

**U.S.**

# RADIO



DECEMBER  
1957

35 CENTS

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## Where there's a **Storz Station** . . . there's **RESPONSE**

generated by the kind of radio which—  
in each of these major markets—  
has more listeners than any other station

**MINNEAPOLIS-ST. PAUL WDGY** is first . . . All-day average. Proof: Hooper (31.3%) . . . Trendex . . . Pulse. See 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). See Blair or General Manager George W. Armstrong.

**NEW ORLEANS WTIX** is first . . . All-day. Proof: Hooper (25.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI WQAM** is first . . . All-day. Proof: Hooper (38.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

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

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

**7 OF THE  
TOP 10 RADIO  
ADVERTISING  
CAMPAIGNS  
ARE ON**



**NBC RADIO**

**...WHERE MORE PEOPLE ACCUMULATE!**

The latest Nielsen Radio Index again shows NBC Radio the #1 network medium for circulation.\*

*Seven of the top ten, including the first four, radio advertising campaigns—ranked in terms of unduplicated homes covered weekly—are on NBC Radio.*

*The number one campaign, in fact, delivers over a million more different homes in a single week than are reached by the average EVENING TV program.*

Audiences accumulate faster on NBC Radio because NBC Radio provides: programs that appeal to a wide

variety of tastes... the greatest commercial flexibility... unique dispersion patterns.

Which helps explain why NBC Radio has been selected by *more* advertisers and *more different kinds* of advertisers than any other network.

**NBC RADIO**

\*October 11, 1957

# ADAM YOUNG INC.

*Announces*

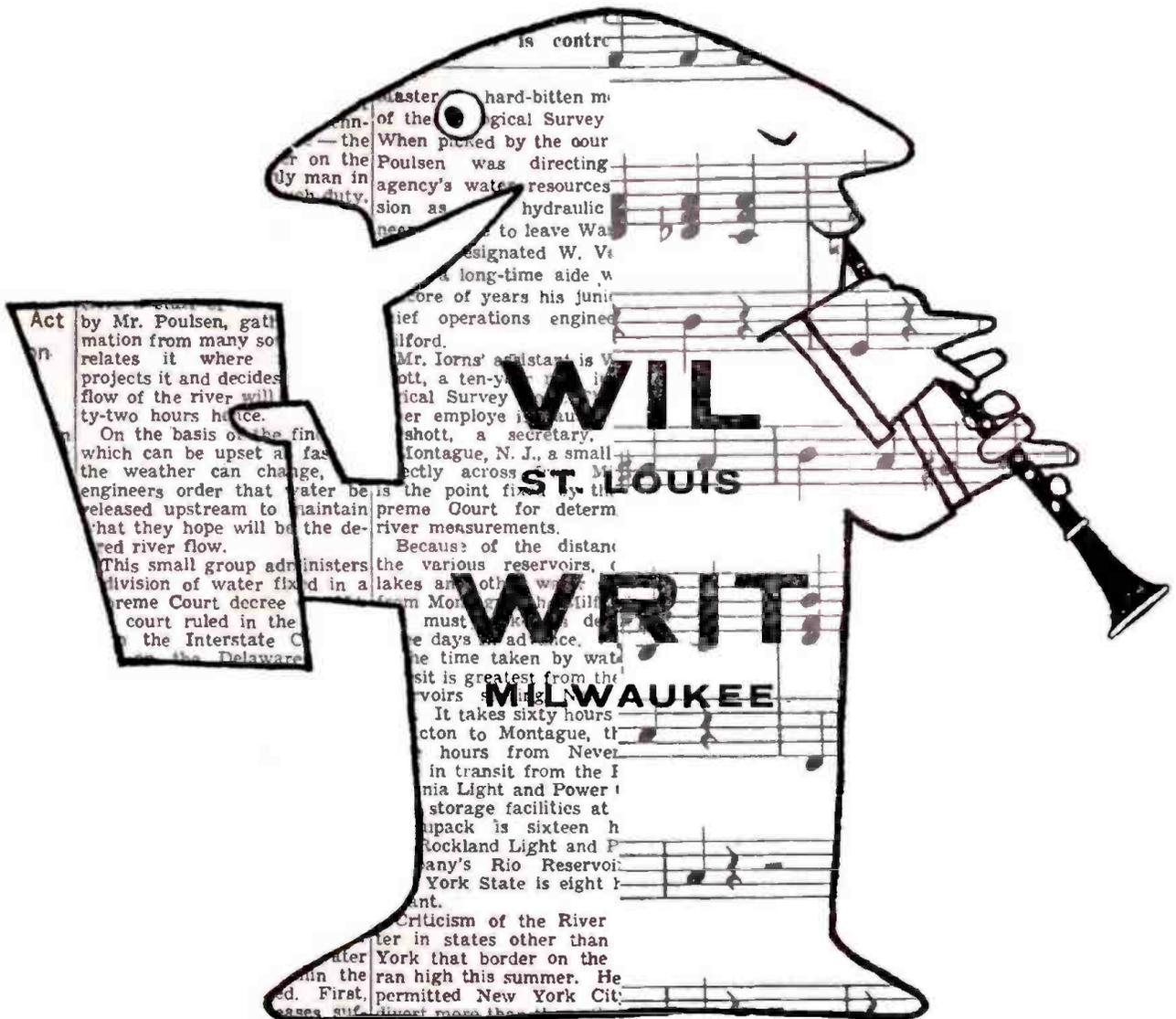
**WIL** and **WRIT** programmed to the excitement and interests of today's intensive life. The mature concept of radio listening, that insures a buying audi-



