

**U.S.**

# RADIO



MAY

1958

35 CENTS

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Doing New Business

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Attracting Customers  
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## PERSONAL RADIO

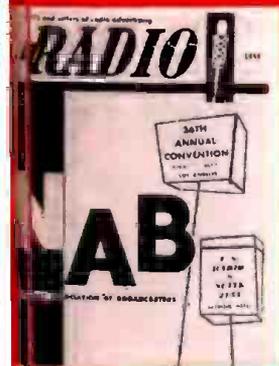
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Hitch **YOUR** Wagon to  
**the Star stations**  
and Watch Your Sales

**GO UP!**

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

**KOIL**  
No. **1**  
A Vital Force  
in Selling Today's  
**OMAHA**

**FIRST**  
and Getting  
**FIRSTER**  
all the  
time

**KMYR**  
No. **1**  
A Vital Force  
in Selling Today's  
**DENVER**

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

**the Star stations**  
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS  
DON W. BURDEN — President

**KOIL — Omaha**  
NATIONAL REPRESENTATIVE  
AVERY-KNODEL

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

**KWIK — Pocatello**  
NATIONAL REPRESENTATIVE  
AVERY-KNODEL

**R**  
**VER!**

**TOR**  
**STER THAN EVER!**

**MONITOR**  
**PLACES-FASTER THAN EVER!**

**MONITOR**  
**IS GOING PLACES-FASTER THAN EVER!**

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record \$5,000,000 annually!

MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns:

| NATIONAL ADVERTISER                        | LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND |
|--|---|
| AMERICAN MOTORS CORPORATION . . . . .      | 21,461,000                                  |
| GENERAL MILLS, INCORPORATED . . . . .      | 21,962,000                                  |
| LIGGETT & MYERS TOBACCO COMPANY . . . . .  | 10,102,000                                  |
| THE NESTLE COMPANY, INCORPORATED . . . . . | 20,600,000                                  |
| PABST BREWING COMPANY . . . . .            | 21,962,000                                  |
| PLOUGH, INCORPORATED . . . . .             | 21,461,000                                  |

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences—and advertisers. You can go places, too, on... **MONITOR**



## Radio's Barometer



**Spot:** When the SRA estimates on national spot revenue are compiled, in the opinion of Lawrence Webb, SRA managing director, the first quarter figures for 1958 should be approximately 12 percent above the first quarter of 1957, which was \$44,409,000.

**Networks:** Robert Sarnoff, president of NBC, says that despite his radio network's cumulative loss of about \$9 million since 1953, 1957's loss was "substantially less than in the previous year." He is now talking about "a break-even point." Mr. Sarnoff says he believes NBC Radio will reach it, "and soon." (See *Report from Networks*, p. 78.)

**Local:** Storer Broadcasting Co. has announced that its earnings this past year have reached the highest point in its history. Earnings available for common stock and class B common at the end of 1957 was \$6,396,164, or \$2.58 per share.

H. Scott Killgore, president of Tele-Broadcasters Inc., New York, radio station group owner, announced that gross sales for the first quarter of 1958 have increased by 17.4 percent over the first quarter of 1957. Based on the first quarter of 1958 it would appear, claims Mr. Killgore, that the overall radio industry will look forward to another "excellent year" of business.

WICC Bridgeport, Conn., reports that 1958 first-quarter business topped the comparable period last year by 13.2 percent, marking "the greatest early-year advance" in the station's records. National business was up 56.9 percent during the quarter.

**Stations:** Total stations on the air, both am and fm, increased again in April—to 3,769, up another seven over March.

|                      | Commercial AM | Commercial FM |
|----------------------|---------------|---------------|
| Stations on the air  | 3,229         | 540           |
| Applications pending | 418           | 49            |
| Under construction   | 88            | 72            |

**Sets:** Total radio set production for February 1958 was 876,891, according to the Electronics Industries Association. Automobile radios produced came to 268,445. Retail radio sales—excluding car radios—came to 519,634 in February.

At

WKLO\*

we don't believe in soft sell, insinuations, or in trying to be "gimmicky" or subliminal.

We do believe in the selling power of Red Kirk, Jack Bendt, Bob Henry, Jimmy Logsdon, Wilson Hatcher, Paul Cowley, and Tommy Downs.

They're friendly, authoritative, enthusiastic, and persuasive about your product—they sell it the way you would sell it.

\*

February PULSE Shows WKLO FIRST—Morning—Afternoon—and Night.

Check your HOOPER too!

Represented by

JOHN BLAIR & COMPANY



for buyers and sellers of radio advertising

# U.S. RADIO

MAY - 1958

VOL. 2 - NO. 5

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STERN WHEELERS still thrash the waters in Missouri. But the last of their breed is probably plowing across and along the state now.



KCMO-Radio, 810 kilocycles  
 Basis CBS-Radio, 50,000-watts

(Photo, Massie, Missouri Resources)

taking the word

## ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

# KCMO-radio /

Kansas City, Missouri

Joe Hartenbower, General Manager  
 R. W. Evans, Commercial Manager

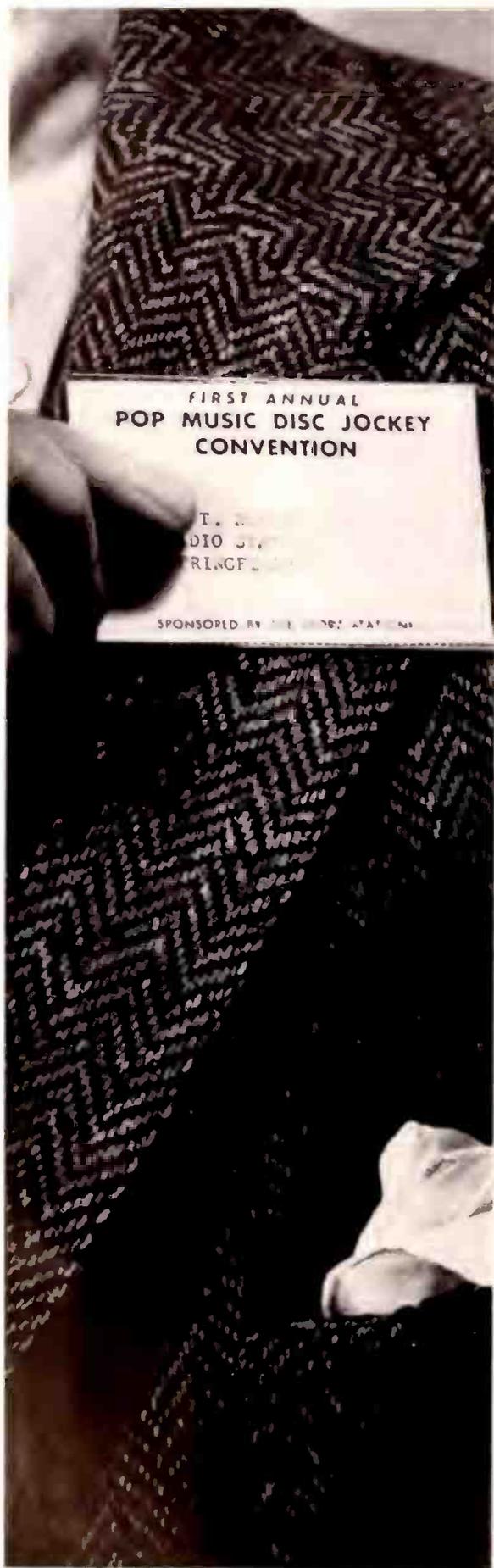
KANSAS CITY  
 SYRACUSE  
 PHOENIX  
 OMAHA  
 TULSA

KCMO  
 WHEN  
 KPHO  
 WOW  
 KRMG

KCMO-TV  
 WHEN-TV  
 KPHO-TV  
 WOW-TV

The Katz Agency  
 The Katz Agency  
 The Katz Agency  
 John Blair & Co.—Blair-TV  
 John Blair & Co.

Represented nationally by Katz Agency  
 Meredith Stations Are Affiliated with  
 BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.



## THANKS

to everyone who wore this badge . . .  
whose presence,  
participation  
and interest  
brought success to the  
FIRST ANNUAL DISC JOCKEY CONVENTION  
AND PROGRAMMING SEMINAR.

## INVITATION

to send us comments,  
suggestions, criticisms  
which will help shape the  
1959 Convention.

## ADVANCE NOTICE

to all air personalities, broadcast,  
record, music and advertising  
executives: Plan to attend the  
2nd Annual Disc Jockey Convention  
in 1959, sponsored by . . .

## THE STORZ STATIONS

### Omaha, Nebraska

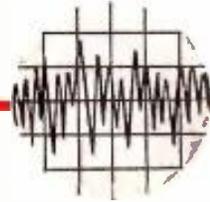
WDGY, Minneapolis-St. Paul

WHB, Kansas City

WTIX, New Orleans

WQAM, Miami

# soundings



## **Dodge Takes First Place In Effective Commercials Survey**

In the second spot radio commercial survey, sponsored by John Blair & Co., the Dodge Division of the Chrysler Corp. has won first place. Grant Advertising is the agency. In addition to Dodge, the top six in nationwide ranking include: Beechnut Gum and Young & Rubicam; Chesterfield Cigarettes and William Esty; Pepperidge Farm and Ogilvy, Benson & Mather, and Budweiser and D'Arcy Advertising. Award-winners were determined by the votes of 2,032 advertising and broadcasting executives.

## **MBS Adopts New Merchandising Program**

The Mutual Broadcasting System is adopting a new merchandising program. The plan provides for local tie-ins for dealers of MBS advertisers, and for point-of-sale aids.

## **CBS Spot Study Shows Strength of Nighttime Radio**

CBS Spot Sales has just completed a study on nighttime radio in the Chicago market. It reveals that total homes reached weekly by radio during the nighttime hours are 1,187,789, according to a Nielsen survey. This is only 65,573 fewer homes than are reached during the afternoon hours and 166,742 fewer than in the morning hours.

## **Top 15 Are Back For First Time Since 1952**

Three of network radio's pre-tv "top 15" advertisers have bought time on all four networks this year for the first time since 1952, according to a U. S. RADIO survey of the networks. The companies are General Foods, Liggett & Myers and R. J. Reynolds (see p. 26).

## **Saturation Pays Off For Buitoni Foods**

The Albert Frank-Guenther Law advertising agency, New York, has just issued a statement crediting radio with boosting sales of Buitoni Italian food products in Arizona. Typical of the campaigns which have increased Buitoni's average monthly sales 1,000 percent in the last few months, the agency says, is "Buitoni Day" in Tucson where six radio stations in the city were employed with a total of 450 announcements in a single day.

## **New Radio Sets For New Locations**

With almost 100 percent of the American public owning radios at the start of 1957, RAB reveals that the more than 15 million radio sets sold that year went into new listening locations (playrooms, workshops). The study also states that radios were sold 2.4 times faster than tv sets in 1957.

## **WERE Undertakes Closed-Circuit Plan**

WERE Cleveland, O., is undertaking a \$25-million broadcast project via direct wire tv. Richard Klaus, vice president-general manager of the radio station, announces a plan, more than a year in the making, that will use six vacant tv channels for closed-circuit broadcasts on a subscription basis. A line would be run into the home and attached to any tv set. It would operate at a monthly fee of approximately \$10.

## **BPA Doubles Its Membership**

Broadcasters' Promotion Association, in its drive for new members, reveals that in two-and-a-half years of operation it has doubled its original membership. Member stations now total 175.

they love us in Boston  
 they love us in Atlanta  
 they love us in Birmingham  
 they love us in Milwaukee  
 they love us in Phoenix  
 they love us in San Diego

# And Now Bartell Family Radio Comes To The Bay Area



*San Francisco will love*

Research reveals remarkable market variations. Bartell Family Radio creates exciting programming based upon local predilections, customs, tastes. Golden Gate people will love this radio because it is uniquely San Francisco.



*Bartell It... and Sell It!*

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

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



## **Interim Report Recommends Four-Pronged Legislation . . .**

The FCC conduct inquiry by the House Legislative Oversight Subcommittee has come to a stormy halt. The issuance of an interim report has taken to task some members of the FCC for badly undermining public confidence by their actions in office. Legislation recommendations for revisions within the FCC advanced in the report: Require the FCC to adopt a code of ethics for itself and the staff; give the President clear authority to remove a commissioner for "neglect of duty or malfeasance in office but for no other cause" by amending the Communications Act which now leaves such authority in considerable doubt; forbid commissioners from accepting "honorariums," and prohibit commissioners and the FCC staff from all "outside" contacts.

## **. . . and Takes a Dim View of FCC Conduct**

The report also raised an eyebrow at the acceptance—on loan—of broadcasting equipment by commissioners for use in their homes and expressed "serious doubt" that such arrangements were in the public interest. Among other suggestions made in the report: acceptance of government per diem when outside sources are picking up the same tab "must be avoided;" commissioners should spend more time at their desks and less in "wholesale attendance" at industry meetings.

## **Unresolved Problems In Radio Cited**

Chiding the FCC for its on-the-road habits, the report commented: "The Commission has followed the practice of attending these meetings for many years, but important industry problems that have been pending before the Commission for many years such as clear channels, daytime broadcasting . . . to name only a few, still remain on the Commission's agenda."

## **Immediate Reaction: Government to Pay Trip**

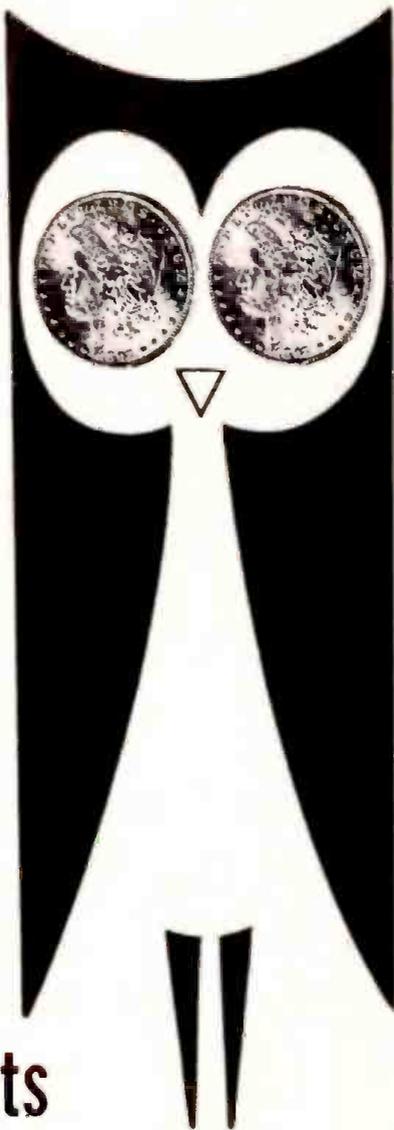
In view of these important hints on better behavior, an announcement has come from FCC that all six commissioners will attend the annual convention of the National Association of Broadcasters in Los Angeles—at government expense—but in the future they will not be barnstorming with much regularity at regional gatherings. In full view of the subcommittee and other interested parties such as the Justice Department and a Federal Grand Jury, commissioners have let it be known that in Los Angeles their bills will be paid once—by Uncle Sam.

## **Praise for Radio Networks On the Senate Floor**

The necessity for radio networks was outlined recently on the floor of the Senate by Senator Andrew F. Schoeppel (R-Kan.), alarmed at the possibility that ABC was considering curtailment of operation. Reflecting Congressional concern with broadcasting and appreciation of its services not often voiced, Senator Schoeppel said: "At a time when international crises are occurring with awesome regularity, it would be most unfortunate to diminish in any way the access of the American people to any source of information that might bear upon our national well being. . . ." The need for radio is more pronounced than ever, he said, "for no other medium provides more readily news of the critical events which are inevitably shaping the destiny of the world."

## **FCC-FTC Budgets Set for 1959**

A voice vote in the House passed and sent to the Senate a bill providing an \$8.9 million budget for the FCC for 1959—a boost of \$600,000 over the present figure. The Federal Trade Commission is earmarked for



## If your clients give a hoot about sales . . .

. . . switch your San Antonio budget to KONO — the station that's No. 1\* throughout the day — the station with sales appeal — the station that has more national and local advertisers than any other TWO San Antonio stations. Get the facts . . .

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

\*Feb.-Mar. Hooper gives KONO  
28.3 share of audience with  
a big 17.5% sets-in-use tally

860 kc 5000 watts

**KONO**

SAN ANTONIO

**Radio**

WASHINGTON (Cont'd)

\$5.95 million, the same as in 1958, although the FTC had requested a \$75,000 hike. Additional funds for the FCC are intended for a personnel expansion to work on the backlog of safety and special radio applications as well as applications for am licenses.

### Senate Vetoes Removal Of Excise Tax on Sets

A proposal by Senator Paul Douglas (D-Ill.) to repeal the excise tax on all radio-tv sets, at a cost of millions in annual revenue, met a hasty death when it came up before the Senate. But that's not the end of the problem for this session of Congress. By the end of June, the Senate must act on a bill at the request of the White House which wants an extension on the present taxes due for reduction on June 30. Variations of the Douglas proposal have been written into a number of bills in both houses. Some call for the elimination of the tax on all communications. Others want the tax taken off uhf tv sets.

### CONELRAD: To Test Or Not to Test

NAB has taken a firm stand that a proposal made by the Federal Civil Defense Administration for an extensive CONELRAD test on May 6 (1) should be conducted during non-broadcast hours and (2) will tell FCDA nothing it does not already know about the broadcast warning system. Whether or not to give the test the green light is up to the FCC, currently weighing its decision. Loss to broadcasters in terms of revenue will run well into the millions . . . a cost much too steep to ascertain information already available, says NAB.

### Traffic Safety Hearings Hear Broadcasters' Role

A hearing on broadcasting's contribution to traffic safety campaigns was recently held by a House Commerce Subcommittee on Traffic Safety and turned up some impressive information. The subcommittee learned among other things that the broadcasting industry had originated 2,114,515,000 home impressions for traffic safety in 1957 and that this was a conservative estimate based on information available.

the

# Silver Mike



THIS MONTH:

**DR. FRANK STANTON**

President of  
Columbia Broadcasting System

## Will Receive NAB's 1958 Keynote Award

Dr. Frank Stanton, president of the Columbia Broadcasting System, has been selected as the 1958 recipient of the National Association of Broadcasters' Keynote Award for his "significant and lasting contribution to the American system of broadcasting."

Dr. Stanton is a student as well as an executive of broadcasting. He joined CBS in 1935 as its research director after resigning from the psychology department of Ohio State University. His thesis for the doctorate he received that year was "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior." It was Dr. Stanton's research into radio of this type that led to his first job with the network.

In 1942, Dr. Stanton was elected vice president of CBS and in 1945 was appointed general manager. The next year he was elected president of the Columbia Broadcasting System Inc., parent company of CBS Radio, CBS Television, CBS Laboratories, CBS-Hytron, Columbia Records Inc. and CBS International.

The convention keynoter rose to the top of network radio in its heyday and stayed with it during the difficult years. His philosophy then is being confirmed today.

"Over the years" he has said, "the effect of radio on American life has been incalculable. Over these years, too, the dollars invested in radio have been just as incalculable.

"So massive an investment must forever stand secure. It can no more disappear than the nation's homes can melt into the ground.

"The people," Dr. Stanton declared, "have registered their continued confidence in radio. They have done it in a way that carries conviction for the business man—by investing their dollars in it."

During his years with CBS, Dr. Stanton's keen interest in broadcast research has never ebbed. He was the editor, with Dr. Paul F. Lazarsfeld, of *Radio Research, 1941; Radio Research, 1942-1943*, and *Communications Research, 1948-1949*.

Other achievements were the development, again with Dr. Lazarsfeld, of the program analyzer, one of the first automatic recording devices placed in home radios to determine accurate records of what stations are tuned in.

Dr. Stanton was also an early researcher into comparative measurement of the impact of radio versus print media, and the author of several articles and books on market research, psychology and radio measurement.

The CBS president was born in Muskegon, Mich., on March 20, 1908. He is a graduate of Ohio Wesleyan University (B.A. 1930), as well as of Ohio State University (M.A. and Ph.D.). He was a member of the staff of the Ohio State department of psychology, where he began his radio research, from 1931-1935. • • •



### "But Boss . . .

five station wagons???

What are we getting into now,  
the cab business?"

"Mobile News Patrols", he snaps.

"Two-way radios. Reporters.

On the spot coverage anywhere  
in Greater Cincinnati!"



"But Boss, think of the  
MONEY! Why not do it like  
everyone else. Tips, second  
hand stuff from the newspapers,  
friends on the police force."



"That's not how we got to be  
FIRST in Cincinnati!"



Come to think of it,  
I guess he's right.

But Gosh . . . five station wagons . . .

# wsai

radio

## CINCINNATI

GORDON BROADCASTING COMPANY  
SHERWOOD R. GORDON, BOSS  
SOLD NATIONALLY BY ADAM YOUNG, INC.



\*  
\*  
“we  
don't

spare  
the  
horses”

We love animals — but we don't spare the horses when it comes to serving our listeners.

At both WCUE, Akron, and WICE, Providence, we operate on a very simple formula: we give the listeners exactly what they want — more music . . . more news . . . more often.

We've got the people to make good that slogan. Thirty full-timers at WCUE, twenty at WICE — and more being added.

Our music programs please listeners. Our news operations are king-sized in terms of staff, equipment and achievements.

We deliver *more* listeners per dollar than any other station in Akron, and in the Providence Greater Metropolitan Area, too.

A color film on the Elliot stations spells out the “more” story. For a print, drop a note to us or to Avery-Knodel.

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

**WCUE**  
AKRON, OHIO

**THE ELLIOT STATIONS**

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.  
**WICE**

# LETTERS TO

## Information Requested

Your story, *Dialing After Dark*, is quite interesting (March 1958). However, we have a client who is interested in the radio audience which exists after midnight, say between 12 midnight and 2 a.m., and I wonder if you have any data concerning this segment of listeners. Any information comparable to the 6 p.m. to 12 midnight facts will be deeply appreciated.

**Richard Jorgensen**  
*Richard Jorgensen Advertising*  
San Jose, Calif.

(Ed. Note: The only information we had available on post-midnight listening was contained in the Pulse Inc. studies of three cities.)

## Philip Morris

Congratulations for a job well done. (Philip Morris' use of radio, April 1958.)

**Jack Latham**  
*Philip Morris Brand Manager*  
Philip Morris Inc.  
New York

## Personal Interest

Enclosed is my check for a personal subscription . . . Congratulations on a fine addition to the trade publication field.

**Gene Seehafer**  
*Account Executive*  
Needham, Lavis & Brarby Inc.  
Chicago

## Subscriptions

You and your organization are to be commended for your fine publication. I have had the opportunity in the past few months to see copies and, anxious to keep issues for reference, I ordered a subscription. Bob Yeager, our program director, did likewise for the same basic reason.

However, both Yeager and myself are somewhat disgruntled. Not until Friday, April 4, did we receive the March issue. Since the March copy was received some time ago by our promotion department, it has been circulated within our office.

Due to the time element, perhaps we just received some leftover copies of the March number in complimentary fashion, and our subscriptions do not officially take effect until we receive the current April issue. Is this the case?

**Shirl K. Evans**  
*Account Executive*  
WFBM Indianapolis, Ind.

(Ed. Note: When subscriptions are received they go into effect for the next issue. The current issue is sent as a complimentary service from New York, hence the delay.)

# THE EDITOR

## Excerpts

We wish to congratulate you on your fine efforts in behalf of the radio industry. Periodicals such as yours devoted entirely to radio and its problems have long been needed. Your publication is more than doing its part to fulfill this need.

I would like to request permission to use excerpts from articles. These excerpts would be given suitable credit and used in mailings to local retailers.

Again, our congratulations on an excellent publication.

**John Tasnady**  
Sales Manager  
KUGN Eugene, Ore.

(Ed. NOTE: Written permission granted.)

## Department Stores

During a recent snow storm in Louisville, Kaufman-Straus, a department store, called us to run some 50 spots calling attention to the fact they would not be open because of the storm.

This would not have been so unusual except for the fact that they had spent some \$20,000 in print media on their big spring sale, which was to run Thursday (the day of the storm), Friday and Saturday.

Since WINN could not possibly clear even one third of the spots desired, Kaufman-Straus started calling station advertisers asking them to relinquish time. To top it off one of our largest advertisers, Dixie Manor Shopping Center, which has some 40 stores, relinquished three of their newcasts for Kaufman-Straus in the afternoon.

**Glen A. Harmon**  
General Manager  
WINN Louisville, Ky.

## Kudos

We sincerely believe that U. S. RADIO is an excellent medium for bringing together the people who need radio and the people whom radio needs.

**Polly E. Haddad**  
Promotion Director  
WORL Boston

I have been delighted with the editorial content. We are all interested in what people are doing and especially in success stories. I, for one, would like to see more of individual cases in point.

**Bruce Barrington**  
General Manager  
WEW St. Louis, Mo.

CLEVELAND

**"we don't count Cleveland"**

While WCUE's 2 mv/m signal does get into Cleveland, we don't claim it as coverage, don't include it in our market data.

Our primary area has more people (over 1 1/2 million) than any one of 28 states, more than five states combined. Retail sales in the area are over 1 1/2 billion dollars. Per-household spendable income is 10% above the U.S. average.

We deliver 11.7% more listeners per dollar than any other station in the Greater Akron Metropolitan Area.

The WCUE Market Data book belongs in your file. See the new color film on the Elliot stations. Write or call us, or Avery-Knodel, for the book and the booking.

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

**WCUE**  
AKRON, OHIO

**THE ELLIOT STATIONS**

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.  
**WICE**



## No matter how the coin falls—Washington rates high

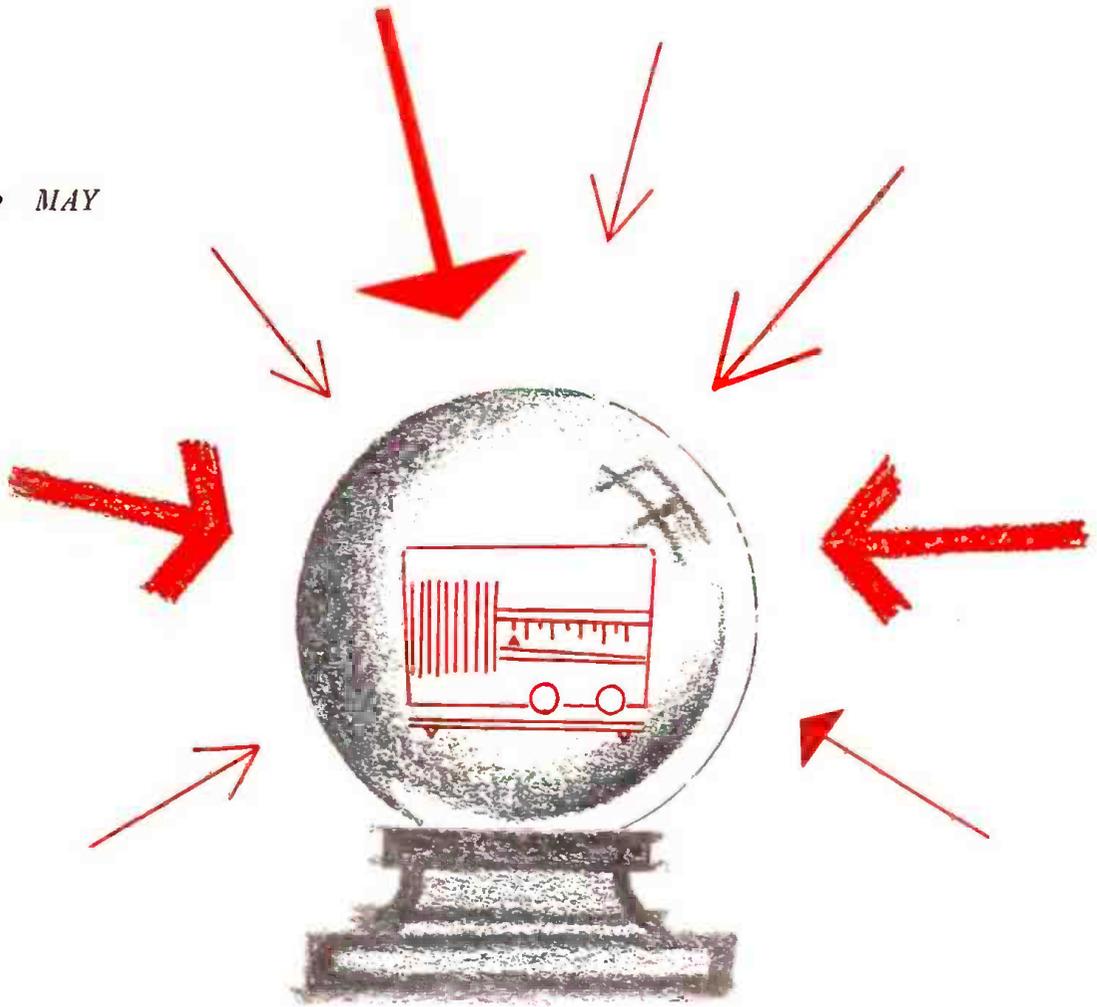
If it comes up "Family Income," consider: the 1957 *median* for the Washington, D. C. *urban area* was \$6,500 — an increase of 49% since 1949 and about 20% *higher* than the U. S. *urban area median*. If it comes up "Total Income," consider again: the 1957 Washington Metropolitan Area *personal income total* approximated \$4.6 *billions*. Per capita, this amounted to \$2,310 for Metropolitan Washington—compared to the U. S. average of \$2,016.\*

*There's one more factor to consider—how best to reach this exceptionally affluent market. And that's where WWDC Radio comes up—loud and clear. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

**WWDC** *radio Washington*

*\*Economic Development Committee, Washington Board of Trade*

REPRESENTED NATIONALLY BY JOHN BLAIR CO.



# Radio's Future Sales Opportunities

*The job of bringing in new business is being stepped up. Call it sales development or education, new product categories are being worked on*

 Radio makes up in sound what it lacks in sight is the way one advertising executive describes the sound medium.

As a result of the "sound" radio has been making across the country, it has found itself the fastest growing national medium. Its gain in 1957 over 1956 was 14.3 percent as compared with a 15.9 percent increase for the other three combined.

That radio's movement in advertising circles has been gaining mo-



mentum is fairly well documented. One of the chief reasons for this is that advertisers and agencies are learning more about the medium through their own research as well as through the efforts of radio salesmen.

The questions that radio and advertising people have been asking are, "Where does radio go from here? How many more advertisers will use radio and how much will they use?"

The answers to these questions seem to be not in *who* can use radio but *how* it can be used. Like most national media, radio has a universal utility.

It is largely a matter of finding the correct application of sound to the product.

As Lud Richards, radio sales development manager of Peters, Griffin, Woodward Inc., New York, describes, "Advertisers must be shown how they can sell the sizzle of a steak

instead of its picture."

Measured by its reach, radio has never been better prepared to do a more effective job for more advertisers. According to newly updated set count figures released by Radio Advertising Bureau, there are 139.5 million radio sets in working order. In fact, there are 81 percent more radios in the U. S. today than in 1948, the year tv started its real push.

The role radio plays as America's constant companion is illustrated in figures that show where these sets are in use: 93 million are in homes; 36.5 million are in autos, and 10 million in public places.

