

R

The approximate number of stations used by Plough include about 900 radio outlets. Of these, more than 200 carry spot announcements in about 100 cities. Also, NBC, CBS and ABC affiliates carry network shows in 150 cities.

Plough recognizes the various advantages of continuous radio advertising as noted by Frank G. Morris, advertising budget manager. "Many radio stations carry a full 52-week advertising schedule for Plough products. This maintains the impact and continuity that are essential to the successful sale of drug products."

In the past year, he reports, Plough's network activities have included co-sponsorship of NBC *Mom-*

tor News and sponsorship of five-minute newscasts on ABC. The firm is also a sponsor of the *Robert Q. Lewis Show* on CBS, *My True Story* on NBC and has participated in NBC's *Bandstand* program.

Mr. Morris explains that with the manner in which a great many stations and networks establish their rates, continuity of advertising has the advantage of earning maximum discounts for radio advertising.

Spot and Network

At the agency level, Mr. Spiro points out that spot and network radio, like all other media, are employed to take full advantage of

their best characteristics. "Network radio," he states, "is a potent force in promoting established products from a standpoint of economical message registrations on a frequent national basis, complementing other media messages."

"On the other hand, spot radio is a powerful tool in selected markets where high frequency, multi-station schedules are used in conjunction with other media. For introduction of new items in major marketing areas," Mr. Spiro says, "saturation spot radio has proved itself extremely valuable in establishing the product story quickly."

Plough's theory of radio advertising, as expressed by Thomas L. Greer, vice president and director of

Plough's Dual Radio Role



Harold R. Krelstein, Plough Stations.

Plough's belief in the strength of radio goes beyond the company's use of the medium as an advertising vehicle. It has been in station ownership for almost 15 years.

"From the very first, when Plough Inc. acquired its first station back in 1911," says Harold R. Krelstein, president of the Plough Stations and a vice president of Plough Inc., "the firm felt that it was a good form of diversification. As more stations have been added and our scope of radio operations enlarged, we have benefited through increased knowledge and experience."

Plough Inc. buys time from the four stations which it owns and operates like any other advertiser at regular rates, according to Mr. Krelstein. "But," he adds, "our radio stations are certainly a part of the team of Plough Inc. and a 'partner' in the company's progress." Plough Stations are located in four widespread major markets: WJJD Chicago, WCOP Boston, WCAO Baltimore and WMPS Memphis. Mr. Krelstein directs the operations of the station group from Memphis where he was formerly general manager of WMPS. He points out that in the field of operating its own stations, Plough has followed its theory of "more

balanced diversification of assets and source of income."

"Our ownership of these stations," Plough's director of advertising, Thomas L. Greer, believes, "gives the company an ever-increasing knowledge of radio as an advertising, merchandising and promotion medium."

"It is significant to know that in the food field, just as in the drug field, radio has become one of the most successful sources of reaching the consumer," he says. "In Plough's operation of its present four radio stations I am reminded of the fact that General Mills of Minneapolis was one of the first companies actually to have its own radio station."

"They were probably the first," Mr. Greer reasons, "to discover the possibilities of radio with their Betty Crocker program. Their first experience with Betty Crocker and daytime selling was on their own station, and their head start in radio was closely related to and sprung from that early experience."

Plough Inc. purchased its first station in 1914—WMPS Memphis. WJJD Chicago was acquired in 1953, and in 1956 both WCAO Baltimore and WCOP Boston were added to the Plough radio family.

advertising, is to be virtually "on the air everywhere." Plough, he declares, was one of the earliest pioneers in the use of radio advertising, sponsoring a national network show as far back as 1934.

Plough also prides itself on being one of the first advertisers to develop and use dramatized one-minute spot announcements. In addition to performing its various advertising functions, radio is credited with having "added materially to the prestige of the company."

Lifeblood of Business

The Plough people have always believed that "advertising and selling are the lifeblood of the business." The company was only a few weeks old when 16-year-old Abe Plough placed an ad in *The Memphis Commercial Appeal* for Plough's Antiseptic Healing Oil. That was in 1908, and in the 50 years since more than \$100 million has been spent "to make Plough brand names known throughout the world."

"Some products," says Plough's Mr. Greer, "are by nature of the products themselves easier to sell through radio advertising. It has been the experience of our company that the more simple the product and its use, the more adaptable it is to radio."

"When the product story is such that it can be clearly explained," he suggests, "radio can be one of the most provocative media. It offers the advantage of flexibility as to timing and quick shifts in copy strategy."

Restrictive Forces

The nature of Plough's many products create problems in copy and presentation imposed by two restrictive forces—the Federal Trade Commission and the guidance of "good taste."

"Like all other drug product copy," Mr. Spiro explains, "ours must be written within these limits. In other words, certain creative



Avron Spiro, Lake-Spiro-Shurman.



Frank G. Morris, ad budget mgr.

flights or unusual 'light touch' or humorous techniques might be effectively used in radio spots for some product groups, but they would be out of place in drug copy.

"Therefore," he adds, "our radio copy is generally built—depending on the brands involved—on the scientific, hard-sell or reason-why themes, stressing benefits and advantages for the listener."

Radio's Advantages

The difficulties in creating copy for Plough's various products are overshadowed by radio's many advantages, according to Mr. Spiro, especially the employment of various sound techniques that enable radio to create and maintain a sort of "mood-for-message" background.

"We have found this highly adaptable in spot usage where a wide range of effects are available for making spot messages more fascinating and interesting."

Mr. Spiro also states that "more and more research and testing must be employed to develop the best copy appeals for mass selling. We must have a deeper and better insight into the best ways to help drug dealers sell more of our products."

Although the main business of Plough Inc. remains the drug manufacturing operations centered in Memphis, it has had marked success with its subsidiaries: The Copper-tone Corp. of Miami, Fla.; Plough Canada Ltd. of Toronto, Ont.;

Plough Export Inc. of Panama; Plough of California Inc. in Los Angeles, and The United Corp. which operates a chain of six retail drug stores located in downtown Memphis.

Also, Consolidated Distributors, an unincorporated operating division distributing products of National Distillers Products and McKesson & Robbins Inc. for the western portion of Tennessee, and International Distributors Inc., which manufactures and distributes a line of packaged drugs in the South and border states.

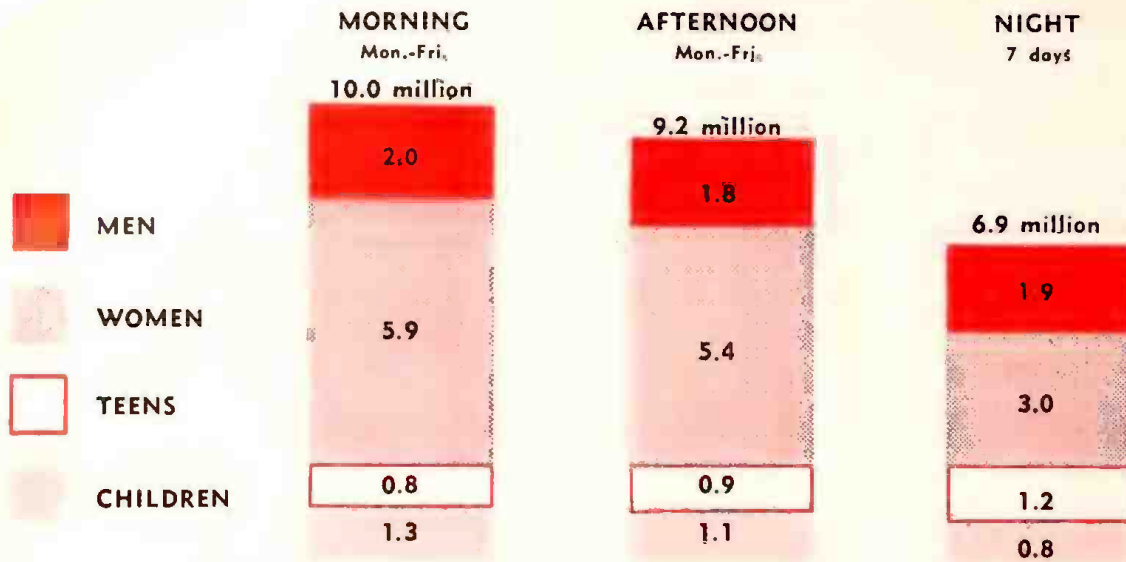
Station Ownership

The addition of these new businesses was in each case, according to Plough, made "to provide a more balanced diversification of assets and source of revenue." It was for these reasons that Plough itself in 1941 went into radio station ownership (see box on adjoining page).

Future plans for Plough Inc. radio advertising include consideration of an even larger spot radio budget, particularly in major marketing areas of the country, the company states.

"We try at all times to keep our advertising plans flexible," reports Frank Morris. "But our past results and experiences over the years with radio as well as our present schedules," says the advertising budget manager, "certainly indicate our continued faith in radio." • • •

Who Listens . . . and When



All data are average-minute measurements from NRI January 1958 and NRI-NSI National Audience Composition November to December 1957.

Teenagers Are Radio's Small Fry

In a statistical roundup of 'Radio 1958,' A. C. Nielsen Co.'s listening data shows that teenagers are never more than a minority



Americans spend approximately 1.25 billion hours a week listening to the radio with 85 out of 100 homes reached at some time during a typical week.

According to the A. C. Nielsen Co., which reveals these figures in its statistical roundup of "Radio 1958," this not only illustrates the almost unlimited advertising potential inherent in the senior air medium, but also underscores the need for continuing, comprehensive measurement of radio.

In this report, the firm summarizes its latest findings about the characteristics, sizes and trends of radio audiences and explodes some popular myths in the process—including the beliefs that teenagers dominate afternoon listening and that in-home radio listening levels are much higher in winter than summer.

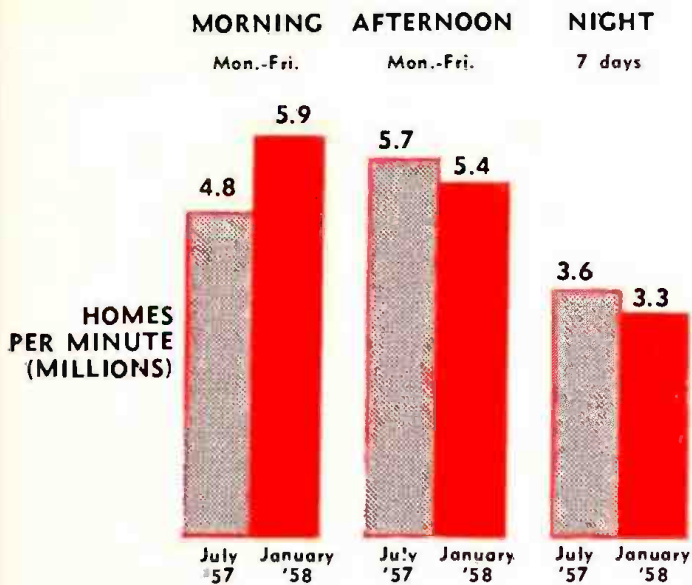
During the average weekday afternoon, 9 million

teenagers are listening to the radio during a given minute compared with 5.4 million women, 1.1 million children and 1.8 million men. During the evening, women still dominate listening with three million tuning in per minute. Teenagers still trail adults with 1.2 million per minute against 1.9 million men. Children in the evening hours drop to .8 million per minute.

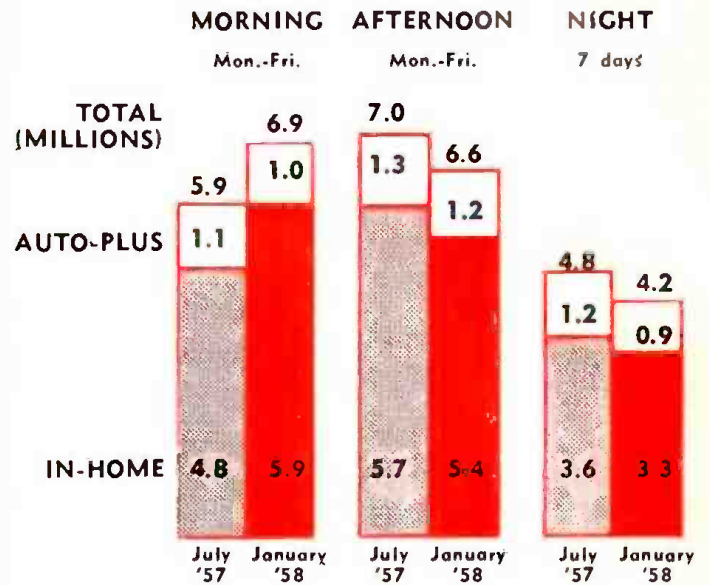
In the morning, women lead the field with a whopping 5.9 million per minute with teenagers at .8 million and men at two million. Children reach their highest listening levels in the morning hours with 1.3 million a minute.

Also coming as somewhat of a surprise to many observers, no doubt, is the Nielsen conclusion that during the weekday afternoon and evening radio's potential "is just about as great in summer as in winter for in-home listening."

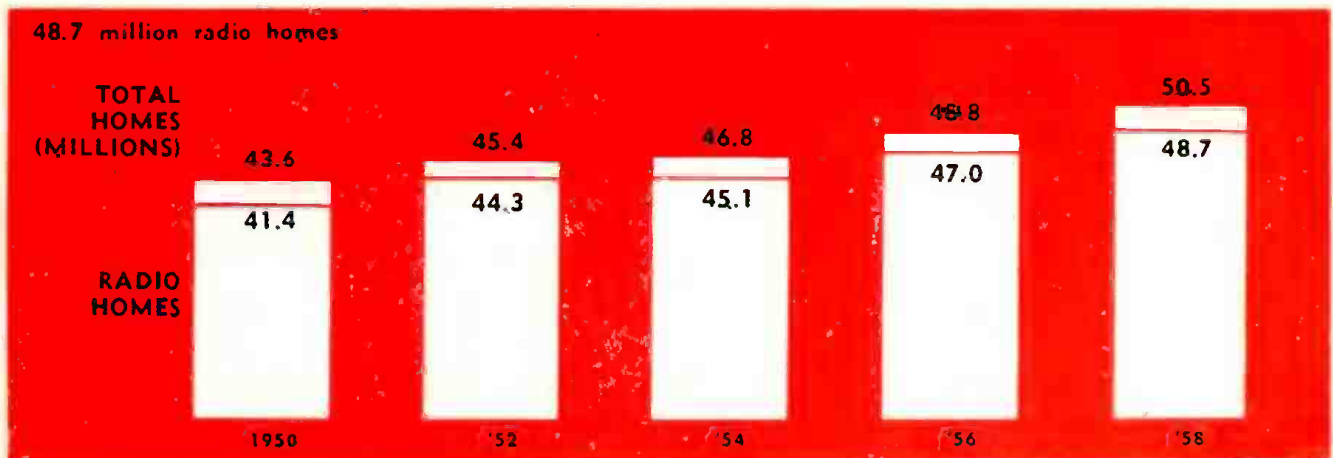
How They Listen in Home . . .



. . . and Out of Home



How Many Homes Can Listen



Specifically, in a given minute on a weekday afternoon last July, 5.7 million radio homes were tuned in opposed to 5.4 million in January 1958. In the evening, 3.6 million were tuned during July against 3.3 million in January on a seven-day basis.

Out-of-home listening is almost equal during the morning hours in summer and winter and does not appear to follow the same seasonal pattern as in-home set tuning during the morning. On a weekday in July, 1.1 million homes were tuned in while one million were listening in January.

"The full reach of radio is not revealed by average-minute measurements," the report states, as it is by the cumulative average weekly audience comparisons outlined above. In the morning, Monday through Friday, 6.2 million homes tune in per minute opposed to 5.9 million in the afternoon and 4.1 million in the

evening. In a minute in a total day, 4.2 million homes are listening to the radio.