ence in two major markets.

....

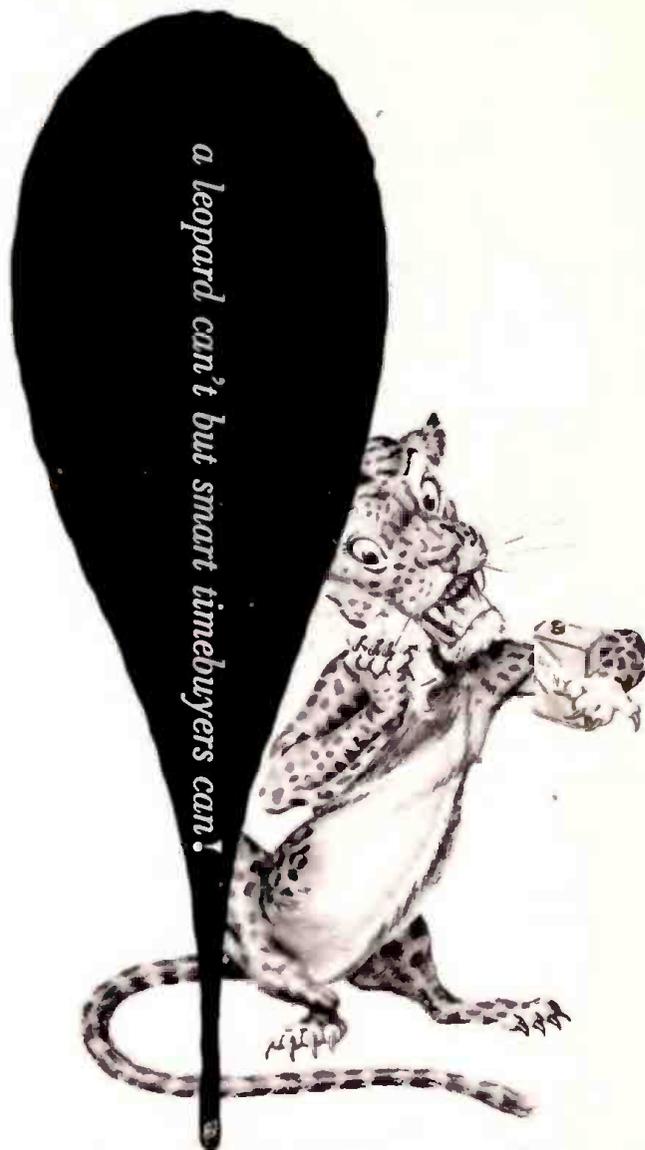
Keep pace with the times and call your **ADAM YOUNG** man for choice availabilities.