There are 48.5 million radio homes in the U.S. (with only 1.9 million of these homes having radios that are temporarily inoperative).

The personalized nature of the sound medium today is revealed in the fact that an estimated 37.9 million secondary sets are in radio homes.

And outside the home, too, radio listening is on the upswing. There are 36.5 million car radios in use—more than a three million increase above last year and more than three times the number in 1948. Portable radios are now up to 8.5 million.

And these sets—both in home and out of home—are attuned to the more than 3,769 radio stations on the air.

Using these facts as a base, radio forces have been active in selling the medium to new advertisers.

Among the more spectacular "new" sales is that involving Chevrolet cars, which will spend between two and three million dollars in spot radio this year. Significantly, this buy is in the hard-goods category—a very elusive target for radio salesmen for many years. It is similar in advertising meaning to Ford's network buy of last fall, which amounted to an estimated \$3.8 million (see *There's Radio in Ford's Future*, January 1958).

The number of new advertisers being won over to radio are numer-

## SALES DEVELOPMENT PLANS

*The following are two alternate plans John Blair & Co. offered to a major food account that ultimately went into spot radio. The anticipated yearly expenditure for each plan was about \$2.5 million. Because it was a food product, it was suggested that announcements be concentrated on Thursday, Friday and Saturday.*

|   | Plan A      | Plan B      |
|---|-------------|-------------|
| Markets Covered   | Top 40      | Top 100     |
| % U.S. Radio Homes in Coverage Area<br>(SRA base)             | 60%         | 86%         |
| Radio Homes in Coverage Area                                  | 28,700,000  | 41,100,000  |
| Announcements Weekly  | 100         | 54          |
| Average Rating per Announcement<br>(nine-city composite)      | 4.5         | 4.5         |
| Gross Weekly Rating   | 450         | 243         |
| Gross Weekly Homes Reached                                    | 129,200,000 | 100,000,000 |
| Gross Weekly Listeners Reached<br>(at 1.6 listeners per home) | 206,700,000 | 160,000,000 |
| Total Weekly Cost   | \$48,100    | \$48,800    |
| Cost per 1,000 homes  | 37¢         | 49¢         |
| Cost per 1,000 listeners                                      | 23¢         | 31¢         |

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## PARTIAL LIST OF NEW SPOT RADIO ADVERTISERS\*

January-April 1958

ous and are difficult to count. The reason for this is that not all so-called new advertisers are ones that never have used the medium. Some have been absent for a period of time, like two years, and in a sense are considered new.

### New Accounts

John Blair & Co., radio station representative, has prepared a list of 55 new spot radio accounts that have come into the medium from January to April 1958.

One of the accounts listed is Chevrolet cars. Industry forces, among them Blair, were largely responsible for influencing the company to buy spot radio, in addition to its network radio use.

A Blair delegation, headed by Art McCoy, executive vice president, went to Detroit last summer and held special meetings with the client and its agency, Campbell-Ewald Co.

A leading argument of the presentation was that the best way to convince the car-driving public that it is time to switchover from their present vehicle to a golden anniversary "Chevvy" was to reach them through car radio.

Blair stations also cooperated by cutting special commercials for the presentation showing the effectiveness and variety of radio use. It turned out that a major stumbling block preventing spot radio use in the past was that the dealers had convinced the company that they were utilizing radio to the fullest locally.

The industry's sales development effort was successful and Chevrolet started its spot campaign in January.

The problem of getting new dollars for radio also involves increasing expenditures for the sound medium by advertisers who presently use radio but in proportionately small quantities.

Kevin B. Sweeney, president of RAB, states, "Radio does all right with the medium-sized advertiser that has between \$500,000 and \$1.5

### FOOD

A & P Tea  
American Home Prod.  
(mushrooms in brown gravy)  
Armour Chili Con Carne  
Brer Rabbit Molasses  
Brock Candy  
Calavo  
Comet Rice  
Fanny Farmer Candy  
4 Fisherman Fish Sticks  
Heinz Baby Food  
Lea & Perrins Worcestershire Sauce  
Mrs. Wagner's  
Red L Frozen Fish Dinners  
Sunkist  
Taylor Packing Co.  
Weston's Biscuits & Cookies

### HOUSEHOLD

Alcoa Building Products  
Alcoa Wrap  
Bakelite Co. Paint Ingredient  
Butchers Wax  
Cat's Paw Rubber Co.  
Crown Zellerbach—Paper Products  
Eveready Garden Supplies  
Fab Gloss (auto polish)  
Glade  
Griffin Shoe Polish  
Lever Bros.—Praise  
Pittsburgh Paint  
Sterling Silversmiths  
Yes Tissues

\*As compiled by John Blair & Co.

### DRUGS & COSMETICS

Barbasol  
Campho Pheneque  
Cashmere Bouquet  
Colgate Dental Cream  
Mum Deodorant  
Revlon—Hi & Dri  
Sal Hepatica  
Woodbury Soap

### AUTOMOTIVE

Champion Spark Plugs  
Chevrolet Motor Division  
Ohio Oil Co.  
Quaker State Motor Oil  
Rayco Mufflers  
Sun Oil

### MISCELLANEOUS

Armour's Big Crop Fertilizer  
DuPont—Remington Mall Chain Saw  
Hamilton Watch  
Kentucky Club Pipe Tobacco  
Maiden Form Bras  
Owens Corning Glass  
Pacific Gas & Electric Co.  
Playtex Gloves  
Ronson Electric Shavers  
Standard & Poors  
United Aircraft

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million to spend on advertising for a particular product or brand. The big job ahead for radio on the national level is to convince the largest advertisers to increase their comparatively small radio outlays."

Mr. Sweeney cites three product categories that demand the greatest attention today: food (including

household cleaners), drug and automotive.

In selling competitively against other national media, Mr. Sweeney notes that spot radio competes against the newspaper sales story, while network radio is paired off with magazines.

There currently is a wave of activ-  
(Cont'd on p. 82)



Jack Burton, advertising manager, Colonial Stores super market chain.

## Sells with Regional



***Colonial Stores, southern and midwestern super market chain, was practically out of radio until 1956. Will spend \$236,000 in 1958***



Five years ago only 53 percent of the nation's retail food chains included radio in their advertising budgets, according to figures released by the Super Market Institute. Today, the same source reports that 95 percent of all chains use radio, including 100 percent of chains with 100 stores or more.

As recently as two years ago Colonial Stores, a regional food combine, was among those chains that used next to no radio. Colonial, which now owns 461 stores situated in 239 cities in 11 southern and midwestern states, has increased its radio expenditures substantially to a point where it will spend \$236,000 in the sound medium in 1958.

Colonial's sales volume has increased from \$100 million to \$442 million in the 18 years since its agency, Liller, Neal, Battle & Lindsey Inc. of Atlanta, Ga., took over the 56-year-old firm's account, according to C. K. Liller, the agency's chairman of the board.

What has sparked radio's phenomenal growth in the super market industry—an industry that has tradi-

# Radio

tionally relied almost entirely on the print media?

Jack Burton, advertising manager for Colonial, provides part of the answer when he speaks for his own firm: "We feel radio is a very important medium for food retailers. It has flexibility not found in other media which is vital for us because of our changing prices. Radio serves us both as a hard-sell price medium and also as an institutional medium in which we emphasize our service, friendliness and the quality of our goods."

## Effectiveness

As an example of the medium's effectiveness for Colonial, Mr. Liller cites a market in which his client discontinued all newspaper advertising and substituted a saturation campaign of radio announcements over several stations.

"It was found that there was no decrease in sales because of this change," Mr. Liller states. "The total amount spent for radio was considerably less than the amount previ-





This modern Colonial store is an example of the food store chain's selling philosophy . . . to make it a pleasure to shop for a necessity.



C. K. Liller, bd. chmn., LNB&L.



Clay Scofield, account executive.

ously spent in newspaper advertising."

Colonial now uses 115 radio stations in 104 markets. The company will use a large, high-power station if there are a number of stores within the area covered by such a station. If the stores are principally confined to a small surrounding area, the firm uses smaller stations. Another reason for the use of smaller stations is to capitalize on local listening loyalty, the agency states.

Spots are placed within high-rated shows usually announced and hosted by personalities with a strong community following.

In the short span of two years, the food chain and its agency have refined the mechanics of station selection and copy distribution into a kind of advertising science.

This is remarkable not only because of Colonial's relatively short-term experience with radio, but also because of the complex nature of the food chain's operation.

As an example of the "scientific method" being applied by Colonial and its agency to radio advertising, Mr. Burton reports a brand new experiment designed to use radio to reach all income groups.

### Income Levels

In one market only, Colonial has bought spots on four radio stations as contrasted with the usual policy of using one or two stations per market. The stations were selected on the basis of the estimated income level of their listeners. Those in use are: a negro station, two general area stations (one independent, one network) and a good music station. This quadruple buy was made, Mr. Burton reports, "to bracket all income levels. So far," he says, "we are pleased with the results."

For its regular radio schedule, ac-

According to LNB&L's Mr. Liller, Colonial follows one of two patterns regarding the number of spots aired per station.

"In one group of cities we run 20 one-minute announcements a week on an every other week basis. This is done," he says, "because throughout Colonial's territory most companies seem to have pay days twice a month and the weekends following these pay days are our heavy sales weekends."

### 20 a Week

"The other group of stations is used on a 20-spot-per-week basis throughout the year. Such stations are in the larger more important sales areas where this more intensive coverage is warranted.

"Whether we run on an alternate-week basis or every week," Mr. Liller continues, "we air approximately 75 percent of the spots on Thursday, Friday and Saturday and the other 25 percent during the early part of the week. This is, of course, because over 75 percent of all sales for the week are made during the weekend."

(A survey made by the Coca Cola Co. shows that 45.2 percent of the nation's women shop on Friday and 36 percent on Saturday. The study also states that 77.6 percent of all food shoppers buy in bulk on one day and fill in when necessary during the rest of the week.)

The spots broadcast during the early part of the week, Mr. Liller reports, are generally institutional in nature. "In this connection we have been using for the past year a very popular one-minute jingle, which has been extremely well received throughout Colonial's territory."

Another agency spokesman believes that this use of music, combined with an institutional approach, is unusual in the super market field.

Announcements used during the latter part of the week usually consist of 20-second institutionals and 40-second strong price sells. The institutional portion is a 20-second lift from the one-minute jingle, for which pressings are supplied to all stations. The "sell" part of the announcements usually features three to five specials including mention of price and is delivered by the local announcer from typewritten scripts supplied by the agency.

Clay Scofield, LNB&L's account executive for Colonial, describes the highly-organized system used by the client, the agency and the radio stations to insure fast price copy for each market.

Each week, Mr. Scofield says, Colonial's six divisional advertising managers teletype the agency's Atlanta offices giving the products and the prices to be featured in their areas the following weekend. Announcements are written on the same day and air-mailed to the stations. When faster service is required, the Colonial supervisor or store manager in a given community will give instructions to the station.

### Yearly Contracts

As a rule, Mr. Scofield says, 52-week contracts are placed with each station. The agency asks the stations for a list of adjacencies and the "times decided upon are definitely specified in our orders."

Radio's use in a particular market, Mr. Liller says, is determined, like all media, by the prevailing sales volume. "In this way the total advertising expenditures are kept in relation to sales, market by market."

Radio first wedged its foot in Colonial's door on an organized basis in 1956, although prior to that time the food chain had used one-minute announcements spasmodically throughout its territory.

In a sense, radio came up through the ranks at Colonial because its value was first recognized by the six divisional advertising managers who operate under Mr. Burton. These men had the authority to use radio announcements within their divisions in connection with special sales and contests. "It was the growth of this medium, independently used by these ad managers," Mr. Liller says, "that eventually made it wise to put radio on an organized basis."

### Institutional Sell

In the institutional approach used by Colonial the chain emphasizes the modern convenience and design of their outlets. About four years ago the distributor began a large-scale re-vamping of their stores pointing toward consumer comfort and operational efficiency.

The new stores feature expanses of glass windows, red brick exteriors and 37-foot lighted towers of steel framework which support the "CS rooster," and which at the same time project downward through the roof to become—inside the store—elevated offices for the store managers.

Merchandise shelves are at eye level for easier reaching. Windows are poster-free. The lighting is fluorescent and the music is soft.

As Nancy Carter, Colonial's director of home economics, says, "Colonial is a woman's store as well as a food store."

New outlets are added each year, with Georgia presently at the head of the list with 123 stores. North Carolina and Virginia follow with 92 and 85 stores, respectively. Ohio contains 74 Colonial stores; South Carolina has 40; Indiana has 16. Alabama follows with 12 stores and Kentucky is next with nine. Tennessee and Florida have five and three Colonial stores, respectively. • • •



A radio farm editor interviews an expert, as WJR Detroit reporter Marshall Wells broadcasts from the Michigan State University Dairy Department during his regular series.



Live entertainment is provided by Pat McCaffrie on his WGN Chicago show.

## RADIO FORMATS: What Is Radio



What is radio today?

Is it a slick nationally-practiced concept of music and news, as many people would have others believe? And if it is, has our quest for economy of words reduced this idea into a glib, verbal straight jacket that has created a mental image of sameness?

Critics of radio programming today are eager to vent their arguments. Radio is a juke-box medium that sounds alike from station to station and from market to market, they

say. Radio, they charge, is programming for the teenager who, as Mitch Miller recently said, comprises "12 percent of the population and zero percent of the buying power."

There is perhaps some justification in all these barbs. And yet these criticisms contain more than their share of superficiality. For certainly in a medium that has nearly doubled in stations since 1950 to 3,769, there must be value that is apparent to the listener and the advertiser.

There must be universal interest—



At the root of the news, WTTM Trenton, N. J., general manager Fred E. Walker (right) elicits comment from Governor Robert B. Meyner at the New Jersey State Fairgrounds.

KONO San Antonio, Tex., newsmen are ready to roll at a moment's notice for on-the-spot broadcasts. Mobile units are a key part of news operation.



# Today



*Survey shows that radio has a myriad of faces. Music and news are broadened to mean entertainment and information*

and even excitement—for Americans to have bought 15.4 million radio sets in 1957, more than in any other single year in radio's history.

To try and shed some light on the question of what is radio today U. S. RADIO sampled stations across the country on their programming formats and their approaches to community and advertiser acceptance. The returns indicate that radio has as many faces as there are colors and shades in a rainbow.

In examining the replies one thing

becomes clear. The broad stream of music and news has many tributaries. As interpreted by most stations this concept means entertainment, information and public service.

And the many forms and shapes this takes are numberless. It can be music of all description, drama, live variety, news (local, regional and national), sports and conversation or talk.

What follows is an analysis of the many concepts of 1) music and entertainment and 2) news and informa-

tion, as reported by stations who responded to the questionnaire.

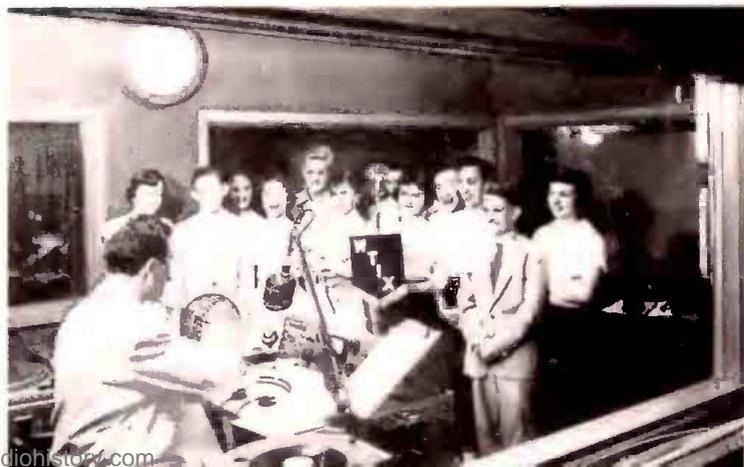
Probably the greatest variation lies in the programming and selection of music.

The music of the Bartell Group, writes Gerald Bartell, president of the seven-station group, follows more traditional patterns of "artful melody and inventive lyrics." It is programming for the family audience concept. "And while Bartell radio does not rule out music of current popularity, it is placed in a context



A large staff gathers, edits and broadcasts news for WKY Oklahoma City, Okla. All are professional radio news men.

The radio station has become an integral part of every community. Here WTX New Orleans, La., entertains a group of youngsters.





Accident victim is heard on the air minutes after mishap as WSB Atlanta reporter, who heard police report in mobile unit, interviews him at hospital. Speed like this is a radio-only quality.

of musical programming frankly designed for the family taste."

The guidepost of the Bartell operation is continual updating and refinement. "Ideas are eaten up week by week . . . program formats are devoured almost daily . . . transcribed stagings and settings for our music and features must be renewed and freshened continuously."

### Majority of People

Todd Storz, president of the Storz Stations of four outlets, declares, "Our desire is that our stations shall please the majority of the people the majority of the time. We try to be a *Daily News* . . . not a *Times*."

Mr. Storz states, "Our format was built on the premise that it is not within our province to dictate, by censorship, programming tastes to the American public. . . . We felt that a control of music to the extent that we could not play certain selections because they didn't meet with our wholehearted approval would be very akin to thought control."

Specifically, this is what the Storz operation involves:

"Within the general framework," Mr. Storz says, "we also believe that the public has a great appreciation for a really progressive sounding operation. This means rapid-fire production, extensive use of produced e.t.'s, a top news department and,

most important, disc jockeys who can attain and keep a loyal audience following."

At KEX, Portland, Ore., the music programming philosophy is to "broadcast a continuous alert blend of predominantly popular music, paced and balanced by new versions of old standards and coming hits." The impression the station is trying to build is "warm companionship and friendly, courteous service," KEX indicated in its reply.

A popular trend in music today is the programming of current hit tunes. One such station is KEXO Grand Junction, Colo., which describes its programming concept as "strictly music."

"We use all national and local surveys to build our top 50—then we delete all the raucous, repetitious rock 'n roll, but use the better numbers from that category."

The goal of WVKO Columbus, O., is "faster-moving radio entertainment." The keystone of this concept is "good standard music."

### Stays With Standards

Another station that programs standards is KIXL Dallas, Tex. "The station's music policy is that of good popular music with absolutely no rock 'n roll, western, hillbilly, race or religious selections. KIXL does not adhere to the top 40 or top 100,

or any other such designation; but stays with standard pop tunes and old selected favorites."

In its reply, WEW St. Louis, Mo., proves that one man's poison is another man's meat and potatoes. The station has aligned its music schedule to feature country and western music. WEW's concept has added significance because the wheel of music programming has taken almost a full turn at WEW. In 1937, it adopted a variety station approach with emphasis on old-fashioned hillbilly music. This lasted until 1951 when the format was changed to include only classical music. After four years, the station experimented and finally hit upon its present approach.

### Since 1936

One of the stations that has programmed "good music" since it went on the air in 1936 is WQXR New York. As opposed to trying to reach a general audience, the station seeks out a specialized audience of music lovers. A key aspect of this programming rigidity is its advertising policy. In 1944, WQXR put a ban on singing jingle commercials which is essentially still in effect. In addition, certain standards are established to screen products and copy.

Locally-originated live music is another side to radio's myriad approaches, judging from the replies.



Listeners count on radio to take them to local and national sport events. In the booth at an Elkhart, Ind., event is the WTRC broadcasting crew, typical of radio sports coverage all over the country.

This is Bill Jackson of WPTF Raleigh, N. C., "spinning the platters." Disc jockeys are often the best known of local radio personalities.



In addition to recorded shows, WGN Chicago features a country music group on the daily *Country Fair*. The station recently completed an *Essays in Music* series comprising outstanding young musical artists in the community. An orchestral unit also is used during portions of a nightly recorded show as well as on two afternoon shows. In addition, WGN presents a weekly concert by the Fifth Army Band. From time to time, the station conducts remote orchestra pickups.

#### Heart of Ozarks

KWTO Springfield, Mo., in the heart of the Ozarks, programs country music shows, many of which are live. Some of its staff musicians also appear on network radio and tv shows that feature this type of music.

Another station that programs some live music is KWKH Shreveport, La. Part of the day, the station programs folk music for its rural audience. An offshoot of this has been KWKH's origination for national consumption of *The Louisiana Hayride* on Saturday night. On Sunday, the musical pendulum swings to *Opera Matinee* and the New York Philharmonic Orchestra. KWKH also presents drama in its varied programming service. "By diversified programming, we mean programs for all ages and all economic groups. We

play all kinds of music, present all kinds of drama and all kinds of news and information programs."

A musical format employing the night club approach is used by WORL Boston. It is called the "950 Club." The broadcast is split into 15-minute segments. Each unit is called a stage and features a different artist—either a vocalist, a band or a group. The same artist is not repeated too often in one week, WORL states, nor is one artist heard at the same time from day to day. The station tries to build an element of curiosity so that listeners will try to figure out what the next 15 minutes will feature.

The recorded selections played are based on a concept of music past, present and future.

WWJ Detroit bases its music operation around the *WWJ Melody Parade*. This is derived through a compilation of record sales in the Detroit area as checked against a list of records approved for air by the station. Records that appear on commercial lists which do not meet WWJ standards are deleted.

#### Station Defines

The station's standards do not automatically eliminate any performer. But a song must meet the requirement of "more enjoyable music" as defined by the station.

A thorough screening process also is employed by WEJL Scranton, Pa. The station states that it carefully avoids anything that remotely resembles rock 'n roll and all "loud, brassy instruments as well as the shouting, saloon-type vocalists and vocal groups."

#### Individual Merit

According to the return from WIND Chicago, a different approach is followed in the selection of its music. "We do not discriminate against any particular type of music, feeling that each record or selection should be judged on its individual merit and not banned because it had the unfortunate fate to be categorized as something less than desirable," the station reports.

"Thus within the bounds of good taste and proper programming," WIND states, "we play all types of music and feel that this programming is calculated to have mass appeal."

WIND does eliminate "the more raucous records, the non-musical records and records which are extreme in any direction."

The musical approach of WINN Louisville, Ky., features standard popular music 24 hours a day, seven days a week. The station plays to the "great middle class with sweet pop—no rock 'n roll, country and western,



Before the home team plays its game, the Washington Senator fans enjoy meeting lovely Miss Washington, sponsored by WWDC in its annual contest.

no hillbilly and no lowdown blues."

In programming its music, WPEN Philadelphia, Pa., builds the format around its personalities. In hiring its m.c.'s, the station uses three criteria: their ability to entertain, to sell products and promote merchandise, and to perform before live audiences. As part of its personality concept, WPEN in 1951 built a restaurant-studio on the first floor of its building. This is used for nighttime programming. From 9 p.m. to 5 a.m. every night, shows are programmed with live studio audiences.

At WMIX Mt. Vernon, Ill., the

emphasis on the d.j. is slightly different. Here, a full-time music librarian and not the d.j. determines the music to be played on any given program. The personality is encouraged, however, to provide ideas in building individual programs.

The musical content at WMIX is based on a "balance between vocal and instrumental numbers; between various types and styles of vocalists or groups, and between moods created by instrumental music."

While many stations program for the general audience, an equal number slant their format at a particular

segment, the questionnaire survey shows. WHTN Huntington, W. Va., programs its music for the adult audience. It plays current favorites with a melody interspersed with old standards, some of which have modern arrangements.

And WAND Canton, O., programs for the homemaker between the ages of 25 and 55. The station uses disc jockeys, women as well as men, but between the musical selections adds news and hints about homemaking. These vignettes are limited to one minute in length and may range from fashion news to the latest methods in diapering the baby.

WING Dayton, O., offers programs to all "mature listeners," and steers away from "an overwhelming appeal to teenagers."

"Radio for grown-ups of all ages" is the slogan of WGAR Cleveland, O., which offers a balanced schedule of classical and popular music, but does not emphasize rock 'n roll.

WSB Atlanta caters to an adult audience by programming 90 percent of its music for mature listeners. The station intersperses its music with conversation and talk during the evening hours.

And WQXI Atlanta also appeals to the adult audience by presenting a variety of music, ranging from old to very new.

#### Record Survey

WGTO Cypress Gardens, Fla., programs a variety of music from top tunes to standards. It surveys record stores in its area twice weekly and catalogs the top tunes. The sales of albums and re-releases are also included and are programmed as they appear on the survey.

After years of trial-and-error production, KALL Salt Lake City, U., has come up with a format called "New Sound." It is based on the idea of a fast-paced flow of popular music.

Many stations, keenly aware of the variance in audience composition at different times of the day, have adopted dual personalities. KSON San Diego, Calif., for example, programs the top 50 tunes plus newcomers during the daytime, from 6 a.m. to 6 p.m. In the evening, KSON introduced a new format called "San Diego After Dark," aimed more at the adult audience. It features music that people can relax by, using an

Today stations such as KSON San Diego, Calif., are ready to go anywhere for a news beat. Helicopters are a part of many radio stations' mobile set ups.



assortment of "oldies" and listenable modern tunes plus top albums and semi-classical numbers.

WNEB Worcester, Mass., appeals to all age groups. It publishes a weekly top 50 sheet that is compiled from actual record sales in the metropolitan area.

In Huntington, W. Va., WSAZ also caters to the broadest range of listeners. WSAZ, according to its reply, reports that its audience is "slower-paced, more rural minded than a strictly metropolitan station," so that programming ranges from farm services to a Monday evening classical music block.

### Key Factor

One of the key factors in the presentation of musical programming is the quality of the transmission. As a consequence, the engineers at many stations are kept in close contact with the format. At WKAB Mobile, Ala., the engineering staff is closely supervised. "This is of prime importance," the station states, "because not only do they cut many transcriptions which must be of top quality, but the levels of all voices and music on the air must be kept uniform. Their job is to give WKAB a sound of first-rate production."

A development of this is that weekly meetings are held with the programming and engineering departments.

News programming on radio has presented a continual challenge to broadcasters. Radio's immediacy has placed the medium in a position of prominence as a prime source of news as it is happening. Stations across the country have incorporated news as part of their basic format. Indeed, many stations report that they program primarily news and interpretation. Others say they use the popular five-minute news break at the hour. Between these two divergent applications lie various approaches, ranging from mobile units on the local scene to network reports from remote corners of the globe.

KGB San Diego inaugurated a new format last February that is based on news and information. The approach is called "Pulsebeat" and is programmed seven days a week from 5:30 a.m. to midnight. It contains news and information on current issues, events and people.

One week's programming consists of 281 news and commentary programs; 107 local news programs; 22 local discussion and interview programs, and 80 entertainment programs centered around personalities.

The reply from KSTP Minneapolis, Minn., indicates that it has an extensive news operation comprising 18 full-time newsmen. Its mobile facilities include five cars equipped with two-way shortwave radios. A four-passenger helioplane also is on full-time news duty. A radio dispatching room with two full-time dispatchers is in constant touch with the mobile equipment as well as with all police, fire, highway patrol and sheriff's calls.

Local and area news reports at WLW Cincinnati, O., are channeled through the station's Communications Exchange (Comex). National and international news is provided by network feeds. The station places great emphasis on news and weather. In fact, a total of 267 newscasts are broadcast each week, coupled with 165 weathercasts per week from WLW's own weather station which is staffed by three accredited meteorologists. An original touch also is given to farm news by WLW. Its program, *Everybody's Farm*, centers around the station's own typical mid-western farm located at Mason, O.

### Before the Papers

The accent on local news and sports is provided by WSTV Steubenville, O. "We ain't to be first with the local news before the papers get a crack at it," the station declares. WSTV starts "piping local news to our audience—fresh morning copy—no later than 6:30 a.m. We offer three 15-minute across-the-board programs every weekday at 9:30 a.m., 1:30 p.m. and 6:15 p.m." WSTV covers high school, college and sandlot sports.

For a radio station, a natural extension of the news function is public service. It is just this idea that is behind the programming of WTTM Trenton, N. J. The impression it is trying to build is that of a community institution.

"We try to create the impression of service 24 hours a day, whether we are broadcasting information regarding traffic congestion, rerouting of public transportation due to fires,

strike meetings, service club meetings or school closing because of inclement weather."

To support its service programming, WTTM concentrates heavily on local news and local news in-depth reporting with on-the-air features involving the actual voices of the people making the news.

### Mutual Exchange

The Elliot stations, WGUE Akron, O., and WICE Providence, R. I., also emphasize the news-in-depth with regular commentaries on the news and with editorials. They are currently programming a feature called *Speak Up Neighbor*, which permits a mutual exchange of ideas on current happenings by listeners. The news formats of both stations are a part of an overall programming concept that is designed "to convey to listeners a strong station personality which is at once warm and friendly, interesting and exciting, dynamic and thought-provoking."

The service theme, built around its news operation, also is used by KRMG Tulsa, Okla., as reported in its reply. An example of what this can mean to a community came to light last May 17 to May 21 when the area was hit by disastrous floods. KRMG in that four-day period presented a total of 153 remote broadcasts from four mobile units. About 90 percent of all newscasts were devoted to flood information. The total time consumed by the remotes amounted to 10 hours and two minutes.

In Rochester, N. Y., last February's blizzard, described as the worst in the city's history, was the occasion for WVET to exercise its news and service idea at a critical time. With the use of its full-time mobile unit, WVET not only provided a firsthand account of the storm and street conditions, but the vehicle also lent a hand where needed.

The idea behind the news format at WTRC Elkhart, Ind., is "to present to the public any happening of local interest when and where it happens through 11 local newscasts every day, supplemented with NBC *News on the Hour*," the station states. "We have two battery-operated tape recorders to take to the

[Cont'd on p. 85]

# Today's Network Is Sold to Multitude Of Advertisers

*As a result of changes in economics since 1949, networks now cater to large numbers of advertisers*

 A decade ago 15 advertisers accounted for more than 40 percent of all network revenue, while today they constitute less than 20 percent of network billings, U. S. RADIO estimates. Although as a result of this radio revolution the networks now draw their revenue from a much wider selection of national advertisers, the top 15 are again looming as substantial prospects on network horizons.

All signs point to the fact, however, that they never again will approach their pre-television position in network billings. This, instead of discouraging many network spokesmen, is considered in most quarters to be healthy on the theory that there is safety in numbers.

One indication of their expanding interest in network radio is that of the 15 firms listed in 1949 by NBC as radio's top spenders, a survey of the four major networks shows that three of these have already bought time this year on all four networks, an event that has not occurred since 1952. The same number have invested in three networks, while four firms have bought into two—and the year is yet young.

Those scheduled on all four are: General Foods, Liggett & Myers, R. J. Reynolds. On three networks: American Tobacco, Lever Brothers, Sterling Drug. On two: American Home Products, Colgate-Palmolive, General Mills, Gillette. Rounding off the top 15 with one network each: Miles Laboratories, Campbell Soup, Philip Morris, Swift and Procter & Gamble.

While it is well known that the top 15 have drastically cut their network spending in the last 10 years, it may come as somewhat of a surprise that only two of these giant advertisers ever abandoned network radio entirely during that period. The other 13 kept a foot in the door for each year since 1949.

## Come Back

The American Tobacco Co. and Campbell Soup Co. left network radio in 1956 and 1957, respectively, but are back this year with buys on NBC. The tobacco company has already contracted time with CBS and MBS as well.

Although figures on the top 15 network expenditures are unavailable

after 1954, it is interesting to note that three of the four networks had their worst years since 1949 at different times—which perhaps indicates that the top 15's severest blows to network radio did not come all at once. (Low years, for example, were: NBC 1955; ABC 1953; MBS 1956.)