Geographically, the survey reveals, regardless of regional or urban-rural differences, more than nine out of every 10 homes have at least one radio set. In the North East and East Central and West Central sections of the country, 97 percent of all homes have a radio, one percent above the national average of 96 percent. In the South and Pacific regions, 95 and 96 percent of homes own radios, respectively.

Radio homes have been growing steadily since 1950 all across the country, Nielsen states. In 1950, there were 41.4 million radio homes opposed to 43.6 million total U. S. homes. In 1954, there were 45.1 million radio homes opposed to 46.8 million total homes, and this year out of a total of 50.5 million American households, there are 48.7 million radio homes. • • •



Community Service Award

Presented to —

Art Barrie, People's Opinion Program, &
to WSPD Radio, by the American Legion of
Lucas County, for outstanding service to the
community in providing an easily accessible and
readily available outlet for expression of opin-
ion on topical items of community interest;
for providing access to the knowledge and know-
ledge on many subjects of interest to the community;
and for promoting the welfare of the community in
many & varied ways.

Presented July 1958



Here, Art Barrie receives the American Legion Community Service Award from Lucas County Commander Charles Phillips.

“...for outstanding services to the community...”



Only four times in 39 years has a community service been of such significance as to merit the Lucas County, Ohio, American Legion Community Service Award, recognized as the highest local award. This rare honor has just been awarded to Art Barrie, People's Opinion Program, and WSPD Radio in Toledo.

“The People's Opinion program was singled out,” according to Commander Phillips, “because it provides any citizen easy and ready access to express an idea or opinion. Such expression receives wide coverage.” “Definitely,” Phillips continued, “our citizens in this area can be and are more informed on local and national issues than others in communities which do not utilize such a medium for a free exchange of ideas. Barrie and WSPD have given re-birth to “town meetings.” Our community can only profit from this imaginative radio service.”

“Famous on the local scene”



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

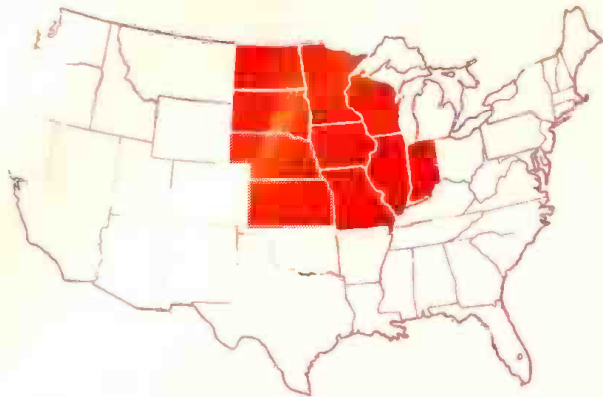
WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami



Radio Study



Farming, mining, industry, big business — and more — are the essentials of 10 midwestern states that make up almost 20 percent of the country's population and an equal percentage of total retail sales. This area is so diversified that its complexion varies from the gold of its open wheat fields to the gray of its heavily-populated industrial sections.

More than 33,160,000 people (19.22 percent of the total) abound in this region and account for \$38,269,416,000 in retail sales (19.06 percent of the total).

The great variety of occupation and living location has placed a pressing demand on communications facilities for information and entertainment. For radio, it has created a need for a great variety in programming—from in-depth farm news analysis to the sophisticated music beat of Gotham. Radio's penetration in this 10-state area stands at 96.8 percent—9,752,000 radio households out of 10,067,300 total households. This total market has 26,175,000 radio sets capable of listening to 593 radio stations (526 am, 67 fm).

In U.S. RADIO'S study on the following pages, 10 midwestern states are examined. The economic facts of each state are linked to the radio vital statistics. In addition, the metropolitan areas or the 10 most-populated markets, as defined by *Sales Management*, are analyzed:

Illinois: Population of 9,655,900, with 2,886,500 radio households out of 2,981,900 total households. Radio sets total 7,752,900. Retail sales in 1957 came to \$12,574,669,000, up about a billion and a half dollars since 1954. Am stations total 90.

The world's greatest rail center is located in Chicago, which also has the largest stockyards. Illinois is a leading manufacturer of oil refining equipment, electrical, farm and rail machinery. The state ranks fourth in soft coal production and high in steel output.

The state is also an important agricultural area, its chief crops being soybeans, corn, oats and wheat. Hogs, pigs, cattle and poultry all rank in the first 10.

Indiana: Population of 4,501,400, with 1,323,000 radio households out of 1,872,400 total households. Radio sets total 3,568,200. Retail sales in 1957 came to \$5,171,535,000, up more than \$600,000,000 since 1954. Am stations total 60.

About 351 new industries took root in the state from 1955 through 1957. The amount spent by expanding industries in Indiana was in excess of \$502 million for the three-year period.

The principal industries are: Farming, steel and other metals, industrial equipment and machinery,

transportation equipment, chemicals and fertilizers, auto batteries and transmissions, rubber and glass products, textiles and clothing, paper packaging and printing, oil refining, leather, veneers and food and meat products.

Iowa: Population of 2,715,600, with 814,200 radio households out of 833,400 total households. Radio sets total 2,166,800. Retail sales in 1957 came to \$3,217,190,000, up about \$172,000,000 since 1954. Am stations total 59.

Cattle and corn production are this state's chief money-makers, with over 90 percent of the state's land devoted to agriculture and grazing. Iowa ranks second in corn and oat output and fourth in the growth of soybeans. Hog and pig raising is a major occupation and the state consistently ranks in the first three. Sheep and lambs are important sources of revenue, too, as are poultry, eggs and dairy products.

Iowa manufactures farm machinery and printing and publishing equipment as well as vending machines.

Kansas: Population of 2,130,000, with 653,700 radio households out of 671,800 total households. Radio sets total 1,746,700. Retail sales in 1957 came to \$2,355,096,000, up \$158 million since 1954. Am stations total 43.

Located in the geographical center of the U.S., Kansas joins the manufacturing East with the agricultural Midwest and excels in both fields. Ranking first in winter wheat production, the state also ranks in the first 10 in hay, alfalfa and sweet-clover seed output. Kansas has the second largest stockyards (after Chicago) in the U.S., located in Kansas City.

Traffic Flow

Fort Wayne reports that its engineering department has measured traffic flow to determine the out-of-home audience created by car radio. Peak driving time is from 4 to 5 p.m. in this industrial area followed by the 3 to 4 p.m. and 7 to 8 a.m. periods. But the interesting point is that from 11 a.m. to 9 p.m., excluding the peak periods, traffic is uniformly high—showing an even flow throughout the day.

of 10 Midwest States

Illinois, Indiana, Iowa, Kansas,

Minnesota, Missouri, Nebraska,

North Dakota, South Dakota, Wisconsin

The state also is a large cattle producer with approximately one fifth of the animals passing through the stockyards coming from its own ranches and farms. Petroleum is the most important mineral with output reaching fifth place for the entire country. Helium and natural gas are also growing industries.

Minnesota: Population of 3,313,000, with 929,200 radio households out of 955,100 total households. Radio sets total 2,483,300. Retail sales in 1957 came to \$3,942,504,000, up almost \$500,000,000 since 1954. Am stations total 58.

Minneapolis is the largest cash grain market in the world and the state as a whole is a primary producer of rye, barley, soybeans and flaxseed ranking in the first 10 for all. Minnesota is number one in sweetclover seed output, oat production and places third in corn.

Dairy products, fish and furs are also large revenue earners along with milk cattle. Iron ore and non-electrical machinery constitute the state's principle mineral and manufacturing output.

Missouri: Population of 4,290,900, with 1,288,100 radio households out of 1,344,600 total households. Radio sets total 3,496,000. Retail sales in 1957 came to \$5,032,462,000, up more than \$500,000,000 since 1954. Am stations total 78.

The most dramatic developments in this state are in the transportation and communications field. According to the state, new building includes TWA's \$25 million jet engine overhaul base in Kansas City; General Motors' \$25 million expansion in the same city; Chrysler's \$50 million new plant near St. Louis; Royal-McBee's \$4 million new plant at Springfield for typewriter manufac-

ture, and Western Electric's \$60 million plant at Lee's Summit.

Among the state's leading industries are farming, transportation equipment, food products, chemical products, machinery, fabricated metal products, leather and leather products and electrical machinery.

Nebraska: Population of 1,413,700, with 420,700 radio households out of 432,400 total households. Radio sets total 1,124,200. Retail sales in 1957 came to \$1,712,753,000, up about \$126 million since 1954. Am stations total 32.

With 46.8 percent of its population residing in rural areas, Nebraska ranks high in agricultural output. The state boasts the largest underground water supply system in the U.S. and has surmounted its natural aridity to become the third greatest wheat producing state in the country. Rye, cattle, hogs and hay are also principle products.

In addition to food and kindred products, Nebraska is an important manufacturer of printing and publishing machinery and other non-electrical machinery. Mineral resources are largely in oil and sand and gravel stone.

North Dakota: Population of 636,300, with 164,700 radio households out of 170,100 total households. Radio sets total 442,300. Retail sales in 1957 came to \$753,895,000, up approximately \$90 million since 1954. Am stations total 17.

This state leads the nation in mechanization of agriculture and, as a result, the farmers have been outstanding customers of the farm implement industry.

Although farming is the major livelihood for most of the state's inhabitants, with wheat, barley and rye the principle products, the oil

industry has been expanding rapidly in recent years. An estimated \$90 million a year is being spent in exploration by oil concerns and about \$35 million goes to oil refining.

South Dakota: Population of 680,100, with 191,900 radio households out of 196,600 total households. Radio sets total 511,200. Retail sales in 1957 came to \$752,898,000, up almost \$75,000,000 since 1954. Am stations total 18.

More than 90 percent of the land is in farms and the state ranks second in rye, third in durum wheat, flaxseed and wild hay. Oats, corn, alfalfa, spring wheat and sweetclover seed are also important crops. Livestock is extremely significant.

South Dakota prides itself on being one of the few states that is entirely free of debt. Manufacturing is growing at a rapid rate with 22 new industries having been established within its borders last year.

The state is rich in mineral resources and leads the nation in gold production.

Wisconsin: Population of 3,820,100, with 1,080,200 radio households out of 1,109,000 total households. Radio sets total 2,883,400. Retail sales in 1957 came to \$4,557,501,000, up about \$700 million since 1954. Am stations total 71.

Dairy products are king in this state, which is number one producer in the country. Cattle, hogs, pigs, turkeys, chicken and horses also abound. Wisconsin, in addition, is a considerable producer of corn, oats and flaxseed.

Although most of the manufacturing is in heavy industry, such as farm implements, most people tend to think first of its beer output. Paper is another principle product.

(Cont'd)



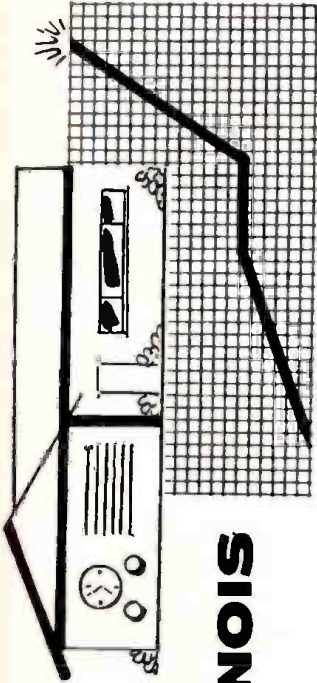
Hottest "shelf" for Chicago shoppers WGN-RADIO

Millions of dollars worth of goods move off Chicago shelves with the help of WGN! That's why top-drawer advertisers buy WGN year after year. And that's why the nation's smartest time buyers select WGN with confidence. Join them—you'll be in the best of company! New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost. Our coverage figures prove that—

WGN REACHES MORE HOMES THAN ANY OTHER CHICAGO MEDIUM!

WGN-radio

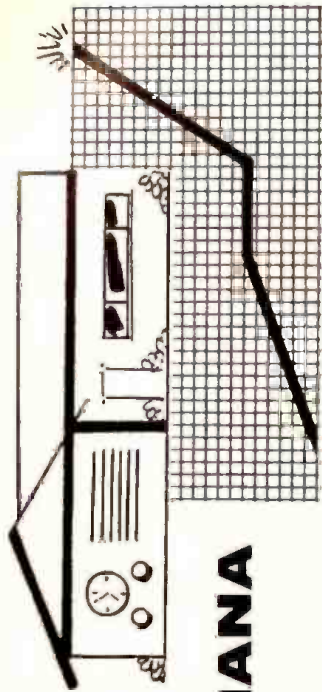




ILLINOIS

	State Totals	Bloomington (McLean)	Champaign-Urbana (Champaign)	Chicago (Cook)	Danville (Vermilion)	Decatur (Macon)	Galesburg (Knox)	Kankakee (Kankakee)	Peoria (Peoria)	Quincy (Adams)	Rockford (Winnebago)	Rock Island-Moline* (Rock Island)	Springfield (Sangamon)
Population (Thousands)	9,655.9	90.0	125.9	6,266.2	92.0	112.6	57.5	86.0	281.2	66.5	184.7	267.1	140.2
Effective Buying Income (Net dollars 000)	20,225,403	171,629	273,718	14,504,066	165,537	215,697	106,532	134,935	559,524	108,015	380,515	507,483	270,343
No. of Households (Thous.)	2,981.9	28.0	33.3	1,923.3	29.4	36.0	18.8	22.0	87.1	21.3	58.4	82.0	45.5
Radio Households (Thous.)	2,886.5	27.2	32.3	1,865.6	28.5	34.9	18.0	21.3	84.5	20.7	56.6	79.5	44.1
No. of Radio Sets (Thous.)	7,752.9	72.8	86.6	5,000.6	76.4	93.6	48.9	57.2	226.5	55.4	151.8	213.2	118.3
Household Penetration (%)	968	97	97	97	97	97	96	97	97	97	97	97	97
Set Sales (Units, 1957)	804,021	3,035	5,204	681,643	2,637	8,044	2,220	3,149	16,765	2,896	10,003	17,050	4,379
No. of Am Stations	90	1	2	13	2	2	2	1	4	2	2	2	3
Daytime Stations	53	---	1	3	---	1	1	1	1	---	1	---	---
Fulltime Stations	37	1	1	10	2	1	1	---	3	2	1	2	3
Independent Stations	71	---	2	10	1	1	2	1	1	---	1	---	---
Affiliated Stations (National Net.)	19	1	---	3	1	1	---	---	3	2	1	2	3
No. of Fm Stations	27	1	1	5	---	1	---	---	1	2	1	1	1
Retail Sales (\$000)	12,574,669	103,748	141,758	8,674,138	116,052	163,153	79,229	104,798	370,963	75,205	268,371	337,639	204,058
Food Sales (\$000)	2,831,138	21,902	28,007	1,971,279	27,343	35,789	16,848	24,796	83,112	17,511	56,352	76,236	40,988
Drug Sales (\$000)	389,569	3,244	4,757	285,831	4,132	3,504	2,567	2,423	10,886	2,738	8,383	11,273	7,590
Automotive Sales (\$000)	2,268,724	18,245	28,183	1,426,174	23,007	36,544	16,810	21,068	76,268	11,845	52,158	65,434	35,419
Gas Station Sales (\$000)	809,709	9,910	12,313	480,536	8,959	12,639	6,164	8,441	26,663	3,979	18,712	25,760	16,786
Furn.-household Appliance Sales (\$000)	612,939	5,477	5,993	418,445	6,568	8,482	5,057	6,164	21,934	5,203	19,460	16,134	12,957

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections, Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)
*Only radio stations licensed to state are listed.