**THE BALABAN RADIO STATIONS**

# ADAM YOUNG INC.

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



*And smart timebuyers are changing their spots to WPAT! This accounts for the rather significant increase in national spot business on "the gaslight station" in 1957; a figure which, happily, points to another record-breaking year of national advertising and just goes to prove what better broadcasting can do.*

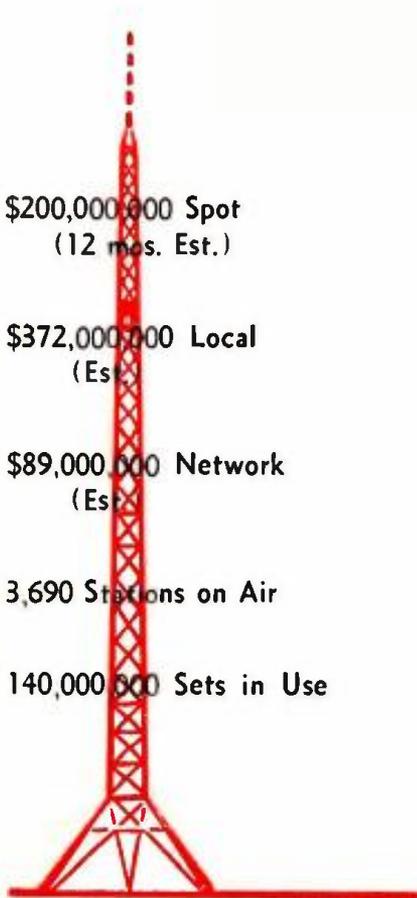
*"The Gaslight Station"*

*New York  
New Jersey*

# WPAT!



## Radio's Barometer



**Spot:** Prediction by Lawrence Webb, managing director of Station Representatives Association, that spot radio will reach the \$200,000,000 mark this year is near achievement. Total sales for the third quarter of 1957 were \$49,067,000, a 43 per cent increase over the \$34,267,000 for that period in 1956.

At the nine-month point spot business totalled \$144,462,000, which is just slightly less than the \$150 million-plus that was chalked up for all of 1956. No matter what the final tally reads, spot radio is having its biggest year in radio history.

**Network:** NBC Radio expects a gain of 40 per cent in its billings for the next year, according to Matthew J. Culligan, vice president. (*See Report from Networks, p. 47.*)

By next April, Radio Advertising Bureau expects to list the top 25 network advertisers according to the largest expenditures. It is hoped that the list will include the company name as well as the money outlay. If this list proves workable, the bureau will expand the number of firms covered.

In another move relating to the measurement of radio, Kevin Sweeney, president of RAB, told U. S. RADIO that an overall 7 per cent increase in billings is expected for the coming year. (*See Hometown, U.S.A., p. 37.*)

**Stations:** Total stations on the air, both am and fm have jumped to 3,690, up 25 over a month ago. The complete station activity looks like this:

	Commercial AM	Commercial FM
Stations on the air	3,157	533
Applications pending	368	29
Under construction	122	47

Pointing up the great revenue gains many broadcasters have experienced this past year is a statement from Gerald A. Bartell, president of the Bartell Group of six stations. Mr. Bartell said that gross revenues are up for his outlets 225 per cent over a year ago. These figures do not include the last two stations Mr. Bartell took over after Sept. 1. Mr. Bartell adds that "this will be the greatest radio year of all time."

**Sets:** Sales of radio sets for the first 10 months of 1957 totaled 6,764,221, according to a compilation by the Electronic Industries Association. For October alone, 923,849 radios were sold. As for car radios, a total of 4,362,091 were produced in the first 10 months. In October 522,746 were turned out. Total radio production in the 10 months came to 11,945,534. Production in October amounted to 1,569,180.



**THE  
STATION**

**THAT  
CARRIES**

**THE  
LARGEST  
VOLUME**

**OF  
AUTOMOTIVE  
SPOT  
BUSINESS**

**IN  
WESTERN  
MICHIGAN**



**BROADCAST TIME SALES  
REPRESENTATIVE**

for buyers and sellers of radio advertising

# U.S. RADIO

DECEMBER - 1957

VOL. 1 - NO. 3

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U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170 Western Office 1653 So. Elm Street, Denver 22, Colorado Skyline 6-1465, Washington, D. C.—8037 Eastern Road, Silver Springs, Md. JUniper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, \$3 a year, \$5 for two years in U.S.A., U.S. Possessions and Canada \$4 a year, \$6 for two years. Please advise if you move and give old and new address. Copyright 1957 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

**STORER  
RADIO  
STATIONS**

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Michigan

**WAGA**  
Atlanta, Georgia

**WIBG**  
Philadelphia, Pa.

**WWVA**  
Wheeling, W. Virginia

**WGBS**  
Miami, Florida



**GOING STEADY...  
AROUND THE CLOCK!**

For 14 consecutive years, Edward C. Kutz has delivered the news on WSPD-Radio at 6:00 PM. His "And a Good Evening to YOU" salutation is heard by

*41% of the total radio audience.\**



EDWARD C. KUTZ

Mr. Kutz is also heard at 5:00 PM and 5:25 PM, and during the 14 years three advertisers have sponsored his newscasts without interruption.