In the last two years, network radio has emerged as different from its old self as a butterfly is different from a caterpillar, and evidently the top 15 and many other national advertisers are taking another look.

They are scanning, among other things, the increasing number of network sponsors. Ben Lochridge, national sales manager, CBS, reports that in 1949 his organization had a total of 63 advertisers, while in 1957 there were 118. Howard Gardner, manager of radio network sales development, NBC, states that in 1949 his network had 68 advertisers, as opposed to 125 in 1957. Hal Kohl, public relations director, MBS, reveals that in 1949 Mutual had 54 advertisers as contrasted with 83 last year. Jolin White, national sales manager, ABC, says that in 1949 American had

1949

|            |   |                |
|------------|---|----------------|
| <b>CBS</b> |  | 63 advertisers |
| <b>NBC</b> |  | 68 advertisers |
| <b>MBS</b> |  | 54 advertisers |
| <b>ABC</b> |  | 68 advertisers |

1957

|            |  |                 |
|------------|--|-----------------|
| <b>CBS</b> |  | 118 advertisers |
| <b>NBC</b> |  | 125 advertisers |
| <b>MBS</b> |   | 83 advertisers  |
| <b>ABC</b> |   | 98 advertisers  |

Source: Number of advertisers on each network for the years indicated, as reported by the networks.

68 advertisers while it had 98 in 1957.

Each of these four network spokesmen find the broadening of the advertising base a healthy situation for the industry. As one of them says, "It's safer not to have all your eggs in a few baskets. Now if several sponsors drop out we don't feel it to the extent that we did 10 years ago."

### Listening Habits

All attribute the changes in both advertiser characteristics and program formats primarily to the oft-discussed alteration in America's listening habits after tv. ABC's John White says, "The difference between network radio a decade ago and today might be compared with the difference between a deer rifle and a shotgun. Then an advertiser fired a few bullets and reached everyone while today he must fire many to reach the same number of people. This has resulted in the trend away from long-term, large time buys. This is why we sell 10-second spots now and no segments longer than five minutes, except for the news."

Mr. White believes that network

radio offers several important advantages to any advertiser because he can consolidate an extensive amount of commercial time with one buy and one order. The advertiser and agency buying job is thus simplified and he gets "lots of tonnage"—mass audience—in the bargain.

Mr. Gardner of NBC adds that network radio's new look has broadened the whole selling field, resulting in increased numbers of sponsors. Those who never could afford network radio before now find that it is well within their means. "For example, the minimum buy on our network 10 years ago would have been around \$260,000 for a 15-minute sponsorship on a regular 13-week cycle. Now you can buy a minimum of minute spots a week at \$1,000.

He also points out that as a result of changes like this, whole new product categories have been opened up to radio, particularly the soft goods field. In other fields, relative newcomers are Evinrude Motors and the Hertz-Rent-A-Car Co.

Mr. Gardner believes that the trend toward small participations will "never be reversed and that program sponsorships will only succeed

with institutional advertising." He cites the *Bell Telephone Hour* as an example.

On the other hand, CBS's Mr. Lochridge states that in his opinion there will always be a sizeable place for program sponsorship. "Network radio has room for two areas and program sponsorship is finding increasing favor today with advertisers and agencies." He mentions the *Jack Benny Show* sponsored by the Home Insurance Co., the *Philip Morris Music Show* and the Lowell Thomas broadcasts bought by Delco.

### Sponsor Choice

Mr. Lochridge emphasizes the importance of giving the sponsor a choice between segmented formats, daytime serials and "the best regular programs with well-known personalities."

Mutual's Mr. Gold points out that in his opinion "advertisers are not paying top dollars for talent today as they did 10 years ago. They get this in tv. Now they are paying fees for the medium, hence the lowering of rates and the greater number of sponsors." • • •



**65% of National  
Shoes total ad  
budget to radio**

## **National Shoes Sells 'the Sound Of It**

*In radio continuously for 18 years,  
the shoe firm attributes much of its growth  
to the sound medium. The northeastern chain  
relies on radio to reach all members of  
the family and all types of communities*



National Shoes and its agency, the Emil Mogul Co., have been closely associated since 1940. Here at a plans meeting are (left to right) Emil Mogul, agency president; Myron A. Mahler, v.p. and creative director for air media; Louis Fried, president of National Shoes, and Milton Guttentplan, v.p. and account supervisor. The executives met to plan the biggest spring ad campaign in the history of the family shoe firm.

When a National Shoe Store moves into a new community, radio introduces it to the public because, as the chain's president says, "We want them to get the sound of it!"

"The first thing we look for when entering a new area or adding a new store," Louis Fried reveals, "is a good radio station."

Radio has been the primary advertising medium of National Shoe Stores Inc. since January 1940, when the firm became one of the first three clients of the Emil Mogul Co. Inc. and put its entire advertising budget of \$50,000 into the sound medium.

Expenditures in radio today account for 65 percent of National's overall advertising budget and that ratio has been maintained for most of the past 18 years. The total ad budget is more than 10 times greater than in 1940.

"Our use of radio expands directly

with the expansion of the chain," says Mr. Fried, who also directs his firm's advertising. When National Shoes started in radio it had 35 retail outlets; now it has 150 in 98 communities in New York, New Jersey, Massachusetts, Connecticut, Maryland and Pennsylvania. And in the past fiscal year, National's sales of its "popular-priced" line rose to a record \$23,706,184.

"We didn't stay with radio so consistently all these years through faith alone," says Mr. Fried. "We were just as conscious as any other advertiser as to the readjustments radio would have to make with the advent of tv.

"But we also knew, through our own direct tests, that radio as a medium continued to be the most advantageous to National Shoes."

National executives report that they are constantly reminded of radio's part in the growth of their

business, for often, when they go into one of their stores, they hear a customer singing or whistling their jingle:

National Shoes . . .  
Ring the bell . . .

The radio jingle, in fact, has inspired National's trademark, and the bell appears on all advertising and promotion—and even on the shoe box. It was written in 1944 by Myron A. Mahler, now vice president and air media creative director for Emil Mogul.

At present, National is engaged in the heaviest spring advertising drive in its history, with more than 800 one-minute commercials for its line on 30 stations. Backbone of the campaign is the perennial jingle with variations, including the sound of the bell and copy consisting of dialogue among customers in dramatic situations.



"Keeping in mind that it takes a much more unusual message to gain attention these days because times, audiences and listening habits have changed," says Milton Guttenplan, agency vice president and account supervisor, "we have developed new techniques for our commercials.

"We don't believe in gimmicks for their own sake, however. Any device should lend itself immediately as a vehicle for telling the commercial story."

#### **New Series**

The new series of commercials feature "entertaining dialogue" based on "ring the bell" situations. The sound of a bell replaces the word, and the type of bell—telephone, door, typewriter, dinner, school, or the one you ring to signal a bus driver—sets up the situation. Dialogue follows and the jingle finishes up.

"The techniques used here," says Mr. Guttenplan, "have their origin in those developed during the period when soap opera was in its heyday. We have merely taken advantage of the many dimensions available in radio."

One problem facing a "family shoe store," according to Mr. Guttenplan, is that it must reach all members of the household. Another is that National's stores are located in downtown sections, in suburbs and on highways.

"Radio has the flexibility needed,"

states Mr. Guttenplan, "for National Shoes' policy of serving customers wherever they may be. This is especially pertinent in regard to the highway stores now opening. And radio stations, even more than printed media, have kept pace with the movement to suburbia.

"As to reaching all members of the family, our messages are directed at women and mothers in the morning, at men and young men adjacent to news programs, at teenagers on their favorite disc jockey shows, and so on.

"Radio also affords us the flexibility of taking into consideration customer buying habits in an area," Mr. Guttenplan continues. "It gives us the advantage of running messages according to weather, season and local conditions."

#### **Media Testing**

National has a special method of media testing which it employs each fall. It is a special discount offer made "to listeners to this program." Listeners are asked to write to National, giving their name and the time and station. In return they receive a 15 percent discount certificate.

"It's amazing the information that these tests reveal—qualitative and quantitative," declares Mr. Guttenplan. "Not only do we get a comparison of stations but we are able, through the structure of the tests, to compare spots and programs within a station's own schedule."

The tests results are also used to evaluate the effectiveness of the commercials, taking into consideration the conversion factors of certificates into sales. And timebuyers are aided by a correlation of radio time and number of customers, and by an area coverage map indicating which stores are helped most by the messages.

#### **Stations Welcome Tests**

"We feel this is as exact as you can get in measuring which station is doing the best job," says Mr. Guttenplan. "And we find that stations welcome the tests because most feel that mutuality of interest between stations and advertisers is more than just a lip-service term, and that stations can only prosper to the extent that their advertisers prosper."

The Mogul people have only one complaint against radio. There are a few station managers, they say, who will occasionally feel that demand is the sole factor in determining rates.

For the most part, however, National and its agency have nothing but praise for "the medium to which we owe a great deal of our success."

"The flexibility of radio is its greatest feature," Mr. Fried notes. "Stations have been educated to meeting the requirements of the advertiser in so far as frequency of the schedule is concerned: giving a peak schedule in season and cutting back at other times. Many station managers have learned to see-saw sched-

ules to meet the needs of advertisers.

"And most stations have done a good job," Mr. Fried adds, "in disciplining themselves in the realm of double and triple spotting."

What about National's future in radio? With the chain in the midst of long-range expansion program calling for a 200-store operation in an extended geographical area, the answer is: more radio.

"National never left radio," declares Mr. Fried. "Radio is our primary medium."

At the agency level, thought is being given to future campaigns even as the new one is launched. "We may well come up with new techniques next time," says Mr. Guttenplan. "Even though we are using transcriptions at present, we might go back to announcers. Radio, after all, has achieved success through its personalities."

### Increasing Business

Mr. Fried also looks to the future, reminding the stations that they "have an obligation to do everything in their power to create the stimulus for increased business in the community they serve.

"We did not listen to the prophets of doom a few years back, but stayed with radio. We now look to the stations," he concludes, "to continue to maintain the same interest in audience building in these good times for radio." • • •



Agency team goes over a new National Shoes jingle variation in a pre-production briefing by Mr. Mahler, singing and playing. Standing (left to right) are Denise James, copywriter; Jeanne Harrison, executive radio-tv producer; Mr. Guttenplan, and Alfred Paul Berger, vice president and copy chief. The "National Shoes Ring the Bell" jingle, Mr. Mahler's first effort along these lines, was written more than 14 years ago.

A. C. ALLYN AND COMPANY  
INCORPORATED  
INVESTMENT SECURITIES

Office of the Chairman

100 South La Salle Street  
Chicago 3, Ill.

December 2, 1957

Mr. Jules Herbuveaux, Vice President,  
National Broadcasting Company  
Merchandise Mart Plaza  
Chicago, Illinois

My dear Jules:

Recently we made a decision to extend our radio advertising to certain cities where we have branch offices and this decision was based on our success in using your radio station WMAQ over the past two years.

The inquiries developed on our daily five-minute Stock Market and Business News Program over WMAQ have been turned into new accounts on a satisfactory ratio and in addition we have received institutional and public relations value immeasurable in new business.

On October 1, 1957, we expanded with the same format to seven other midwestern cities. For the past year and again in 1958, radio will be our principal advertising vehicle.

Very truly yours,

*A. C. Allyn*

A. C. Allyn  
tp

WMAQ RADIO  
NBC SPOT SALES  
12-2-57

buyers and sellers of radio advertising

**U.S.**

# RADIO

1958



**36TH  
ANNUAL  
CONVENTION**  
APRIL 27—MAY 1  
LOS ANGELES

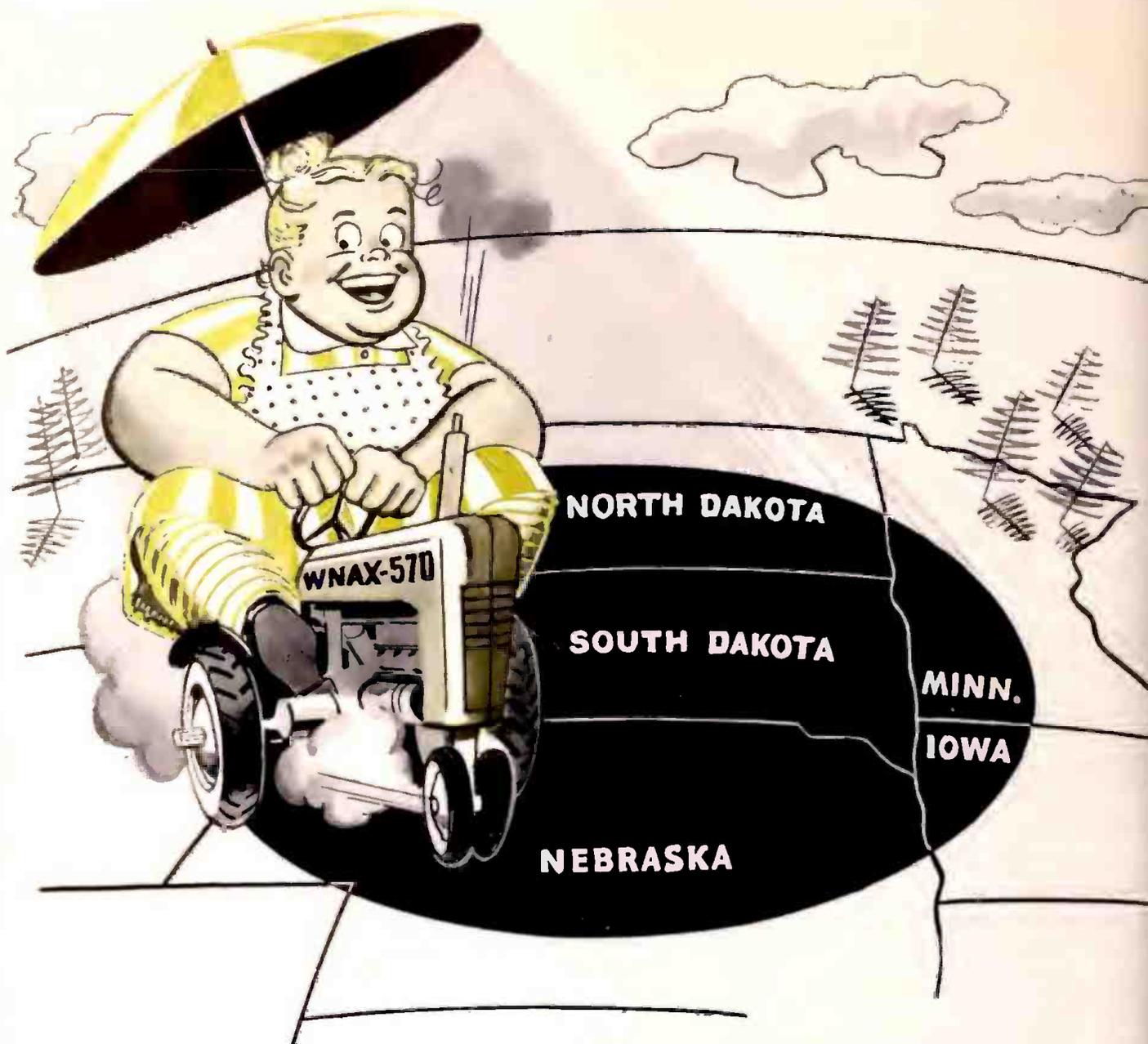
# NAB

**U.S.  
RADIO  
IN  
SUITE  
2133**

**BILTMORE HOTEL**

**NATIONAL ASSOCIATION OF BROADCASTERS**

|                          |       |
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| Exhibitors; Things to Do | p. 48 |



there are **175** counties and over **600,000** radio homes under Big Aggie's Umbrella\*

That's a big chunk of these United States but check these other important facts about WNAX-570.

- **America's 41st Radio Market\*\***
- **3,217,600 People\***
- **500,000 Families\*\***
- **Over \$3 billion spendable income\***
- **58.4% Share of Audience\*\***

Big Aggie Land is a vast expanse of our country whose boundaries are defined by the power of one radio station—WNAX. Its total farm income is 3rd in the nation. In livestock sold, Big Aggie ranks 2nd. In crops, 4th. Her listeners have money to spend and it's no wonder Big Aggie has done such a consistently good job for her advertisers. When Big Aggie talks about a product, listeners know they can believe what she says.



**36th ANNIVERSARY OF WNAX—1922-1958**

**WNAX-570**

Yankton, So. Dak.  
CBS Radio

Peoples Broadcasting Corp.  
Don D. Sullivan, General Manager  
Nick Bolton, Commercial Manager  
Represented by Katz



\*SRDS Estimates  
\*\*NCS #2

# BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game... the authoritative voice of a respected newscaster... a favorite CBS Radio Network drama... a lively local personality show... a thoughtful public interest feature: these are the components that build 24 hours of foreground listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners *really* listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

Represented by  
CBS RADIO  
SPOT SALES

**KMOX**  
50,000 Watts  
**RADIO**

[www.americanradiohistory.com](http://www.americanradiohistory.com) "THE VOICE OF ST. LOUIS"

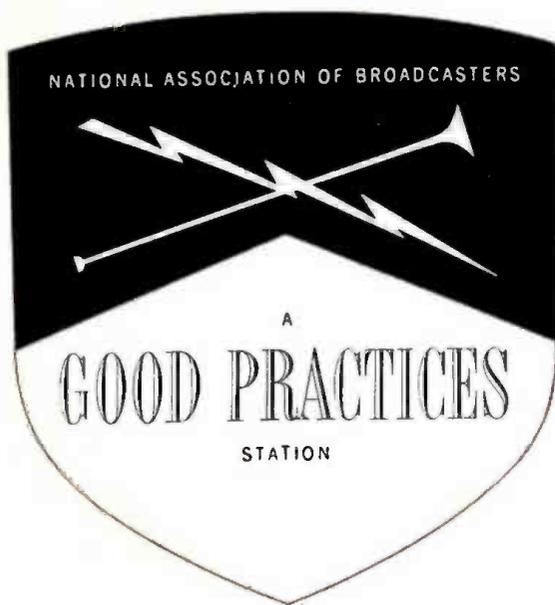
# In the leadership spotlight ...WGN - radio!

**WGN LEADS ALL OTHER CHICAGO MEDIA IN HOMES REACHED!**

That's why top-drawer advertisers buy WGN-radio in Chicago.

And you will be in the best of company when you join the nation's smartest time-buyers who select WGN with confidence year after year. Because WGN helps sell millions of dollars worth of goods for these top-drawer clients. New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost.





# NAB Convention Meets in Los Angeles

*The 36th annual get-together slates  
busy radio agenda. Highlights: outlook,  
good practices, fm and audience measurement*



Harold E. Fellows, president of NAB.



John F. Meagher, NAB radio vice pres.



It's NAB convention time, the 36th annual get-together of the leaders of the broadcasting and advertising industry. On the agenda are 17 management sessions and 15 panel discussions to take place at the Biltmore and Statler hotels in Los Angeles. Radio should get its share of the billing.

Radio was an infant industry when a handful of forward-looking broadcasters pooled their opinions on its destiny and emerged with a single thought: A strong organization was vital to a strong industry.

Their thinking resulted in the formation of the National Association of Broadcasters in 1922.

The first convention was held the year following the organization of NAB—October 11, 1923, at the Hotel Commodore, New York. It is perhaps doubtful that any broadcaster at that first annual meeting could have envisioned "Radio-1958"—140 million radios in 48.5 million homes with what amounts to almost 100 percent national saturation, 3,769 stations supplying the listening public with entertainment, information, public service, music and news around-the-clock.

In all, the delegates to the 1958 meeting can pick and choose among some 30 speakers and 50 panel members discussing more than 40 subjects. This is a long jump from October 1923—that one-day meeting when broadcasters were concerned primarily with their need for more air space and a desire to see a Federal Radio Commission established.

Delegates from the radio side will be particularly interested in Tuesday afternoon's radio management conference led by John F. Meagher, NAB vice president for radio. Leading a discussion of "This Business of Radio—Inventory 1958" will be F. Merrill Lindsay Jr. of WSOY Decatur, Ill., chairman of the NAB Radio Board.

Also participating will be F. C. Sowell of WLAC Nashville, Tenn.; Frank M. Headley, president of the Station Representatives Association, and Matthew J. Culligan, head of the NBC Radio network.

And on Wednesday afternoon, radio delegates will hear Worth Kramer of WJR Detroit, chairman of NAB's Committee on Radio Standards of Good Practice, speak on the relationship of good practice to good business.

That same day RAB's presentation, "Your Future is Sound," will feature Kevin B. Sweeney, RAB president, and John F. Hardesty, RAB vice president. Also, E. K. Hartenbower of KCMO Kansas City, Mo., chairman of the NAB Radio Research Committee, will moderate a panel discussion on "Measuring the Radio Audience."

A Thursday morning session for radio management will be devoted to an All-Industry Radio Music Licensing Conference. • • •

# MAY IS NATIONAL RADIO MONTH

May marks the observance of National Radio Month.

For the first time it has been extended from a week to a month, and promotion plans are proportionately bigger than ever before.

Scheduled to tie in with the NAB convention, National Radio Month will spotlight the sound medium throughout the country.

Sponsoring the observance are the National Association of Broadcasters, the Radio Advertising Bureau, the Electronic Industries Association and the National Appliance Radio-Tv Dealers Association. Coordinator for the promotion is John F. Meagher, NAB's vice president for radio.

Mr. Meagher reports that major trade and civic organizations have been notified of the industry's plans and that many have pledged cooperation with local stations. Congressmen have also expressed willingness to help by sending special recorded messages to stations in their constituencies. Radio set manufacturers and dealers are planning advertising support.

Individual stations must bear the major responsibility for the success of National Radio Month, however, Mr. Meagher points out. To aid broadcasters, a special promotion kit has been prepared and mailed to all NAB members. Non-member stations have received part of the material in order to make the observance as widespread as possible.

The theme for the month and for the kit is "Radio is close to you . . . at home . . . on the move . . . in your community . . . radio is close to all America."



Newspaper mat in NAB kit

The promotion material is built around these aspects of radio's service to the American people, Mr. Meagher says, and is one of the most comprehensive ever distributed. It includes a series of more than 70 spot announcements, a list of 72 promotion and program ideas and designs for reproduction of tangible promotion items such as bumper strips, matchbooks and decals.

Other items are a specially-written speech which can be adapted to local use, news releases for on-the-air use and for newspapers, a fact sheet on radio, a sample proclamation for Radio Month, quotes from national leaders, a compendium of excerpts from letters from major civil and fraternal organizations and trade groups and a specially-designed mat for use in printed material and newspapers.

Mr. Meagher believes that this kit contains most of the tools needed for making National Radio Month the best radio promotion in NAB history.

# RADIO AGENDA

## SATURDAY, APRIL 26

9 a.m. to 5 p.m.

### REGISTRATION

Galeria, Biltmore Hotel

## SUNDAY, APRIL 27

7 a.m. to 7 p.m.

### REGISTRATION

Galeria, Biltmore Hotel

10 a.m. to 2 p.m.

### BROADCAST MUSIC INC. BOARD MEETING & LUNCHEON

Cleveland & Mission Rooms, Hotel Statler

12 p.m. to 7 p.m.

### EXHIBITS

Biltmore Hotel:

Second Floor,  
Ballroom Foyer,  
Grand Ballroom

Hotel Statler:

Garden Room  
Wilshire Room  
Los Angeles Room  
Assembly Room

3 p.m. to 4:30 p.m.

### MBS AFFILIATES MEETING

Conference Room #2, Biltmore Hotel

3:30 p.m. to 5 p.m.

### CLEAR CHANNEL BROADCASTING SERVICE MEETING

Conference Room #5, Biltmore Hotel

3:30 p.m. to 5 p.m.

### DAYTIME BROADCASTERS ASSOCIATION MEETING

Conference Room #8, Biltmore Hotel

4:30 p.m. to 6 p.m.

### MBS AFFILIATES RECEPTION

Conference Rooms #3, 4, Biltmore Hotel

## MONDAY, APRIL 28

8 a.m. to 9:30 a.m.

### QUALITY RADIO GROUP BREAKFAST

Conference Room #7, Biltmore Hotel

10 a.m. to 12 p.m.

### "FORWARD MOVING FM"

Music Room, Biltmore Hotel

Presiding: RAYMOND S. GREEN

WFLN Philadelphia, Pa.

2 p.m.

### LABOR CLINIC

Music Room, Biltmore Hotel

Presiding: LESLIE C. JOHNSON

WHBF Rock Island, Ill.

4 p.m. to 5 p.m.

### WAGE-HOUR SEMINAR

Music Room, Biltmore Hotel

## TUESDAY, APRIL 29

10 a.m. to 12 p.m.

### JOINT SESSION

Biltmore Theatre

(Management and Engineering Conferences)

Keynote Address: DR. FRANK STANTON

President of C. B. S.

Presentation of Keynote Award: HAROLD E. FELLOWS

President of NAB

Address: HON. JOHN C. DOERFER

Chairman of FCC

12:30 p.m.

### LUNCHEON

Biltmore Bowl, Biltmore Hotel

Address: MARION HARPER, JR.

President of McCann-Erickson

Special Feature: DAVID HARDACRE

National co-winner, Voice of Democracy contest

2:30 p.m. to 5 p.m.

### RADIO MANAGEMENT CONFERENCE

Pacific Ballroom, Hotel Statler

Presiding: JOHN F. MEAGHER

Vice President for Radio, NAB

"THIS BUSINESS OF RADIO-INVENTORY 1958"

F. S. Sowell, WLAC Nashville, Tenn.

Frank M. Headley, President of SRA

Matthew J. Culligan, Vice President in Charge, NBC Radio

"RADIO'S ROLE IN NATIONAL DEFENSE"

Honorable Robert E. Lee, FCC; other government and industry executives.

5:30 p.m. to 7 p.m.

### SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION RECEPTION

Pacific Ballroom, Hotel Statler

7 p.m.

### BROADCAST PIONEERS BANQUET

Golden State Room, Hotel Statler

## WEDNESDAY, APRIL 30

9:30 a.m.

### JOINT SESSION

Biltmore Theatre

Panel Discussion: Membership of the FCC

Moderator: MR. FELLOWS

12:30 p.m.

### LUNCHEON

Biltmore Bowl, Biltmore Hotel

Address: HAROLD E. FELLOWS

President of NAB

Special Feature: EDWIN W. EBEL

Chairman, radio-tv committee, The Advertising Council

2:30 p.m. to 5 p.m.

### RADIO MANAGEMENT CONFERENCE

Biltmore Theatre

Presiding: MR. MEAGHER

"GOOD PRACTICES ARE GOOD BUSINESS"

Worth Kramer, WJR Detroit

"YOUR FUTURE IS SOUND"

RAB Presentation, Kevin B. Sweeney, President of RAB;

John F. Hardesty, Vice President

"MEASURING THE RADIO AUDIENCE"

Moderator: E. K. HARTENBOWER, KCMO, Kansas City, Mo.

Panelists: Representatives of the rating services

7:30 p.m.

### ANNUAL BANQUET

Palladium, 6215 Sunset Blvd.

## THURSDAY, MAY 1

10 a.m.

### RADIO MANAGEMENT CONFERENCE

Pacific Ballroom, Hotel Statler

All-Industry Radio Music Licensing Conference

Chairman Pro Tem: ROBERT T. MASON, WMRN Marion, O.

12:30 p.m.

### LUNCHEON

Biltmore Bowl, Biltmore Hotel

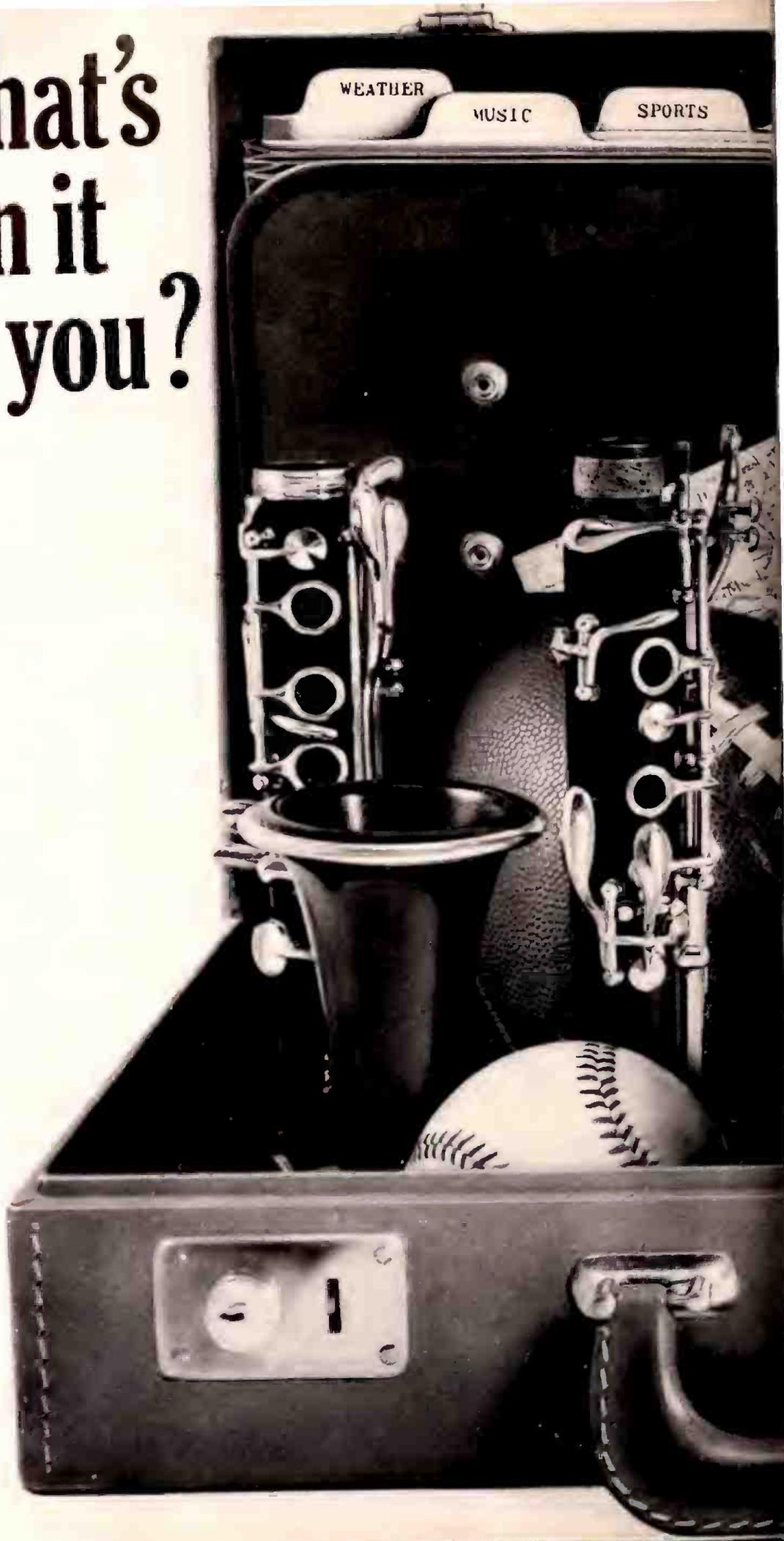
Presiding: MR. FELLOWS

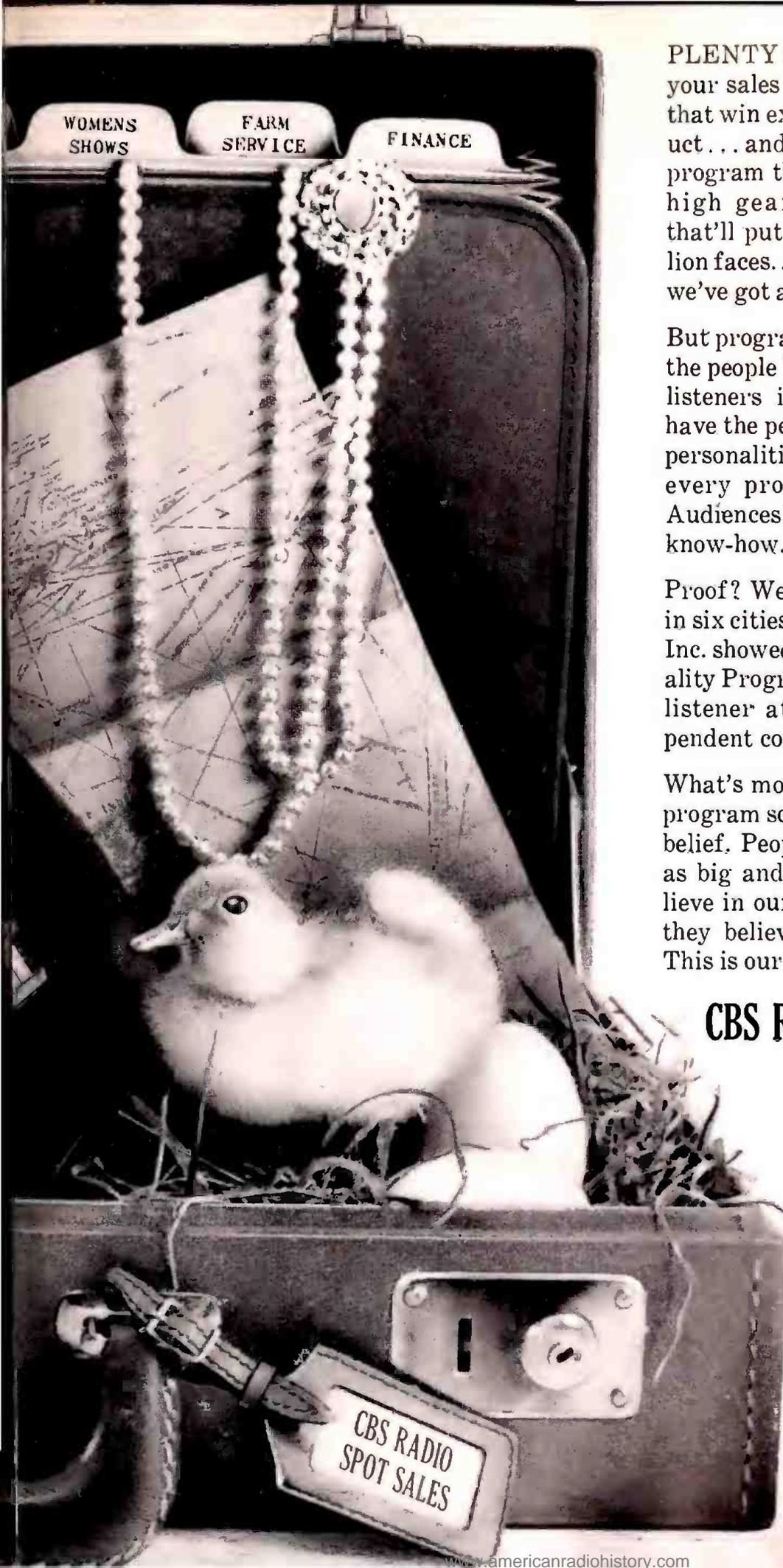
Special Feature: Industry tribute to Dinah Shore for her contribution to radio-tv entertainment

ANNUAL BUSINESS MEETING

ADJOURNMENT

What's  
in it  
for you?