INDIANA

	State Totals	Anderson (Madison)	Elkhart (Elkhart)	Evansville (Vanderburgh)	Ft. Wayne (Allen)	Indianapolis (Marion)	Kokomo (Howard)	Lafayette (Tippecanoe)	Marion (Grant)	Michigan City (La Porte)	Muncie (Delaware)	Richmond (Wayne)	South Bend (St. Joseph)	Terre Haute (Vigo)
Population (Thousands)	4,504.4	120.5	98.1	220.5	222.8	640.0	63.0	86.9	74.1	90.0	108.2	77.2	240.0	106.0
Effective Buying Income (Net dollars 000)	8,041,068	216,792	189,314	376,309	450,673	1,388,855	113,967	168,142	116,195	149,916	196,784	133,635	529,860	191,202
No. of Households (Thous.)	1,372.4	37.9	30.7	68.3	69.1	202.3	19.5	24.4	22.6	26.8	33.8	23.3	71.4	34.6
Radio Households (Thous.)	1,323.0	37.1	29.5	65.6	67.0	196.2	18.9	23.7	21.9	25.0	32.8	22.6	69.3	33.2
No. of Radio Sets (Thous.)	3,568.2	98.5	79.8	177.6	179.7	526.0	50.7	63.4	58.8	69.7	87.8	60.6	185.6	90.0
Household Penetration (%)	96.4	98	96	96	97	97	97	97	97	97	97	97	97	96
Set Sales (Units, 1957)	182,597	3,189	4,090	6,818	8,727	41,745	2,061	2,738	3,871	3,866	2,964	4,426	10,699	4,874
No. of Am Stations	60	2	2	4	4	6	1	1	2	1	1	1	3	3
Daytime Stations	30	1	1	1	1	2	1	1	1	1	1	1	1	1
Fulltime Stations	30	1	1	3	4	4	1	1	1	1	1	1	2	2
Independent Stations	36	1	1	1	1	3	1	1	1	1	1	1	1	1
Affiliated Stations (National Net.)	24	1	1	3	3	3	1	1	1	1	1	1	3	2
No. of Fm Stations	13	1	1	1	1	1	1	1	1	1	1	1	1	1
Retail Sales (\$000)	5,171,535	138,989	129,711	244,839	281,916	934,631	73,260	95,094	72,681	108,981	120,288	90,149	289,562	129,118
Food Sales (\$000)	1,150,250	33,238	28,661	58,617	48,134	180,080	17,135	19,736	17,189	27,781	28,655	19,940	63,696	26,696
Drug Sales (\$000)	172,206	5,265	3,009	8,965	8,709	44,194	2,107	4,531	2,493	3,440	3,889	3,177	9,318	4,544
Automotive Sales (\$000)	1,097,077	30,493	30,263	40,746	61,574	202,890	15,423	16,783	14,800	20,614	24,940	19,553	59,353	27,007
Gas Station Sales (\$000)	431,834	10,951	9,763	20,998	21,307	65,976	4,222	7,200	6,436	9,621	8,655	7,160	22,077	8,973
Furn.-Household Appliance Sales (\$000)	287,198	7,918	6,718	16,032	15,496	50,585	4,086	4,802	3,784	3,946	8,195	6,183	17,979	5,944

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958. Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

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



every minute is a selling minute on WFBM

● Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

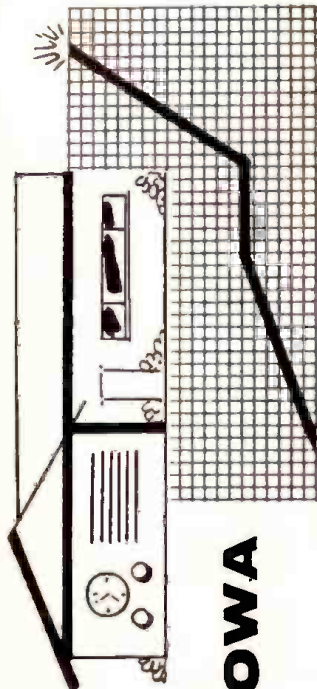
Then check WFBM first—where every minute is a *selling* minute!

Voices . . . voices . . . voices! A greater variety of personalities in programming than on any

other station give WFBM's "sound" a big total audience . . . provides the most exciting background in Indianapolis for your product selling.

This program variety means more pulling power . . . gets *more audience turnover* hour after hour. That is why your saturation spot schedule works more effectively and accumulates a greater total audience. Ask us how WFBM can sell for *you* in this big, rich midwest market!

Represented Nationally by the KATZ Agency

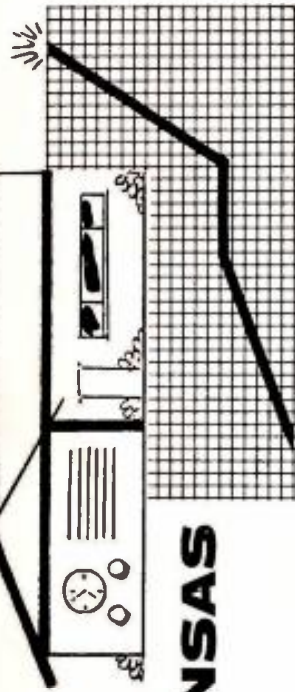


IOWA

	State Totals	Cedar Rapids (Linn)	Clinton (Clinton)	Council Bluffs (Pottawatomie)	Des Moines (Polk)	Dubuque (Dubuque)	Mason City (Cerro Gordo)	Ottumwa (Wapello)	Sioux City (Woodsbury)	Waterloo (Black Hawk)	
Population (Thousands)	2,715.6	123.0	55.7	72.5	267.1	77.4	52.1	51.1	114.0	116.5	
Effective Buying Income (Net dollars 000)	4,179,445	217,307	88,371	109,334	507,483	481,464	122,124	86,553	76,181	194,191	206,405
No. of Households (Thous.)	833.4	39.4	17.2	22.3	82.0	83.3	20.7	16.3	16.4	35.9	35.4
Radio Households (Thous.)	814.2	38.6	16.9	21.9	79.5	81.6	20.3	16.0	15.9	35.2	34.7
No. of Radio Sets (Thous.)	2,166.8	102.4	44.7	58.0	213.2	216.6	53.8	42.3	42.6	93.3	92.0
Household Penetration (%)	97.7	98	98	98	97	98	98	98	97	98	98
Set Sales (Units, 1957)	118,768	6,921	3,038	3,436	17,050	14,876	6,043	1,570	2,224	7,203	3,906
No. of Am Stations	52	3	2	1	3	6	2	3	2	3	3
Daytime Stations	25	1	1	1	1	1	1	1	1	1	1
Fulltime Stations	34	3	1	1	2	6	2	2	1	3	2
Independent Stations	40	1	1	1	1	2	2	2	1	3	1
Affiliated Stations (National Net.)	19	2	1	1	2	4	2	1	1	1	2
No. of Fm Stations	7	1	1	1	1	1	1	1	1	1	1
Retail Sales (\$000)	3,247,190	170,644	80,637	75,424	337,639	356,209	100,763	72,441	50,241	148,463	149,304
Food Sales (\$000)	641,258	32,695	15,486	18,490	76,236	72,050	21,212	13,152	12,122	28,076	30,167
Drug Sales (\$000)	90,026	6,054	1,838	2,745	11,273	12,623	3,564	2,013	1,954	4,903	4,366
Automotive Sales (\$000)	640,903	32,388	18,647	14,266	65,434	84,153	16,376	14,066	9,627	33,135	30,852
Gas Station Sales (\$000)	278,174	11,678	4,833	8,130	25,760	29,094	7,494	4,542	4,024	9,957	10,395
Furn.-Household Appliance Sales (\$000)	151,671	13,928	3,377	3,334	16,134	18,253	4,907	5,346	3,169	5,965	9,456

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958. Sales Management Survey of Buying Power; further reproduction not licensed. [Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.]

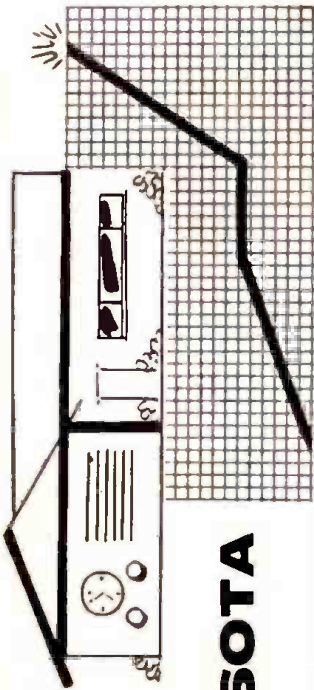
*Only radio stations licensed to state are listed.



KANSAS

	Arkansas City- Winfield (Cowley)	Coffeyville Independence (Montgmy)	El Dorado (Butler)	Hutchinson (Reno)	Kansas City (Wyandotte)	Pittsburg (Crawford)	Salina (Saline)	Topeka (Shawnee)	Wichita (Sedgwick)	Leavenworth (Leavenworth)
Population (Thousands)	38.1	48.4	37.9	60.0	200.6	41.0	43.7	128.5	321.6	
Effective Buying Income (Net dollars 000)	51,587	67,746	54,786	91,755	310,043	59,307	51,600	69,450	214,685	549,758
No. of Households (Thous.)	12.4	16.7	12.4	19.6	62.5	11.3	14.0	41.9	105.7	
Radio Households (Thous.)	12.0	16.2	12.0	19.0	61.3	11.0	13.6	41.1	103.6	
No. of Radio Sets (Thous.)	32.2	43.4	32.2	51.0	162.5	29.4	36.4	108.9	274.8	
Household Penetration (%)	97.3	97	97	97	98	97	97	98	98	98
Set Sales (Units, 1957)	1,834	2,007	1,070	2,359	5,661	1,856	962	1,771	6,133	20,518
No. of Am Stations	43	1	2	1	2	1	2	1	4	5
Daytime Stations	22	1	1	1	1	1	1	1	1	1
Fulltime Stations	21	1	1	2	1	1	2	1	4	5
Independent Stations	28	1	1	1	1	1	1	1	1	3
Affiliated Stations (National Net.)	15	2	2	1	1	1	1	1	3	2
No. of Fm Stations	1	1	1	1	1	1	1	1	1	1
Retail Sales (\$000)	46,389	55,631	48,037	69,907	175,729	31,105	39,126	65,263	165,728	419,938
Food Sales (\$000)	523,118	9,666	14,151	9,814	14,176	45,223	8,283	10,041	12,367	35,923
Drug Sales (\$000)	83,253	1,354	1,941	2,060	7,325	1,192	1,445	1,677	5,884	15,988
Automotive Sales (\$000)	557,858	12,260	12,904	11,878	16,678	49,579	7,814	7,078	17,811	34,206
Gas Station Sales (\$000)	218,091	4,364	4,846	6,617	4,582	14,013	1,776	3,503	5,410	13,675
Furn.-Household Appliance Sales (\$000)	117,730	1,894	3,280	2,056	3,925	8,602	1,634	3,570	2,375	14,126

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)



MINNESOTA

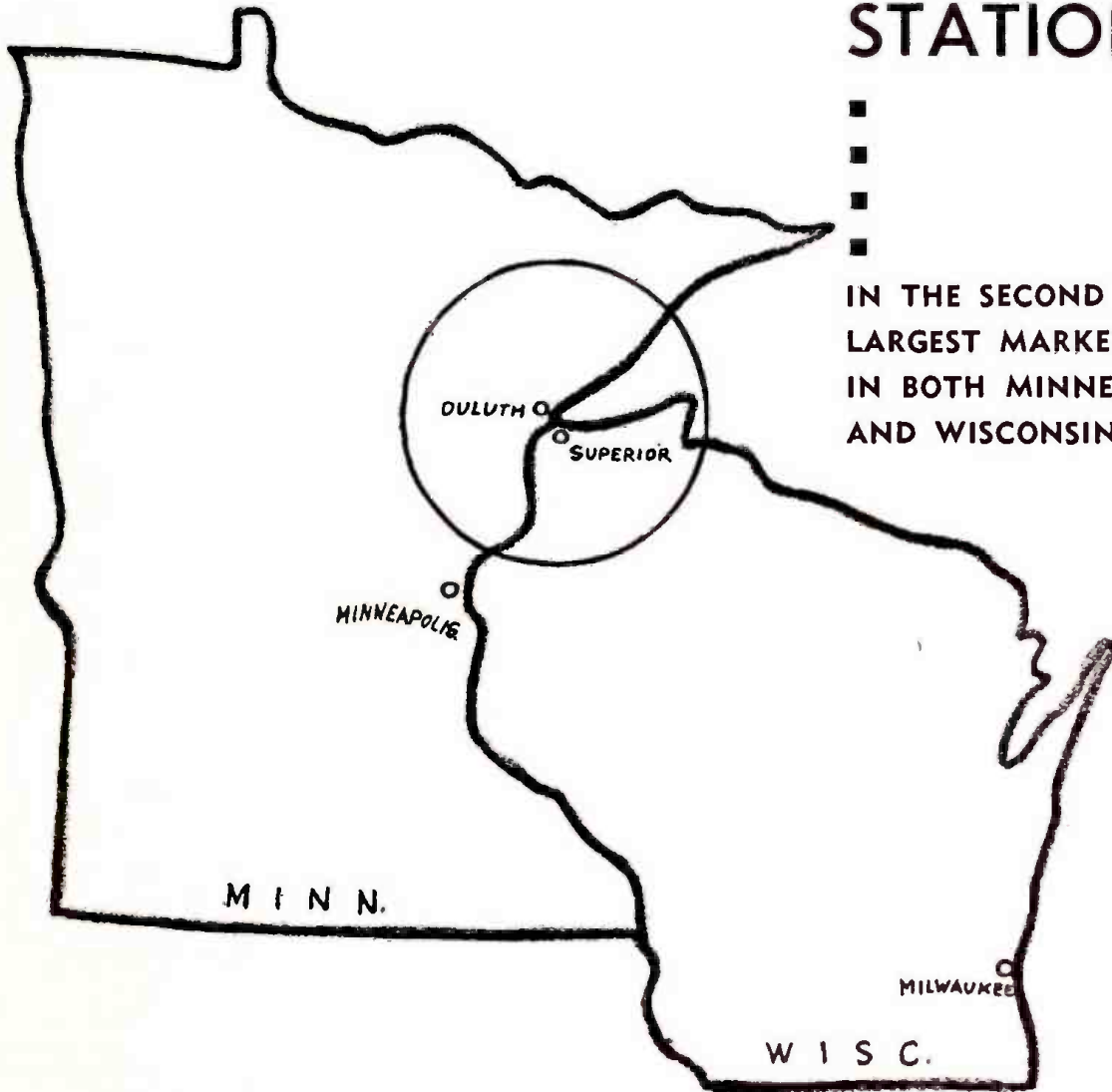
	State Totals	Anoka (Anoka)	Duluth-Superior (St. Louis)	Faribault (Rice)	Fergus Falls (Offer Tail)	Mankato (Blue Earth)	Mankato (Hennepin)	Minn.-St. Paul Ramsey	Rochester (Olmstead)	St. Cloud Sherburne Stearns	Stillwater (Washing-ton)	Winona (Winona)
Population (Thousands)	3,313.0	59.1	272.1	39.5	49.3	41.4	1,329.4	50.5	83.0	41.2	40.6	
Effective Buying Income (Net dollars '000)	5,354,843	84,103	451,763	53,153	56,539	67,057	2,624,022	85,725	106,839	59,542	58,059	
No. of Households (Thous.)	955.1	16.0	83.6	9.5	13.2	11.9	401.5	14.0	19.6	11.4	11.6	
Radio Households (Thous.)	929.2	15.7	81.1	9.3	12.9	11.7	393.5	13.6	19.0	11.2	11.4	
No. of Radio Sets (Thous.)	2,483.3	41.6	217.4	24.7	34.3	30.9	1,043.9	36.4	51.0	29.6	30.2	
Household Penetration (%)	97.3	98	97	98	97	97	98	97	97	98	97	
Set Sales (Units, 1957)	147,956	626	13,376	649	1,034	1,691	83,158	3,106	2,465	992	1,788	
No. of Am Stations	58	1	2	1	1	2	9	2	2	1	2	
Daytime Stations	20	1					3	1			1	
Fulltime Stations	38		2	1	1	2	6	1	2		1	
Independent Stations	34	1		1			6	1	1	1	1	
Affiliated Stations (National Net.)	24		2		1	2	3	1	1		1	
No. of Fm Stations	5					1	2		1		1	
Retail Sales (\$000)	3,942,504	36,611	327,547	34,349	45,143	66,760	1,763,103	84,442	85,915	34,266	42,313	
Food Sales (\$000)	815,219	12,038	84,342	7,089	8,184	12,649	386,427	11,943	13,493	8,967	8,306	
Drug Sales (\$000)	116,538	1,265	9,404	977	1,359	1,683	60,751	3,999	3,015	967	1,066	
Automotive Sales (\$000)	730,730	5,254	62,025	7,445	7,757	13,916	306,801	16,511	18,850	6,676	10,015	
Gas Station Sales (\$000)	298,989	4,237	23,202	3,347	4,204	5,625	115,487	5,891	5,478	3,455	2,068	
Furn.-Household Appliance Sales (\$000)	173,690	1,342	16,919	1,418	2,029	3,896	92,584	5,952	2,942	879	1,927	

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)
 *Only radio stations licensed to state are listed.