News is presented on WSPD-Radio 30 times a day, and top news ratings contribute to over-all audience supremacy. As in all other program categories— at all times—WSPD-Radio news ranks *first!*

*\*C. E. Hooper, Inc., July thru September, 1957*



**WSPD** RADIO  
Toledo

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

# how to turn



Carl deSuze  
WBZ-WBZA



Bill Marlowe  
WBZ-WBZA



John Bassett  
WBZ-WBZA



Art Pallan  
KDKA



Darrell Edwards  
KDKA



Wes Hopkins  
KYW



Specs Howard  
KYW



Joe Finan  
KYW



Alan Dary  
WBZ-WBZA



Norm Prescott  
WBZ-WBZA



Rege Cordic  
KDKA



Bob Tracey  
KDKA



Sterling Yates  
KDKA



Big Wilson  
KYW



Johnny Bell  
KYW



Dick Drury  
KYW

*WBC Radio's deejays know how to program the kind of music that puts cold cash in advertisers' pockets... fast! They are 29 reasons why no selling campaign is complete without the WBC stations.*

# music into dollars...

*They are the top showmen and salesmen in their respective markets. There's a sound difference on WBC Radio... and these popular personalities can prove it! For quick results, call A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808 in New York.*

## WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO  
BOSTON, WBZ-WBZA  
PITTSBURGH, KDKA  
CLEVELAND, KYW  
FORT WAYNE, WQOW  
CHICAGO, WIND  
PORTLAND, KJR  
TELEVISION  
BOSTON, WBZ-TV  
BALTIMORE, WJZ-TV  
PITTSBURGH, KDKA-TV  
CLEVELAND, KYW-TV  
SAN FRANCISCO, KPIX  
WIND represented by AM Radio Sales  
WBZ-TV represented by Blue TV  
WJZ represented by The City Agency, Inc.  
All other WBC stations represented by  
Peters, Griffin, Woodward, Inc.



# COVERAGE ?

Yes . . . but who's listening ?



In WHB's 96-county\* world

**IT'S A WHB PULSE!**

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight (Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

For WHB's unique combination of coverage and audience . . . talk to a Blair man . . . or WHB General Manager *George W. Armstrong*.

\*situated in Missouri, Kansas and Iowa

## WHB

*Kansas City*  
10,000 watts  
710 kc.

# STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

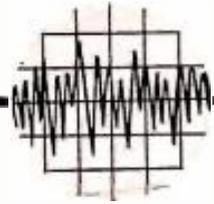
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul  
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City  
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.



## Mutual Affiliates To Boost Each Other In Reaching Motorist

Mutual Broadcasting System will experiment ~~at the end of~~ this month with a unique on-the-air affiliate promotion aimed at reaching the motorist. Initially, affiliates from Maine to Florida, east of the Appalachians, will boost neighboring affiliates at station break or road-traffic broadcasts on a voluntary basis. Here's how it will work: a station will advise motorists driving either north or south that if their signal is fading, to tune to the stated frequency of the nearest Mutual station.

## MBS Sounds Out Turnpike Traffic, Too

Mutual's pre-occupation with the motorist is evidencing itself in still another way. The network has asked 30 turnpike authorities across the country for a percentage breakdown of traffic by hours. When completed the survey will show heavy hours major arteries are traveled.

## Gauging Car Tune-in At the Local Level

Hugh Riker Associates, Phoenix, has taken on the task of measuring auto radio tune-in. The firm uses the personal coincidental method at certain checking points like parking areas. In business less than a year, Riker already has taken such ratings in several southwestern markets. Montgomery, Ala., is one of the cities slated for a Riker auto tune-in study. The rating firm will not take a measure unless it gets the support of more than one station. The chief reason for this—in addition to sharing the costs—is that it gives the final measurement greater recognition.