**PLENTY:** Live Music to swing out your sales campaign. Sports events that win extra points for your product... and that's not all. A Farm program that'll put your tractor in high gear. A Women's feature that'll put your cosmetic on a million faces.... You name the product; we've got a program that can sell it.

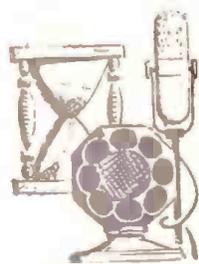
But programs alone don't do it: It's the people behind them that convert listeners into customers. And we have the people—over 200 top-flight personalities that breathe life into every program and commercial. Audiences respond to this vigor and know-how. They respect it.

Proof? We have it: A recent study in six cities by Motivation Analysis, Inc. showed clearly that our Personality Programming gets far greater listener attention than the Independent competition.

What's more, the very scope of our program schedule inspires audience belief. People think of our stations as big and authoritative. They believe in our programs. And finally, they believe in *your* commercials. This is our case. It can be yours.

## **CBS RADIO SPOT SALES**

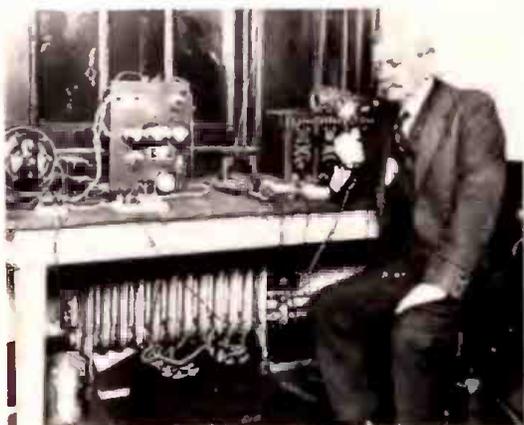
*WCBS, New York*  
*WBBM, Chicago*  
*KNX, Los Angeles*  
*WCAU, Philadelphia*  
*WCCO, Minneapolis-St. Paul*  
*WEEI, Boston*  
*KMOX, St. Louis*  
*KCBS, San Francisco*  
*WBT, Charlotte*  
*WRVA, Richmond*  
*WTOP, Washington*  
*KSL, Salt Lake City*  
*WMBR, Jacksonville*  
*KOIN, Portland*  
*CBS Radio Pacific Network*  
*and CBS Radio*  
*New England Network.*



# Radio's First 38 Years



Place a 1958 transistor beside one of Dr. Lee de Forest's 1906 audion vacuum tubes and the "growth" of radio seems anomalous, indeed. But radio men are not fooled by semantics. Radio has grown into cars, onto beaches, out of clocks, along kitchen shelves, between bedroom furniture. It will bloom soon on millions of wrists. And, above all, it will continue growing to enrich the lives of listeners in almost 50 million homes and to produce the best-informed people in the world. Only radio can be companion, informant, entertainer, force. Outlet for a Mary Margaret McBride, an Orson Welles, a Father Coughlin, a Mortimer Snerd, an FDR. Axis of a nation on election day, Pearl Harbor Day, V-J Day, World Series Day, everyday. This picture history needs 1,000 pages to be complete. It's just a taste of the last 38 years of radio's many, many flavors.



**1920:** KDKA Pittsburgh, Pa., broadcasts the return of the Harding-Cox election (above left) on November 2, opening a new era in communications. Radio was recognized early as an important outlet for political expression.

In 1922, Congressman Thomas E. Marshall of Missouri addressed constituents over KSD St. Louis one month after the station's debut.

Ten years later one political party spent \$300,000 for radio time, and in 1933 the President spoke to the nation 20 times in 10 months.

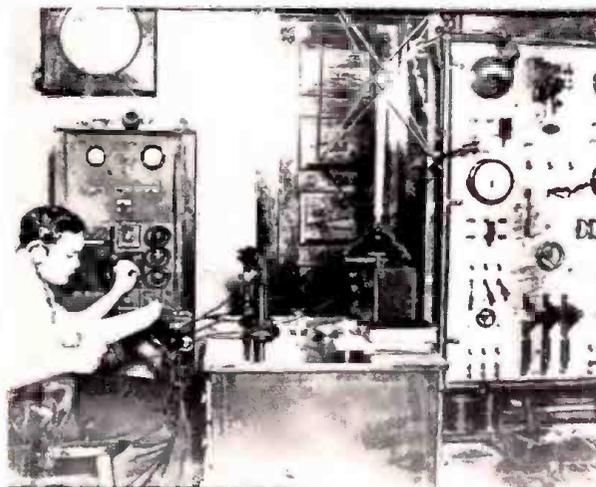
**1923:** Radio begins inroads as a mass entertainment medium, and soon many entertainers are household words. Here are Eddie Cantor, first of the Broadway stars to broadcast regularly, and Billy Jones and Ernie Hart — The Happiness Boys. The athletically inclined could even take early morning exercises.





**1923:** These performers don't seem quite accustomed to the big Westinghouse microphone at WJZ's Newark, N. J., studio. This was the year of the first multi-station wire hookup, linking WEAJ New York, KYW Chicago, WGY Schenectady, N. Y., and KDKA Pittsburgh, Pa.

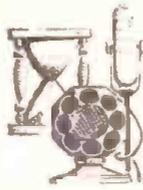
**1924:** Stations are not content merely to air news from studios and broadcasts were originated from the national political conventions. In 1925, WGN Chicago microphones travelled to the famous Scopes trial courtroom in Tennessee.



**1924:** The first Western Electric amplifier in use in the Midwest operates transmitter (above left) at Elgin, Ill. Some experiments, such as a floating blimp antenna at Saxonburg, Pa., didn't work. But by 1933, David Sarnoff and Guglielmo Marconi could stand before transmitting equipment like this at Rocky Point, L. I., and the next year WLW Cincinnati, O., started testing a 500 kw transmitter.



Radio's First 38 Years



**1926:** Network radio brings events and personalities to the nation's homes and revolutionizes the living habits of millions.

NBC was formed in September, and a year later WJZ became the flagship station of NBC's Blue Network, while WEAJ remained key station of the Red Network. In 1927, CBS was organized.

Through network radio, listeners thousands of miles away could enjoy the exploits of Babe Ruth (shown with Graham McNamee), the homespun philosophy of Will Rogers, the sage comments of Thomas Alva Edison (shown in 1928).



**1928:** Freeman Gosden and Charles Correll become Amos 'n Andy as radio develops its own stars and entertainment forms (shown, above left, in 1926 when they played Sam 'n Henry). In 1929, Myrtle and Marge, forerunner of the soap operas, went on opposite Amos 'n Andy. Right on their heels, in 1931, came Chester Lauck (right) and Norris Goff — Lum and Abner — (shown in 1939).



**1933:** Radio performers are embarked on two decades in which they become an intimate part of American family life. Don McNeill's Breakfast Club is still going strong, as is Bing Crosby (shown with frequent guests, the Andrews Sisters). All-time radio greats included Bob Burns, Edgar Bergen and Charlie McCarthy, Rudy Valee and Joe Penner (with that duck). And great artists like Arturo Toscanini became available with the flick of a dial.



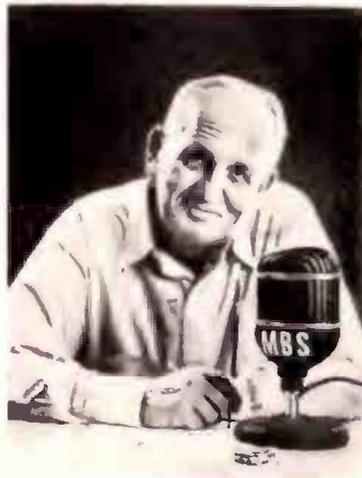
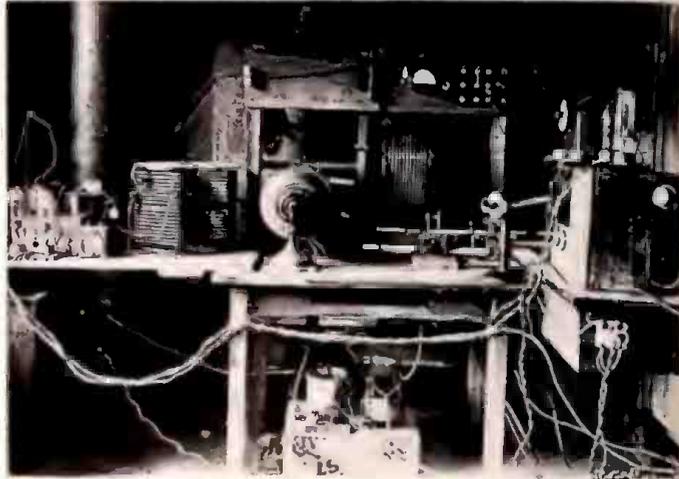
**1937:** This on-the-spot reporting of the Ohio and Mississippi Valley floods is an example of radio's development as a primary news medium. Network mobile units such as the one below, and WOR Newark's remote pickups, proved radio's claim as a major news source during the Lindbergh baby kidnapping in 1932. By 1937 — the year of Marconi's death — there were 26 million radio homes and 37 million sets.



Radio's First 38 Years



**1941:** Dr. Frank Conrad works in his laboratory shortly before his death. The Westinghouse assistant chief engineer, often called the "father of broadcasting," sent out radio telephone programs on this transmitter (right) in 1916. During the week of his death, President Roosevelt's war message was heard by 90 million persons.



**World War II:** America listens to radio for first-hand war news. Edward R. Murrow's "This is London" and Gabriel Heatter's "There's good news tonight" as well as reports from H. V. Kaltenborn became familiar byword. William L. Shirer, Elmer Davis, Howard K. Smith, Robert Trout and other commentators and correspondents became a nightly habit. Shown on-the-scene in Tokyo at war's end is George T. Folster.





**1950:** Portable tape recorders bring the Korean War even closer to listeners. Here Jim Robinson is reporting. And in that year, radio's top comedians got together to celebrate another Benny 39th birthday. Jack Benny, Fred Allen and Bob Hope gained fame on the medium that spotlighted Ed Wynn, Major Bowes, Al Jolson, Fibber McGee & Molly, Fanny Brice, Kate Smith and a host of others.



**Today:** Radio has become the personal medium, with sets in the kitchen, the bedroom, the family car and — in portable form — everywhere. The local personality is typified by Martin Block (above left), radio's first disc jockey. An example of the far-reaching network news and information services of NBC, CBS, ABC and MBS is Mutual's Washington bureau (right). Group ownerships have come into prominence, and single independent operations are going strong. Mobile units make possible local coverage of almost any event. Stations have developed varied information, entertainment and service programs suited to their communities. And (above center) as any Bob and Ray fan can testify, radio still creates its own stars.

# NAB CONVENTION EXHIBITORS



A highlight of the NAB Los Angeles gathering is the exhibits of the latest in radio equipment at both the Biltmore and Statler Hotels.

Radio delegates will see on display equipment designed for more compact, more automatic and more economic radio operation. Transistor and magnetic recording devices will be of particular interest.

Displays of every type can be viewed on Sunday, April 27, from noon to 7 p.m.; on Monday, Tuesday and Wednesday from 9 a.m. to 7 p.m., and on Thursday from 9 a.m. to 2 p.m. They will fill the second floor, the ballroom foyer and the Grand Ballroom of the Biltmore, and the Garden Room, Wilshire Room, Los Angeles Room and Assembly Room of the Statler.

"About one-third of all major products exhibited will feature transistorization with resultant decrease in size," according to a General Electric spokesman. "The trend toward smaller, more reliable equipment for radio . . . will be continued this year."

Included in the GE line will be a complete line of audio equipment and the 50 kw am transmitter introduced last year—the first, GE claims, to use germanium rectifiers, semiconductor devices, for all d-c supplies. It, too, "is considerably smaller in size than any available up to this time."

The RCA exhibit will feature automatic programming equipment "capable of feeding to the airwaves a radio station's schedule through an entire broadcasting day."

The system employs punched paper tape to allow the station to pre-schedule a day-long program. It can be operated manually at any point in the program schedule to allow for last-minute changes, spot news or emergencies.

The automatic system, reports RCA, features "magnetic discs for recording and storing program material,"

which is described as "inexpensive." The discs "can be replayed indefinitely without loss of quality."

Collins Radio Co. will show a "single channel transistorized remote amplifier," as well as new turntables, tuning units, transmitters and consoles.

A full line of audio equipment will be shown by Ampex Corp. It will feature the company's "latest magnetic recorders for the professional broadcaster."

New modulation and frequency deviation monitors for am will be shown by General Radio Corp., along with noise and distortion meters, antenna-measuring equipment and automatic line-voltage regulators.

Gates Radio Co. will display equipment for "a complete one kw am packaged radio station and equipment for a complete one kw fm packaged station." This will include a new one kw am transmitter, and a new 1,000 watt fm transmitter with multiplex installed. Gates also will introduce 12 new products for use by radio stations, including "a new development in automatic programming."

Caterpillar Tractor Co. will exhibit one of its electric sets equipped with a radiator and fan and automatic start-stop equipment. Colored translite photos will show stations throughout the country in which Cat electric sets are employed, the installation of the units and also the cycle during a utility power failure.

Tower obstruction lighting equipment will be displayed by Hughey & Phillips Inc. The company will have a demonstration of its "remote lamp failure indicator system" which provides "a continuous and positive means of monitoring tower light control," and alarm units for unattended microwave relay stations.

The Rust Industrial Co. will show broadcast remote control equipment, plus the "Rustrak Miniaturized Strip Chart Recorder" for automatic logging.

## radio

Corrected up to press time

| EXHIBITOR                      | HOTEL                   | SUITE                         | COMPANY REPRESENTATIVES  |
|--------------------------------|-------------------------|-------------------------------|--|
| <b>Equipment</b>               |                         |                               |  |
| <b>AMPEX CORP.</b>             | <b>Statler</b>          | <b>Wilshire Room 1-11</b>     | Neal K. McNaughten, R. A. Miner, C. B. Paulson, Jack Hauser, John Leslie, Charles Ginsburg   |
| <b>BLAW-KNOX CO.</b>           | <b>Statler Biltmore</b> |                               | R. A. Troman, W. S. Roscoe   |
| <b>BROWNING LAB., INC.</b>     | <b>Biltmore</b>         | <b>Exhibit Room 2208</b>      | Gardiner C. Greene, Mrs. Gardiner C. Greene, Eliot Baker   |
| <b>CATERPILLAR TRACTOR CO.</b> | <b>Biltmore</b>         | <b>Ballroom Space 6</b>       | C. E. Krosse, R. V. Bradley, J. W. Jones, C. B. Malleague, J. P. Hensley   |
| <b>COLLINS RADIO CO.</b>       | <b>Biltmore</b>         | <b>Ballroom Foyer Space 1</b> | J. M. Haerle, H. O. Olson, G. T. Tasto, F. P. Wallace, J. F. Stanbery, G. C. Wetmore, T. R. Barber, T. N. Hewlett, W. A. Weiland, E. L. Grandison, C. R. Rollert, D. J. Jordan |



Because of programs such as "Gunsmoke" (and Jack Benny and daytime serials, Arthur Godfrey and CBS News)...*Harvard College* became a network radio advertiser the other night, sponsoring an hour-long special broadcast, "The Case for the College," over the full CBS Radio Network.

Its purpose, as Harvard's President Pusey put it: "...to call attention both to Harvard's ambitious plan and to the great needs of all our American colleges."

To call *attention*. Where else in radio would Harvard be as sure of getting it as from CBS Radio Network audiences? The programs are not designed to do homework or income taxes by. The entire network schedule, Godfrey to "Gunsmoke,"

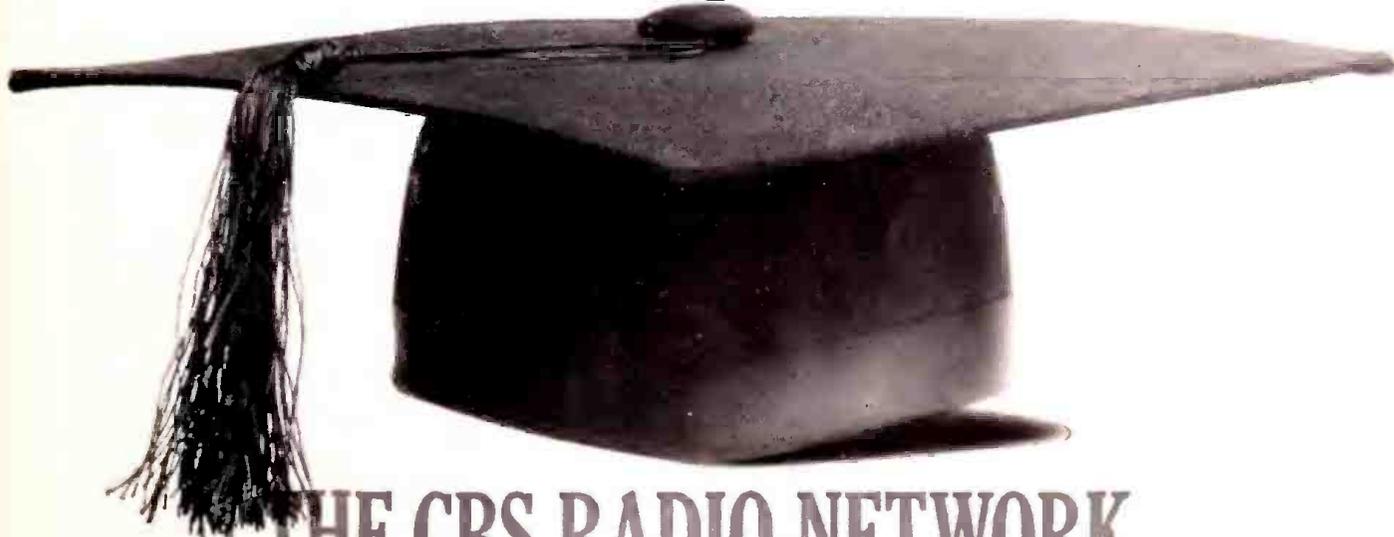
**THIS  
IS  
NOT  
RADIO  
TO  
DO  
HOME-  
WORK  
BY**

each program in its own way, requires listeners *to listen*. They expect to give their attention...or else they don't tune in.

That's why Harvard, with its dramatic appeal for funds, came to CBS Radio. Just as the country's leading advertisers do. For the *head start* that audience-attention gives to sales effectiveness. And for the authority and importance that only attention-getting radio can generate.

Significantly, these program qualities work best for the listeners, too.

Year after year, the CBS Radio Network schedule gathers the largest audiences in all radio. Audiences *in the habit* of paying attention. Here is the first essential for selling a product, a service, an idea.



**THE CBS RADIO NETWORK**

Where you reach 50 per cent more listeners  
in the average commercial minute

# radio

| EXHIBITOR  | HOTEL               | SUITE  | COMPANY REPRESENTATIVES  |
|--|---------------------|--|--|
| DRESSER-IDECO CO.                                | Biltmore            | Exhibit Rooms 2204-2205<br>2207                        | K. H. Brust, Dan Byrd, J. Roger Hayden, J. M. Hogan, Georges Hes, Orville Pelkey   |
| ELECTRONIC APPLICATIONS, INC.                    | Biltmore            | Exhibit Rooms 2105-2106                                | Ralph Auf der Heide  |
| GATES RADIO CO.                                  | Biltmore            | Ballroom Foyer<br>Space 3                              | P. S. Gates, LARRY Cervone, Norbert Jochem, Edward J. Wilder, John R. Price, Tom Wallace, Bob Richards, Paul Gregg, Joe Engle, Bill Neumann, W. F. Brady, Bill Hoyt, Harkin Stratman   |
| GENERAL ELECTRIC CO.                             | Statler             | Garden Terrace<br>Room                                 | W. J. Morlock, P. L. Chamberlain, Harold B. Towson, J. Wall, M. E. Minich, M. Alves, S. J. Eby, M. R. Duncan, R. E. Baker  |
| GENERAL RADIO CO.                                | Statler             | Wilshire Room<br>Space 10                              | Joseph E. Belcher, Charles A. Cady, William R. Saylor, William R. Thurston   |
| INDUS. TRANSMITTERS & ANTENNAS                   | Statler             | Wilshire Room<br>Space 9                               | Bernard Wise, Fred Gayer, Stanley Friedman, Richard Batey, Robert Jordan   |
| KAHN RESEARCH LAB., INC.                         | Statler             | Wilshire Room<br>Space 9A                              | Leonard R. Kahn, Kenneth B. Booth  |
| MAGNE-TRONICS, INC.                              | Biltmore            | Exhibit Room 2359                                      | Thomas J. Clarke, Joseph F. Hards, Roger L. Thaxter  |
| RADIO CORP. OF AMERICA                           | Biltmore            | Ballroom<br>Space 7<br>Exhibit Rooms 2226-2227<br>2228 | T. A. Smith, Dr. G. H. Brown, T. H. Mitchell, E. C. Tracy, H. R. Henken, V. E. Trouant, M. A. Trainer, D. Pratt, E. N. Luddy, W. B. Varnum, W. H. Lowther, P. Greenmeyer, J. E. Hill, A. M. Miller, E. T. Griffith, P. Bergquist |
| RAYTHEON MFG. CO.                                | Statler             | Los Angeles<br>Room                                    | E. Alpert, H. J. Geist, R. A. Keller, C. E. Little, E. J. Rome, J. L. Lovett, J. J. Sedik, W. B. Taylor, D. J. Webster, R. G. McLaughlin, D. A. Crawford   |
| RUST INDUS. CO., INC.                            | Biltmore            | Exhibit Rooms 2212-2214                                | William F. Rust, Jr., Donald G. Inman  |
| SCHAFFER CUSTOM ENGINEERING                      | Statler             | Wilshire Room<br>Space 12                              | Paul C. Shafer, Wm. N. Amidon  |
| STAINLESS, INC.                                  | Statler             |  | Walter L. Guzewicz, Henry J. Guzewicz, John P. Guzewicz, John Fisher   |
| THE STENCIL-HOFFMAN CORP.                        | Biltmore            | Exhibit Room 2309                                      | W. V. Stencil, R. H. Stensby, C. Dexter Haymond  |
| STAND. ELECTRONICS DIV. RADIO ENGR. LAB'S., INC. | Biltmore<br>Statler | Exhibit Rooms 2202-2203<br>Wilshire Room<br>Space 3    | William H. Zillger, Allen R. Taylor, William H. Rappolt  |
| UTILITY TOWER CO.                                | Statler             | Los Angeles<br>Room                                    | C. E. Nelson, Jerry Nelson, Verle Duval  |
| <b>Representatives</b>                           |                     |  |  |
| BLAIR & CO.                                      | Chapman Park        |  | John Blair, Arthur McCoy, Edward P. Shurick, Richard L. Foote, Wells H. Barnett  |
| THE BOLLING CO., INC.                            | Statler             |  | George W. Bolling, Dick Swift, Mort Barrett, Robert Bolling, John D. Stebbens, George W. Bolling, III, John T. Coy   |
| THE BRANHAM CO.                                  | Biltmore            |  | L. S. Greenberg, J. F. Timlin, Geo. Harding, Peter Childs, John Murphy, Jim Lowman, Norman Noyes   |
| HENRY I. CRISTAL CO., INC.                       | Biltmore            |  | Henry I. Cristal, Irvin Gross, Douglas Ballin, Phillip Flanagan, Richard Green, Pierre Megroz, Joseph Spadea, Neil Cline, Richard Charlton   |
| EVERETT-McKINNEY                                 | Town House          |  | Max Everett  |
| FORJOE & CO., INC.                               | Biltmore            |  | Joseph Bloom, Lawrence Krasner, Charles Haddix, Barney Ochs  |

**WOR-RADIO  
DELIVERS MORE  
ADULT LISTENERS  
PER RATING POINT  
THAN ANY OTHER  
NEW YORK STATION\***

**In fact, 93.3% of all WOR listeners are adults  
—the prime sales target in America's #1 market.**

**WOR-RADIO 710** fm 98.7  
A Division of  
**RKQ**

\*PULSE Audience Composition, Winter 1958.

# radio

| EXHIBITOR                           | HOTEL               | SUITE     | COMPANY REPRESENTATIVES   |
|-------------------------------------|---------------------|-----------|---|
| GILL-PERNA, INC.                    | Biltmore            |           | Helen Gill, John J. Perna, Jr., Charles Kemp, Paul T. Murray, Robert J. Feihl, Richard J. Mileto, Walter Beadell, Irving Unger, Robert Walker, Bambie Herrington, Daniel W. Bowen, Harry Wheeler, Rogers Parratt, Joseph Keller, Allan S. Young   |
| HARRINGTON, RIGHTER & PARSONS, INC. | Statler             |           | John E. Harrington, Jr., Volney Righter, James O. Parsons, Jr., John F. Dickinson, Carroll R. Layman, Frank Dougherty   |
| THE HEADLEY-REED CO.                | Statler             |           | Sterling B. Beeson, John H. Wrath, Clark Barnes, Art Astor, Jack Hardingham, Fred Adair, Jim Ingram   |
| GEO. P. HOLLINGBERY CO.             | Statler             |           | George P. Hollingbery, Joseph Payne, F. E. Spencer, Jr., Harry H. Wise, Jr., George Lindman, Richard N. Hunter, Fred Hague, Roy Edwards, Jr., Fritz Snyder  |
| H-R REPRESENTATIVES                 | Chapman Park        |           | Frank Headley, Frank Pellegrin, Paul Weeks  |
| THE MEEKER CO., INC.                | Statler             |           | Robert D. C. Meeker, Edgar B. Filian, Carl F. J. Jewett, Don Pontius  |
| JOHN E. PEARSON CO.                 | Town House          |           | John Pearson, Bussel Walker   |
| EDW. PETRY & CO., INC.              | Biltmore            |           | Edward Petry, Edward E. Voynow, Martin L. Nierman, Ernest Lee Jahncke, Jr., William B. Maillefert, Garrett E. Hollihan, Paul Kennedy, L. D. Larimer, Carroll R. McKenna, Douglas Carruth, George E. Ledell, Jr., Lloyd McGovern   |
| RADIO-TV REPRESENTATIVES            | Biltmore            | 2102-3    | Harry S. Goodman, Peggy Stone   |
| PAUL H. RAYMER CO., INC.            | Biltmore            |           | Paul H. Raymer, Fred C. Brokaw, L. Ray Rhodes, J. Milton Seropati, John D. Gale, Jr., James C. Rogers   |
| RAMBEAU, VANCE, HOPPLE, INC.        | Biltmore            |           | William G. Rambeau, Robert Vance, Jr., Edwards Hopple, Mary Rudd, Mary Rambeau, Martin Hokeach  |
| SIMMONS ASSOCS.                     | Hollywood Roosevelt |           | David Simmons, Gale Blocki, Jr., Theo B. Hall, James Gates  |
| VENARD, RINTOUL & McCONNELL, INC.   | Statler             |           | Lloyd George Venard, James V. McConnell, Howard B. Meyers, Steve Rintonl, Jr., Clyde Melville, Glenn McEntyre, Bill Marshall  |
| WEED & CO.                          | Town House          |           | Joseph Weed, Edwin J. Fitzsimmons, David O'Shea   |
| ADAM YOUNG, INC.                    | Ambassador          | 281-2-3-4 | Adam Young, Stephen A. Machinski, Jr.   |
| <u>Networks</u>                     |                     |           |   |
| ABC                                 | Biltmore            |           | Leonard H. Goldenson, James G. Riddell, Robert H. Hinckley, Earl J. Hudson, John H. Mitchell, Michael J. Foster, Frank Marx, Edward J. DeGray, Harry Woodworth, Michael J. Minahan, Earl Mullin, Frank Atkinson   |
| CBS INC.                            | Biltmore            |           | Frank Stanton, E. Kidder Meade, Joseph H. Ream, Richard S. Salant   |
| CBS RADIO                           | Biltmore            |           | Arthur Hull Hayes, H. Leslie Atlas, Jules Dundes, William A. Schudt, Jr., William H. Brennan, Jr., Thomas P. Duggan, Edward E. Hall, Eric H. Shaline, Charles S. Steinberg, Robert J. Sullivan, Thomas Y. Gorman, Robert Hyland, Fred Ruegg, Ernie Shomo, Sam Slate, Henry Untermeyer   |
| KEYSTONE BROADCASTING, INC.         | Biltmore            |           | Sidney J. Wolf, Edwin R. Peterson, William Bayer, Henry Eschen, Blanche Stein   |
| MUTUAL BROADCASTING, INC.           | Biltmore            |           | Armand Hammer, George Vogel, Robert F. Hurlough, Sidney P. Allen, Charles King, Norman Ostby  |
| NBC, INC.                           | Biltmore            |           | Robert W. Sarnoff, David Adams, Kenneth Bilby, J. M. Clifford, Robert Kintner, Charles Colledge, Matthew J. Calligan, Thomas Ervin, Andrew Hammerschmidt, Jules Herbiveaux, Thomas McCray, Thomas McFadden, Carleton Smith, John West, Lloyd Yoder, Richard Close, William Davidson, George Dietrich, George Graham, Raymond Guy, Edwin Jameson, Harry Bannister, Thomas Knode, Donald Mercer, Sheldon Hickox, Jr., Paul Hancock, William Kelly, Ogden Knapp, Raymond O'Connell, Paul Rittenhouse |



**THANKS VERY MUCH, MITCH, FOR PLAYING OUR SONG**

Mitch Miller urged the Disc Jockeys Convention "to give up lazy programming—to play music for every age and every taste." Our policy of varied programming has proved Mr. Miller right. Beyond the blues horizon waits a wonderful day-and-night audience of adults. The adults who do most of the buying of our sponsors' products.