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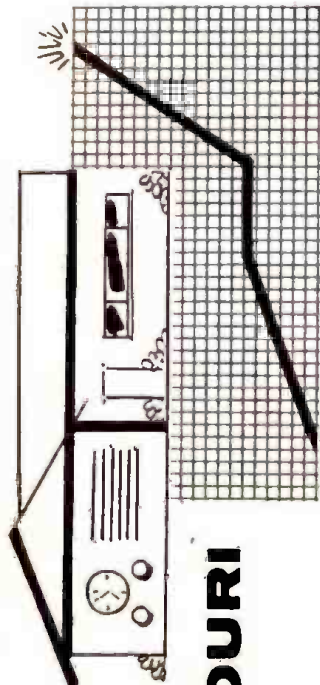


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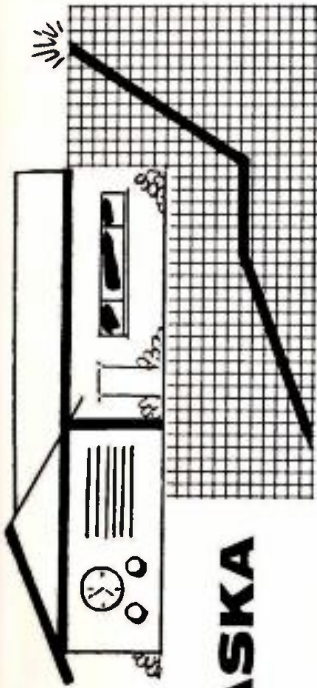
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HOOPER AND
PULSE RATINGS



MISSOURI

	State Totals	Cape Girardeau (Cape Girardeau)	Columbia (Boone)	Independence (Jackson)	Jefferson City (Cale)	Joplin (Jasper & Newton)	Kansas City (Clay & Jackson)	St. Charles (St. Charles)	St. Joseph (Buchanan)	St. Louis (St. Louis)	Springfield (Greene)
Population (Thousands)	4,290.9	38.5	52.0	602.1	41.0	112.0	1,009.2	38.0	102.5	1,965.1	120.4
Effective Buying Income (Net dollars 000)	7,267,137	55,798	89,956	1,312,482	63,302	161,064	2,048,915	57,251	178,066	3,855,393	193,364
No. of Households (Thous.)	1,344.6	11.6	14.6	203.2	11.2	37.5	331.0	10.9	32.4	605.1	39.9
Radio Households (Thous.)	1,288.1	11.1	14.0	197.1	10.8	35.6	321.1	10.5	31.1	586.9	38.7
No. of Radio Sets (Thous.)	3,496.0	30.2	38.0	528.3	29.1	97.5	860.6	28.3	84.2	1,573.3	103.7
Household Penetration (%)	95.8	96	96	97	97	95	97	96	96	97	97
Set Sales (Units, 1957)	248,802	1,073	1,667	62,322	1,529	6,540	71,772	1,532	4,686	129,292	5,622
No. of Am Stations	78	2	2	1	2	3	6	1	3	8	4
Daytime Stations	38	1	1	1	1	1	2	1	1	2	1
Fulltime Stations	40	1	1	1	1	3	4	1	2	6	4
Independent Stations	62	2	1	1	1	1	3	1	2	6	1
Affiliated Stations (National Net.)	16	1	1	1	1	2	3	1	1	2	3
No. of Fm Stations	7	1	1	1	1	1	1	1	1	1	1
Retail Sales (\$000)	5,032,462	54,695	49,078	979,278	46,344	136,081	1,400,326	43,799	116,020	2,371,018	142,865
Food Sales (\$000)	1,075,898	11,279	10,886	167,117	10,257	28,315	271,964	9,097	26,425	593,231	29,377
Drug Sales (\$000)	187,270	1,617	1,815	50,702	1,493	3,545	69,987	1,125	5,583	82,573	6,026
Automotive Sales (\$000)	979,012	10,788	9,517	181,280	10,249	34,565	273,735	9,878	23,124	451,056	29,669
Gas Station Sales (\$000)	397,094	5,139	4,474	48,991	3,290	14,284	82,550	3,755	7,201	174,016	12,167
Furn.-Household Appliance Sales (\$000)	245,486	4,166	2,536	46,632	2,479	4,930	62,025	1,780	8,532	127,675	9,003

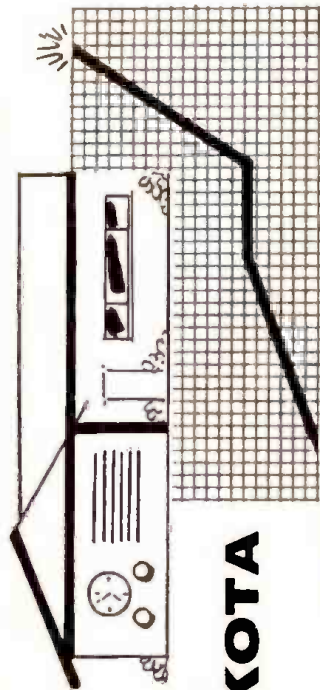
Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958 Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)



NEBRASKA

	State Totals	Beatrice (Gae)	Fremont (Dodge)	Grand Island (Hall)	Hastings (Adams)	Kearney (Buffalo)	Lincoln (Lancaster)	Norfolk (Madison)	N. Platte (Lincoln)	Omaha (Douglas)	Scottsbluff (Scotts Bluff)
Population (Thousands)	1,413.7	26.8	29.9	38.8	32.9	26.0	143.9	26.0	30.2	420.2	36.1
Effective Buying Income (Net dollars '000)	2,090,518	33,844	46,795	58,733	42,940	34,770	254,561	33,082	45,892	712,533	51,878
No. of Households (Thous.)	432.4	8.0	9.6	12.2	9.6	8.2	45.8	7.9	9.2	127.8	10.8
Radio Households (Thous.)	420.7	7.8	9.4	11.8	9.4	8.0	44.9	7.7	8.9	125.2	10.5
No. of Radio Sets (Thous.)	1,124.2	20.8	25.0	31.7	25.0	21.3	119.1	20.5	23.9	332.3	28.1
Household Penetration (%)	97.3	98	98	97	98	97	98	97	97	98	97
Set Sales (Units, 1957)	58,283	895	1,196	1,156	1,897	1,200	7,339	1,032	858	27,442	1,772
No. of Am Stations	32	1	1	2	1	2	3	1	1	6	2
Daytime Stations	13		1	1		1		1		2	
Fulltime Stations	19	1		1	1	1	3		1	4	2
Independent Stations	21	1	1	1	1	1	1	1		4	
Affiliated Stations (National Net.)	11			1		1	2		1	2	2
No. of Fm Stations											
Retail Sales (\$'000)	1,712,753	32,499	45,048	49,389	42,365	33,726	175,245	40,365	36,419	531,398	48,980
Food Sales (\$'000)	327,481	6,516	7,944	9,562	8,684	4,663	30,024	7,232	6,813	109,550	9,613
Drug Sales (\$'000)	52,913	932	759	2,158	1,216	1,057	6,612	772	1,348	18,594	1,321
Automotive Sales (\$'000)	342,614	7,300	6,466	8,278	8,507	6,759	28,828	8,143	5,961	112,593	11,294
Gas Station Sales (\$'000)	160,510	3,285	4,020	5,359	4,116	3,380	14,233	3,996	5,384	36,778	3,762
Furn.-Household Appliance Sales (\$'000)	82,061	1,741	2,037	2,670	3,293	2,478	9,108	2,391	2,134	29,911	2,323

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)



NORTH DAKOTA

	State Totals	Bismarck (Burleigh)	Fargo (Cass)	Grafton (Walsh)	Grand Forks (Grand Forks)	Jamestown (Stutsman)	Mandan (Morton)	Minot (Ward)	Valley City (Barnes)	Wahpeton (Richland)	Williston (Williams)
Population (Thousands)	636.3	33.2	68.7	20.3	84.9	27.2	21.5	42.2	17.4	20.4	30.5
Effective Buying Income (Net dollars '000)	836,612	46,824	113,036	25,214	124,615	32,084	25,867	67,269	19,377	27,799	43,928
No. of Households (Thous.)	170.1	9.3	19.4	4.6	23.4	6.8	5.5	11.9	4.8	5.6	9.2
Radio Households (Thous.)	164.7	9.0	19.0	4.5	22.7	6.6	5.3	11.5	4.7	5.4	8.6
No. of Radio Sets (Thous.)	442.3	24.2	50.4	12.0	60.8	17.7	14.3	30.9	12.5	14.6	23.9
Household Penetration (%)	96.8	97	98	97	97	97	97	97	97	97	96
Set Sales (Units, 1957)	22,829	1,358	5,142	509	3,428	953	497	1,886	578	593	642
No. of Am Stations	17	2	3	—	2	2	—	3	1	1	1
Daytime Stations	1	—	—	—	—	—	—	1	—	—	—
Fulltime Stations	16	2	3	—	2	2	—	2	1	1	1
Independent Stations	5	1	—	—	—	—	—	1	—	—	1
Affiliated Stations (National Net.)	12	1	3	—	2	2	—	2	1	—	—
No. of Fm Stations	—	—	—	—	—	—	—	—	—	—	—
Retail Sales (\$000)	753,895	43,698	108,684	21,697	116,517	31,600	22,123	68,691	19,894	21,134	34,030
Food Sales (\$000)	128,682	7,352	16,454	3,646	20,619	5,644	4,605	10,386	3,979	3,738	6,067
Drug Sales (\$000)	21,463	1,573	2,789	413	2,302	925	579	3,348	392	486	934
Automotive Sales (\$000)	159,882	12,968	25,506	4,465	22,156	6,623	3,537	14,994	3,573	3,798	8,528
Gas Station Sales (\$000)	57,140	2,343	6,722	1,365	10,453	2,954	2,466	5,157	1,394	1,589	2,902
Furn.-Household Appliance Sales (\$000)	26,778	1,725	4,571	427	6,833	1,405	802	4,530	674	976	1,540

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958. Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)



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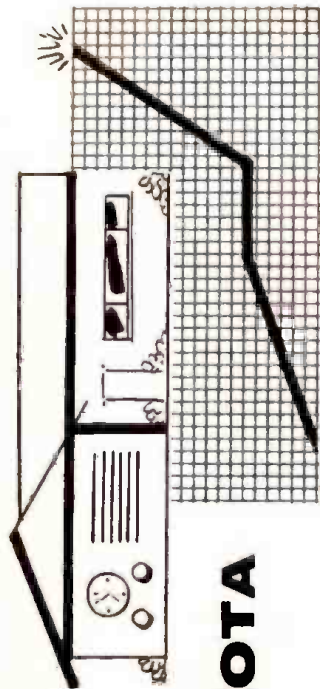
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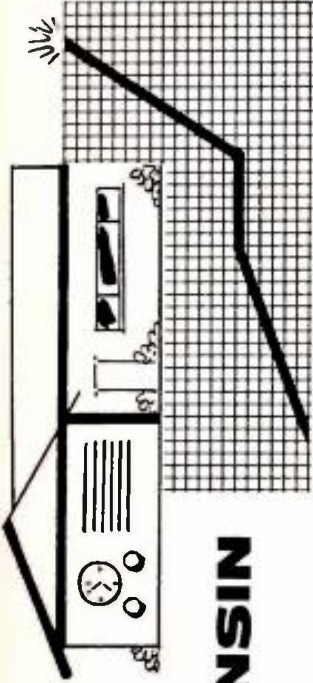
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SOUTH DAKOTA

	State Totals	Aberdeen (Brown)	Brookings (Brookings)	Huron (Beadle)	Mitchell (Davison)	Pierce (Hughes)	Rapid City (Pennington)	Sioux Falls (Minnehaha)	Watertown (Codington)	Yankton (Yankton)
Population (Thousands)	680.1	35.1	19.4	22.1	18.3	12.2	60.0	86.0	20.4	18.5
Effective Buying Income (Net dollars 000)	888,340	50,754	26,092	30,666	28,337	20,345	87,071	139,742	28,426	21,413
No. of Households (Thous.)	196.6	10.6	5.5	6.8	5.6	3.3	18.8	26.6	6.2	4.8
Radio Households (Thous.)	191.9	10.4	5.4	6.7	5.5	3.2	18.4	26.1	6.1	4.7
No. of Radio Sets (Thous.)	511.2	27.6	14.3	17.7	14.6	8.6	48.9	69.2	16.1	12.5
Household Penetration (%)	97.6	98	98	98	98	98	98	98	98	98
Set Sales (Units, 1957)	22,700	1,594	978	661	842	381	1,690	6,101	474	468
No. of Am Stations	18	2	1	1	1	1	2	4	1	2
Daytime Stations	6	1	1	1	1	1	1	1	1	1
Fulltime Stations	12	1	1	1	1	1	2	4	1	1
Independent Stations	10	1	1	1	1	1	1	2	1	1
Affiliated Stations (National Net.)	8	1	1	1	1	1	1	2	1	1
No. of Fm Stations	—	—	—	—	—	—	—	—	—	—
Retail Sales (\$000)	752,898	49,100	22,615	26,946	28,137	17,454	83,156	119,992	35,906	19,556
Food Sales (\$000)	138,206	9,491	4,162	5,560	4,418	3,694	14,649	20,686	5,441	3,598
Drug Sales (\$000)	22,354	1,361	658	558	756	666	2,868	4,033	793	574
Automotive Sales (\$000)	165,103	10,072	4,699	5,185	7,329	4,484	25,127	28,258	9,896	3,277
Gas Station Sales (\$000)	64,664	3,505	1,436	2,347	2,233	1,619	6,929	8,119	3,060	1,460
Furn.-Household Appliance Sales (\$000)	25,013	2,277	529	1,010	790	749	3,453	5,436	1,445	1,280

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Coopr. 1958. Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)