## Radio Exclusive: 'Listeners on Wheels'

A special report on car radios has been released by station representative Adam Young, Inc., New York. The study actually combines some of the Young firm's findings, along with data from Radio Advertising Bureau. It states that 72 percent of all U.S. households own radio-equipped cars and that there are a total of more than 35 million U.S. autos with radios. Peak tune-in hours, based on Nielsen data, are from 12 noon to 6 p.m., followed closely by the 6 a.m. to 12 noon period.

## RAB Studies Agency Thinking

At recent RAB Regional Management Conferences, the bureau has been gathering views and data from agency executives—including time-buyers—on their thinking about radio. Most important, of course, is RAB's concern on how radio is bought. RAB has not made up its mind how or when it will release the material.

## Fm Campaign For Car Radios

A push has been started by 17 fm stations across the country to have car manufacturers install fm radios as standard equipment. The stations have been scheduling five to 12 announcements daily encouraging listeners to write to automotive firms demanding fm inclusion. Names and addresses of individual manufacturers have been featured in the spots. WRFM New York claims to be the originator of the plan. Other stations are WKJF Pittsburgh; KTRH Houston; KONO San Antonio; WGAU Athens, Ga.; WJTN Jamestown, N. Y.; WEBQ Harrisburg, Ill.; WSVS Crewe, Va.; WDON Wheaton, Md.; WITH Baltimore; KRHM Los Angeles; WSNJ Bridgeton, N. J.; KLAC Los Angeles; WXHR Cambridge; WCOU Lewiston, Me.; WFNL Philadelphia, and United Fm Inc., Hollywood.

Milwaukee  
WOKY

Boston  
WILD

THE BARTELL GROUP

*Where the buying is easy*

DOMINATING SIX MAJOR MARKETS

At a single stroke, radio in these must-buys is competently accomplished. An exciting union of integrity, talent, imagination has created a superior radio service for the whole family. The fabulous Bartell success in rating dominance in each market is, therefore, only part of the story. Unreserved family acceptance has produced best buyership.

San Diego  
KCBQ

Atlanta  
WAKE

*Bartell It...and Sell It!*

Phoenix  
KRUX

Birmingham  
WYDE

THE  
BARTELL  
GROUP  
RADIO FOR FAMILY LIFE

KCBQ  
1170 In SAN DIEGO

KRUX  
1380 In PHOENIX

woky  
1220 In MILWAUKEE

wyde  
850 In BIRMINGHAM

WILD  
1090 In BOSTON

wake  
1240 In ATLANTA

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

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



## **Multiplexing . . . Still A Thorn in Many Fm Sides**

There are still dissenters in fm ranks on the FCC multiplexing rule. It is destined to go into effect March 1, unless this date is moved back as it has a number of times since it was authorized in July 1955. The rule requires that fm stations which engage in a functional music service convert to a multiplex operation and thereby offer a regular broadcast service as well. Multiplexing is a system whereby more than one signal can operate on the same carrier. The percentage of fm broadcasters opposing the switch is substantial, according to the FCC. Proponents of the rule favor the change on grounds that multiplexing will spell a true public broadcast service rather than the present "specialized" service to a limited audience. Opposition is predicated chiefly on (1) conversion costs (2) engineering difficulties with multiplex equipment and (3) alleged coverage loss in a multiplex operation. (See *FM*, "Frustrated Medium," page 22.)

## **Spectrum Study Underway at FCC**

The radio spectrum has moved to the forefront of current Commission business. For the first time in 13 years, the use of broadcast frequencies between 25-890 mc is under scrutiny. The ultimate goal: to help the FCC with allocation assignments and to start the spadework on information the Commission must have for the International Telecommunications Conference, which will be held in Geneva, Switzerland, in 1959.

## **. . . the Cry For More Space**

One fact the broadcasting industry must face in the spectrum study is the cry for more space by non-broadcasters whose needs are mainly industrial, business or civic. In comments filed by the NARTB (which will revert Jan. 1 to its former name, National Association of Broadcasters), the association was thorough in its defense of presently assigned frequencies to commercial broadcasting. NARTB reminded the FCC that new developments indicate that non-broadcasters may obtain greater channel use within the present allocations framework by putting technological improvements to work for them.