**WDSU-RADIO** *New Orleans*

# radio

| EXHIBITOR                                  | HOTEL            | SUITE                        | COMPANY REPRESENTATIVES  |
|--|------------------|------------------------------|--|
| <b>Services</b>                            |                  |                              |  |
| THE ASSOCIATED PRESS                       | Statler          |                              | Oliver Gramling  |
| BROADCAST MUSIC, INC.                      | Biltmore         | Exhibit Rooms 2107-2108      | Represented at the Convention by officials of the company  |
| HARRY S. GOODMAN PRODUCTIONS               | Biltmore         | Exhibit Rooms 2102-2103      | Harry S. Goodman, Everett F. Goodman   |
| LANG-WORTH FEATURE PROGRAMS, INC.          | Biltmore         | Exhibit Rooms 2305-2306      | John Langlois, Cy Langlois, Jr., Willie O'Keefe, Hugh Allen, Charles Hess, Ed Gardiner, Bob Hall, John Courcier, Bob Boehmer, Spence Caldwell  |
| A. C. NIELSEN CO.                          | Biltmore         | Exhibit Rooms 2112-2115      | H. A. Rahmel, J. K. Churchill, G. E. Blechta, W. R. Wyatt, J. R. Matthews, W. E. Weseloh, E. H. Ephron   |
| THE PULSE, INC.                            | Biltmore         |                              | Dr. Sydney Roslow, Irma Roslow, Edwin Cahn, Lou Frankel  |
| RCA RECORDED PROGRAM SERVICES              | Biltmore         | Exhibit Rooms 2300-2301 2302 | Emmett B. Dunn, A. B. Sambrook, Edward H. Kelly, Ben Selvin, Peter M. Rogers, William F. Reilly, George Field, Wallace Cochran, Gus Hagenah, Jack Nadeau, John J. Alves, Hugh Grauel, William C. Gartland, Jack Dill |
| RADIO ADV. BUREAU SESAC, INC.              | Biltmore         | Exhibit Rooms 2134-2135      | Kevin B. Sweeney, John F. Hardesty, Warren Boorum, Alice Heinicke, Evarard S. Proger, Jim Myers, Sid Guber, Harold Fitzgerald, Keith Miller, David R. Milsten  |
| STANDARD RADIO TRANSCRIPTION SERVICES INC. | Biltmore         | Exhibit Room 2361            | Olga Blohm, Charles Michelson, Harry Bluestone   |
| UNITED PRESS                               | Biltmore         | Exhibit Room 2326            | Frank H. Bartholomew, LeRoy Keller, C. Edmonds Allen, William C. Payette, Rhea T. Eskew, Richard A. Lufin  |
| WORLD BROADCASTING, INC.                   | Biltmore         | Exhibit Rooms 2200-2201      | Robert W. Friedheim, Dick Lawrence, James Weathers, Hal Tunis, Mike Gurney, Robert Monroe, James Ricks   |
| <b>Publications</b>                        |                  |                              |  |
| ADVERTISING AGE                            | Biltmore         | Exhibit Room 2130            | Maurine Christopher, Stanley E. Cohen, Philip A. Sietz, Gordon D. Lewis, Walter S. Reilly, James March   |
| THE BILLBOARD                              | Biltmore         | Exhibit Room 2117            | Sam Chase, Paul Ackerman, Joel Friedman, Bob McCluskey, Sam Abbott, Joel Friedman  |
| BROADCASTING                               | Biltmore         |                              | Sol Taishoff, Maury Long, Wirt Levi, Warren Middleton, Ken Cowan, John Oshon, Bruce Robertson, Don West, Edwin H. James, Rufus Crater, J. Frank Beatty, Ed Sellers, Bill Merritt, Virginia Stricker                  |
| RADIO TV DAILY                             | Biltmore         | Exhibit Rooms 212B-2129      | Charles A. Alicoate, Marvin Kirsch, Joe Morris, Arthur Simon, Paul Devoe, Jerry Tidwell, Robert Sill, Harriet Margulies  |
| SPONSOR                                    | Biltmore Statler | Exhibit Room 2340            | Norman R. Glenn, Elaine C. Glenn, Bernard Platt, Ed Cooper, Jim Shoemaker, Herb Martin, Alvin Outcalt, Jane Pinkerton, Pete Rankin   |
| STANDARD RATE & DATA SERVICE               | Biltmore         |                              | Albert W. Moss, Harvey A. Harkaway, G. Warren Carhart, F. LeRoy Hess, Harold P. Alspaugh, Willard F. Pierce, Thomas W. Carr, William R. Birdsall, Harold E. Green, Leonard T. Giarraputo, Theodore B. Breskin        |
| TELEFILM MAGAZINE                          | Biltmore         | Exhibit Room 2104            | Al Preiss, Frank Orme  |
| TELEVISION AGE                             | Biltmore         | Exhibit Room 2117            | Sol J. Paul, Don D. Kuyk, Bob Spielman, Pete Schulz  |
| TV MAGAZINE                                | Statler          |                              | Frederick Kugel, Bob Lewis   |
| U. S. RADIO                                | Biltmore         | Exhibit Room 2133            | Arnold Alpert, Jonah Giltitz, Benjamin Rachlis   |
| VARIETY                                    | Biltmore         | Exhibit Room 2235            | Syd Silverman, Abel Green, George Rosen, Bob Chandler, Herman Steinbruch, Julius Colby, Joe Schoenfeld, Jack Hellman, Dave Kaufman   |

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 Mon. thru Fri.  
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**BUD DAVIES**  
 Mon. thru Fri.  
 10:35-12 Noon 12:15-2:30 p.m. 3:15-3:30 p.m.

**AUSTIN GRANT**  
 Mon. thru Fri.  
 12 Noon 2 p.m.

A great line-up on Detroit's hardest hitting selling team. Music and News around the clock to meet any advertiser's preference for broadcast time. Talent you'll find to be the most potent selling force in the Detroit region. Cost is modest, too.

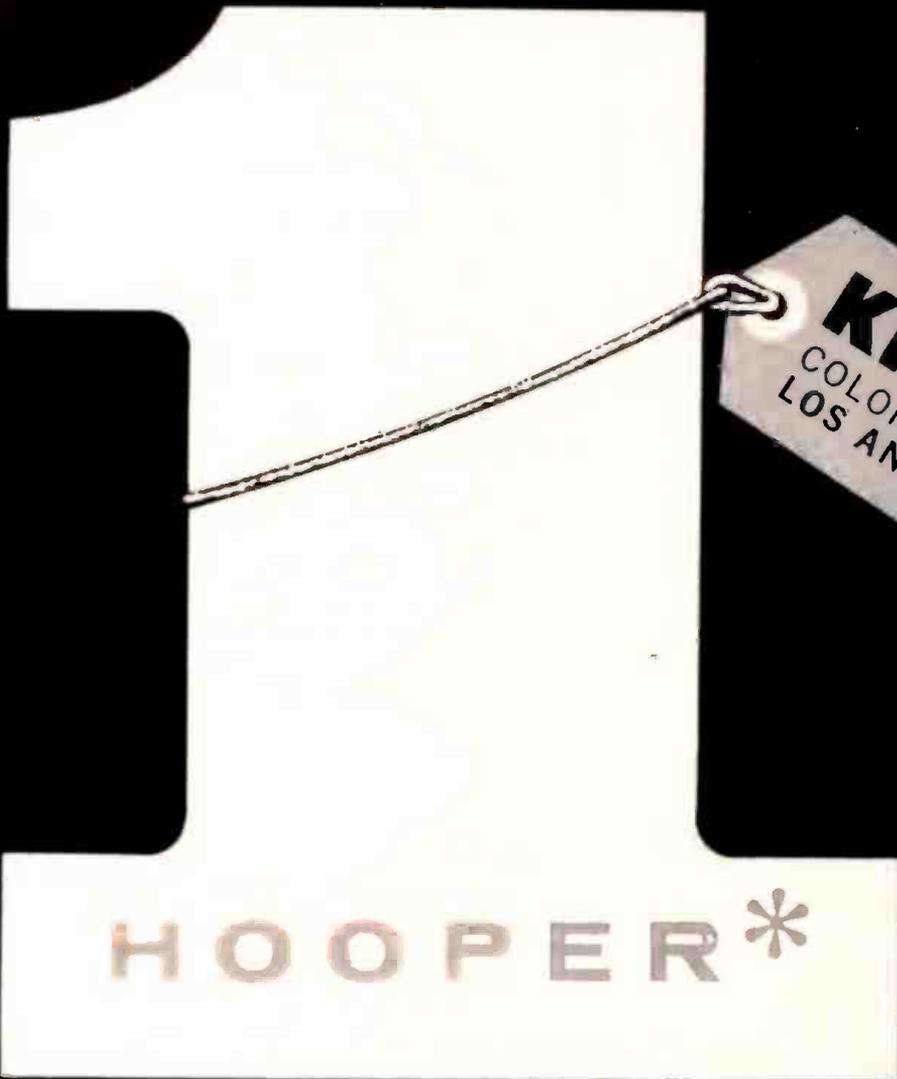
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WATTS

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National Rep.

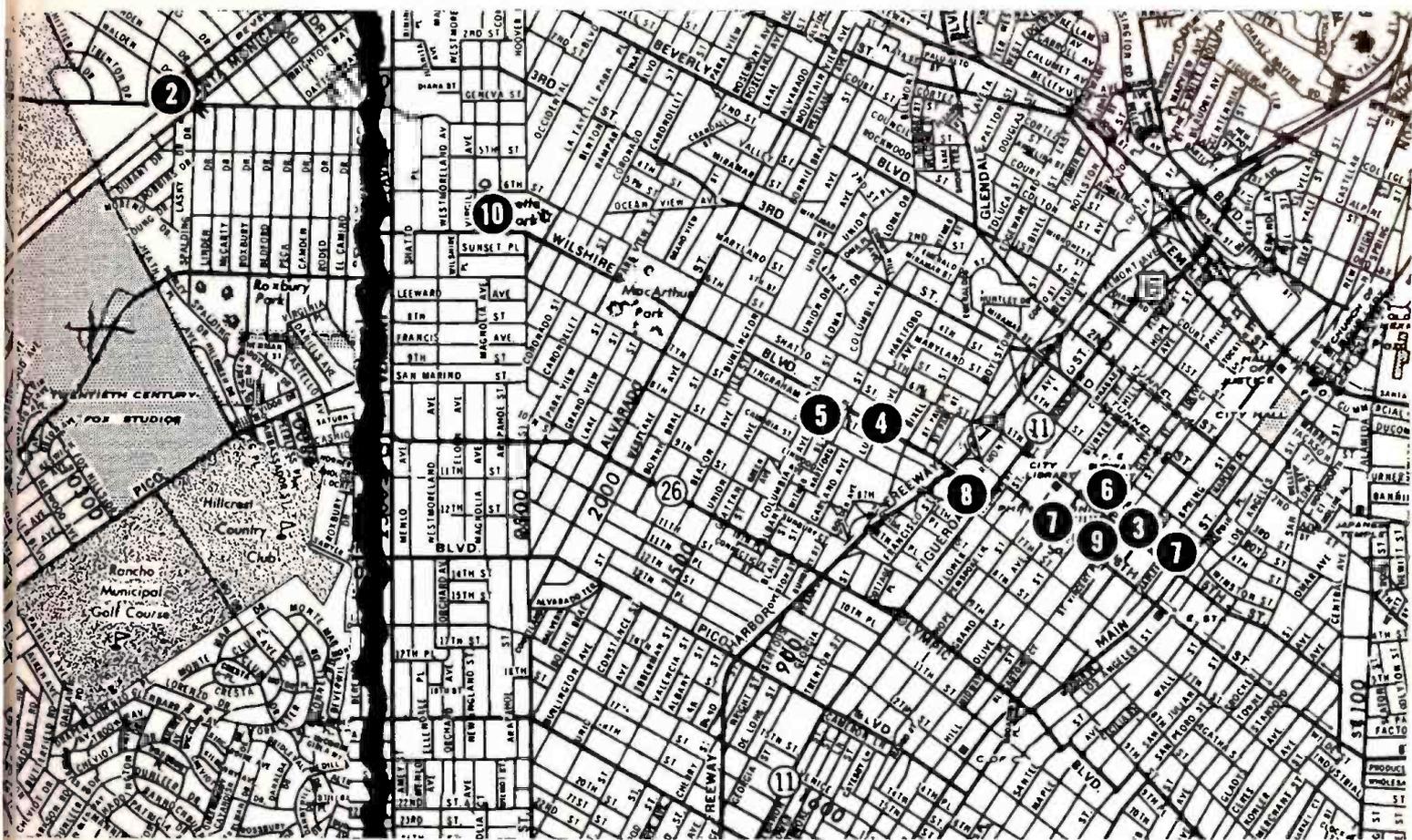
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GUARDIAN BLDG., DETROIT

J. E. Campeau,  
President



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# Convention Area



## HOTEL KEY

- |                                  |                         |
|----------------------------------|-------------------------|
| (1) ALEXANDRIA . . .             | 5th & Spring            |
| (2) BEVERLY HILTON . . .         | Wilshire & Santa Monica |
| (3) CLARK . . .                  | 426 S. Hill             |
| (4) COMMODORE . . .              | 7th at Lucas            |
| (5) MAYFAIR . . .                | W. 7th & Witmer         |
| (6) MAYFLOWER . . .              | 535 S. Grand            |
| (7) SAVOY PLAZA . . .            | 565 S. Grand            |
| (8) STATLER . . .                | 930 Wilshire            |
| (9) BILTMORE . . .               | 515 S. Olive            |
| (10) SHERATON - TOWN HOUSE . . . | 2961 Wilshire           |

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The 1954 Census of Agriculture, says there are 4,782,004 U.S. farms, 4,068,138 of which the Keystone Network covers on the "local level" or 86% of the nation's total number of farms. In the 14 states having 150,000 farms or over, Keystone covers 88.9% of the aggregate and the farms in these fourteen states constitute 57.1% of the total farms in the country.

Write or phone the Keystone office nearest you. It will be a pleasure to tell you.

Send for our new station list

|   |  |   |  |
|---|--|---|--|
| <b>CHICAGO</b><br>111 W. Washington<br>STate 2-8900 | <b>NEW YORK</b><br>527 Madison Ave.<br>ELdorado 5-3720 | <b>LOS ANGELES</b><br>3142 Wilshire Blvd.<br>DUnkirk 3-2910 | <b>SAN FRANCISCO</b><br>57 Post St.<br>SUtter 1-7440 |
|---|--|---|--|

- TAKE YOUR CHOICE. A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- MORE FOR YOUR DOLLAR. No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- ONE ORDER DOES THE JOB. All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



**U. S. RADIO  
CONVENTION  
SUPPLEMENT**



**LOS ANGELES  
CONVENTION  
GUIDE**

**hotels**

|  |           |  |           |
|--|-----------|--|-----------|
| Alexandria, 5th & Spring.....                | MA 6-7484 | Hayward, 6th & Spring.....                 | MI 5151   |
| Ambassador, 3400 Wilshire.....               | DU 7-7011 | Hollywood Krickerbocker, 1714 N. Ivar..... | HO 5-3171 |
| Beverly Hills, 9641 Sunset.....              | CR 6-2251 | Hollywood Plaza, 1637 N. Vine.....         | HO 5-1131 |
| Beverly Hilton, Wilshire & Santa Monica..... | CR 4-7777 | Hollywood Roosevelt, 7000 Hollywood.....   | HO 9-2442 |
| Biltmore, 515 S. Olive.....                  | MI 1011   | Hollywood Wilcox, 6500 Selma.....          | HO 9-1161 |
| Bryson Apt., 2701 Wilshire.....              | DU 9-3141 | Lankershim, 7th & Broadway.....            | TR 5781   |
| Carlton, 529 S. Figueroa.....                | MI 6571   | Mayfair, W. 7th & Witmer.....              | DU 4-4161 |
| Cavalier, 10724 Wilshire.....                | GR 7-8261 | Mayflower, 535 S. Grand.....               | MI 1331   |
| Chapman Park, 3405 Wilshire.....             | DU 4-1181 | Miramar, Wilshire & Ocean.....             | EX 4-3731 |
| Chateau Marmont, 8221 Sunset.....            | HO 9-2911 | Normandie, 605 S. Normandie.....           | DU 3-1351 |
| Clark, 426 S. Hill.....                      | MI 4121   | Park Wilshire, 2424 Wilshire.....          | DU 9-2141 |
| Commodore, 7th at Lucas.....                 | TR 7431   | Rosslyn, 111 W. 5th.....                   | MI 3311   |
| Del Capri, 10587 Wilshire.....               | GR 8-7791 | San Carlos, 507 W. 5th.....                | MU 2291   |
| Embassy, 851 S. Grand.....                   | TR 0941   | Savoy Plaza, 565 So. Grand.....            | MA 5-1411 |
| Figueroa, 939 S. Figueroa.....               | TR 8971   | Sheraton-Town House, 2961 Wilshire.....    | DU 2-7171 |
| Gaylord, 3355 Wilshire.....                  | DU 9-4161 | Statler, 930 Wilshire.....                 | MA 9-4321 |
| Georgian Manor, 614 S. Hauser.....           | WE 9-2138 |  |           |

# restaurants

(LWB = liquor, wine, beer.)

Bold face listings indicate Diner Club membership.

The following restaurants have been recommended by Gourmet's Guide to Good Eating. U. S. RADIO thanks Gourmet Magazine for making available, in advance of publication date, their most up-to-date list.

**AMBASSADOR HOTEL**—3400 Wilshire Blvd. (DI 7-7011). Open 7 AM-11 PM. Lunch \$1.50-\$2.75. Dinner \$1.55-\$6.50. LWB. "Recommend this for unusually fine hotel cuisine, excellent wines." "Canard à l'orange is superb."

**THE BEEFEATER INN** 170 N. La Cienega Blvd. Beverly Hills (OL 5-8097). Open 11:30 AM-2 AM. A la carte only. Lunch entrées \$1.75-\$2.25. Dinner entrées \$3-\$5. LWB. "Exceptional in a city full of fine restaurants. American and English cuisine."

**HOTEL BEL-AIR**—701 Stone Canyon Rd. (GR 2-1211). Open 8 AM-11:30 PM. Lunch \$2.50-\$4. Dinner \$3.50-\$7. LWB. "Far above the average hotel food. Really superior on all counts." "Can't be enthusiastic enough about this hotel dining room."

**BEVERLY HILLS HOTEL**—9641 Sunset Blvd. (CR 6-2251). Open 12 N-1 AM. Lunch à la carte only. Dinner entrées \$3.50-\$10. LWB. "Flawless food and service. Expensive." "French cuisine as good as you'll find anywhere."

**BILTMORE HOTEL**—515 S. Olive St. (MI 1011). Open 6:30 AM-12 Midnight. Lunch & dinner \$1.65-\$5.45. LWB. "Best hotel food in town." "Versatile Swiss chefs."

**BIT OF SWEDEN**—9051 Sunset Blvd. (BR 2-2800). Open 12 N-11 PM. Lunch \$1.55-\$2.25. Dinner \$2.45-\$4.15. LWB. "Wonderful Scandinavian cuisine. Smörgåsbord a delight."

**BOB DALTON'S RESTAURANT**—133 N. La Cienega Blvd. (OL 2-2844). Open 11:30 AM-2 AM. Lunch \$1.25-\$3. Dinner \$1.85-\$4.50. LWB. "Pleasant atmosphere. Excellent Italian-American cookery."

**BUBLICHKI**—8846 Sunset Blvd. (OL 2-5529). Open 6 PM-2 AM. Closed Tues. Dinner \$2.50-\$5. LWB. "Very popular for dinner and late cocktails. Interesting atmosphere, good Russian specialties and drinks."

**CAFE DE PARIS**—7038 Sunset Blvd. (HO 4-9812). Open 5 PM-2 AM. Closed Tues. Table d'hôte only. Dinner \$2.25-\$4.25. LWB. "French cuisine. Relaxed, congenial atmosphere. Piano and accordion music continuously."

**THE CAPTAIN'S TABLE**—301 S. La Cienega Blvd. (OL 5-7335). Open 5 PM-2 AM. Dinner \$2.95-\$4.25. LWB. "Grand all around. Some of the most palatable sea food I have tasted. Can particularly recommend the cioppino."

**CHASEN'S** 9093 Beverly Blvd. (CR 1-268A). Open 6 PM-1 AM. Closed Mon. Dinner à la carte only. LWB. "Always crowded and gay. Food that defies description."

**CHIANTI RESTAURANT**—7383 Melrose Ave. (WE 6-9767). Open 5 PM-11 PM. Closed Mon. A la carte only. Dinner entrées \$2-\$5. LWB. "Antipasto that can't be beat. A gourmet's delight à la Italienne."

**COCK 'N BULL**—9170 Sunset Blvd. (CR 6-7814). Open 11:30 AM-2 AM. Table d'hôte only. Lunch \$1.50-\$2. Dinner \$4.75. LWB. "English specialties, all you can eat, served buffet style. Try a Moscow mule it originated here." "Incomparable roast beef, also Yorkshire pudding and kidney pie."

**THE CORSICAN**—1312 N. La Brea (HO 2-9736). Open 5 PM-11:30 PM. Closed Mon. Dinner \$2.50-\$5. LWB. "Dependable and not overly expensive." "Fine French restaurant."

**THE DALES RESTAURANT**—3401 Wilshire Blvd. Open 11:30 AM-2 AM. Closed Sun. A la carte only. Lunch and dinner entrées \$2.75-\$5.50. LWB. "First Thursday of each month is International Night; menus from leading European restaurants are duplicated." "Intimate atmosphere, exceptional food above average service."

**DON THE BEACHCOMBER**—1727 N. McCadden Pl. (HO 9-3698). Open 5 PM-1 AM. A la carte only. Dinner entrées \$4.50-\$5. LWB. "Fascinating South Seas décor. Cantonese and Mandarin cooking so good it's beyond description. Famous for rum drinks." "The best almond duck I ever tasted." "Dinner is always a happy and memorable experience." "Mysterious tropical drinks."

**FARMER JOHN'S**—630 N. Sepulveda Blvd. Open 12 N-9 PM. Closed Mon. Lunch \$1.35-\$1.75. Dinner \$2.55-\$3.50. B. "A pleasant place for family dining."

**GOURMET BEVERLY RESTAURANT**—460 N. Canon Drive. (CR 6-2847). Open 11 AM-2 AM. Sun. 4 PM-2 AM. Lunch \$1-\$2.50. Dinner \$1.95-\$4.50. LWB. "American with a French flavor. Very good."

**HAR OMAR RESTAURANT**—8795 Sunset Blvd. (OL 5-8970). Open 5 PM-2 AM. Dinner \$2.50-\$4.50. LWB. "One of the best Armenian restaurants in L.A. Stuffed grape leaves, slish kebab, chicken tehakobelli, etc."

**HIDEAWAY SUPPER CLUB**—5775 W. Adams Blvd. (WE 6-4501). Open 10 AM-2 AM. Closed Mon. Lunch \$1.10-\$3.25. Dinner \$1.75-\$9.75. LWB. "Specially—best steaks in the West! Old West atmosphere."

**IMPERIAL GARDENS**—2610 Wilshire Blvd. (OL 6-1750). Dinner about \$3.50. LWB. "Very fine Japanese restaurant."

**JOHNNY WILSON'S READY ROOM**—365 N. La Cienega Blvd. Open 11:30 AM-2 AM. Sat. & Sun. 5 PM-2 AM. Buffet lunch \$1.85. Dinner \$2.95-\$3.95. LWB. "Give this place an unconditional recommendation. It's terrific." "No specialties here because everything is special. Roast prime ribs of beef, steaks, chicken, sea food, salad—everything."

**KOWLOON**—6124 W. Pico Blvd. (OL 3-3385). Open 12 N-1 AM. Lunch 95c-\$1.75. Dinner \$1.65-\$4. LWB. "Oriental food outstanding for variety and succulence. Reasonable."

**RESTAURANT LA RUE**—8631 Sunset Blvd. (OL 5-6356). Open 5:45 PM-12 Midnight. Closed Mon. Dinner à la carte only. LWB. "Exceptional French and Italian cuisine. Among the outstanding restaurants in this country."

**LAWRY'S THE PRIME RIB**—55 N. La Cienega Blvd. (OL 2-2827). Open 4 PM-10:30 PM. A la carte only. Dinner entrées \$3.75. LWB. "Justly famous for its roast prime ribs of beef roasted in rock salt, selected to your table and served from a hot cart. Spinning salad bowl with Lawry's special dressing—delicious."

**THE LUAU**—421 N. Rodeo Drive. (CR 4-7077). Open 12 N-2 AM. A la carte only. Lunch entrées \$1.95-\$2.25. Dinner entrées \$4.50-\$8. LWB. "Most enjoyable Polynesian food and atmosphere. Rather expensive."

**LUCEY'S RESTAURANT**—5444 Melrose Ave. (HO 9-5166). Open 12 N-12 Midnight. Closed Sat. & Sun. Lunch \$1.95-\$2.75. Dinner \$3.75-\$5.50. LWB. "Fine Italian food and service."

**MARATHON CAFE**—130 E. 4th St. Open 11 AM-10:30 PM. Lunch \$1.25-\$3. Dinner \$1.25-\$3. LWB. "In Skid Row. No decorator's dream, but excellent authentic Greek cuisine."

**MENHRY'S THE TAIL OF THE COCK**—477 S. La Cienega Blvd. (BR 2-2214). Open 11:30 AM-2 AM. Lunch \$1.85-\$2.25. Dinner \$3-\$5.25. LWB. "Reservations are a good idea in this very popular, very fine continental restaurant." "Elegant and excellent."

**MUSSO & FRANK GRILL**—6667 Hollywood Blvd. (HO 7-7788). Open 7 AM-11 PM. Closed Sun. A la carte only. Lunch entrées \$1.50-\$2. Dinner entrées \$2.50-\$3.50. LWB. "One of the oldest and best restaurants in the Hollywood section."

**NAPLES RESTAURANT**—1508 N. Gower St. (HO 2-3213). Open 12 N-2 PM. A la carte only. Lunch entrées from \$1.60. LWB. "Best Italian food in California." "An Italian restaurant where the sea food is unsurpassed. Try the Maine live lobsters."

**NICKODELL RESTAURANTS**—5507-11 Melrose Ave. & 1600 N. Argyle (HO 7-3557, HO 9-2181). Open 10 AM-2 AM. Lunch \$1.25-\$2.75. Dinner \$1.45-\$3.75. LWB. "Good American cooking. Reasonable."

**THE OYSTER HOUSE**—666 N. La Cienega Blvd. (OL 2-2900). Open 5 PM-2 AM. Dinner \$2.50-\$4.50. LWB. "Lovely décor à la New Orleans—iron grillwork, etc. Marvellous sea food. Eastern lobster, shellfish, pompano."

**PAUL'S DUCK PRESS**—2353 E. Olympic Blvd. (MA 9-8336). Open 11 AM-2 AM. Closed Sun. A la carte only. Dinner \$3.75-\$5. LWB. "Game prepared with American, Italian, or French recipes, as you please."

**THE PICCADILLY**—848 N. La Cienega Blvd. (OL 5-7068). Open 5:30 PM-12 Midnight. Dinner about \$5. LWB. "Wonderful Italian food. Try the grandine of beef."

**PIERRE'S CONTINENTAL RESTAURANT**—2319 Westwood Blvd. Open 11 AM-9 PM; Sat. & Sun. 4 PM-9:30 PM. Closed Mon. Lunch \$1.15-\$1.40. Dinner \$2.50-\$3.

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and Watch Your Sales



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restaurants (cont'd)

**THE PLYMOUTH HOUSE**—9039 Sunset Blvd. (CR 4-2055). Open 11:30 AM-2 PM. Closed Sun. Lunch \$1.25-\$1.75. Dinner \$3-\$4.90. LWB. "Excellent continental cuisine. Attractive."

**THE RAFFLES**—4310 Dequan Blvd. (AX 4-9281). Open 11 AM-2 AM. Lunch \$1.10-\$1.65. Dinner \$1.95-\$4. LWB. "Charcoal-broiled lamp chops my favorite. Unusually good salad with Roquefort-sour cream dressing."

**RICHLOR'S**—134 N. La Cienega Blvd. (OL 2-1314). Open 11:30 AM-10:30 PM. A la carte only. Lunch entrées 95c-\$1.85. Dinner entrées \$2.15-\$3.50. LWB. "A sea food bar to top all. And what they do to a sizzling planked hamburger is wonderful."

**ROBAIRE'S FRENCH RESTAURANT**—348 S. La Brea (WE 6-9262). Open 5 PM-2 AM. Closed Mon. A la carte only. Dinner entrées \$1.75-\$4.75. LWB. "For a delicious French meal in a really continental atmosphere, this is the place."

**ROMANOFF'S**—140 S. Rodeo Drive (CR 6-0241). Open 12 N-12 Midnight. Expensive à la carte. LWB. "Best stuffed cabbage ever tasted. Elegant atmosphere."