WISCONSIN

	Appleton- Neenah (Outra- gamie)	Beloit- Janesville (Rock)	Duluth- Superior* (Douglas)	Eau Claire (Chippewa, Green Bay, Eau Claire) (Brown)	Kenosha (Kenosha)	La Crosse (La Crosse)	Madison (Dane)	Manitowish (Mani- towish)	Milwaukee (Milwaukee)	Oshkosh (Winne- bago)	Racine (Racine)	Sheboygan (Sheboy- gan)	Wau- sau (Mara- thon)		
Population (Thousands)	92.1	108.0	272.1	106.7	110.9	86.3	74.8	208.1	71.1	1,157.1	102.9	124.2	88.0	85.0	
Effective Buying Income (Net dollars 000)	147,498	200,418	451,763	157,816	179,646	161,106	124,749	414,423	113,106	2,341,826	172,377	246,940	150,529	115,991	
No. of Households (Thous.)	25.6	32.8	83.6	30.0	30.3	26.1	21.6	58.8	20.6	343.1	30.4	37.1	26.6	23.3	
Radio Households (Thous.)	1,080.2	1,080.2	25.1	81.1	29.7	25.6	21.2	57.6	20.2	336.2	29.5	36.4	26.1	22.8	
No. of Radio Sets (Thous.)	2,883.4	66.6	85.3	217.4	78.0	67.9	56.2	149.8	53.6	892.1	79.0	96.5	69.2	60.6	
Household Penetration (%)	97.4	98	98	97	98	98	98	98	98	98	97	98	98	98	
Set Sales (Units, 1957)	201,445	4,783	3,654	13,376	4,508	6,685	4,200	8,632	2,068	106,891	2,602	4,943	3,673	2,745	
No. of Am Stations	71	3	3	1	3	3	1	3	3	7	1	2	2	3	
Daytime Stations	28	1	1	1	1	1	1	1	2	2	1	1	1	1	
Fulltime Stations	43	2	3	1	2	3	3	3	1	5	1	1	1	3	
Independent Stations	47	2	1	1	1	1	1	1	2	4	1	1	1	1	
Affiliated Stations (National Net.)	24	1	2	2	2	2	2	3	1	3	1	1	1	2	
No. of Fm Stations	6	1	1	1	1	1	1	2	1	1	1	1	1	1	
Retail Sales (\$000)	4,557,504	116,234	137,762	327,547	121,028	149,621	97,711	95,367	256,756	78,440	1,539,094	117,886	156,574	98,513	82,449
Food Sales (\$000)	1,020,049	25,373	28,723	84,342	22,805	37,583	26,891	20,713	54,072	18,174	361,280	27,828	39,837	22,997	17,994
Drug Sales (\$000)	121,251	2,862	3,556	9,404	2,827	3,483	3,017	1,787	10,597	1,212	44,601	2,891	5,329	2,306	1,626
Automotive Sales (\$000)	844,771	21,833	26,806	62,025	22,948	24,688	16,408	15,352	46,414	15,121	279,123	17,389	27,847	15,376	16,098
Gas Station Sales (\$000)	362,089	7,190	8,891	23,202	10,166	8,142	7,533	6,196	17,714	4,824	133,318	7,888	12,050	7,597	5,790
Furn.-Household Appli- ance Sales (\$000)	217,864	8,155	8,345	16,919	5,155	8,580	5,903	5,083	13,349	4,437	76,001	7,000	9,539	4,237	4,448

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.) *Only radio stations licensed to state are listed.

focus on radio



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



RADIO AND TV bury the hatchet in a joint effort to boost business. "Buy Now" campaign was undertaken by KOB radio-tv, Albuquerque, N. M., whose bus bench ads are reproduced here in more palatable form. Enjoying the cake is George Johnson, general manager, who is being fed by Marge White, women's director. Anticipating his slice is Dale Tetterington, manager of Jill's Bakery, which created the culinary masterpiece.



QUEEN LOUISE O'BRIEN cools off by the pool after performing her royal duties during the recent National Radio Month. Adjusting the KNX Los Angeles performer's crown is Glenn Logan, mngng. dir. of the Electric League of Los Angeles, while Art Holbrook, mngng. dir., Southern California Broadcasters Assn., looks on.

ANNOUNCER TURNED DAREDEVIL climbs up ladder of the Manhattan, Kans., water tower to live on the 115-foot high catwalk until he had raised \$2,500 for the Manhattan Area Park Development Assn. Human Fly, Shel Smith, KMAN, spent three days taking telephone calls and pledges from his heavenly rest. The money will be used for playgrounds for children.



"LET'S EAT OUTSIDE," say NBC Radio executives who are launching a campaign to promote outdoor eating this summer. The five-week editorial campaign was developed as a means of building closer working relations between stations and their local food retailers. Here Matthew J. Culligan, vice president in charge of the radio network (right), and George A. Graham Jr., director of sales planning, examine promotional brochure.



"YOU'RE THE TOP," says WTOP Washington, D. C., to Miss Barbara Bickerton, winner of the station's Miss Portable Radio contest. Miss Bickerton, of Arlington, Va., promoted National Portable Radio Week at department stores in the area by presenting cards to customers who became eligible to win a radio. Station gave away two portables a day for five days.



MISS PORTABLE RADIO beams at Washington's Lt. Gov. John Cherberg who presents her with the title in a promotion sponsored by KIRO Seattle and Eveready Batteries. Winner Sheri Lewis visited with Pacific Northwest listeners in downtown Seattle to explain why summertime is the right time to buy a portable radio. Briefing her was Don Courtney, KIRO production manager (right).



STATION PAYS TIMEBUYER, reversing the usual procedure, in a "Who Are We" contest sponsored by WINN Louisville, Ky. Winner Rena Mayer of Campbell-Ewald, New York, receives check for \$250 from John Tormey, director of radio sales for the station's representative, Avery-Knodel, New York. Also taking part is Richard Stone, salesman for Avery-Knodel.



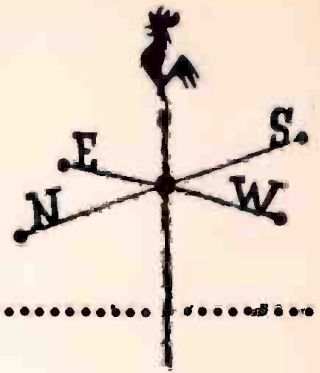
"I WON'T BITE," thinks Pete Smythe, KOA Denver's "storekeeper," as he holds mike out to a reluctant performer. Broadcast was held in the authentic country store in the lobby of the Industrial Federal Savings Bank. In observance of the firm's 67th anniversary, items were sold at prices prevailing in 1891.

DADS COMPARE NOTES as Dr. Milton Eisenhower, president of Johns Hopkins University (left), chats with CBS newsman Walter Cronkite. Dr. Eisenhower was named "Father of the Year" and Mr. Cronkite "Radio Father of the Year" by the National Father's Day Committee in New York. Theme for 1958 is "Integrity Starts in the Home."




hometown USA

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



The Controversial Merchandising Plus

*Counter displays, mailings, remote broadcasts
all are part of the extra services
many stations provide regular advertisers*

 Merchandising—the promotional boost given to the advertiser by the radio station—has become so widespread in broadcasting operations that in a U. S. RADIO survey only a very small minority of stations report a lack of merchandising activity.

Broadcasters, it would seem, tend to include merchandising as part of their regular service to steady advertisers.

The whole area of merchandising often enters into the arena of contro-

versy. The chief problem revolves around whether these extra services should affect a station's rate card or the amount an advertiser pays for his radio buy. The feeling by agencies and advertisers seems to be that time should be bought on the basis of radio-only considerations (i.e., circulation, audience composition, coverage, cost per thousand and ratings).

The chief timebuyer of one of the country's largest agencies declares in support of this view: "We make our

buys first, then ask about merchandising which we consider the whipped cream on the dessert—good, but not essential."

On the reverse side of the coin there have been those who feel that if merchandising is, indeed, an extra-added attraction existing apart from the station's normal obligations to the advertiser, it should be charged for as such.

Most radio merchandising centers around counter displays, mailings, lobby posters, kick-off newspaper ads, on-the-air program spots, remote broadcasts and personal appearances by station talent on behalf of advertisers.

U. S. RADIO's survey indicates that while most stations reject the practice of increased rates for special promotions, they do tend to give merchandising support primarily to advertisers who are with the station for a given period of time or frequency.

Within this framework, however, there is considerable variation from station to station over the qualifications an advertiser must meet before

CKNW New Westminster, B. C., goes all out to promote Nescafe coffee. The station keeps a merchandising staff of three persons busy full time and supplies extensive service for its small as well as its large advertisers.





“The media
representatives’
sales tools
are the agencies’
sales tools...”

*says Mildred Fulton (Mrs. George Backus),
Broadcast Supervisor,
McCann-Erickson, Inc., New York.*

“...and the representatives’ tool kits get bigger and better each year.”

With these words, Mildred Fulton cued her train of thought at the outset of an interview by a field reporter engaged in *Standard Rate's* continuing study of advertiser and agency buying practices. Miss Fulton went on to say:

“Yes, there definitely has been substantial progress made in the information that stations have been giving us. More facts, more about their audiences—facts that help us arrive at recommendations more quickly—recommendations we are more satisfied with. After all, we have to be in a position to defend them, ‘sell them’, if you will. Now you might even say that the stations are giving their men better sales tools and in turn help us to be better salesmen for our recommendations. And, as I say, these sales

tools seem to have improved all along the line. For one thing, their coverage analyses are much better. They give us a better picture of their audience composition and viewing habits. They are giving us better service on things like merchandising. Many stations are doing a very good job on this score and our clients appreciate it. All this is above and beyond a wealth of good information of the statistical type.

“And speaking of statistics—the trade publications, too, have recognized our need for more and better data. For instance, the addition of maps and market information to *STANDARD RATE & DATA* has done much to make our jobs easier. And in that connection, I would like to see the stations put more of their own information right in *Standard Rate*. We

(continued on following page)

(continued from the preceding page)

use SRDS constantly. For instance, factual market information is something we need, particularly in terms of a station's coverage area, the TV homes they cover. Really there are a lot of things that stations do put in *Standard Rate* where they are extremely handy to refer to. We appreciate anything stations do to make our job of gathering and compiling facts quicker and easier.

"You can imagine the tangle we get into when we are working with coverage maps, rate cards and program schedules, no two of which have the same


size, layout or sequence of information. Here, let me show you a file on program schedules in just one state. See, there aren't two alike and look at that variety of sizes, layouts, folds and shapes. Some printed—some mimeographed. Not that I care how they are printed, if they'd only get into some sort of standardization so that when you're working with a pile of them you can run down them and get the information quickly the way you can in SRDS."

Hundreds of field interviews like the call made on Miss Fulton have sharply defined the main points that agency and advertiser executives alike say they look to find in Service-Ads when they're using *Standard Rate* to select markets or media. Of the many useful Service-Ads you'll find each month in SRDS a few are reproduced on this page.

Service-Ads in SRDS help agencies and advertisers buy space and time

These Taft Radio and TV stations, WBRC Birmingham, WTVN Columbus and WKRC Cincinnati use these Service-Ads in SRDS SPOT TV and SPOT RADIO to give buyers of time maps of their coverage areas, market data, program information, facts about the merchandising services they make available to advertisers. All are linked to their basic "Top Taft station" slogan and their Katz Agency representation.

SPOT RADIO FACTS for the BIRMINGHAM RADIO AREA



WBRC LATEST PULSE SHOWS

THE "PITTSBURGH" BARGAIN OF THE SOUTH

WBRC Birmingham, Alabama

590 bc


THE RATE AGENCY

WBRC TV AND WBRC TV AND

Spot Radio Stations

ALABAMA

Spot TV FACTS for the BIRMINGHAM TELEVISION AREA



WBRC and all other area stations show 1948 TV ratings 21,000 more TV homes than any other station.

WBRC TV with 52.7% from night 68 to sign-off as compared to station "B" with 46.1%. Home balance estimate for the entire area shows WBRC greater Birmingham area than any other station.


MARKET DATA		WBRC-TV	
Station Area	Group B	Station Area	Group B
Population	572,000	375,000	2,743,000
Households	275,200	149,000	1,400,000
Radio Sets	649,000	311,000	1,874,000
Television Sets	142,000	79,000	1,079,000
Books	18,750,000	10,500,000	107,000,000
Telephone	156,175,000	81,000,000	607,750,000

WBRC-TV Birmingham, Alabama

6 another top Taft station

Spot Television Stations

Spot TV FACTS for the COLUMBUS TELEVISION AREA



1,040,000 PEOPLE LIVE IN THE WTVN-TV SERVICE AREA

A major coverage area encompassing 150-200 households in a 25 County TV service area.

WBRC-TV is the largest station in the area with 53,940 TV homes and 100,000 radio sets.


WBRC-TV is the largest station in the area with 53,940 TV homes and 100,000 radio sets.

WTVN-TV Columbus, Ohio

6 another top Taft station

Spot Television Stations

SPOT RADIO FACTS for the COLUMBUS RADIO AREA



WTVN COST PER 1000

1948

ANALYSIS

IS IMPORTANT

WTVN Columbus, Ohio

610 bc

THE RATE AGENCY

WTVN TV AND WTVN TV AND

Spot Television Stations

SPOT TV FACTS for the CINCINNATI TELEVISION AREA



NOW - THE WBRC-TV MOVIE PACKAGE IS BETTER THAN EVER

WBRC-TV has the exclusive Cine-TV rights to the best feature picture produced by the three leading studios in Hollywood - Republic, Twentieth Century Fox and United Artists (UFA) (WBRC-TV's own production) in 1948.

WBRC-TV is the largest station in the area with 53,940 TV homes and 100,000 radio sets.

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Telephone	156,175,000	81,000,000	607,750,000

WBRC-TV Cincinnati, Ohio

12 another top Taft station

Spot Television Stations

SPOT RADIO FACTS for the CINCINNATI RADIO AREA



WKRC Cincinnati, Ohio

510 bc

THE RATE AGENCY

WKRC TV AND WKRC TV AND

Spot Radio Stations

SRDS Standard Rate & Data Service, Inc.
 The national authority serving the media-buying function
 Walter E. Botthof, Publisher
 1740 Ridge Avenue, Evanston, Ill.
 Sales Offices: Evanston, New York, Los Angeles

he becomes eligible for merchandising help. Most of the respondents say that they provide merchandising for local, regional and national advertisers alike.

A large majority of respondents report that they do not merchandise for clients who sign for less than 13 weeks. Many others base their promotional support on 100-spot buys. Others require a 13-week cycle plus a specified number of spots per week.

Stations also reveal differences over the types of merchandising aid offered the radio advertiser and the extent of such aid. Some tailor whole campaigns for an advertiser while others confine themselves to standardized mailings and poster displays.

One of the merchandising techniques used by stations is the remote broadcast usually from the sponsor's store or the retail outlet where the product is sold. Since remotes are relatively costly, most stations responding reserve them for heavy advertisers, or to attract new advertisers. For example, in Bozeman, Mont., station KBMN participated in the first local advertising used there by F. W. Woolworth Co. when it opened a new store. The station ran a special broadcast from the store at the grand opening and recorded a group of commercials for use on the inter-com system inside the store. Woolworth, pleased with

WIRA Fort Pierce, Fla., does a special broadcast for Simmons Beautyrest mattresses on its Mike's Fishbowl program.



the results, is now considering a regular schedule on the station.

Remotes are reserved by KUEN Wenatchee, Wash., for sponsors who spend a specified amount each week with the station. The station has set up a system of five promotion plans: Plan A requires a \$257 spot budget in seven days and involves at no extra charge an all-day remote from the retail store handling the sponsor's product. Plans B and C feature shorter remotes for less money, respectively.

Another merchandising promotion, according to the survey, involves placing a message repeater with a remote speaker inside a store. This unit is hidden near the sponsor's display and plays a tape about the product as each person passes and "breaks" an electric eye.

Several stations, including KFH Wichita, Kan., and WCRB Boston, write that they provide local newspaper ads for clients. WCRB also reports that it promotes advertisers and their products with on-the-air announcements and free commercials at the beginning of a campaign. WMRB Greenville, S. C., and WFAU Augusta, Me., serve their clients in the same manner with the latter station confining on-the-air promotions to advertisers "of saturation frequency."

The production of monthly slick-paper station magazines highlighting advertisers and station activities is a merchandising plus conducted by many stations such as WKY Oklahoma City, Okla., and KFH Wichita.

Lobby posters and color transparencies of sponsors' products are popular with quite a number of stations, including WDSU New Orleans, La., which provides "some form of merchandising to almost every advertiser."