## **. . . and at Electronic Industries Association**

At the private industry as well as the governmental level, the radio spectrum is under study. The motivation differs but the subject matter is the same. Prompting the plea by Electronic Industries Association (formerly RETMA) for a close analysis of spectrum utilization is the threat of military encroachment on additional space. EIA, assured of broadcaster cooperation through the NARTB, is promoting an extensive spectrum study in which government and industry leaders in the field will participate.

## **Something New in Am . . . Compatible Single Side-band**

There's a new twist in am broadcasting which has such great potential that NARTB has asked stations experimenting with the system to furnish any data available on their findings. The system has been termed compatible single side-band broadcasting and is being studied by the association's Engineering Advisory Committee. Among hopes for the system:



## Out-of-this world selling with down-to-earth rates!

More and more national and  
local advertisers are taking to  
the air in San Antonio ...  
getting satellitic results via

**KONO.** Sales are zooming

to new heights for these fast-  
thinking merchandisers who

**KNOW** that people on the go  
listen to the station that's

on the go ... the station  
that sets the trend for fast  
thinking — for better ratings — for

better salesmanship. Get

**TODAY'S** facts ... get audience **AND**  
salesmanship ... check with your

**H-R Representative  
or Clarke Brown man**

860 kc .5000 watts

**KONO**  
SAN ANTONIO **Radio**

the chance of doubling the air broadcast band; higher fidelity in air broadcasts, and a reduction of broadcast interference.

In New York, WABC is one of the stations experimenting with CSSB. During the first week of tests which started Dec. 8, WABC used the new transmission system from 6 p.m. to 8 a.m. The second week, beginning Dec. 15, the hours were slated to be 8 a.m. to 6 p.m.

### Senate Committee Advocates Broadcast License Fee

Congress is being urged by the Senate Committee on Government Operations to consider the possibility of setting up a fee for broadcast licenses. The fee idea can be traced back two years when the Bureau of the Budget recommended that the FCC and other regulatory agencies look into the possibility of a fee system. The Commission complied but took the position that no fee should be charged since the law requires that a prospective broadcaster obtain his license fee from the Commission. The question became latent when the Senate Interstate and Foreign Commerce Committee directed the FCC to shelve the plan until it could be considered further. In resurrecting the fee proposal, the Government Operations Committee advances the opinion that "private interests" are fair-haired applicants at the FCC and that the favors extended them cost nothing. The cost falls to the taxpayer, the Committee insists.

### NARTB's Freedom Information Role Is Stepped Up

The most critical job of NARTB's Freedom of Information Committee is to deal with the report of the American Bar Foundation that blocks any change in Canon 35. This measure opposes radio-tv coverage of court trials—the opposition to television is much greater than it is to radio. The Association's committee is headed by Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans. It recently held its meeting in New York.

the

# Silver Mike



THIS MONTH:

**DON McNEILL**

Founder and Star of  
The Breakfast Club

## Still A Front Runner After Twenty-Five Years

This month's "Silver Mike" is presented to a man who in 1930 lost a job because his station manager felt he had "no future in radio."

For a man with "no future," Don McNeill has distinguished himself as the innovator and personality behind one of radio's oldest and most successful daytime variety programs—on the air almost 25 years.

*The Breakfast Club* began humbly one early morning in June, 1933, when Mr. McNeill took over an "anemic network fill-in program," *The Pepper Pot*, for a Chicago station. Within a few weeks he had changed the name and the format—and *The Breakfast Club* was born.

Who was Don McNeill in 1933? He was a 25 year-old journalism graduate from Marquette University, class of '29, who had aspired to become an editorial cartoonist. To finance his education, he had gone to work at a Milwaukee station at \$3.50 a week—announcing, writing a radio column, doing an engineering stint on the side, and sweeping out two studios.

Within two years he had worked himself up to \$15.00 a week and was handling his own radio show. It was then, in 1930, that he lost his job for lack of a future in radio.

Leaving Milwaukee, he became

radio editor and announcer at a Louisville, Ky., station. There he met Van Fleming, with whom he originated a comedy act that stayed together for a year in Louisville and for 18 months over a West Coast network out of San Francisco. When the act broke up in 1932, he returned to Milwaukee and then got his break on the *Chicago Pepper Pot* show.

*The Breakfast Club*, which has entertained so many people and sold so many products, is a reflection of Don McNeill's philosophy of broadcasting. He has many times said that "each program for me is a premiere, including tomorrow's broadcast. It sure is better than working."