**SCANDIA**—9040 Sunset Blvd. (BR 2-3958). Open 12 N-2 AM. Closed Mon. A la carte only. Dinner entrées \$2.25-\$5. LWB. "Noted for Scandinavian food; however, excellent French chef will prepare anything." "The greatest!" "Quiet, pleasant, European setting. Superior food." "Best in L.A."

**THE SECRET HARBOR RESTAURANT**—3357 Wilshire Blvd. (DU 2-7311). Open 11:30 AM-2 AM. Closed Sun. A la carte only. Lunch and dinner entrées \$2.75-\$5.50. LWB. "Above average for continental cuisine. Quiet and intimate."

**SPORTSMEN'S LODGE**—12833 Ventura Blvd. (ST 7-0881). Open 5 PM-2 AM. Dinner \$2.50-\$4.75. LWB. "Fine continental cuisine. Or you may catch your own trout and have it prepared and served here."

**STEAR'S**—116 N. La Cienega Blvd. (OL 5-8686). Open 5 PM-12 Midnight. A la carte only. Dinner entrées \$2.75-\$4.75. LWB. "American cuisine. Excellent steaks and chops."

**TAM O'SHANTER INN**—2980 Los Feliz Blvd. (NO 4-0228). Open 11:30 AM-12 Midnight. A la carte only. Lunch entrées 75c-\$1.50. Dinner entrées \$1.25-\$2.75. LWB. "High quality and fine service. American food."

**VILLA NOVA**—9015 Sunset Blvd. (CR 5-9431). Open 5 PM-2 AM. Dinner \$2.75-\$4.75. LWB. "A tremendous and varied Italian menu. Mozzarella appetizer is a rare treat."

**VILLA FRASCATI**—8117 Sunset Blvd. (OL 6-2727). Open 12 N-2 AM; Sat. & Sun. 4 PM-2 AM. Lunch \$1-\$2. Dinner \$2.50-\$4.75. LWB. "Always an excellent meal. Choice of French or American specialties. Don't be surprised to see your favorite movie star sitting at a nearby table."

**THE WILD GOOSE**—13302 Ventura Blvd. (ST 7-6381). Open 11:30 AM-2 AM. Lunch \$2-\$3. Dinner \$3.50-\$6. LWB. "All food except the roasts is cooked to order. Deliciously continental."

**WILLARD'S**—9625 W. Pico Blvd. (CR 6-3766). Open 4 PM-12 Midnight. Table d'hôte only. Dinner \$2-\$3.25. LWB. "Best southern fried chicken in southern California."

**THE WINDSOR RESTAURANT**—3198 W. 7th (SU 2-1261). Open 11:30 AM-2 AM. A la carte only. Lunch & dinner entrées \$2.75-\$5.50. LWB. "A cozy spot with excellent continental food and service." "A prix fixe luncheon with several courses from carts brought to your table for your selection."

theatres

|   |           |  |           |
|---|-----------|--|-----------|
| <b>CABARET CONCERTHEATRE</b><br>"In League With Ivy"—8:40 nightly except Sunday and Monday.                           | HO 3-5554 | <b>HUNTINGTON HARBOR</b> , 1615 N. Vine<br>"Fungel of Love"—8:30 nightly except Sunday. Wednesday and Saturday matinees at 2:30. | HO 2-6666 |
| <b>CIRCLE THEATRE</b> , 800 N. El Centro<br>"Tomorrow's Children"—8:30 Saturdays and Sundays.                         | HO 5-7500 | <b>PASADENA PLAYHOUSE</b> , Pasadena<br>"Teahouse of the August Moon"—8:30 nightly except Monday.                                | RY 1-6418 |
| <b>CIVIC PLAYHOUSE</b> , 755 N. LaCienega<br>"Pajama Tops"—8:30 nightly except Monday. Saturday—8:30 and 10:45.       | OL 5-8882 | <b>PHILHARMONIC AUDITORIUM</b> , 427 W. 5th<br>"The King and I"  | MI 8464   |
| <b>GALLERY THEATRE</b> , 8351 Santa Monica<br>"Inherit the Wind"—8:30 nightly except Monday. Saturday—9:30 and 10:30. | OL 4-0456 | <b>PLAYERS RING</b> , 8851 Santa Monica<br>"A View from the Bridge"—8:30 nightly except Monday. Saturday 8:30 and 10:30.         | OL 4-9192 |
| <b>HORSESHOE STAGE</b> , 7458 Melrose<br>"A Very Special Baby"—8:30 Thursday, Friday, Saturday, and Sunday.           | WE 9-2196 | <b>THEATRE MART</b> , 600 N. Vermont<br>"The Wayward Way"—8:30 Thursday, Friday and Saturday.                                    | NO 2-1121 |

transportation

AIR

**Los Angeles International Airport:** 5800 Avion, ORchard 7-6171.

**Lockheed Air Terminal:** 2627 North Hollywood Way, Burbank CHarleston 0-5231.

RAIL

**Los Angeles Union Passenger Terminal** (Terminal of all rail lines): 800 North Alameda, MAdison 5-7171.

BUS

**Continental Santa Fe Railways:** 601 South Main, TRinity 3403.

**Greyhound Bus Lines:** Sixth and Los Angeles, TRinity 9781.

LOCAL

**Gray Line Tours:** 1207 West 3rd, MUtual 3111, for sight-seeing.

**Los Angeles Transit Lines:** 1060 South Broadway, Richmond 9-7211, for local transportation.

**Metropolitan Coach Lines:** 610 South Main, TRinity 7731, for interurban transportation.



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a Storz Station . . .  
there's  
**CREATIVITY!**

The creativity of self-disciplined professionals who consider the open microphone a constant challenge. . .

who regard the old ways as not necessarily the best ways. . .

*. . . creativity which in each of these 4 markets turns more listeners to the Storz Station than to any other.*

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

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

**NEW ORLEANS . . . WTIK** is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. 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 (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

**STORZ  
STATIONS**

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*WHB Kansas City*  
REPRESENTED BY JOHN BLAIR & CO.  
*WTIK New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
*WQAM Miami*  
REPRESENTED BY JOHN BLAIR & CO.

# advertisers

## HOLLYWOOD

Max Factor & Company, 166 N. Highland HO 2-6131  
 General Foods Corp., Bireley's, 1127 N. Mansfield HO 9-2234  
 Hollywood-Maxwell Co., 6773 Hollywood HO 9-7323

## LOS ANGELES

American Soul Clinic, Inc., 445 Towne MI 8222  
 Belins Van & Storage Co., 1335 S. Figueroa RI 9-4141  
 Bell Brands Food Ltd., P.O. Box 2402 Terminal Annex RA 3-5161  
 Carnation Company, 5045 Wilshire WE 1-1911  
 Challenge Cream & Butter Assn., 929 E. 2nd TR 0341  
 Frontier Foods Corp., 2873 Dunleer LU 3-1274  
 General Petroleum Corp., 612 S. Flower MA 6-5711  
 Kern Food Products Co., 6453 Bandine RA 3-5221  
 Vernon Kilns, 2310 E. 52nd LU 8-2124  
 Waste King Corp., 3300 E. 50th LU 3-6161  
 The Knox Company, 1651 N. Argyle HO 4-3154  
 Lewis Food Co., 817 E. 18th RI 9-5105  
 Lyon Van & Storage Co., 1950 S. Vermont RE 1-3131  
 Maier Brewing Co., 500 Commercial VA 1061  
 Gladding McBean & Co., 2901 Los Feliz NO 3-3361

McCulloch Motors Corp., 6109 W. Century OR 8-9251  
 Louis Milani Foods, Inc., 12312 W. Olympic BR 2-8521  
 National Schools, 4000 S. Figueroa AD 4-9061  
 Nesbitt Fruit Products, Inc., 2946 E. 11th AN 8-7221  
 Norris-Thermador Corp., 5215 S. Boyle LU 8-7111  
 North American Aviation, International Airport OR 8-3011  
 Palley Supply Company, 2633 E. Vernon LU 8-1153  
 Ready-To-Bake Foods Inc., 7222 E. Salusson RA 3-8481  
 Reddi-Wip, Inc., 8025 Melrose OL 3-2260  
 Relaxacizor Inc., 980 N. LaCienega OL 5-8000  
 Rexall Drug Company, 8480 Beverly OL 3-1300  
 Rose Marie Reid, 5200 W. Century OR 8-4771  
 Seaboard Finance Co., 945 S. Flower MA 5-7851  
 Signal Oil Company, 811 W. 7th MI 8311  
 Southern California Gas, 810 S. Flower MA 5-3211  
 Spartlett's Drinking Water, 4500 York CL 5-5171  
 Sunkist Growers Inc., 707 W. 5th MU 7211  
 Union Oil Company of California, Union Oil Bldg MA 9-3261  
 Utility Appliance Corp., 4851 S. Alameda AD 3-4241  
 Western Airlines Inc., 6060 Avion OR 8-2531  
 Xlent Spanish Foods Co., 50001 S. Soto LU 2-5121

# agencies

## BEVERLY HILLS

Byron H. Brown & Staff, Inc., 8421 Wilshire OL 3-2320  
 H. M. Gardner & Assocs., 8693 Wilshire OL 5-7620  
 C. B. Juneau, Inc., 8447 Wilshire OL 3-1770  
 Lennen & Newell, Inc., 308 N. Rodeo CR 1-7221  
 Walter McCreery Inc., 256 S. LaCienega OL 2-4480  
 Stiller, Rouse, Berggren & Hunt, 250 S. LaCienega OL 5-8550  
 Sudler Advertising, 9538 Brighton Way BR 2-3438  
 Swafford & Company Advtg., 307 S. Robertson BR 2-2781

## HOLLYWOOD

Brooks Advertising, 1610 Argyle Ave. HO 4-1158  
 Cossman Advertising Agency, 7015 Sunset HO 4-1105  
 Craig & Reid Inc., 6000 Sunset HO 4-8218  
 Cunningham & Walsh, Inc., 8721 Sunset OL 2-5690  
 Dancer-Fitzgerald-Sample, Inc., 1680 N. Vine HO 2-3256  
 William Esty Co., Inc., 6331 Hollywood HO 2-6305  
 Foote Cone & Belding, 6233 Hollywood HO 9-6265  
 General Advertising Agency, 7033 Sunset HO 3-5128  
 Grant Advertising, Inc., 1680 N. Vine HO 1-9321  
 Grey Advertising Agency, Inc., 1750 N. Vine HO 4-7347  
 Hunter & Willhite Advtg. Agcy., 1540 N. Highland HO 4-4191  
 Kenyon & Eckhardt, Inc., Equitable Bldg. HO 3-2101  
 Needham Louis & Brorby, Inc., 1680 N. Vine HO 2-2391  
 Media & Design, Inc., 6425 Hollywood HO 2-4236  
 Raymond R. Morgan Co., 6233 Hollywood HO 3-4194  
 Ross Roy, Inc. of California, 1680 N. Vine HO 9-6263  
 Stodel Advertising Co., 5611 Melrose HO 9-7163  
 Wade Advertising Agency, 6381 Hollywood HO 4-7457  
 Young & Rubicam, Inc., 6253 Hollywood HO 9-2731

## LOS ANGELES

B.B.D.O., 6363 Wilshire WE 1-1234  
 Beckman-Hamilton & Assocs., 915 LaCienega OL 5-7850  
 Berghoff Associates, Inc., 511 N. LaCienega OL 2-2850  
 The Caples Company, 301 S. Kingsley DU 7-4255  
 Milton Carlson Advertising, 3450 Wilshire DU 8-9464  
 Carson-Roberts, Inc., 8811 Alden Drive BR 2-8366  
 Clark Collard Advtg. Agcy., 2506 W. 8th DU 7-3388  
 Compton Advertising, 8733 Sunset CR 4-7548  
 Consol. Advertising Directors, Inc., 8762 Holloway OL 5-6484  
 D'Arcy Advertising Co., 3540 Wilshire DU 5-3171  
 Darwin H. Clark, 1145 W. 6th Street MA 5-2441  
 Dozier Eastman & Co., 400 Silver Lake DU 5-6071  
 Roy S. Durstine Inc., 3440 Wilshire DU 8-3411  
 The Edwards Agency, Inc., 915 N. LaCienega OL 5-7850  
 Erwin Wasey, Ruthrauff & Ryan, 5045 Wilshire WE 1-1211  
 Foote Cone & Belding, 900 Wilshire MA 9-3611  
 Albert Frank Guenther Law, Inc., 1308 Wilshire DU 5-4457

W. B. Geissinger & Co., Inc., 311 N. Flores WE 3-7178  
 Glasser-Gailey, Inc., 3670 Wilshire DU 4-2141  
 Glenn Advertising, Inc., 6399 Wilshire WE 3-9369  
 Goodman Advertising, Inc., 614 S. San Vicente WE 8-3993  
 Clyde D. Graham Advtg., 672 S. Lafayette Park Pl. DU 3-1266  
 Will Grant Advg. Agcy., 268 S. Alexandria DU 7-3361  
 Willard G. Gregory & Co., Inc., 416 W. 8th TR 0531  
 Guerin Johnstone, Jeffries, Inc., 6356 York CL 7-8271  
 Heintz & Co., Inc., 611 Wilshire MA 9-3181  
 Hixson & Jorgensen, Inc., 3540 Wilshire DU 8-3121  
 Jacobsen Advertising Agcy., 2201 Park Drive NO 2-7183  
 MacManus John & Adams, Inc., 6399 Wilshire WE 3-9569  
 Edward S. Kellogg Co., 685 S. Coronado DU 7-5213  
 Martin R. Klitten Co., Inc., 3670 Wilshire DU 7-8395  
 Mayers Div., Cunningham & Walsh, 2301 W. 3rd DU 8-2111  
 Dudley L. Logan Advtg., 304 S. Ardmore Ave DU 2-8471  
 Charles H. Mayne Co., 8487-B Melrose Place OL 3-0990  
 McCann-Erickson, Inc., 3325 Wilshire DU 5-3301  
 The McCarty Co., 3576 Wilshire DU 5-4011  
 Anderson McConnell, Inc., 731 N. LaBrea WE 1-1761  
 McNeill & McCleery, Inc., 3576 Wilshire DU 5-3921  
 Philip J. Meany Co., 751 S. Park View MI 3601  
 Arthur Meyerhoff & Co., 835 San Julian OL 3-1633  
 Mogge-Privett, Inc., 712 S. Curson WE 6-7243  
 John S. Monos Advtg., 527 N. LaCienega HO 5-9084  
 Elwood J. Robinson & Co., 1111 Wilshire MU 7293  
 Roche-Eckhoff & Lee, Inc., 8721 Beverly OL 5-7670  
 Bernard B. Schnitzer, Inc., 7421 Beverly WE 8-9159  
 J. B. Sebrell Advtg. Agcy., 300 S. Los Angeles MA 6-9397  
 Russel M. Seeds Co., Inc., 418 S. Robertson CR 4-7613  
 Smalley Levitt & Smith, Inc., 643 Olive MU 5336  
 Smith & Ganz, Inc., 511 N. LaCienega HO 9-8234  
 Speer Advtg. Agcy., Inc., 2223 Olive RI 7-9626  
 Barton A. Stebbins Advtg., 3142 Wilshire DU 8-8131  
 Hal Stebbins, Inc., 714 W. Olympic RI 9-5317  
 Steller Millar & Lester, Inc., 2700 W. 3rd DU 7-5377  
 Stromberger, LaVene, McKenzie, 600 S. Lafayette Pk. Pl. DU 5-2211  
 Sun International Advtg., 1651 N. Argyle HO 4-3154  
 Taggart & Young, Inc., 7364 Beverly WE 3-8108  
 J. Walter Thompson, 6505 Wilshire OL 3-0300  
 Tilds & Cantz Advtg., 6087 Sunset HO 2-1157  
 Van der Boom, Hunt, McNaughton, Inc.,  
 672 S. Lafayette Park Pl. DU 2-6203  
 R. W. Webster Advtg., 816 W. 5th MA 9-2283  
 M. Weinberg Advtg. Agcy., 6523 Wilshire OL 3-2300  
 Welsh-Hollander Advtg., 350 S. Alvarado DU 9-1171  
 West-Marquis, Inc., 1220 Wilshire MA 9-2214  
 Western Advtg., Ancy, Inc., 4848 Wilshire WE 8-2681  
 White Advertising Agency, 8611 W. Knoll Drive HO 3-5694

# networks

American Broadcasting Company, 1539 N. Vine HO 2-3141  
 Columbia Broadcasting System, 6121 Sunset HO 9-1212

Keystone Broadcasting System, 3142 Wilshire DU 3-2910  
 Mutual Broadcasting System, 1313 N. Vine HO 2-2133  
 National Broadcasting Co., Sunset & Vine HO 9-6161

# 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**

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

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

\* Pending FCC Approval

## station representatives

|  |           |   |           |
|--|-----------|---|-----------|
| Alaska Radio-TV Sales Corp., 1901 W. 8th LA          | DU 8-4151 | The Katz Agency, Inc., 3325 Wilshire, LA                    | DU 5-6284 |
| American Radio TV Station Reps., 140 N. Robertson BH | OL 2-8474 | Frank King & Co., 3780 W. 6th, LA                           | DU 5-6213 |
| AM Radio Sales Co., 5939 Sunset LA                   | HO 5-0695 | Major Market Representatives, 1441 N. McCadden, H.          | HO 1-9981 |
| Avery-Knodel, Inc., 3325 Wilshire, LA                | DU 5-6394 | Jack Masla & Co., Inc., 111 N. LaCienega, BH                | OL 2-1313 |
| William A. Ayres Co., 5880 Hollywood H               | HO 2-1133 | McGavren-Quinn Co., 1741 Ivar, LA                           | HO 4-2856 |
| Charles Bernard Co., 1050 Montecito, LA              | CA 5-3526 | Joseph Hershey McGillvra, Inc., 612 S. Serrano, LA          | DU 4-7352 |
| Hil F. Best Co., 111 N. LaCienega BH                 | OL 5-8326 | The Meeker Company, Inc., 6381 Hollywood, LA                | HO 2-2351 |
| Walter Biddick Co., 1046 S. Olive, LA                | RJ 9-8800 | Tracy Moore & Assocs., 6381 Hollywood, LA                   | HO 2-2351 |
| John Blair & Co., 3460 Wilshire LA                   | DU 7-1333 | NBC Spot Sales, Sunset & Vine, LA                           | TH 5-7000 |
| The Bolling Company, Inc., 204 S. Beverly BH         | BR 2-0544 | National Time Sales, 672 S. Lafayette Park, LA              | DU 2-3200 |
| The Branham Company, 6399 Wilshire LA                | WE 1-1551 | Harlan G. Oakes & Assocs., 672 S. Lafayette Park, LA        | DU 2-3200 |
| Breen & Ward, 6331 Hollywood LA                      | HO 3-7178 | Lee F. O'Connell Co., 111 N. LaCienega, BH                  | OL 2-1313 |
| Broadcast Time Sales, 1540 N. Highland LA            | HO 5-1755 | O'Connell-Palmer Company, 111 N. LaCienega, BH              | OL 2-1313 |
| Burke-Stuart Co., Inc., 6606 Soma H                  | HO 3-7194 | Richard O'Connell, Inc., 6381 Hollywood, LA                 | HO 2-2351 |
| Burn-Smith Company, Inc., 672 S. Lafayette LA        | DU 2-3200 | Pacific Northwest Broadcasters, 6381 Hollywood, LA          | HO 2-2351 |
| CBS Radio Spot Sales, 6121 Sunset H                  | HO 9-1212 | Pan-American Broadcasting Co., 672 S. Lafayette, LA         | DU 2-3200 |
| Scott Church & Co., 6331 Hollywood H                 | HO 3-7178 | John E. Pearson Co., 3242 W. 8th, LA                        | DU 5-5084 |
| College Radio Corp., 6606 Soma LA                    | HO 3-7194 | John H. Perry Assocs., 5880 Hollywood, H                    | HO 2-1133 |
| Donald Cooke, Inc., 111 N. LaCienega BH              | CR 5-2022 | Peters, Griffin, Woodward, Inc., 1750 N. Vine, H            | HO 9-1688 |
| Crosley Broadcasting Sales Offices, Sunset & Vine H  | HO 9-6161 | Edward Petry & Co., Inc., 530 W. 6th, LA                    | TU 3171   |
| Devney, Inc., 612 S. Serrano LA                      | DU 4-7352 | Radio-TV Representatives, Inc., 111 N. LaCienega, BH        | OL 5-7597 |
| Bob Dore Assocs., 5880 Hollywood H                   | HO 2-1133 | Rambeau, Vance, Hopple, Inc., 1350 N. Highland, LA          | HO 4-6017 |
| Everett-McKinney, Inc., 111 N. LaCienega BH          | OL 2-1313 | Paul H. Raymer Co., Inc., 1680 Vine, H                      | HO 2-2376 |
| Forjoe & Co., Inc., 451 N. LaCienega LA              | OL 5-7755 | Duncan Scott & Co., 1901 W. 8th, LA                         | DU 8-4151 |
| Gill-Perna, Inc., 730 Western, LA                    | DU 7-4388 | Sears & Ayer, Inc., 1741 Ivar, LA                           | HO 4-2856 |
| W. S. Grant, Inc., 6606 Soma H                       | HO 3-7194 | Stars National, Inc., 6381 Hollywood LA                     | HO 2-2351 |
| Irene Griffith, 1341 N. Cahuenga, H                  | HI 3912   | Tele-Broadcasters, Inc., 758 E. Colorado, LA                | RY 1-7148 |
| Headley-Reed Co., Hollywood at Vine H                | HO 4-7738 | Venard, Rintoul & McConnell, Inc., 1901 W. 8th, LA          | DU 8-4151 |
| George P. Hollingbery Co., 3325 Wilshire LA          | DU 5-2071 | The Walker Representation Co., Inc.,<br>672 S. Lafayette LA | DU 2-3200 |
| Hal Holman Co., 6381 Hollywood LA                    | HO 2-2351 | Grant Webb & Co., 8622 Wilshire, BH                         | OL 5-8998 |
| George T. Hopewell, Inc., 111 N. LaCienega BH        | OL 5-8326 | Weed Radio Corp., 6331 Hollywood H                          | HO 2-6676 |
| H-R Representatives, Inc., Equitable Bdg. H          | HO 2-6453 | Adam Young, Inc., 6331 Hollywood, LA                        | HO 2-2289 |
| Indie Sales, Inc., 111 N. LaCienega BH               | OL 5-8326 | Young Representatives, Inc., 6331 Hollywood LA              | HO 2-2289 |
| Intercontinental Services, Ltd., 6331 Hollywood, LA  | HO 2-2289 |   |           |

## HISTORY OF NAB CONVENTIONS

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

**U. S. RADIO . . .**

**see you in SUITE 2133**

# INSTANTANEOUS COMBUSTION

876%  
GAIN



*6 Times the Audience in 60-Days  
9 Times the Audience in 90-Days  
and getting hotter every minute*

HOOPER, March, April, 1958  
TRENDEX, Feb., 1958

*Sell St. Louis with the  
"hottest" station in the Midwest*

Wonderful



St. Louis, Mo.

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

Never before in the history of St. Louis has a radio station scored such solid audience gains in such little time.

St. Louis fell in love with Wonderful WIL Radio's bright, happy personalities ... enjoyable music ... complete news ... 24-hours a day.

WIL, now in its 37th-year, was reborn in 1958, when it became a Balaban Station.

The result:  
Instantaneous Combustion.

Yes, wonderful WIL is setting this great midwestern market on fire! So, get hot with WIL radio. Add Motion to Promotion! For instantaneous action, call John Box or your Adam Young man.

Sold Nationally by  
ADAM YOUNG, INC.

One of the Balaban Stations ... in tempo with the times

Copyright 1958 The Balaban Stations

*the  
true  
measure of  
success  
in the  
Philadelphia  
market*

# WCAU RADIO DOMINATES

**1ST IN NIELSEN\***

**1ST IN PULSE\*\***

**1ST IN CUMULATIVE PULSE**

reaching 941,400 different families or 79.6%  
of all Philadelphia Metropolitan homes every week!\*\*\*

It means in terms of buying power that WCAU RADIO  
families make up a \$345,000,000 to \$2,344,000,000  
RICHER MARKET annually than that reached by the  
other 5 Philadelphia stations!\*\*\*\*

*you  
buy  
responsiveness  
when  
you  
buy*

## WCAU RADIO

*Represented nationally by CBS Radio Spot Sales*

\* Nielsen, Feb.—March '58

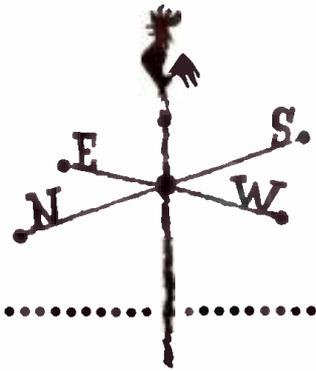
\*\* Pulse of Philadelphia, Jan.—Feb. 1958

\*\*\* Cumulative Pulse, Dec. 1957

\*\*\*\* Sales Management, May 10—1957 Buying Income per Family

## hometown USA

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



# Stations Go After Local Advertisers And Get Results

*Survey shows more salesmen  
on payrolls. Business is being  
created through promotions*

 Stations across the nation are hunting — and finding — effective ways to develop radio's sales potential on the local level. In many cases they are employing more salesmen and are coming up with ingenious promotions designed to sell the station to advertisers in their own hometowns.

Sales staffs are larger now than in the last several years, according to Radio Advertising Bureau. It predicts that by 1960 the average radio station will have five to five-and-a-

half salesmen and by 1965 the average outlet will employ 10 salesmen. Present statistics show that in markets over 500,000 the median number of salesmen for a station is five, while the number can range from one-and-a-half to 10. In markets of 100,000 to 500,000 the median is three, the range three to six. In areas under 100,000, the median is again three, but the range drops from one-and-a-half to five, according to the RAB survey.

These sales staff increases should

help to offset the main fault in station selling approaches, states Jack Hardesty, vice president of RAB. He believes radio errs in confining itself to soliciting its own portion of the advertising dollar, instead of going after a larger share of the total.

Attention to the local advertising picture has intensified markedly during the last couple of years. RAB, for one, has been after station executives to increase sales personnel to keep pace with the postwar importance of local billings as a major

factor in overall revenue volume.

When radio decentralized in the postwar years and stations increased four-and-a-half times over the pre-war era, they often lagged behind in expanding their sales structures to accommodate radio's changing character.

In addition to the recent upswing in hiring selling talent, stations are creating myriads of sound ideas to bring in local business, directly or indirectly.

For example, a combination of psychology and flattery is being turned successfully by WIRL Peoria, Ill., into a climbing sales curve. The station has programmed a series of "Mystery Voice" contests—the voices being those of local businessmen who do not utilize radio advertising. The station first persuades these merchants to lend themselves to the contest, then the townspeople try and identify the voices to win prizes. After interest builds up, the whole town begins discussing the current mystery man. When someone finally guesses who he is, the new celebrity's phone starts ringing with congratulations and comments, WIRL says. The merchant is thus shown personally the value radio possesses and very often ends up by buying time, the station says.

**'Blue Monday'**

Another midwestern station sold an idea to a single appliance dealer that was so attractive it guaranteed WING Dayton, O., 16 sold-out broadcasting days last year. WING arranged that the dealer buy any unsold time on the station each Monday that it rained. The commercial pitch was that "blue Monday" would not be blue for the housewife if she owned a clothes dryer. She then would not care whether it rained on washday, according to the station. The appliance company liked the idea so well that it committed itself in advance, not knowing how much it would be billed for, nor how often—a significant selling achievement.

In Allentown, Pa., station WSAN got the Allied Van Co., movers, to



Volkswagen and Pete Viking explore space together on top of 40-foot tower in promotion for WKIS Orlando, Fla. Station's mobile unit and d.j. spent one week broadcasting here during Central Florida Fair Week.

increase its weekly spots from five to 25 within a year's time by promoting a copy idea. Whenever a family moved in the area using Allied, the firm announced the change of address over the air. This proved popular with both private individuals and commercial firms, who did not want to bother sending out notices, with Allied soon promising to plug everyone that moved with them. By the end of the year they increased their original buy five times to accommodate their new business, WSAN states.

In Orlando, Fla., station WKIS sold out for an entire week as the result of a single promotion involving the "Kis Spaceman." During Central Florida Fair Week, both the station's

mobile unit and its star announcer, Pete Viking, lived on top of a 40-foot tower which was erected on the fair grounds. The station's Volkswagen and Mr. Viking were hoisted to the summit by a crane and 150,000 fair visitors paused to watch the spectacle throughout the week. Billboard space was sold on the tower in a package deal combined with air time. Mr. Viking originated seven-and-a-half hours of broadcasting a day from his lofty perch. Newspaper publicity for WKIS was used and paid for by the participating sponsors. At the end of the week the station dropped \$10,000 in cash and gift certificates from the top of the tower according to W. H. Forsythe Jr., the station's commercial manager. • • •

# commercial clinic



## *Nucoa Sells Consumer*

### *Through Subliminal Sound:*

### *Commercial Within a Commercial*

One of the latest additions to radio's bag full of commercial techniques was conjured up recently by a west coast agency—a variation on the new theme, subliminal sound.

This deliberate appeal to the subconscious has just been introduced by Nucoa Margarine, division of the Best Foods Inc., New York. The one-minute spots, now being aired during the daytime hours over 75 radio stations in 32 markets, were created by Glen Hurlburt, musical director for Guild, Bascom & Bonfigli Inc., San Francisco, agency for the product.

#### **Musical Reminder**

The Nucoa commercial, a jingle, sounds to the conscious ear like a normal music-and-words sales message. The subliminal sell, according to Henry Buccello, account executive in the agency's New York office, lies not in the volume of the commercial, but in a "repeated reminder that is woven into the musical fabric of the regular sales message."

The account executive does not believe the same hue and cry will be raised over subliminal sound as has been raised about subliminal sight commercials—those appealing to the subconscious through the eye. "Sight subliminals intrude upon a movie or tv program without the viewer being aware that he is being sold," Mr. Buccello points out. "In our use of subliminal sound the listener is

already hearing a commercial. We are just adding a new ingredient to the regular, selling recipe."

Mr. Buccello states that the agency does not yet have any information available on the results of the new technique in selling Nucoa. The agency has been discussing, he says, conducting a test in two similar markets where the commercial will be aired in one with the subliminal portion, and in the other without it. "That way we would be able to compare sales in both markets to get an idea of what effect, if any, subliminal sell has on sales," Mr. Buccello explains.

GB&B's Mr. Hurlburt describes his development of the technique this way: "The fact that I have been blind throughout my adult life may have given me more real respect for the value of sound. It is more likely, though, that 30 years as a working musician have made me aware of the

phenomenon that the ear is frequently quicker than the eye.

"I have used the technique of diversion so long employed by magicians, and adapted it to the commercial," Mr. Hurlburt explains. "The conscious ear is engrossed in the obvious, while the subconscious is aware of the secondary musical line." Mr. Hurlburt believes Nucoa is the first company to employ this technique deliberately, but says that other firms, notably Pepsi-Cola and Pepsodent, have used subliminal sound accidentally.

"For example, in the original Pepsi-Cola jingle the repetitive use of the word, 'trickle,' though not being pertinent to the sales message, is certainly a reminder of thirst.