A substantial quota of radio stations conduct all-out, special merchandising promotions once or twice a year, in addition to their usual activities. In Muskegon, Mich., WMUS runs a cooking school each year that spotlights both the station and its clients. Presented each October under the auspices of the

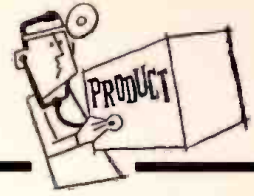
National Livestock Meat Board of Chicago, it "draws capacity audiences four consecutive days and features fabulous prizes," the station reports.

Also combining station promotion with merchandising for its advertisers, WKMI Kalamazoo, Mich., conducted a five-day "Home" show, featuring 104 exhibitors this year from businesses in western Michigan. WKMI built, exhibited and staffed an entire radio station in the County Center building including news and d. j. rooms. The station broadcast daily from this miniature facility from 6 to 10 p.m., and presented to the audience the names and addresses of sponsors participating in the fair and those broadcasting with WKMI. As the station personality delivered each commercial, a rear screen was employed to give visual sponsor identification. More than 125,000 persons attended the show and 90,000 filled in contest blanks at the WKMI exhibit, according to the station.

In connection with the single promotion, WCAU Philadelphia, Pa., says, "While one idea, one 'gem' alone, does not guarantee a successful radio merchandising campaign, sparking an overall promotion with that extra something does produce." WCAU submits in evidence for this viewpoint its campaign for Gulf Oil which resulted in 600 requests for Gulf credit cards. The oil company reports that based on an annual average expenditure of \$264 per holder, the promotion represented a potential return of more than \$158,000 in revenue to the firm. WCAU, in addition to the usual merchandising activities, mailed to 10,000 adults residing within the station's coverage area a personal letter signed by a Gulf executive calling attention to the station's coverage of weekly Penn Football games and including the credit card applications.

"It was a most constructive merchandising plus," wrote Gulf's division manager, W. D. Nelson, to the station, "and one that aroused much comment from our Pittsburgh headquarters as well as our own division office." • • •

commercial clinic



The Key to Bob & Ray's 'Commercial' Success: Characters With a Sell

For many broadcasting fans, Harry and Bert Piel have become household names, the Amos 'n Andy of the advertising world. In addition to recognition from the general public, the air salesmen for Piel's beer have won more than 50 awards from the trade for commercial excellence in the last two years and they have also helped to boost Piel's sales, the biggest in the company's history last year.

What is the secret of Harry and Bert's success?

"Characterization," says Edward Graham Jr., president of Goulding, Elliott & Graham, New York, commercial producers for radio and tv. "We try to give each one of our personalities a consistent, human character that is distinctive and easily recognizable for sponsor identification."

Mr. Graham explains that he, Bob and Ray (his performing partners) "sit around and try to figure out what kind of a character can sell the particular product best. We examine him in all situations, talk about him, live with him until he becomes real to us.

"Then we take the copy points given to us by the agency and work out situations with the character that will illustrate them."

For example, in creating a radio campaign for Prestone antifreeze last year the production firm was confronted with a specific problem by the advertiser. Customers, it seemed, asked their servicemen for Prestone but did not follow through to see whether Prestone was actually used or whether another brand was substituted. To remedy this situation the Prestone people had instituted a system whereby a green tag was attached to the radiator assuring the



Partners Ray Goulding, (left), Ed Graham (second from left) and Bob Elliott (far right) make fun out of work as they chat with Jack Sidebotham, Y & R art director.

customer that Prestone had been used. Still, not enough people bothered to insist upon the tag. Goulding, Elliott & Graham were asked to develop a campaign promoting the green tag.

They came up with a very unhappy character—a service station attendant who constantly wailed that his feelings were hurt because no one wanted his green tag.

According to Mr. Graham, the Prestone Co. reports a considerable upsurge in requests for the Prestone tag since the campaign.

Human Frailty Sells

"What we try to do," Mr. Graham points out, "is to create above all a human character, one with faults, whims, individuality, a person that people can identify with as in the case of the weeping Prestone service man."

Mr. Graham believes that most commercials are so professional, so slick, that people build up a kind of subconscious resentment against so much perfection. He and his partners concentrate on creating amateur performers who are professional only about their product. "Harry and Bert," he says, "are always goofing as performers but they

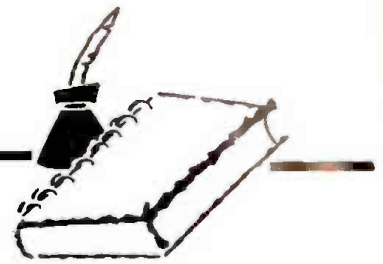
impress as being experts about beer."

Critics have often accused the GE & G team of instilling so much humor into their commercials that people remember the characters and forget the product. "We never kid our products," Mr. Graham asserts. "There may be some humor in the commercial but it is never directed at the product, only at some other element, usually the character himself."

In addition to Prestone and Harry and Bert—which started out as a summer radio campaign three years ago—Goulding, Elliott & Graham have done regional radio campaigns for Sohio gasoline and Calso mineral water as well as for Tip Top bread.

Emily Tip, the gracious old lady who sells Tip Top bread, is drawn from a real life character, Mrs. Graham's grandmother. Mr. Graham gets many of his ideas for personalities from friends and acquaintances. Bob and Ray sometimes do the voices but there is no standing rule about this, and Emily Tip, for one, is done by a lady, Margaret Hamilton. Clients have their choice of using Bob and Ray for commercials to take advantage of their name value, or may elect to use one of the firm's "creations" instead. • • •

station log



**Radio Station Promotions
Spotlight Business, Advertising**

Radio stations at an increasing rate are turning their promotion efforts toward the support of business and advertising.

WHBC Canton, O., reports that as part of recent Radio Month activities in that community, Tom Slater, vice president for radio-tv of Fuller & Smith & Ross, Pittsburgh, Pa., told an Ad Club gathering that "local advertisers today spend four times as many dollars for radio advertising as they did in 1946."

He called this "a vote of confidence on the part of local advertisers" in the changed role of radio in the last few years. "The radio industry has learned that its role has changed," he said, "but not its importance."

The San Diego, Cal., Radio Council combined National Radio Month with a campaign to improve general retail business. A "now is the time to buy" theme was employed in special 20-second and I.D. copy. Stations also cooperated in prepared interviews with civic and business lead-

ers and buttons prepared by the radio council with the campaign's slogan were distributed. On all stations, the campaign was presented as a unified project of the "seven voices of San Diego."

In a similar promotion, WTRL Bradenton, Fla., combined Radio Month activities with a "Boost Bradenton Business Week," which brought donations of \$1,500 worth of prizes from local merchants. A chain of telephone calls, started by the mayor, got citizens to pledge to call two others and to ask them to spend one extra dollar during the week.

Cincinnati radio stations combined their resources to sponsor a "Radio is better than ever because . . ." contest and to purchase portables to be given away through civic and charitable organizations. Each station broadcast for one full day from the show windows of prominent downtown stores, according to a report from WSAI.

Pursuing the "Radio is close to you" theme, WBT Charlotte, N. C., awarded a transistor radio each day to the listener who heard the announcement of the contest in the most unusual place. More than 14,000 letters and cards were received, the station says. Judged most unusual of all: A listener in far-off Syracuse, N.Y., who "tuned in from his bomb shelter."

WIKB Iron City, Mich., planned its Radio Month activities to remind advertisers and audiences "of the value and impact of that local radio station over the entire trading area." WIKB handed over operations of the station to the local Kiwanis Club for a whole day. Not only did the Kiwanians run the station but they went out and sold time to local advertisers. Half of the profits went to the Kiwanis Club for its work



WBT Charlotte, N. C., disc jockey Pat Lee (right) is presented with autographed Lester Lanin hat by the society orchestra leader who visited her show and several others recently when he was honored by the Charlotte station with a "Lester Lanin Day."

with crippled and underprivileged children.

Radio Activity

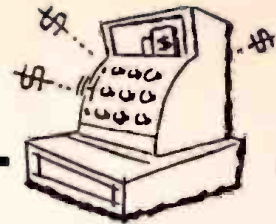
- WSB Atlanta, Ga., is handing out tickets for good driving. The station has put a prowler car into service which seeks out safe drivers during peak traffic periods and cites those who obey the law strictly by calling out their license numbers on the air. The driver who calls in and identifies himself receives a pair of theater tickets. One driver who heard his number announced turned out to be the vice president of Atlanta tv station WLW-A. WSB says he got his tickets.

- Broadcasters' Promotion Association has added 10 new radio members in the past month. Stations of the promotion men who joined are: WABC New York; WEDO McKeesport, Pa.; WMBD Peoria, Ill.; WGY Schenectady, N.Y.; WGN Chicago; WEEK Peoria, Ill.; WFLA Tampa, Fla.; WXYZ Detroit; WRSR Cleveland Heights, O., and WMAL Washington, D. C. Also, A. C. Nielsen Co., Chicago. • • •



Not content just to hear about the "Purple People Eater," KYW Cleveland, O., disc jockey Specs Howard (left) encouraged listeners to paint it. Here Sheb Wooley, who recorded the hit novelty tune on MGM records, judges final entries in the contest.

radio registers



most HAPPY SPONSORS

select these fine Radio Stations

Fertilizer dealer, food chain, brewer and apparel shop—all are finding local Radio today's reliable, low cost selling medium. Big city or small, East, South or Midwest—sponsors are most happy with their commercials tailored from the Lang-Worth RADIO HUCKSTERS & AIRLIFTS SERVICE.

KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—

A Lang-Worth Huckster Fertilizer jingle, run as a service spot, was bought off the air by Miller Seed & Supply Co., leading to an increase of their KAWL schedule by 30 spots a week. Campaign so successful it was cited in T-F-D national farm journal.

WPEN, PHILADELPHIA, PA.:
MURRAY ARNOLD REPORTING—

WPEN's imaginative selling and production resulted in a Huckster jingle being the base of giant Penn Fruit Supermarkets' "biggest value ever" promotion. Result: a big spot schedule for WPEN and other stations and "solid success" reported by W. B. Doner agency.

WHLF, SOUTH BOSTON, VA.:
PRESTON YOUNG REPORTING—

Station's efforts resulted in another Huckster jingle becoming the base of a large Company's campaign. Richman Beer subsequently increased their schedule on WHLF 50% and expanded the campaign to other markets in the area.

WJLK, ASBURY PARK, N. J.:
JOE MENZOPANE REPORTING—

WJLK solved Grayson Stores local outlet's clamor for a hard-hitting jingle with the Radio Hucksters service. An innovation: a talented WJLK announcer sings, hums and mixes commercial with the jingle for that custom-built sound!

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH

FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.

HARDWARE STORE

Fortuna Hardware of Fortuna, Calif., used 40 announcements and a 30-minute remote pickup over KINS, located in neighboring Eureka, Calif., to promote a free breakfast and lawn party to introduce new power mowers, lawn tillers and furniture. Free soil testing clinics, prizes and eight bands were on the program. Total cost of the promotion was \$248. Sales, the sponsor declared, included 20 power mowers at \$90 each, four tillers at \$160 each and lawn furniture specials totalling \$300.

RANCH HOMES

Fazio Realty Co. of Cleveland, O., purchased 85 spots to advertise a Sunday open house at its new low-priced ranch home development at a cost of \$670. They were aired on Thursday, Friday, Saturday and on Sunday morning over WDOK, WHK and WJW and resulted in 26 homes sold for a total of nearly \$500,000. The following weekend a package of 50 spots was purchased for \$350. By Monday, according to the client's agency, all 50 of the houses had been sold—a grand total of \$1 million in sales for a \$1,020 outlay.

DONUT SHOP

Dixie Cream Donut Shop of Erie, Pa., at a total cost of \$40, promoted a one-day campaign over WJET offering a half-dozen donuts free to customers purchasing one dozen and saying they heard the announcement over WJET. Although 15 messages were scheduled, the sponsor sold out after only seven, according to the station. Total sales were 1,850 dozen donuts.

APPLIANCE SALE

Sears Roebuck catalogue sales office in Lake City, Fla., conducted a six-week "blockbuster appliance sale" over WDSR using radio exclusively as a test. Spot packages costing \$35 per week for a total of \$210 were employed to advertise a different item each week. By the end of the test, the local Sears office was leading the state in the special sale, the station reports. After the sale, the Atlanta, Ga., regional office gave the local manager authority to go ahead with a repeat radio campaign.

report from RAB

Radio Moving Along At Four Percent Increase Over Last Year's Record

To get a bird's eye view of the fall radio situation, RAB probed members of its own Member Service Department and took a look at results from an RAB survey among a small but well-balanced cross-section of stations.

Results from RAB's survey reveal national spot and local radio revenue increased some four percent in the first four months of 1958 compared to the same period last year. This survey was conducted among members of Radio Advertising Bureau's board of directors and its Plans Committee.

Radio in 1957 passed its all-time sales record to reach a total of about \$650 million. Therefore, if the whole year continues to show a four percent gain, radio will achieve an approximate \$675 million total in 1958. A second half of the year acceleration in business could mean still greater gains for radio. And because the economic situation tends to help radio, RAB believes the medium's gains may run five to seven percent ahead of 1957 by the end of the year.

According to a Station Representatives Association figure, national spot radio revenue for the year's first quarter totaled an estimated \$46,171,000 or a gain of four percent over the revenue for the same period a year ago.

The SRA study correlates closely with RAB's figures. The RAB figure was based on: *National spot*—15 stations estimated an average spot increase of 10.6 percent, five estimated an average decrease of 11 percent and one reported no change from 1957; *local*—12 estimated an average 11.6 percent boost, eight estimated a 9.6 percent decrease, one reported no change.

RAB believes on the basis of the trend thus far that fall business will be ahead by the same or a greater margin

—but with stations doing better than the trend depending on effort and skill.

Here is a round-the-nation picture from RAB's Member Service Department:

Warren J. Boorum, director of the Member Service Department, declares that some stations are increasing their business in the face of local economic problems. "But in some areas," he says, "the grip of the business cycle is so strong that even the very aggressive operators are not able to stay even."

According to Pat Rheume, RAB's service representative in the Southwest: "Business is good in Texas. Most stations appear to be meeting or beating last year's figures. Oklahoma has more smiles per mile than in years, particularly in agricultural areas."

Enterprising Stations

Bob Neitman, RAB's representative in the Carolinas, Virginia, Kentucky, Pennsylvania, Maryland and Delaware, says: "The enterprising stations are coming up with the business and will continue to do so this fall.

"Take the case of one on-the-ball commercial manager," Mr. Neitman says. "He realized what a potential the retail trading zone of approximately 140,000 represented for an air conditioning manufacturer.

"The sale was made to Philco which sponsors 42 newscasts from 6 p.m. to sign-off—six per night, seven nights a week (May 15-July 30, with option to continue through August 15, depending on the weather). There are just as many clients to be found for fall as for summer and the ingenious use of idea selling will get the business."

Bob Nims, RAB's representative in the Northeast and Midwest area, reports: "The stations which are pointing to the biggest gains and are staying even with last year's record figures in many cases are the stations that are promoting as hard or harder than ever and are coming up with the ideas."

In general the organization finds that the willingness of stations to get out and do a job is at a high level. • • •

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 HOLLINGBERY CO.

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

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* U.S. RADIO

for the buyers and sellers of
radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

report from representatives



SRA Committee Launches Stepped-up Campaign Against 'Rate Chiseling'

An all-out effort has been inaugurated by the Trade Practices Committee of the Station Representatives Association to warn stations against "time merchants" who are "descending on stations by mail, by telephone and even in person" with ready cash but "no intention to pay the rate that shows on the station's published card."

Arthur H. McCoy, executive vice president of John Blair & Co. and chairman of the committee, has called upon station operators to avoid dealing with these "merchants" and to understand "the havoc this group can cause to a very healthy industry."

"Representatives of these outfits," Mr. McCoy states, "walk into stations and throw tempting green bills on a manager's desk. Then they indicate that they are prepared to issue a one or two-year firm contract. Usually the name of their client is completely unknown to the station manager."