"More recently," Mr. Hurlburt continues, "in the Pepsodent song, the production techniques leave a listener with a distinct impression that only a refreshing, pleasant result can occur from the use of the product."

Mr. Hurlburt will not reveal Nucoa's subliminal message because it would then lose its subconscious appeal, he feels.

"Diversion is not, however, the only technique that can be employed in this type of thing," the composer declares. "As in visual projection, secondary persuasion can be achieved by means of intensity of imagery."

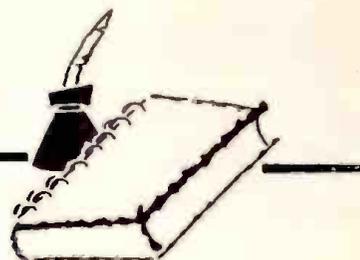
Mr. Hurlburt and David Bascom, board chairman of the agency who wrote the words, are reported ready to collaborate on future subliminal sounds. • • •



Glen Hurlburt, GB&B music dir.



# station log



## Stations Talk Up Healthy Aspects of Business Economy

Stations throughout the nation have started campaigns to point up the positive aspects of the economy, on the theory that much of the recent downturn in business has been caused by pessimistic talk.

A "bellringer" campaign is under way on WLOL Minneapolis-St. Paul, Minn., "to counteract all of the gloomy business talk." Businessmen throughout the area have been asked to submit examples of increased sales, production and employment, expansion of facilities and new openings.

Items such as plans for a million dollar parking ramp, a 36 percent monthly sales rise for an auto dealer and a \$3 million housing development announcement are featured on WLOL newscasts and are accompanied by the ringing of a bell "to call attention to the bright side of the economic news." KELO Sioux Falls, S. D., a sister station, has started a similar drive.

And a Flint, Mich., businessman, also convinced that "optimism is contagious," conducted a mammoth

publicity campaign to help offset a 30 percent drop in local business.

Using no other media, The Ace Furniture Co. bought an average of 65 announcements a day on WBBC for three days. "Gloom-busting" items were also added to newscasts. The campaign brought the store its biggest single sales day volume in history, attracting an estimated 5,000 customers.

In Akron, O., the heightened interest in economic conditions has brought action by WCUE, which has established a business reporting service to broadcast business news four times daily on Fridays and Saturdays.

The pooled business outlook of selected groups of Akron businessmen is a special feature of the service. In addition, the reports include retail sales figures, an Akron stock average and a "WCUE business indicator."

KOOL Phoenix, Ariz., has scheduled a heavy spot campaign to tell its listeners "the true facts of business" in its area. The announcements, using figures from the Retail Merchants Trade Association, wholesale houses, financial institutions and the Chamber of Commerce, show that business is ahead of last year in Phoenix.

The Bartell Family Group designated April as "buy today for a better tomorrow" month, kicking it off with a one-minute editorial recorded by Gerald A. Bartell, president of the group. He said "the American economy is most comfortable when it speeds along at a lively clip. A slow-down, such as we are experiencing—however slight—is uncomfortable. The best advice—speed it up again by resuming normal purchasing."

And on the theory that "a large part of the retail sales lag is due to the public's reluctance to buy rather than its inability," WELM Elmira, N. Y., has started an "all-out local

public relations campaign with the theme, "Now you can get a better buy, so better buy now!" The non-commercial effort ties in the slogan to all station breaks and news programs.

A similar nine-day selling effort was conducted jointly by WGN Chicago, the Chicago Automobile Trade Association and the Greater Chicago Used Car Dealers. The slogan was "You Auto Buy Now" and the purpose was to encourage people "who are working and have money in the bank to buy a car now if they need one."

WWJ Detroit put its full efforts behind that city's "Buy Days Mean Pay Days" promotion, designed to stimulate a business upturn. Station breaks, newscasts and mobile unit pickups were employed.

And WWDC Washington, D. C., is airing a series of commentaries called, "Are We Talking Ourselves Into a Depression." Typical is a recent two-minute talk by News Director Joe Phipps in which he warned that "the prangs of fear have become more and more pronounced . . . by increasing talk of tumbling stock markets, rising inventories, increased unemployment." After quoting several optimistic statistics, Mr. Phipps repeated words of 1933: "The only thing we have to fear is fear itself."

## RADIO ACTIVITY

• The six radio stations in Flint, Mich., have joined in the Flint Radio Broadcasters Association. The purpose of the organization is to further the expansion and promotion of radio in that market and, by joint efforts, "make radio an even more dominant factor in community activities, as well as in advertising revenue." Members are executives of WAMM, WBBC, WFDF, WKMF, WTAC and WMRP. • • •



Problems of the broadcasting industry are discussed by an owner, a manager, a reporter at the Ohio Association of Broadcasters convention held in mid-April in Cleveland. Left to right: Gerald Bartell, owner of the Bartell Family Group; Gordon Davis, general manager of KYW Cleveland, and George Condon, radio editor of the *Cleveland Plain Dealer*.

## radio registers



### COOKBOOK OFFER

An offer for a Lea & Perrins Worcestershire Cookbook was mentioned four days ahead of spot schedule by Art Brown on his morning show on WWDC Washington, D.C. This early play brought in 191 requests for copies. Impressed by these results, the agency approved the early start of the offer and in three days 2,288 letters had been received. The advertiser reveals that radio cost less than six cents in ad money for each request received, as compared with its best return for print media of 50 cents and for tv of 32 cents.

### APPLIANCES

The B. F. Goodrich store in Belmont, N. C., previously a newspaper-only advertiser, tested radio with a three-day saturation spot package advertising automatic fry pans over WCGC. The store sold 74 fry pans in this period and as a result signed a 12-month contract. Total cost of trial spots: \$50.

### USED CARS

Daniels Lincoln-Mercury Co. of Augusta, Ga., placed a saturation campaign of one-minute spot announcements over WAUG in a two-day campaign utilizing no other media. Daniels reports it sold 22 used cars during Friday and Saturday when the spots were aired, four the next Monday and two on Tuesday "as a result of these announcements" at a total cost of \$100.

### GREETING CARDS

Alameda Pharmacy in Pocatello, Ida., received a shipment of 50 cases of Christmas cards too late in the season for regular sale. In order to unload them, the store purchased 10 short announcements per day for two days over KYTE. Results: For a total outlay of \$30, the pharmacy had sold the entire 50 cases of greeting cards in three days.

# RANKS 11<sup>th</sup>

IN THE NATION

in per family income  
(\$7,339.00)

Source: 1957 Survey  
of Buying Power

## COLUMBUS GEORGIA

3 county metropolitan area  
USES THE LOCAL  
& NATIONAL FAVORITE

# WRBL



AM  
FM  
TV

#### TELEVISION:

COMPLETE DOMINANCE  
• MORNING • AFTERNOON • NIGHT

FIRST IN **97.3%** OF ALL  
QUARTER HOURS  
Area Pulse—May, 1957

#### RADIO:

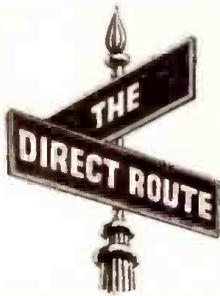
LEADS IN HOMES  
DELIVERED BY **55%**

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

# WRBL

AM — FM — TV  
COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.



**TO COVERAGE**—is the KOA-RADIO Route that takes your advertising message throughout the entire Western Market — reaching cities and towns, farms and ranches in 302 counties of 12 states!

**TO SALES** — is the KOA-RADIO Route — the West's best way to sell your product to over 4 million potential customers!

**GET ON — STAY ON\* — KOA-RADIO!** It's the only station you need to route your product directly to the entire, rich Western Market. (\*most advertisers do!)

Represented nationally by Henry I. Christal Co., Inc.



**KOA Radio**  
DENVER U.S.A. 2/50  
One of America's great radio stations  
50,000 watts 850 Kc

## WWRL NEW YORK

**Sells more products by:**  
Offering your product a full merchandising schedule, with detailed weekly reports to you...

**Delivers the largest Negro and Spanish audience who can buy your product...**

**Sell 2,455,000 Negro & Spanish-Puerto Rican people in New York...**

**For complete details... write**

**WWRL, Woodside 77,  
New York City**

**Tel: Defender 5-1600**

## report from RAB

### Audience Surveys Refute Charges That Teenagers Are Bulk of Listeners

Charges have been made that today's radio audience consists mainly of teenagers. RAB reports these claims can be refuted with research it has released to members over the last few years — and continues to release periodically.

The following facts, from listening habit studies conducted for RAB by The Pulse Inc. in important metropolitan markets, give the lie to the attacks of radio's critics. This evidence proves, says RAB, how much and how often all types of people listen to radio each day.

**Professional men.** Virtually all doctors, lawyers and dentists, the high income members of the community, listen to radio regularly. More than half of them tune in five or more days each week. The overwhelming majority of them prefer newscasts and popular music programs.

#### Housewives Listen.

**Young homemakers.** Defined as being in the 25 to 35 age group with two or more children less than 13 years old, these housewives listen to radio during all phases of their daily routine. Actually, RAB states, 95 percent of these homemakers listen during an average week.

**Single working women.** Almost nine million women in this group are getting consistent attention from advertisers because they have their own money to spend, and the figures show that 95 percent of them listen to radio each week, RAB says.

**Engineers.** Most engineers are regular radio listeners. Nearly half of the engineers who hear radio listen in their cars. Almost three of every four in this audience listen en route to work — at least half have car sets tuned in after work. Other favorite listening posts for engineers are — in this order — kitchen, bedroom, living room.

**Working housewives.** There are more than 41 million married women who work, thus contributing their salaries to the household operation — while maintaining strong influence on buying habits. Of this group, RAB reports, 95 percent listen to the radio each week.

Their favorite listening spot is the kitchen.

**Working men.** Better than nine out of 10 of America's working men — both skilled and semi-skilled — listen to the radio each week. On any given weekday, three out of four of these men listen to radio. On a weekend day, seven out of 10 can be reached through radio.

**Men and women age 50-65.** An important buying segment of the population, 93 percent of these men and women listen to radio each week. Close to half tune in every day of the week. Approximately 70 percent of their households own more than one radio.

**Young men.** Of the male population between the ages of 25 and 30, 93.4 percent listen to the radio each week, RAB declares. Three out of four listen on any given weekday. Their favorite listening place is the automobile. More than half of them prefer news as their program vehicle.

**Housewives.** More than nine out of every 10 of these controllers of the nation's purse strings spend more than 16 hours weekly listening to radio. More than three out of every four are tuned in on any given weekday, and on the average morning better than half of the homemakers will listen.

#### Top Income

**Men in the top 15 percent income bracket.** Radio is a steady companion to these men. An overwhelming majority spend a total of more than one day each week listening to radio. On the average weekday morning more than half tune in.

Additional evidence of the attention that radio commands from American families comes from other sources. A. C. Nielsen Co. shows that 53.2 percent of American radio homes listen in the course of a week during 6 to 9 p.m. — nighttime hours.

And, according to Sindlinger & Co., people spent nine billion hours with radio in the average 1957 week.

RAB cites these facts as proof that all kinds of people listen to radio all hours of the day. • • •

# report from representatives



## Katz Aids Stations in

### Audience Building; Venard

### On Multiple Discount Problem

The Katz Agency's fulltime radio program consultant, veteran broadcasting personality George Skinner, has launched the firm's represented stations on an audience-building campaign.

Reporting to Morris Kellner, the radio department's vice president, Mr. Skinner has developed a series of program techniques based on his visits to stations.

One of the devices he employs gives Katz stations in different markets the benefit of each other's more successful programming techniques. Through a selective "tape bicycling" system, Mr. Skinner matches the specific problems of one station with the answers of another in off-the-air tape form.

The "tape bicycling" approach includes the use of non-Katz station tapes whenever Mr. Skinner spots a format or policy particularly applicable to a specific client problem. Mr. Kellner claims that this "tape bicycling" constitutes the first systematic use of "audio memos" to supplement and illustrate program suggestions provided by a sales representative.

The Katz people accept the fact that what works in one market may not in another. Nevertheless, they feel that these examples of effective programming techniques have a widespread use potential.

Mr. Kellner sums up the firm's reactions to its first few months of fulltime representative program consulting with the statement, "We are finding confirmation of our belief that the representative, through daily contact with a significant cross section of broadcasters, can contribute effectively to audience building through more effective programming."

### Multi-Product Advertisers

A major problem for bookkeeping departments of stations, agencies and representatives, according to Lloyd George Venard, is the servicing of the more than 30 large parent companies who are

buying radio for a number of their products.

The problem of multiple discounts did not exist until radio developed into the saturation campaign stage, the president of Venard, Rintoul & McConnell Inc. says, and today "correct billing requires detail alertness on the part of the station and the representative.

"We have supplied our stations with a list of parent companies and products," he tells U. S. RADIO. "We believe we are one of the first firms to inaugurate this service, as the problem sprung up only since the 1957 billings. When overlapping campaigns are placed we immediately notify the stations of this.

"The stations should set up a master file for the parent companies, listing all of the products of each. When the representative sends the order confirmation," he explains, "naturally the confirmation calls attention to the fact that this is a parent company campaign and must be combined with all products for that company."

Mr. Venard estimates that of the 30 leading companies, most of them are placing for an average of 10 products, a few are placing for as little as three products and several approach 40 products to which overlapping discounts apply. Stations and representatives must be alert, he says, "so that agencies can be immediately notified of temporary changes in rates."

### Branham Milestone

The Branham Co. is marking its 50th anniversary as an advertising representative and the firm's 22nd year as a radio station representative.

The firm was founded in 1908 by John M. Branham. He began with three salesmen and offices in New York and Chicago. Today the company employs more than 65 in offices in those cities plus Dallas, Tex.; Atlanta, Ga.; St. Louis, Mo.; Detroit; Charlotte, N. C.; San Francisco; Los Angeles; Memphis, Tenn., and Miami, Fla. • • •

You're headed in  
the right direction with  
Plough, Inc., Stations!

Radio Baltimore

**WEAO**

Radio Boston

**WCOP**

Radio Chicago

**WJJD**

Radio Memphis

**WMPS**



Represented nationally by  
RADIO-TV REPRESENTATIVES, INC.  
• NEW YORK • CHICAGO • BOSTON • SEATTLE  
• ATLANTA • LOS ANGELES • SAN FRANCISCO

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

**SPECIALIZED NEGRO  
PROGRAMMING**

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

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

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

...



## \* U.S. RADIO

for the buyers and sellers of  
radio advertising

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

ISSUED MONTHLY

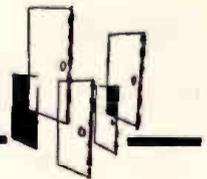
- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET  
NEW YORK 19, NEW YORK

## report from agencies



*Ogilvy, Benson & Mather*

*Ups Radio Spending*

*By 14 Percent in 1958*

One of New York's fastest growing agencies anticipates spending more than \$2.5 million in radio in 1958, an increase of \$300,000 over last year. According to James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, the agency expects to bill about \$20 million this year, nearly double its billings of five years ago. The increase in radio spending in 1958 is about 11 percent above expenditures for the sound medium last year.

Mr. McCaffrey cites Tetley Tea, Schweppes, and Pepperidge Farm as three of the nine year-old agency's major radio spenders. The Pepperidge series, featuring Titus Moody, has had phenomenal success with the senior air medium, he says.

### Pepperidge Award

In a survey of more than 2,000 agency and advertiser personnel, Pepperidge was voted one of the best radio commercials of 1957. The study, made by John Blair & Co., station representative, polled station and account executives and copywriters across the country and was made public in April.

Pepperidge, the agency reports, is the first winner that has conducted its campaigns in only 12 markets. (The client distributes only on the East Coast.)

Mr. McCaffrey attributes the Pepperidge success to OBM's underlying advertising concept. "We like to conceive of an excellent creative idea first and then pick the medium that suits it best. We never decide on the media to be used until we have come up with an overall campaign theme."

This approach is reflected in the agency's decision, now two months old, to switch over from specialized media buying to the concept of the buyer's being trained to purchase all media for a client.

Hendrik Booraem, vice president in



James McCaffrey, OBM sr. v.p.

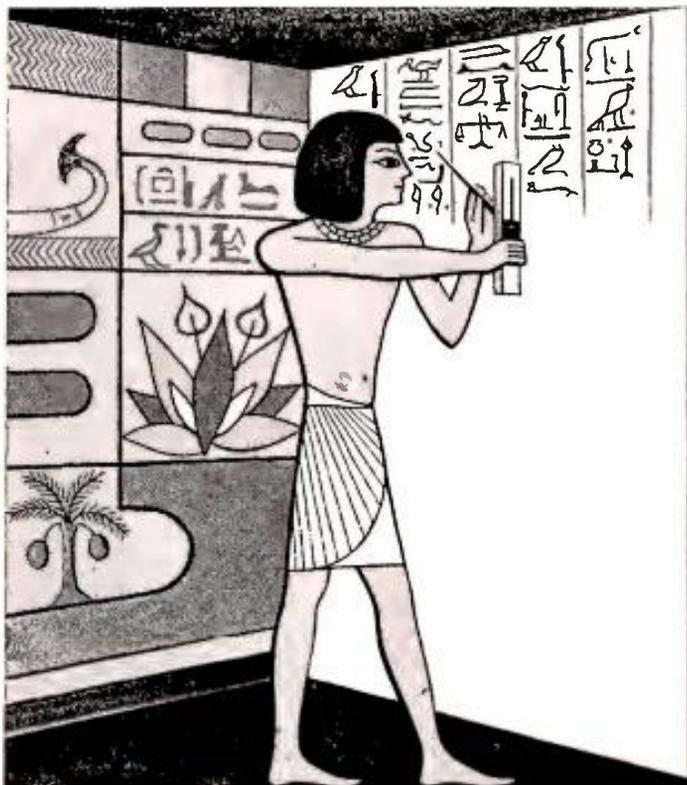
charge of radio-tv, defines the agency's approach to radio advertising in this way. "We never lost faith in radio and have always used it heavily. Radio is particularly effective for saturating the market with a given campaign for a set period of time. We have been in spot extensively because it gives excellent coverage at the least cost."

Mr. McCaffrey declares, "We regard ourselves now as experts in spot radio from both the creative and the buying end. Radio has tremendous selling power and always has. Television, after all, grew out of radio and was spawned by the three radio networks. Three things occurred to cause radio's lean years: the networks picked their radio brains by putting many of radio's best salesmen into the newer medium; there was an indefinable but effective lack of confidence in radio expressed by many people in the industry, and this resulted in lowered rates; this inferiority complex was picked up by advertisers and agencies through a sort of personal radar."

Mr. McCaffrey comments that the lowering of radio rates was "the opportunity of a lifetime" for his agency and enabled it to boost sales for several clients through saturation campaigns. Tetley Tea went into radio, he says, for reasons of economy and found it so effective that when more money became available the company increased its use of the medium.

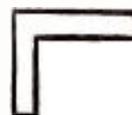
Mr. McCaffrey predicts bright years ahead for radio and expects Ogilvy, Benson & Mather to continue to increase its radio billings. • • •

# as basic as the alphabet



## EGYPTIAN

Searching for the ancient ancestor of our letter C, many scholars eye with favor the Egyptian picture-sign for corner or angle.



## PHOENICIAN

With the passage of time, for-traveling Phoenician merchants adapted the corner sign and let it stand for the first sound of gamel—precise meaning of which is not certain.



## GREEK

The Greeks changed gamel to gamma and wrote it in various ways. The form pictured here was officially adopted by the Athenians in 403 B.C.



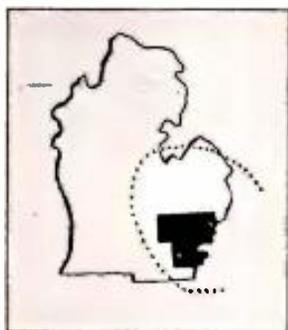
## ROMAN

From one of the Greek gamma forms, the Romans created two Latin letters. One was our letter G; the other, our letter C.



Historical photo by

Dr. Donald J. Lloyd, Wayne State University



## Cream of the Michigan market

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.

Changing listeners into customers is much easier when you buy WWJ. Nearly thirty-eight years of quality radio service to Detroit and southeastern Michigan have built a tremendously loyal audience which accepts WWJ-advertised products quickly and enthusiastically.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Bob Maxwell and Jim De Land. 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.



ON THE  
*Great*  
GOLDEN SPREAD

- Retail sales in Amarillo up 11% over January a year ago
- Employment 3% above that of the previous January
- Bank deposits up 5½ million dollars over March, 1957
- Wheat prospects look the best in seven years
- Cattle prices are up over last year

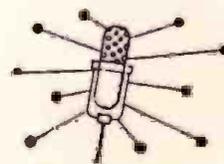
YES, BUSINESS IS GOOD,  
ARE YOU GETTING YOUR SHARE?

**KGNC** *radio*

710 kc      10,000 Watts  
AMARILLO, TEXAS

Contact any KATZ Man!

## report from networks



**NBC Foresees 'Break-Even Point;'**

**DeGray Takes Over at ABC;**

**CBS Spectacular; MBS Traffic Study**

NBC President Robert Sarnoff's widely-read open letter to the press "sets the stage for the new network radio which now deserves a place in any well-balanced national advertising campaign," Matthew J. Culligan, vice president in charge of the NBC Radio network, tells U. S. RADIO.

"The outstanding characteristic of network radio in 1958 is *usefulness*. Network radio's principal drawback was the indifference to its real values by many young people in advertising who literally 'grew up' in the tv age," Mr. Culligan says.

Mr. Sarnoff's recent letter stressed that "an occasional failure of a programming concept" or a retrenchment by one network should not be interpreted as a sign that all network radio "is on the skids."

Pointing to the new NBC Radio management, he stated that "it has, without exaggeration, snatched NBC Radio back from the Potter's Field of broadcasting. It has also given new vitality to the concept of network radio as a national communications instrument and as an effective vehicle for national advertising.

"True, the major radio networks are on record that they lost money last year. Since 1953, the NBC Radio network has had a cumulative loss of about \$9 million. But an important consideration," he added, "is that our loss was substantially less than in the previous year. We are now talking about a break-even point. I believe we will reach it, and soon."

### DeGray Brings Experience

Edward J. DeGray, newly appointed head of the ABC Radio network, "brings an excellent record in the field of radio to his new post," says Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theaters Inc.

Mr. DeGray has been with ABC Radio since October 1955 when he was named national director of station relations. He was elected vice president in Febru-

ary 1957. "He has program and sales experience," says Mr. Goldenson. "He is exceptionally well acquainted with the managers of our radio affiliates, and he has their backing as well as the full support of ABC management."

The new radio network chief succeeded Robert E. Eastman, who reports that his plans are "indefinite." Mr. Eastman adds that he will "most certainly remain in the broadcasting business."

Mr. DeGray came to ABC from Vitapix Guild Films Inc. where he was director of station relations. Before that he was national director of station relations for CBS Radio and supervisor in charge of radio co-op programs.

### Radio Spectacular

C. H. Masland & Sons of Carlisle, Pa., will sponsor what CBS calls "radio's most ambitious entertainment of the decade" on Sunday, May 4, from 6 to 8 p.m.

Called the "Masland Radio Color Roundup," the network show will feature current headliners of Broadway, Hollywood, records and tv, and will have a musical-variety format based on the colors of the four seasons.

### Traffic Safety

Mutual's interest in auto radio and traffic safety has been commended by Rep. Kenneth A. Roberts (D-Ala.) at hearings of the House Subcommittee on Traffic Safety.

In a recommendation to the committee, Mutual outlined a plan to make state-collected information on road blocks and traffic jams available for broadcast by radio stations.

The MBS plan would have traffic clerks, already assigned to highway and state police headquarters in most cases, collate and condense information received from local, county, state and turnpike authorities for distribution to radio stations via the major news wire services for subsequent broadcast. • • •



**THE  
CLEVELAND  
BROWNS**

**Radio for  
Grown-Ups  
...of  
ALL AGES**

**WGAR**



LORAIN



CLEVELAND



PAINESVILLE



AKRON



WOOSTER



CANTON



NEW PHILADELPHIA



STEUBENVILLE

## **We offer you a large share of the Northeastern Ohio buying audience**

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

*For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-minded radio audience by top sportscaster Bill*

*McColgan . . . whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.*

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

*So reach your real buying audience through WGAR.*

**Radio for grown-ups  
... of all ages**

**WGAR**  
**CLEVELAND OHIO**

**Represented by  
Henry I. Christal Co.**

## STRICTLY COMMERCIAL

... that's  
**STANDARD!**



### 5 OUTSTANDING TRANSCRIPTION SERVICES

The Brand-New

1. MUSI-'QUE' SPOT LIBRARY
2. JINGLES & COMMERCIAL AIDS
3. SUPER SOUND EFFECTS
4. LAWRENCE WELK LIBRARY
5. STANDARD'S "STANDARDS"

Visit us in **ROOM 2361** at the  
**BILTMORE** in LOS ANGELES  
during the NAB Convention

**STANDARD**  
RADIO TRANSCRIPTION SERVICES, INC.  
CHICAGO: 360 N. Michigan Ave.



## KFAL RADIO

### FULTON, MISSOURI

Prime radio service to  
four principal cities  
of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Potato chips, soup, soap, lingerie and beer—just a tiny sample of the hundreds of things that are suggested to KFAL listeners daily by our more than 150 advertisers in nearly as many lines of business; not to mention services that remind folks of things to do, and where to get them done.

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

Are you represented on KFAL today?

Contact—INDIE SALES, INC.

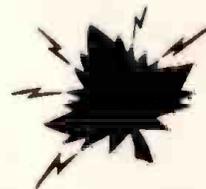
or

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

## report from Canada



### May Is a Big Month

### For Radio in Canada

### Radio Week, Convention

May will be one of the busiest months of the year for the Canadian broadcasting industry, with two major events on the agenda.

Many radio broadcasters and set manufacturers throughout the Dominion are expected to participate in Canada's second annual radio week, May 4 to 10, before leaving for Montreal to attend the annual meeting of the Canadian Association of Radio-Television Broadcasters, May 11 to 14.

Advance information about the convention's agenda comes from T. J. Allard, executive vice president of CARTB, who states that he expects approximately 350 broadcasters and manufacturers to attend. One of the most important issues to be aired at the meeting, he says, is the proposed creation of a regulatory board to control both the Canadian Broadcasting Corp. and private broadcasting operations.

### Separate Body

Before his re-election on March 31, Prime Minister John Diefenbaker promised in a campaign address to set up such a separate regulatory body in place of the present system, which calls for the board of governors of the CBC to control all Canadian broadcasting.

According to Mr. Allard, "The situation that now exists in Canada would be comparable in the U. S. if there were only one American network, government owned, which was also invested with the powers of the FCC over both the single network and the private broadcasters."

Also on the convention agenda is a discussion of formats for nighttime radio programming and a radio workshop to be held during the afternoon of Monday, May 12. Mr. Allard says that anyone is welcome, without charge, to at-

tend both the morning and afternoon sessions that day in the Queen Elizabeth Hotel. Many advertisers and agency representatives are expected.

On May 11, 13 and 14, the meetings will be open to members only and will deal with old business.

### CARTB Membership

CARTB's membership consists of 147 radio broadcasters, 33 television broadcasters and 57 associate members, mostly set manufacturers.

CARTB and Canada's entire radio industry are tooling up for Canadian radio week which, according to Charles Fenton, sales director for CARTB's Broadcast Advertising Bureau, will be primarily directed toward the few million Canadian homes that own only one radio.

There are 2.8 million Canadian homes without a second set and 150,000 with no set at all, BAB states. To remedy these situations, BAB is designing a campaign to underline how radios are being styled for use in specific rooms—for example, the mantel radio for the kitchen, the automatic clock radio for the bedroom, the console for the living room.

A station promotion kit has been mailed to all stations containing samples of promotion and display materials, idea books, facts on radio, two 20-minute speeches and commercial announcements. Among the latter are 10 dramatized announcements and several celebrity promotion spots by top sports stars.

Also in connection with radio week, the Radio-Electronics-Television Manufacturers Association of Canada will provide 300 free radios for distribution by the CARTB to member stations for prizes in contest promotions. The motto for the week is, "Be in the know—buy another radio—and listen." • • •

*will see you at the NAB convention...*

**ALL-CANADA**

**RADIO**

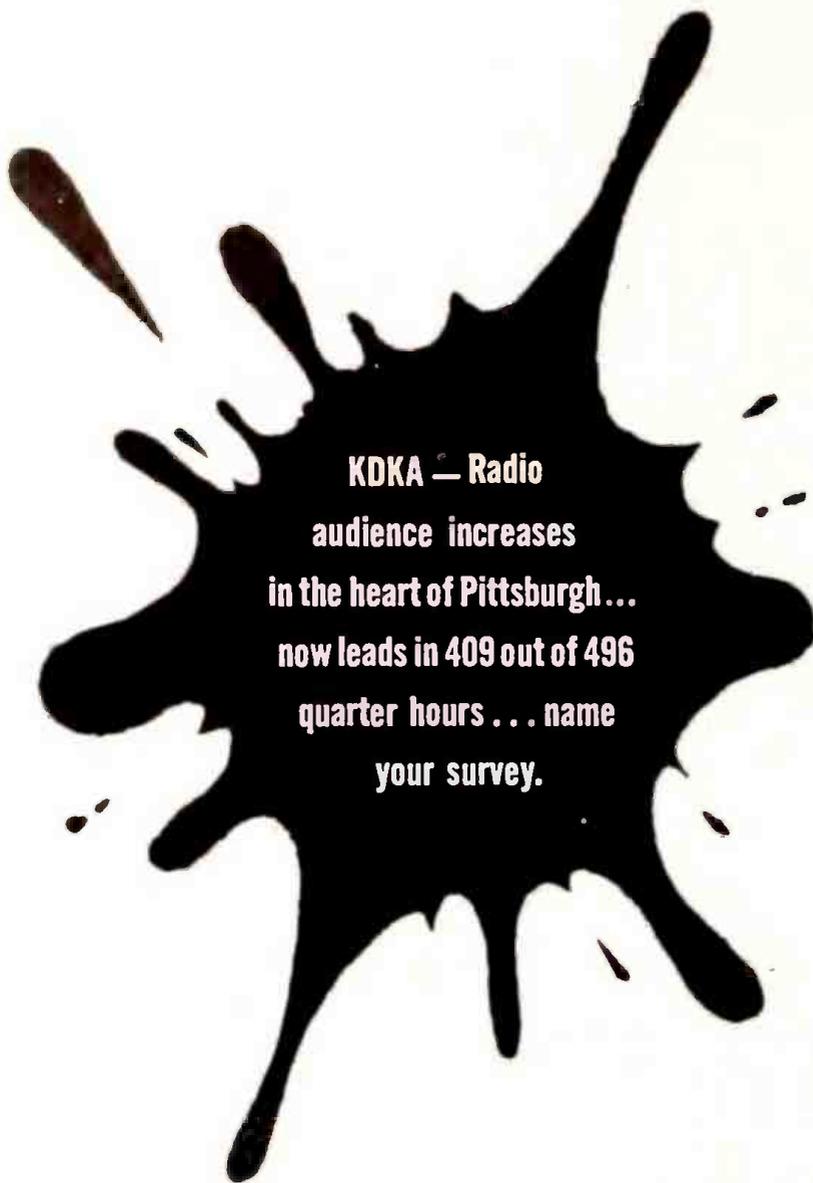
**and**

**TELEVISION**

**LIMITED**

 representing 30 Radio and 19 Television Stations in Canada  
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



**KDKA — Radio  
audience increases  
in the heart of Pittsburgh...  
now leads in 409 out of 496  
quarter hours . . . name  
your survey.**

As always, KDKA reaches  
and sells the growing suburbs  
as no other medium can.

**KDKA**  **RADIO  
PITTSBURGH**  
50,000 WATTS • CLEAR CHANNEL • Represented by PGW

 WESTINGHOUSE BROADCASTING COMPANY, INC.

SALES (Cont'd from p. 15)

ity on the national level in radio sales development. PGW, for example, has two men, one in New York and one in Chicago, who devote all their energies to this function.

In New York, Mr. Richards says there are about six product categories that are being concentrated on for increased radio sales: food, drug, textile, airlines, soft drinks and automotive and auto accessories.

Mr. Richards and his counterpart in Chicago, Paxson Shaffer, work with agency and advertiser people on three levels. They start with the media people and get information on media objectives of a particular product. They then contact account executives with their radio information. And finally they reach the top account man at the agency and the advertising manager at the client.

Actually, PGW's sales development approach has two parts. Phase one is a more general presentation on how and why sound can sell products and services. Phase two gets down to the specifics of radio circulation as well as the specific way radio can help solve the marketing problems at hand.

#### Five to Ten Percent

Broadly speaking, PGW is out to convert advertisers who use no radio and those who use from five to ten percent of their budget for radio.

Among the chief reasons that Mr. Richards takes before advertisers and agencies is the fact that radio is an intrusive medium. Mr. Richards declares that many advertisers who are faced with the task of changing a buying habit will prefer radio's ability to intrude a product idea in a way no other medium can.

Mr. Richards maintains that the key to further use of radio is in the application of sound to the product idea.

At CBS Spot Sales, George Arnold, manager of sales development, states, "Radio has to do a more thorough job of competing against other media." As an example of this, he states that newspaper milline rates are very high for adequate penetration of a market."

Mr. Arnold also stresses the tremendous fertility of the food field as being productive for radio. To show the variance in approaches to

sales development, Mr. Arnold works only with the client and not with the agency.

Al Long, manager of sales development at John Blair & Co., also works to a great extent with the client. He first sounds out the advertiser on basic media and marketing objectives and then prepares a presentation with specific radio plans.

On the network side, there is an equal amount of sales development activity. Howard Gardner, manager of sales development for NBC Radio, declares that many new advertisers can be traced to this type of work. As far as NBC is concerned, Mr. Gardner cites the following advertisers who are new to radio: Waverly Fabrics, Princeton Mills (mutation fur coats), American Institute of Men's & Boy's Wear. To a great extent, Mr. Gardner states, his department tries to show advertisers how they can incorporate network radio as part of their ad plans. He also works on clients who now use radio as their basic medium.

Among these, he lists Waverly and Midas Muffler.

Last year's sales development presentation at NBC was based on imagery transfer. This year it is founded on the concept that network radio delivers audience values, frequency and reach. The network also emphasizes certain "extras" that it offers, such as its merchandising programs (salesvertising).

Among the new business accounts that CBS Radio credits to its sales development activity are C. H. Masland, the Hertz rent-a-car system and, of course, the Ford buy.

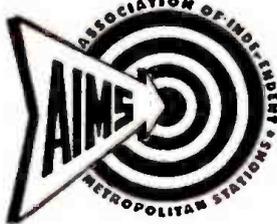
Frank Nesbitt is director of sales development for the network. The fundamental purpose of this activity at CBS Radio is the development of new business through exposure of top management at the agency and the company. The network generally sends out a management team when it gives a presentation. One recent presentation used in sales development work was the "Dollar Stretcher."

Sales development is largely a matter of education. Media men find that the surest avenue for new business is in educating advertisers, who have not used radio, on the basic values of the sound medium, coupled with a specific plan to meet certain marketing goals and problems.

we're tired of shouting it . . .



**BUT THE FACT IS . . . K-NUZ IS NO. 1\***



\* PULSE-

(Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday for total broadcast day average 6 A.M. to 12 midnight.

\* NIELSEN-

(Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday 6 A.M. to 6 P.M. for total broadcast day average.

**"On-The-Go" RADIO in HOUSTON!**

*Kay-News*  
**K-NUZ**  
*Radio Center*  
 Houston's 24-Hour  
 Music and News

National Reps.:

**Forjoe & Co.—**

New York • Chicago  
 Los Angeles • San Francisco  
 Philadelphia • Seattle

Southern Reps.:

**CLARKE BROWN CO.**

Dallas • New Orleans • Atlanta  
 In Houston:  
 Call Dave Morris  
 JA 3-2581

On the national level, there are great untapped categories who use little, if any, radio. The New York Stock Exchange, for example, in addition to all the securities firms, represents a sizeable chunk of unwritten business. One representative firm has been selling this category on the basis that by using the financial pages alone, a stock broker is appealing continuously to people who already have an interest in securities—and is ignoring the possibility of creating

new prospects. (See the *Bache* story, March 1958.)

Other untapped categories are: insurance, which uses little radio except on a co-op basis; sporting goods and specialties (boats, golf clubs, swimming pools); the novelty field (e.g., greeting cards), and the great list of products in the hard-goods category (cars, refrigerators, washing machines).

Actually, the function of sales development is as old as radio itself.

For many years, it has undergone various fates. In one era there is a great amount of enthusiasm for its prospects and then another time it seems to lose its value for one reason or another. The chief factor in the variance in interest in sales development is that it is often hard to trace new business directly to this effort.

### Media Salesman

Sometimes more than one firm has been working on one account and often a media salesman has as much to do with getting the new business as does the sales development team.

The matter of who should perform the sales development function also has been a matter of controversy. Paul Weeks, vice president of H-R Representatives Inc., believes that the job "should be left in the hands of the media association—in this case RAB."

Mr. Weeks declares that one firm is too small a part of the whole industry to influence adequately new radio business by companies who have never used the medium. He states that representative companies who have sales development departments do it to satisfy their member stations.

### More Selective

Mr. Weeks further believes that radio can expand into new categories by making its programming more selective.

But no matter who does it—representatives, networks or RAB—radio is winning new customers daily through these educational efforts. . . .

## Is MAIL PULL YOUR Dish?



## Try Bill Mack's Famous Recipe

Bill Mack is KWFT's great country and western music personality. He serves up big, heaping portions of mail—country style. Over 500 pieces of mail each week!

Bill's a fabulous fellow. His daily disc jockey shows rank 7th on the national Country and Western Jamboree's annual D-J poll. He's equally popular as band leader and vocalist. He records for Mercury Starday . . . has had 50 original compositions published . . . has made personal appearances on CBS Radio's "Saturday Night Country Style," "Big D Jamboree," and "Louisiana Hayride."

Got something to sell? Bill Mack can sell it—throughout KWFT's great coverage area— $\frac{1}{2}$  m.v.m. radius of nearly 250 miles, in the rich Southwest. Nearly 4 million people! See your H-R man.

Ben Ludy  
President & General Manager

LOW  
FREQUENCY

MAXIMUM CONDUCTIVITY



620

**KWFT**

Call Your  
H-R  
Man

620 kc -- Wichita Falls, Texas

## Give it Sell!



KOSI - KOBY  
turn over products  
not audience

**BOTH RADIO STATIONS**  
No. 1 in HOOPER & PULSE  
6 am-6 pm average share  
KOBY No. 1 in NIELSEN  
6 am-9 pm average share

**KOSI • KOBY**  
DENVER SAN FRANCISCO

Mid-America Broadcasting Company

scene of any event and an automobile equipped with remote telephone to describe important events from the scene.<sup>18</sup>

KONO San Antonio, Tex., employs a staff of 10 newsmen. The station presents regularly scheduled newscasts, remote broadcasts and bulletins. KONO reports that it operates three ground mobile units and one air mobile unit.

Another station emphasizing on-the-spot coverage is WJR Detroit. WJR features such interpretive programs as *Sunday Supplement*, *Topic for Today* and *Points and Trends*, all of which deal with events that are currently making radio headlines.

The return from KFSD San Diego shows that it has an extensive local news operation. The station maintains a press room at the Civic Center and a paid stringer system. In addition, KFSD has an arrangement with the Yellow Cabs in its city so that the 200 cabs in the area can be directly connected to the station's news center.

KSTN Stockton, Calif., has a full-time news staff of two men who cover local news for twice hourly newscasts. The station acts as a source of emergency news during such critical times as the flood of 1956.

In its news coverage, WFLA Tampa, Fla., uses as many local voices as possible in reporting the news. Techniques used are tape recording or recording by telephone.

WKY Oklahoma City, Okla., places great emphasis on its comprehensive news coverage, according to the response. It has a staff of 15 newsmen, three station wagons with two-way radios for on-the-spot news reports, and an hour-long in-depth news feature from 7:30 to 8:30 nightly called *Precinct 93*. WKY also employs two full-time meteorologists.

Farm news is an important adjunct of many stations' overall news coverage. WPTF Raleigh, N. C., for example, has a noon farm period from 12:05 to 1 p.m. It is called the *Farm Hour* and is conducted by Prof. Earl Hostetler. The program includes a summary of the day's farm market reports by remote from the North Carolina Department of Agriculture. There are guest interviews

and weather analyses plus the playing of some hillbilly music.

As an adjunct to the news KFBI Wichita, Kan., broadcasts zonal weather forecasts for all of the state's six weather zones every day. Three times a week the station programs five-day weather forecasts.

As for the future of radio news, WIP Philadelphia, Pa., believes that it will become even more vital than it is today. The station sees radio news as becoming a 24-hour-a-day job, with greater use of leg men, tape

recorders, beeper phones and short-wave transmitters.

No matter what the type of format, many stations affiliated with networks mentioned as one of their biggest problems the integration of national and local programming.

WFPG Atlantic City, N. J., expresses it this way: "The problem of an affiliate is to so program that there is no distinction in program quality or announcer quality or care in preparation between the programs initiating from the network and

**WHEREVER THERE'S MUSIC**

**...THERE'S BMI**

● VISIT BMI HEADQUARTERS  
Rooms 2107-2108  
Biltmore Hotel  
NAB CONVENTION

**BROADCAST MUSIC INC.**  
589 FIFTH AVENUE, NEW YORK 17, N.Y.

# U. S. RADIO

The monthly magazine for buyers  
and sellers of radio advertising

at the  
**NAB CONVENTION**  
in  
Suite 2133  
Biltmore Hotel

**HOWDY! I'M K. A. CASEY!**

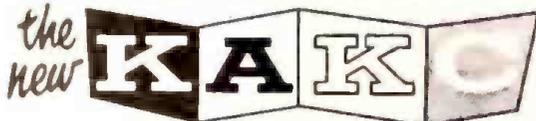
CONTINUOUSLY  
FIRST ON THE  
RICH TULSA  
FRONTIER

Hooper . . . Pulse . . . you NAME it, pardner! In every Tulsa survey during the last 18 months, I've been FIRST by a COUNTRY MILE! March THIS with my reasonable RATES . . . and you get a cost-per-thousand so far below any OTHER Tulsa station that it's almost like hoss-stealin' to buy me.

Hey, and see that big HAT I'm wearing? Ahem! That's my big .5 mv Primary Coverage Pattern in the rich Tulsa Trade Area.

Come on! Get ACQUAINTED with me . . . and you'll get acquainted with SELLING POWER, the likes of which you've never seen BEFORE.

**THE NO. 1 NEWS STATION IN THE NATION\***



TULSA'S 24-HOUR MUSIC & NEWS STATION — 970 KC  
Robert J. Hoth, V.P. & Gen. Mgr., American Airlines Bldg.  
Tulsa LU 7-2401 TWX: TU99  
Rep.. Weed Radio Corporation

\*Winner of coveted A. P. Award for best news coverage of all A. P. radio and tv stations for 1957

those initiating in the station's own studios. Its further problem is that for all the hours it is on the air, this CBS affiliate must sound exactly the same, in appeal and in quality, during local hours as it does during network hours."

KFAB Omaha, Neb., integrates by airing editorials locally which are generally tied in with the network newscasts. WAVE Louisville, Ky., adopts local features which resemble NBC's weekend *Monitor* service. One of these is the *Roadshow* broadcast from 3 to 6 p.m. which contains general audience music, NBC *News on the Hour*, regional and local news on the half hour and two sportscasts, along with the time and weather.

KENS San Antonio, Tex., a CBS affiliate, programs three nighttime shows highlighting conversation, jazz and soft music, respectively. *Party Line* comes first and airs two-way conversations between listeners who call in to discuss topics of their own choosing.

KOB Albuquerque, N. M., an affiliate of NBC, builds its programming around personalities, believing that "people sell people." Aiming at adults and particularly the businessman, KOB airs frequent five-minute news summaries from NBC and its own nine-man news department. The station also features public service programs.

WBEN Buffalo, N. Y., also beams at the adult audience and provides 60 percent local programming and 40 percent CBS network programming.

Two other network affiliates, KXYZ Houston, Tex., ABC, and WBAL Baltimore, Md., NBC, gear their operations for the entire listening public. KXYZ programs "entertainment for the entire family," while WBAL has introduced a concept called "full range programming."

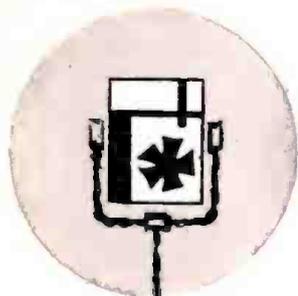
KXYZ operates on a general top 40 policy, but supplements it with albums, old hits and the Metropolitan Opera during the season. From the network it takes news, football, special events and weekend news.

WBAL's F. R. P. campaign is applied to sports, music, entertainment and news. The station emphasizes depth in all these categories.

Added to its CBS fare, WRBL Columbus, Ga., features metropoli-

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

...



**\* U.S. RADIO**

for the buyers and sellers of radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET  
NEW YORK 19, NEW YORK

tan service programming. Popular music, chiefly standard or novelty, is the core of its approach.

Two stations that responded have specialized programming to the Negro audience.

WLIB New York started out to provide a program service that was not being carried in the New York metropolitan area. Among the station's most popular features are: the regularly scheduled series of daily community news broadcasts prepared and edited by WLIB's own news staff, the annual festivals of Negro music and drama, now in their fifth season, and a weekly program called *The Editors Speak*, in which editors of leading national Negro newspapers discuss subjects affecting Negro interests in this country and abroad.

South of the Mason-Dixon line WOKJ Jackson, Miss., programs 50 percent music (largely jazz and rock 'n roll), 40 percent religion and religious music programs, five percent news and sports, and five percent special events.

Another way of expressing radio's music and news concept has been adopted by WWDC Washington, D. C. "Our dominant, basic philosophy is to program primarily *service* and *personality*." For WWDC, this includes a wide range of material.

"Sure, we play top records of today—we also play the potential hits and songs from a decade ago. We give our audience news off the wires—but we also have a digging, diligent staff of newsmen who report the local news as it happens. Besides what's happening in Bangkok, we include in our newscasts squibs that interest the people in town from Sheboygan or San Francisco," WWDC states.

Because of the service nature of radio and because of its impact as a medium, Rex G. Howell of KREX Grand Junction and KGLN Glenwood Springs, both Colorado, questions the use of the word "format" as applied to radio programming.

"We prefer to call it a creed.

"We believe broadcasting is the most potent sphere of public information and influence in the nation.

"We believe broadcasting should always remain a welcome guest in the intimate family circle of the home." • • •



**CHECK ALL THREE**

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

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

*Cost of Audience* . . . because WREN's rates are reasonable. Check with your George P. Hollingbery man.

5000 WATTS • TOPEKA, KANSAS

**WREN**

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore  
**WCAO**

Radio Boston  
**WCOP**

Radio Chicago  
**WJJD**

Radio Memphis  
**WMPS**





THE ONLY  
DIFFERENT SOUND  
UNDER THE SUN

TIMELY  
INFORMATIVE  
ENTERTAINING  
THIS IS  
RADIO FOR ADULTS

DIAL **KGB** 1360

SAN DIEGO  
H - R REPRESENTATIVES

The nation's  
highest  
audience-  
rated  
Negro group

**WOKJ**  
JACKSON

**KOKY**  
LITTLE ROCK

**KOKA**  
SHREVEPORT

The  
McLendon **EBONY**  
Stations

Represented by John E. Pearson

## radio ratings



### Rating Services Agree

### Figures Are Only One

### Aspect of Measurement

Industry participants in several recent surveys and panel discussions have called ratings everything from the only method of justifying buying decisions to "one of the greatest myths of our time."

The rating services had their chance to speak out at the Philadelphia Tv & Radio Advertising Club's seminar on "Ratings—Their Meaning and How to Use Them." Among the participants were Frank Stisser, president of C. E. Hooper Inc.; Laurence Roslow, associate director of The Pulse Inc., and George E. Blechta, vice president of A. C. Nielsen Co.

"A rating never has been, nor in my opinion ever will be, an absolute measure of the total radio audience," declares Hooper's Mr. Stisser. "Today, literally, radio is everywhere. No matter what method is used, I do not believe that anyone will ever come out with a true count of *everyone* exposed to radio. Ratings today seem to be used by many people to *prove* instead of to *find out*. At best, a rating is a guide, a comparative measure of the size and distribution of the audience."

Mr. Stisser states that used properly, a sensitive rating can be "an excellent guide to one facet of time purchasing. Certainly a rating is not the 'be all' or the 'end all.' However, in order to be effective a rating should give the buyer and seller alike an accurate indication of the changing size of the radio audience.

"No businessman," he says, "can intelligently run any business without knowing everything he can about his product. Our job is to measure a radio station's only product—its audience."

### Study All Factors

"The intelligent user of broadcast research," declares Pulse's Mr. Roslow, "will use ratings in the same way he uses information in preparing to invest in the stock market.

"In selecting a stock," he points out, "the intelligent investor looks at more

than just the closing price. The intelligent user of broadcast ratings is also no gambler and, in addition to the rating, he ascertains how it was obtained, what it means and the competitive and historical record of the time slot, the program and the station.

"Without this knowledge," Mr. Roslow says, "the rating is just a figure that means only what its user wants it to mean. Unfortunately, too many users of ratings do not realize that each research organization measures in a slightly different manner, with different size sample, and even vary as to the size of the same market.

"And since ratings are used both by program and sales people, it is obvious that each of them wants the ratings for a different purpose. Yet, too often each of them will use ratings without additional information and without knowing what they mean. If they invested in the stock market in so unintelligent a manner, their portfolios would be short on blue chips and overlong on blue sky shares."

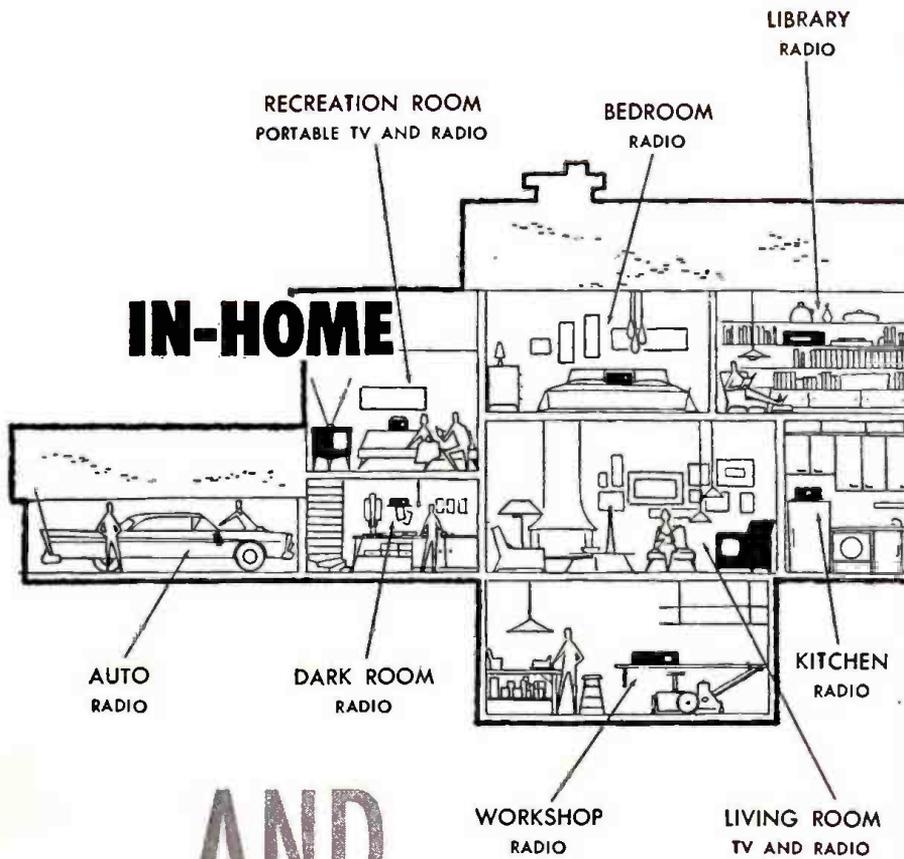
### Over-saturation

Mr. Blechta of Nielsen voices the opinion that cost-per-thousand alone is a poor basis for timebuying.

"A spot buy delivering a good cost-per-thousand can be over-saturating one-fifth of the homes it reaches with almost two-thirds of all commercial messages delivered," he states. "This is not efficiency in any sense."

Mr. Blechta declares that cost-per-thousand figures sometimes hide a concentration of too many messages among a small group of homes. "If we divide the audience reached by a spot schedule into five equal parts, from most heavily to least heavily contacted homes, a good amount of waste coverage may appear.

"Any real cost-efficiency yardstick of timebuying must ask," he concludes, "how many different homes are being reached with effective frequency, and how much does this cost." • • •



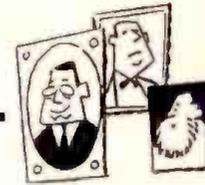
# AND OUT-OF-HOME



Including even tiniest transistor pocket sets—Pulse is the sole service accurately reporting *total* audience. Obviously auto radio is but part of the outside plus of millions. Measuring out-of-home is nothing new to Pulse. Pulse has been doing it since 1941!



# names and faces



## Noting the Changes Among

## The People of the Industry

### AGENCIES

DEANE UPTEGROVE elected president of H. B. Humphrey, Alley & Richards Inc., New York. He will continue supervision of the agency's creative activities.

MARTIN SOLOW appointed executive vice president of The Weston Co. Inc., New York. He was previously with Wilbur & Ciancio Inc., New York.

MURRAY FIRESTONE elected executive vice president in charge of the new Philadelphia office of W. B. Doner & Co., Detroit.

ALFRED GOLDMAN elected vice president and copy director as well as a director of Reach, McClinton & Co. Inc., New York. ETHEL CORDNER has joined the agency as copy supervisor.

ELLIOT W. PLOWE elected a vice president of BBDO, New York. And joining the agency's office were: PETER M.

SOUTTER as account supervisor, DAVID A. CLARK, SHERMAN HOYT and WILLIAM E. TORPEY as account executives, and HAROLD DAVIS as timebuyer.

LEONARD STEVENS has joined Weightman Inc., Philadelphia, Pa., as director of radio and tv.

FRANK ENNIS has joined Norman, Craig & Kummel Inc., New York, as an account executive. He was formerly with BBDO.

RUDOLPH J. WILLE has joined J. M. Mathes Inc., New York, as an account executive.

RALPH A. BORZI appointed director of film, tv and radio production by The Griswold-Eshleman Co., Cleveland, O. He fills the position vacated by RICHARD C. WOODRUFF, named account executive.

CHARLES WILLARD, formerly at McCann-Erickson Inc., New York, has joined Doherty, Clifford, Steers & Shenfield Inc., New York, as a broadcast buyer.

### STATIONS

ROBERT E. MITCHELL, former general sales manager, promoted to general manager of WINZ Miami, Fla.

FREDRICK G. HARTMAN, formerly with WNDR Syracuse, N. Y., named general manager of WPDM Potsdam, N. Y.

BERT COWLAN promoted from program manager to general manager of WBAI-FM New York.

GEORGE K. UTLEY, former commercial manager, promoted to station manager of WFAA Dallas, Tex.

FRED GARDELLA promoted from program director to general manager of WBNC Conway, N. H.

HOWARD L. ZACKS promoted from commercial manager to general manager of WAZY Herkimer-Ilion, N. Y.

PETER R. ODENS promoted from assistant manager to station manager of KICO Calexico, Cal.

ROBERT BARTUSCH promoted from account executive to assistant manager of WLOK Memphis, Tenn., and ROBERT DOHERTY named a WLOK account executive.

ALEXANDER W. DANNENBAUM JR., vice president of sales, and WILMER C. SWARTLEY, vice president for the Boston area, named to the board of directors of the Westinghouse Broadcasting Co.

JACK A. FRITZLEN, formerly office manager of the Lahr Advertising Agency, Indianapolis, Ind., named to the WFBM Indianapolis sales staff.

MARTIN COLBY, former sales manager of Allied Tv & Radio Productions Inc., appointed to the national sales staff of the Radio and Tv Division of Triangle Publications Inc., New York office.

DON C. DAILEY promoted from sales manager to general manager of KGBX Springfield, Mo.

CLYDE SPITZNER, formerly commercial manager of WIP Philadelphia, Pa., has joined WFIL as director of radio sales and programs.

JAMES McNEIL named program director of WSAV Harrisonburg, Va., replacing ANDY McCASKEY, promoted to manager of promotion and advertising for WSAV-AM-FM-TV.

JOHN MILLAR promoted from local sales manager to commercial manager of WCAX Burlington, Vt.

BILL WEAVER promoted from the sales staff to sales manager of KXOA Sacramento, Cal.

CLARK WHITMAN, former sales manager of WSMI Litchfield, Ill., named commercial manager of WJZ Decatur, Ill.

DIANE NEUGARTEN has joined WINS New York as director of research and promotion. Added to the time sales staff were DAN WEINIG and PAUL EVANS, former regional sales managers for the Storer Broadcasting Co., and RAYMOND HAMILTON, formerly sales manager of both Telestar Films Inc. and Flamingo Films Inc.

BOB GRIERSON, formerly with the sales staff of CFCF Montreal, Que., has joined the local sales staff of CJMS Montreal.

### REPRESENTATIVES

FRENCH EASON promoted to midwestern sales manager of H-R Representatives Inc., Chicago office.

ROBERT HANRAHAN has joined the San Francisco office of The Branham Co., PETER CHILDS transferred from Chicago to Branham's Los Angeles office and JOHN MURPHY named manager of the radio and tv department of the Chicago office.

DANIEL R. KELLY named radio sales promotion writer at Avery-Knodel Inc., New York.

ROBERT McNEAR appointed acting sales manager for West Coast operations by Broadcast Time Sales, with LINDEN CHILES named as his assistant. Also, DAVID LIEBERMAN appointed business manager of the New York office.

PAUL WILSON, formerly with Adam Young Inc., has joined the sales staff of Richard O'Connell Inc., New York.

GEORGE BINGHAM appointed vice president in charge of the Boston office of Walker-Rewalt Co.

ROBERT H. BIERNACKI appointed junior sales executive in the New York office of Radio T.V. Representatives Inc.

### NETWORKS

EDWARD J. DeGRAY, vice president in charge of station relations, appointed to head ABC Radio Network.



DeGray



Hartman



Solow



Cowlan



Edson



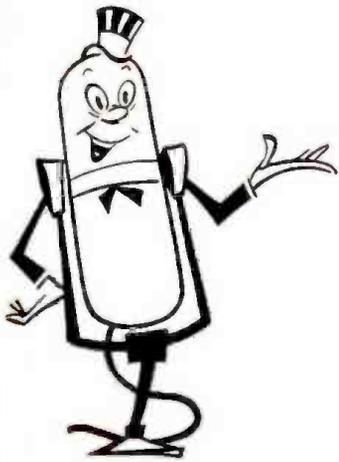
Wilson



Stevens



Firestone



# U.S. RADIO...

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

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

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

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

**The Only Magazine Devoted 100% To Radio Advertising**

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

## **U.S. RADIO**

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

SUBSCRIPTION

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

1 YEAR \$3  2 YEARS \$5

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Company or

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

PLEASE BILL

PAYMENT ENCLOSED

## EDITORIAL



### ...time for idea exchange

#### 36TH MEETING AND RADIO MONTH

The occasion of the 36th annual convention of the National Association of Broadcasters should be for radio people a time for healthy idea exchange coupled with a careful and thoughtful examination of problems that confront the radio broadcasting industry.

Of added significance this year is the fact that the conclusion of the convention is the start of National Radio Month. It has been extended for the first time from a week to a month. This is the one opportunity in the year for radio people to band together across the country and promote radio to the public and the advertiser.

This year radio is 38 years old. A relatively youthful figure in anybody's language. These have been years of monumental growth—the development of the first true mass medium.

But even more important than looking back is the necessity of looking ahead.

As we see it, radio's growth in the next 38 years will be even more significant. The sound medium itself has taken on a new shape and form in programming and business practices. As in any business that develops through the years and changes with the times, this is as it should be. Much light on the new shape of radio should be shed at the NAB meeting.

#### FOLLOWING ITS STAR

As radio follows its star in the ensuing years, its growth in billings and advertiser importance will be unlimited.

In achieving this, there are problems:

There is a need for further and intensified education of agency and advertiser people on the values and use of radio.

There is also a need to overcome the draining efforts of varied forces in the radio industry selling against themselves rather than against competing media.

The challenge of radio's next 38 years is impressive. The doorway of opportunity must be kept open at all times to meet this challenge.

The present NAB convention should be one that will serve as the idea exchange for these problems and the kickoff for Radio Month.

#### FUTURE SALES OPPORTUNITIES

Where are radio's future sales opportunities? It is the considered opinion of many connected with radio advertising that the answer to this question lies more in *how* radio is used rather than in *who* can use it.

Radio's application as an advertising vehicle is probably as boundless as the air that carries its signal.

The basic job of creating new business for radio is up to the industry. Prospective and potential advertisers must be sought after and shown, in specific terms, how radio can help them with their marketing problems.

In many cases, radio will be cracking an ad budget that traditionally has been devoted to other media.

There are actually two ingredients necessary for the development of new sales opportunities:

Educating the advertiser and selling competitively against all other media. This competition should not be done with an eye towards tearing down other advertising vehicles. But rather with the conviction that radio should be a healthy part of any advertising budget.

**IT ONLY**

**TAKES ONE**

**TO TAKE TOLEDO!**

In any category, at any time, WSPD is first in Toledo radio. By every rating standard, WSPD has more audience—across the board—than the next two stations combined. But with this solid dominance, SPeeDy continues to maintain it with leadership in the community through public interest programming, 24-hour news reporting, top talent and features, and continuous audience promotion. In being *first for 37 years*, SPeeDy makes sure that in planning any radio advertising campaign—it only takes one to take Toledo!

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**WJBK**  
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Wheeling

**WAGA**  
Atlanta

**WGBS**  
Miami

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

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

# WINN

**FIRST** 9 am  
12 noon



Bill Gerson

**FIRST** 12 noon  
3 pm



Joe Cox

**FIRST** 3 pm  
6 pm



Johnny Martin

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

## WINN GIVES YOU THIS MARKET'S LOWEST COST PER 1,000

## SEE YOUR NEAREST AVERY KNODEL MAN.