"The operator doesn't intend to pay the published rate," he claims. "Because he is in the manager's office, because he has the cash to throw on the desk and because he is willing to sign a firm contract he is under the impression that he should be able to buy time on the station at up to 50 percent off the card."

Mr. McCoy notes that when these "operators" talk to advertisers or agencies, they invariably make the statement that they can get radio and tv spots cheaper "because of some special hooker they can throw at the broadcaster." Never, he asserts, do they indicate that they can make a deal on newspapers, magazines, billboards or other media.

"They only mention radio and tv," he says, "thus undermining the agency structure with regard to the broadcasting industries. All broadcasters must understand the havoc this group can cause. Our committee has talked with several of these operators," he adds, "and invariably they indicate that if all stations refused to do business

with them, they would be put out of business."

His committee feels, Mr. McCoy states, that "if radio stations are of the opinion that there should be a large size discount for buyers of their facilities who pay cash in advance and will sign a one or two-year non-cancellable contract, they should publish this fact on their rate cards. Then all advertising agencies and all advertisers would know of the additional incentive the stations put on the value of having the cash in advance."

Mr. McCoy warns stations that the large national advertisers will no longer look upon spot radio salesmen as "mature, responsible businessmen" if these practices are allowed to grow.

SRA urges that spot radio, "to continue to grow and to justify larger advertising appropriations," police itself against "the outside fringe operators who have little concern for the health of the industry."

"All members of the SRA," he reports, "are on the alert to bring into the open as many facts and figures about these operators as we can get. We believe that an open forum is the best way to show the advertising agencies our sincere desire to watch out for their interests as well as our own."

"We are urging all stations to keep us advised of every new 'rate chiseling' attempt that comes to their attention. This is one type of would-be radio user we can well afford to lose."

New Representative Firm

Bulmer & Johnson Inc., Minneapolis, Minn., has ceased activities in the field of radio and tv representation. A new organization, Wayne Evans & Associates, will service the majority of the stations formerly represented by the defunct firm. Wayne Evans & Associates is managed by Bud Stitt. Miss Pat Clements, an executive of the old firm for more than three years, will be associated with him. . . .

report from agencies



Fewer Commercials Heighten Memorability Factor, Says Benton & Bowles' Rich

"If I walk into a room with two other men and we spot a beautiful girl, my chances of getting a date with her are only one in three. If I have one other guy with me or come alone, my chances increase proportionately."

The same rule applies to a sponsor's ability to sell a listener if he is competing with other advertisers for audience attention, according to Lee Rich, vice president and director of media, Benton & Bowles, New York. "If your commercial is surrounded by other product messages, yours has less chance of being remembered," he says.

Triple spotting and over-commercialization are causing increasing concern to agencies and advertisers who don't feel they are getting their money's worth, Mr. Rich asserts, when there are more than two commercials being aired consecutively.

Agencies at Fault

He admits that agencies and clients must shoulder their share of the blame because they have insisted upon running their commercials during top-rated hours of the day, particularly early morning and late afternoon. In his opinion, this has backfired on the agency and the client because a good rating ceases to mean as much when the effect of the commercial is diluted by multiple spotting. "In many cases, I would rather buy a lower-rated time slot with the guarantee of a certain amount of exclusivity for my message than the higher-rated hours which are jam-packed with commercials.

"Very often the buyer isn't even told that he is being triple spotted," he says, "and consequently isn't given the opportunity to make a second choice as to time or even station."



Lee Rich, B & B vice president

Mr. Rich also protests the practice of running competing product messages adjacent to one another. "This method of scheduling announcements cannot hope to deliver a successful sales message to a consumer. In fact, it would probably serve to confuse him and lead him to question the value of both products."

Multiple consecutive spotting, Mr. Rich declares, cannot be condoned in any manner. It affects not only the community and the advertiser both of whom resent this type of practice, he says, but also the stations as well.

Mr. Rich concedes that if over-commercialization stopped overnight (as he would like to see it do) there would be some loss of revenue to the station temporarily. "But in the long run if agencies stopped pressing stations for spectacular ratings and spread out their buying there would probably be a gain for the medium."

There should be some improvement along these lines, he says, because agencies are becoming aware that listenership throughout the day is higher than had previously been thought.

"Broadcasting is the greatest salesman in the world," declares Mr. Rich, "and I think it important not to kill the goose that lays the golden egg. When you reduce the advertiser's efficiency through over-commercialization you are in danger of doing just that." • • •

BEFORE BUYING RADIO

JN KENTUCKIANA

Check your

John Blair Man

or

Bill Spencer

at



1080 KC

NBC O&O Renews CCA in Pittsburgh!

"Much of the business received on CCA was from accounts that normally were not aggressive advertisers," says Hank Shepard, Gen. Mgr. of WAMP, the National Broadcasting Company's new owned and operated station in Pittsburgh.

In a letter to J. C. Gilmore, VP of Community Club Awards, Mr. Shepard adds, "The first cycle has been so successful that we are planning a second cycle in September. There is a tremendous amount of work in connection with properly handling CCA, but we feel the rewards more than justify the effort."

"I am happy to see that our Hartford O&O station (WKNB) will also be using CCA this fall. We feel CCA is an excellent station advertising—promotion—merchandising vehicle."



COMMUNITY CLUB AWARDS



PENTHOUSE SUITE

527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

times of the day is increasing. Almost every respondent mentions it as a source of friction with stations. "When you have several spots close together, the advertiser isn't getting full value for his money," one media buyer declares, "because the memorability factor of the commercial diminishes with each surrounding spot."

Several media men admit, however, that the agencies are partially

to blame for commercial-crowded hours. "After all we keep demanding early morning and late afternoon times," one states, "and the station is in a bind. If he gives it to us, he may be triple spotting or over-commercializing but if he doesn't and can't sell other times he loses revenue."

Other agency spokesmen seem to think stations aren't doing enough to discourage over-commercialization. Dr. E. L. Deckinger, vice president in charge of media strategy,

Grey Advertising, New York, proposes that stations adjust their rates by giving a free spot in less popular hours along with spots bought during those non-critical hours. This would encourage advertisers to spread their commercials and would at the same time compensate them for not airing their messages during peak hours which they might normally buy. Dr. Deckinger feels that stations would not lose by this practice since "they aren't selling to capacity during the non-critical hours anyway."

Industry View

From an industry point of view, the fate of radio's fourth quarter is in the hands of the salesman.

Competition is stiffer this year than in any in recent memory, the representatives and networks report, but the total effort is expected to pay off in increased billings.

Indications are that the rush in buying will be on in late August, and SRA is sticking with its prediction that spot billings will be up 10 percent over 1957. Heavy fourth-quarter business is expected from:

- Cold remedies, proprietary medicines and laxatives
- Automobiles and associated products.
- Food products and chains.
- Soaps and toiletries.
- Tobacco.

Network buying for fall, on the other hand, is ahead of normal schedules. NBC has as much drug business already on hand for fall as it had by September last year and CBS indicates that the perennial fall clients have ordered early "to get good positions." ABC's fourth-quarter billings received a shot in the arm from the acquisition of the Notre Dame football games with Pontiac as sponsor.

New Clients

Both spot and network salesmen agree that there will be a substantial number of new clients on the airwaves this autumn. Where are they coming from?

Many advertisers who have delayed their media decisions because of uncertain economic and labor situations are taking a second and



All station shares of TV and Radio Audiences

Everything at a glance in this big, handy reference! It pinpoints station shares averaged from thousands of Pulse reports issued in 1957: Principal time periods, Weekdays, Saturdays, Sundays.

Every station in the individual market is rated—with total TV and radio homes in the survey area indicated.

"This time buyers' guide certainly simplifies the first quick run-down," you'll agree.

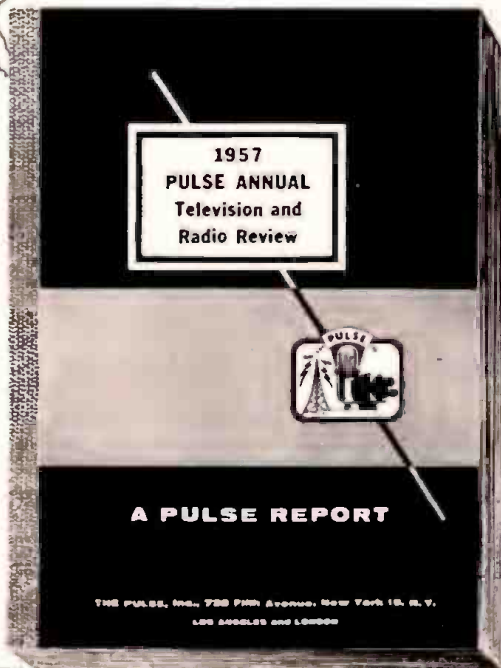
Only \$35 first copy price for Pulse subscribers; \$50 for non-Pulse subscribers; extra copies only \$5 apiece.

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**JUST PUBLISHED
PULSE'S BIG-BOOK
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handy, new, time-saving digest
covering both

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8 1/2" x 11"—228 pages—dual index
Reference Digest compiled from

All 1957 Pulse Reports!

Nothing takes the place of INTERVIEWS in the home



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NEW YORK 19, NEW YORK

yes! Send us _____ copies of your new Annual Review. Our () check, () or purchase order enclosed. Bill for the attention of

Name _____

Firm _____

Address _____

third look at radio. Many of them, a CBS official states, are expected to turn to the sound medium "because of limited budgets."

An NBC spokesman agreed with this thesis, stating that "virtually all fall prospects for network radio are advertisers currently deliberating about tv sponsorships. Those using tv will use radio to fill the gaps. Those who don't will put a large part of their budgets into network radio."

Limited Budgets

ABC is pitching its Don McNeill segments and its news programs to "advertisers in the limited total budget range of \$400,000 to \$500,000." Its daytime, nighttime and weekend newscasts, ABC claims, are 80 per cent sold.

On the spot radio side, most representatives are of the opinion that the agencies are re-discovering radio and fitting it into their plans because of the cost and flexibility. A majority of representatives surveyed also expect a lot of business to come from other media.

Substantial business is predicted by both spot and network salesmen from normally conservative clients who will go into special Christmas and year-end promotions to hypo sales.

For example, makers of more expensive toiletries are expected to launch campaigns to re-interest the public which has turned from luxury products to less expensive brands. After a disappointing second quarter, it is predicted that they will feel other media are too expensive and will turn to radio to do the job.

It is pointed out that the auto industry will have on hand a large supply of unsold 1958 models when the 1959 cars come out in mid-September, and that saturation radio will be the best and least expensive way of selling.

In addition, several automobile

and appliance clients have switched agencies recently, and with sales slowing down they are looking for big results at bargain prices. The radio people think they will be asked to fill the bill.


Shorter Copy

With many accounts using shorter copy, rate cards have been adjusted to accommodate shorter spots and many cards now list a 30-second and

an eight-second rate. Many stations also have saturation packages as part of their rate cards, the theory being that the more varied the plans—the more advertisers they will attract.

With the fall market only two months away, radio stations, too, are becoming increasingly aware of the value of telling their story as well as the medium's story. The result has been stepped-up promotion and advertising activity both on the local and national levels. • • •

MAIL RECEIVED, Nov. 57-Feb. 58, from counties shaded gray and from 21 other states.



**Go for
BIG
GAME**

... in the Rich Southwest
Go for a big, choice market. Here it is:
KWFT HALF-MILLIVOLT

Radius: Nearly 250 miles in Texas and Oklahoma
Population: 3,915,393
C.S.I. Per Household: \$5,359
Total Retail Sales: \$4,924,376,000
(Source: Consumer Markets, SRDS, 11-1-57)

NOTE: NCS #2 shows KWFT has 41% more daily circulation than the other two Wichita Falls stations combined!
Call your H-R man.

BEN LUDY
President & General Manager

LOW
FREQUENCY

MAXIMUM CONDUCTIVITY

620 kc -- Wichita Falls, Texas

Call Your
H-R
Man



KOSI
radio
in Denver

KOSI-KOBY
GET
ACTION!



KOBY
radio
in San Francisco

SEE YOUR PETRY MAN
Mid-America Broadcasting Company



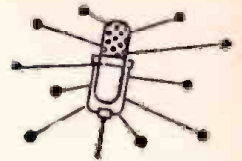
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report from networks



Summertime Is Like This:

NBC Pushes 'Outdoor Eating';

CBS Switches to Light Touch

An all-out editorial-type promotion, similar to the kind which up to now has been the province of print media, got under way June 16 with NBC Radio's outdoor eating campaign.

The "Summertime is Outdoor Eating Time" theme is being promoted as a five-week campaign, with seven-day-a-week use of star personalities and vignettes built into programming and announcements.

For instance, Bert Parks on *Bandstand* will talk about the fun of regular family cookouts and Walter O'Keefe on *Nightline* will highlight guest personalities divulging their favorite outdoor recipes.

Food Retailers

"This approach," George A. Graham Jr., director of sales planning, says, "was developed as a means of building closer working relations between our nearly 200 affiliated stations and their local food retailers." The editorial campaign will be coupled with promotion to key chain distributors.

Sales of packaged goods, baked goods, beverages, paper products and outdoor appliances should benefit from the powerful and consistent on-the-air support, he said.

This hot-weather effort is designed to help the "food industry and allied groups maintain a high level of summer business," reports Mr. Graham. "It will provide food retailers with an editorial backdrop that will give extra impact to their own merchandising plans."

During the spring, NBC has made sales totalling \$3 million in net revenues, according to William K. McDaniel, vice president in charge of network sales.

Largest orders came from General Foods for Jell-O and Calumet Baking Powder and from Grove Laboratories for Bromo Quinine Cold Tablets, Fitch Shampoo and No-Doz. Lever Brothers

has launched a campaign for Wreze. Some 21 other advertisers placed orders.

CBS Summer Schedule

CBS plans for the summer include a revised schedule designed for "lighter listening to appeal to mobile summer audiences." Winter programs going off the air for the hot weather months are being replaced with music shows, and perennial summer features such as *Summer in St. Louis* with the St. Louis Municipal Opera are returning.

The *Rusty Draper Show* has been replaced for the summer by a music program featuring vocalist Stuart Foster and Alfredo Antonini's orchestra. Tennessee Ernie Ford takes over Arthur Godfrey's *Ford Road Show* slot and Patti Page joins the network sponsored by Oldsmobile.

On the business side, more than \$1.4 million worth of new business was announced by John Karol, vice president in charge of network sales. Main buys were Grove Laboratories' purchase of "Impact" segments and the sale of four Newport Jazz Festival broadcasts to Virginia Dare Wines.

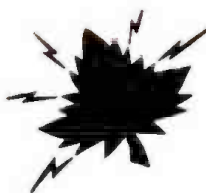
Other buys were by The Savings Loan Foundation Inc. of Washington, D.C., Hearst Publications, for *Good Housekeeping*, the Fisher Body Division of General Motors Corp. and Tetley Tea Co.'s reported purchase of more than a quarter-million dollars worth of time.

New Mutual Features

Two new MBS programs, *The World Today* and *Capital Assignment* are cited by Armand Hammer, Mutual president and board chairman, as "the result of a hard-core, realistic approach" to the needs of radio broadcasting.

The World Today will make full use of network stringers on the staffs of Mutual's more than 400 affiliates. *Capital Assignment* will present interviews conducted by "lamed-by-liners." • • •

report from Canada



Radio Keeps Pace

With Growing Economy

Of Canada, JWT Study Shows

Radio reaches into practically every Canadian home, according to a full-scale marketing study on the Canadian economy published by the J. Walter Thompson Co., New York.

In its 178-page book, "The Canadian Markets," the agency reports that Canada "has the fastest growing economy among all major nations." Its population, now 16 million, increased by 15 percent between 1951 and 1956. By 1980, it is expected to show a 90 percent gain with a population of more than 26 million persons. The labor force, the study says, should increase at an even faster rate.

96 Percent Own Radios

Radio, which is expected to keep pace with the expanding population, already serves 96 percent of all Canadian families. As of January 1, 1957, there were 186 standard broadcast stations of which 24 were operated by the publicly-owned Canadian Broadcasting Corp.

Probably the most important aspect of Canada's growing economy, the volume indicates, is her ability to sustain a high level of consumption and at the same time increase her investments for future production and consumption—at higher rates than other leading countries. Compared to her pre-war situation, Canada's investments have more than tripled whereas those of the U. S. have doubled.

Canada's standard of living is already the second highest in the world. In May 1957, the study shows, 67 percent of the families owned their own homes, 82 percent had refrigerators, 85 percent owned electric or gas washing machines and 60 percent had automobiles.

Personal expenditure for consumer goods and services amounted in 1956 to \$18.6 billion or \$1,154 per capita. Of this total, JWT states, 57 percent was spent on non-durable goods, 11 percent on durable goods and 32 percent on

services. The total value of retail sales in 1956 was estimated at \$14.3 billion.

Purchases of household appliances alone are expected to double over the 1952-to-1955 average by 1965. From the annual average of \$366 million, it will move up to \$718 million, the agency estimates.

Total personal income before taxes in 1956 was five and a half times the annual average for the 1935-to-1939 period. Even allowing for higher taxation and dollar adjustments, the study declares, an average Canadian in 1956 had nearly twice as much money to save or spend on physical goods and services as he had in the pre-war era.

For the future, Canada's higher income group is expected to expand rapidly. In 1955, only one out of 10 taxpayers was making \$5,000 per year, but in 1980, the report predicts, four out of 10 will be earning that amount.

When they spend this money on consumer goods, more and more Canadians are expected to buy on credit. In 1956, more than one third of total retail sales was made on credit compared to about one quarter a decade ago, the agency notes.

Chain Stores Grow

Canadians also will be buying more of their goods in chain stores, whose growth, JWT says, has been remarkable since the war. Chain stores, which handle almost the entire sales volume of variety goods, now also account for a major part of food sales, increasing from an average of 28.1 percent in 1946-to-1950 to 41.5 percent in 1956. This growth is especially noticeable in larger cities as the result of shopping center development in suburban areas.

"Canada provides an extremely rich and well-developed market based on a high level of purchasing power," the agency states, even though due to such factors as climate, topography, location and natural resources, the economies of different provinces vary widely." • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to
four principal cities
of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" . . . then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Day-time Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

Contact—INDIE SALES, INC.
or

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

Your Buck Goes Farther

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.

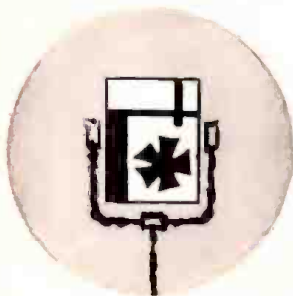


WREN

5000 WATTS • TOPEKA, KANSAS

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

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for the buyers and sellers of
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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

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50 WEST 57th STREET

NEW YORK 19, NEW YORK

radio ratings



Multiple Rating Services

Provide Needed Variety

In Measurement, Says Peggy Stone

Admitting that she thinks it's more fashionable these days to give lip service to a single, standardized rating service, Peggy Stone, president of Radio T.V. Representatives Inc., contends that this type of service would not only be impractical but harmful.

"In a competitive economic system such as we enjoy, radio cannot afford to expose itself to a single survey set-up," she tells U.S. RADIO, "particularly when no perfect system of measurement as yet exists. The radio broadcasting industry might find itself negatively affected should it attempt to embrace any single research method."

In radio research as it is practiced today more than just the numbers are measured, Miss Stone says, "and the multiplicity of these research services provides every station with an opportunity to research out its strong points."

All measurement methods are important, according to Miss Stone, and provide various advantages and disadvantages, among which are:

- Coincidental telephone research, with which a low-powered station may come out strong in the city-zone survey.
- Aided recall, where a station with better facilities will show more advantageously in the entire metropolitan area.
- Diary-metered home measurements, which can be supplemented by cumulative audience figures reporting different homes reached over varying times of the day.

"The telephone provides a fast measurement of large blocks of time—three-hour or six-hour segments; the personal interview provides stable quarter-hour measurements of the total audience in home and out of home; the diary-meter provides cumulatives."

Miss Stone feels that most timebuyers prefer more than one radio survey to use as sales tools. The more research information, she says, the more the timebuyer can learn about a radio buy.



Peggy Stone, Radio T.V. Reps.

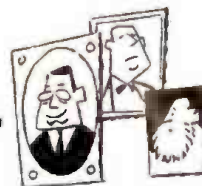
Sales representatives for national spot radio certainly welcome all the surveys furnished them, Miss Stone states, particularly the data which radio researchers provide today on social, educational and financial status, and age and sex of listeners.

"In 1915," Miss Stone recalls, "a single measurement was actually undertaken with fullest industry cooperation and approval. It was published in the spring of 1916—as BMB #1—after a most laborious year and became outdated almost immediately on publication.

"BMB #2 was then planned for spring 1918. It, too, suffered postponements and later was abandoned completely because," according to Miss Stone, "it was proven that such a single organization, confining its operation to such an infrequent and expensive study, could not supply the much-needed continuing product at any realistic cost."

That product is best supplied by today's multi-service methods, says Miss Stone, whose firm represents 30 radio stations. "The industry," she suggests, "should continue to support any of these reputable survey firms which provide it with useful information. The more information the industry has and can get about its potential audiences, the better off it is." • • •

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

JOHN J. MOJONNIER promoted to executive vice president of Sander Allen Inc., Chicago.
 SAMUEL E. GILL appointed vice president in charge of media for Fletcher D. Richards Inc., New York.
 STUART D. LUDLUM, former director of radio-tv at C. J.

LaRoche & Co., Hollywood, Calif., named to the same post by Kudner Agency Inc., New York.
 ALFRED W. deJONGE appointed European coordinator in the International Department of Batten, Barton, Durstine & Osborn Inc. His headquarters will be Zurich, Switzerland.
 RICHARD E. GOEBEL has joined Compton Advertising Inc., San Francisco, as administrative assistant.

STATIONS

P. HOWARD EICHER promoted to vice president and general manager of WSAI Cincinnati, O.
 CHARLES E. DENNY appointed general manager of WBNY Buffalo, N. Y.
 BENJAMIN A. HUBLEY, formerly station manager of WBTN Bennington, Vt., named station manager of WCSH Portland, Me. MRS. J. GORDON KEYWORTH, formerly office manager at WMNB North Adams, Mass., named station manager at WBTN.
 SEYMOUR WHITELAW, former account executive with CBS Radio Spot Sales, appointed sales manager for KCBS San Francisco.
 MAX SHERMAN promoted from account executive to local sales manager of WWDC Washington, D. C.
 VICTOR A. BUCHANAN, former commercial manager of KRSI St. Louis Park, Minn., named supervisor of merchandising at WCCO Minneapolis, Minn.
 PAUL L. WILCOX, formerly with KPOA Honolulu, has joined KGU that city as an account executive.
 JOHN WOLFE, previously an account executive with Killingsworth Advertising Agency, has joined KFWB Los Angeles in a similar capacity.
 TOM UNDERWOOD, former manager of WDCL Tarpon Springs, Fla., appointed local sales manager of WTSP St. Petersburg, Fla. He replaces LEE LESLIE, named southeastern regional sales manager.
 DICK LAWRENCE, formerly with WBNY Buffalo, N. Y., named director of programs, promotion and publicity for WKBW Buffalo.

San Francisco, named west coast manager of the Robert E. Eastman Co.
 ROBERT M. FLANIGAN, former midwest manager and national sales representative for the Storer stations, has joined the Chicago sales staff of the John E. Pearson Co.
 FRANK J. HONOSKI, formerly with Radio T.V. Representatives, appointed sales account executive by Simmons Associates Inc., New York.
 ROGER HUTZENLAUB, recently in the media department of Young & Rubicam Inc., New York, has joined McGavren-Quinn Corp., New York.
 RAYMOND W. WELPOTT, former manager of WKY Oklahoma City, Okla., has joined NBC's owned and operated stations and spot sales division in a general executive capacity.
 EDWARD L. McLEAN, formerly with RAB, appointed director of special presentations for CBS Radio Spot Sales. Also, JACK POHLE, formerly with KNX Los Angeles, has joined the Los Angeles office of the CBS division.

NETWORKS

ANDRE MEYER, senior partner of Lazard Freres & Co., New York, and PAUL M. MAZUR, partner in Lehman Brothers, New York, named to the NBC board of directors. Also, LESTER BERNSTEIN, associate editor of *Time*, named NBC director of information.
 LOUIS J. RIGGIO appointed director of sales administration for CBS Radio; MICHAEL HORTON named director of information services of CBS News, and SID GARFIELD appointed director of press information at CBS Radio.
 CHARLES MANNO, assistant national program director, named eastern program director for the ABC Radio network.
 ROBERT JONES, former manager of the MBS Chicago office, named manager of Denver operations for the Inter-mountain Network.

INDUSTRY-WIDE

MARGOT SHERMAN, vice president of McCann-Erickson Inc., New York, named Advertising Woman of the Year by the Women's Council on Advertising Clubs of the Advertising Federation of America.
 ARNOLD KATINSKY, promotion writer for RAB, named assistant to the member service department director.

REPRESENTATIVES

CALDEN P. STITT appointed executive vice president and general manager of Wayne Evans & Associates, formerly Bulmer & Johnson, Minneapolis, Minn.
 ROY MILLER promoted to manager of the Chicago office and elected a vice president of The Katz Agency.
 THOMAS CARROLL appointed vice president of Radio T.V. Representatives, New York.
 RICHARD H. SCHUTTE, former sales manager for KCBS



Sherman



Manno



Garfield



Eicher



Sherman



Mojonnier



Stitt



Whitelaw

EDITORIAL



...tooling up for the fall

IMPORTANT AD DECISIONS

Summertime is not playtime for the advertising industry. Some of the most important ad decisions are made at this time that affect the entire year.

Radio has its eyes fixed on future agency order forms as keenly as at any other time of the year, if not more so. From all indications there is no doubt that the sound medium will be as strong, and probably stronger, than last year (see *Outlook for Fall Radio Buying*, p. 15).

In an advertising year that has been marked by some indecision over concern for economy, radio is continuing to attract attention because of value received. At present, many of the budgets already have been decided upon, although the heavy buying should take place in August and extend into September.

The importance of fall buying is clearly seen in radio industry estimates that peg the sound medium's total gain for 1958 over 1957 at a wide range, somewhere between three percent and seven percent. Needless to say, the fourth-quarter—or fall—activity will weigh in the final shaping of the year's gains (see *Report from RAB*, p. 55).

PROBLEMS TO FACE

Among the problems bearing upon fall radio buying is the anxiety in agencies about overcrowding of commercials during so-called driving times. Although buyers of radio time are beginning to take a harder look at the other hours of the day, more than at any other time in recent years, the need for this longer look cannot be over-emphasized at this point.

A glance at any of the listening studies of the rating services will show that the American radio audience, far from going into hibernation between the hours of 9 a.m. and 4 p.m., is very much awake and listening. The number of listeners is not perhaps as great as during the driving hours, but neither is the number of commercials. This affords greater impact for the commercial message.

We submit that a profitable experience can be had by checking the research columns beyond 9 a.m.

SET COUNT VICTORIES

Two significant victories have been won by radio in the past month. Moreover, the fruits will be shared by advertisers and the public alike. (See *Editorial*, June 1958.)

The Electronics Industries Association, after agreement with manufacturers, will publish beginning in August an fm set count for the first time in many years. This will eliminate the guess work on the circulation of fm sets and will go a long way in promoting to agencies and advertisers an already rising member of the radio family.

A second event of similar scope involves the Census Bureau decision to include a question on radio set ownership in the 1960 census. This represents a reversal of the bureau's original decision. Unfortunately, the set count question will be limited to determining only the radio households and the number of sets within. The time and cost factors will prohibit the examination of the kinds of radio sets in the home (portable, fm) and the location of these sets. The re-instatement of the radio set count question, however, is a big step in the right direction.

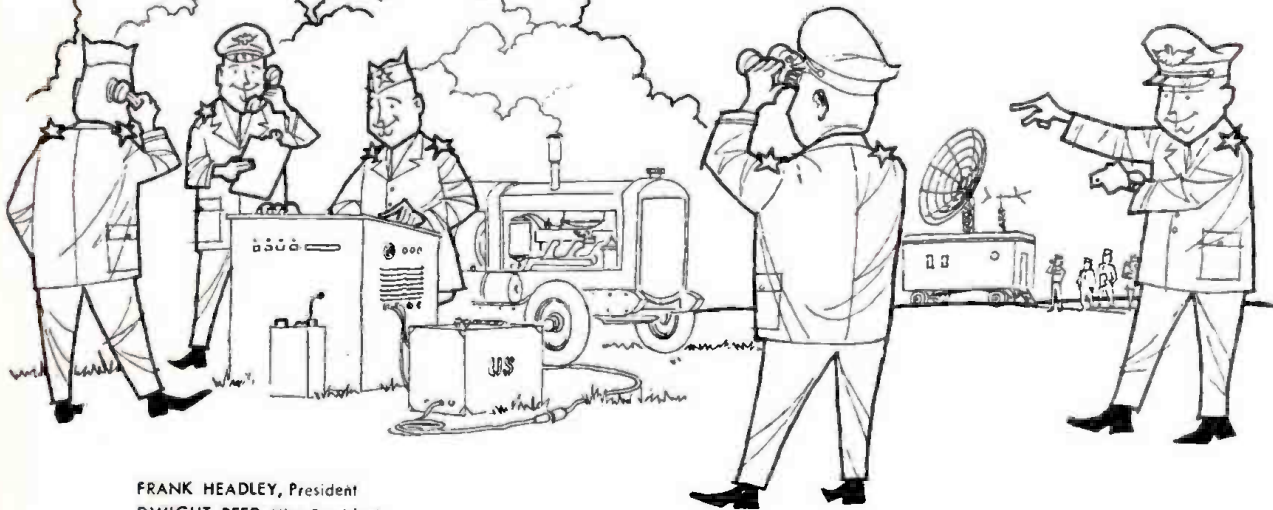


**working
partners**

It's a matter of principals . . .

From the day H-R was started by a group of Working Partners, we have operated on the basis that we would represent each station *as if it were our own*; serve each buyer of time as if *we ourselves were buying time*.

As our organization has grown, it has been a matter of principle with us to continually maintain this type of representative service. That we have been able to do so through the years, is a matter of *principals* as well, for the H-R partners are still *Working Partners*, still actively and personally selling and serving every station on our list.



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President

“We always send a man to do a man’s job.”

RADIO **HR** TELEVISION

380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 FIancial 6-6440

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HOllywood 2-6453,

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5837

416 Rio Grande Bldg.
 Dallas 2, Texas
 RIverside 2-5148

1065 Penobscot Bldg.
 Detroit 26, Michigan
 WOardward 1-4148

1182 W. Peachtree, N. W.
 Atlanta 9, Georgia
 TRinity 5-9539

DeGeorge Bldg.
 3520 Montrose Blvd.
 Houston, Texas, JACKson 8-1601

910 Royal Street
 New Orleans, La.
 JACKson 2-3917

in Atlanta
NOTHING
builds
audience
like the
WSB radio
service

Gimmicks come and gimmicks go. But time and again an irrefutable truth in radio broadcasting is confirmed for advertisers.

Responsible, imaginative programming in the public interest continues to be the radio service wanted by the great majority of the listeners most of the time. Latest Nielsen ratings show that Metropolitan Atlanta's favorite radio station is dominantly WSB Radio.

Sunday through Saturday, WSB Radio is listened to by the most people 64% of the time. During the peak consumer buying period of Monday through Friday WSB Radio is first 75% of the time. This is three times the combined "first" positions of the next four Atlanta radio stations.



WSB radio

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