This attitude has made his show a family get-together for a quarter of a century. His listeners, who write almost 10,000 letters a week, and who buy the products he sells, are among the most loyal in radio.

"We're mighty proud," he says, "of the constant flow of fine letters from our *Breakfast Clubbers*—letters like you'd write to your family."

In his years on radio, Don McNeill has received almost every radio award and accolade, and also citations from many religious and community organizations. He is one of radio's leading citizens, and a symbol of radio's growth and potential. ●●●

# RANKS 11th

IN THE NATION

in per family income  
(\$7,339.00)

Source: 1957 Survey  
of Buying Power

## COLUMBUS GEORGIA

3 county metropolitan area

USES THE LOCAL  
& NATIONAL FAVORITE

# WRBL

AM  
FM  
TV



TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

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

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES  
DELIVERED BY **55%**

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

# WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.



# DRUG STORE

**ONE BILLION DOLLARS  
IN DRUG SALES  
IN STORER MARKETS  
IN 1956\***

...with a significant share  
enjoyed by drug advertisers on  
radio and television stations  
owned and operated by the  
Storer Broadcasting Company



## **STORER BROADCASTING COMPANY**

**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WVUE-TV**  
Wilmington, Del.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WIBG**  
Philadelphia, Pa.

**WWVA**  
Wheeling, W. Va.

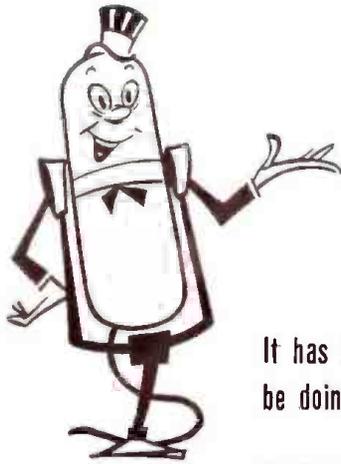
**WGBS**  
Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

1957 Sales Management "Survey of Buying Power"



## 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.

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

10,000 circulation . . . 6,000 copies each month to advertisers and their agencies.



DOC LEMON — 6 to noon



ART ROBERTS — noon to 6

## Double whammy!

New, stronger programming, personalities always the best buy in this market!

# Wcue

**The ELLIOT STATIONS**

great independents • good neighbors

TIM ELLIOT, President

Akron, Ohio - WCUE WICE - Providence, R.I.

National Representatives: The John E. Pearson Co.

## LETTERS TO

### Editorializing

Like your magazine. Article, "Taking Sides," in November issue fine. Recently started our own editorial policy here. Appointed editorial board of forty in county, and thirty-two accepted and answered first questionnaire. Subject: United Fund.

We feel that an editorial policy unless influenced by cross-section of opinion could be dangerous. Spoken word with emphasis and inflection can be "blasting." Newspaper editorials seldom read. Radio editorials reach masses. Great power. Where did Hitler do his editorializing?

W. J. Page  
General Manager  
WABZ, Albemarle, N. C.

### Hard Sell versus Soft Sell

I wanted to compliment you on the article "Hard Sell versus Soft Sell" in the November issue. You handled the subject very well. Good luck to your new magazine.

Edward H. Mahoney  
V.P. and Vice Chairman  
of the Creative Board  
Cunningham and Walsh

Looks wonderful!

Arthur Bellaire  
V.P. in Charge of Radio-TV  
BBDO

### RAB's "Pocket Salesman"

We applaud the efforts of the Radio Advertising Bureau, as reported in your last issue, in using tape recorders to sell radio to advertisers. You mentioned that RAB has been doing this for six months. We'd applaud even harder—and be most appreciative—if you'd mentioned that Broadcast Time Sales had been taking its stations "in person" to advertisers and agencies for almost five years.

Our own experience in using the sound of radio to sell radio has convinced us that it is the best way to sell the medium. It is usually a little hard to pin down exactly why a sale was made, but all of our salesmen can name any number of instances when, after hearing a tape recording of one of our stations, an advertiser bought because he felt this was the station that could do the kind of job he wanted done.

Sam Brownstein  
Promotion Manager  
Broadcast Time Sales

### Pioneer Advertiser

Thank you very much for awarding me the "Silver Mike." I was very much pleased with the article hailing me as a pioneer advertiser.

These things happen and are thrust

# THE EDITOR

upon a person and if they are successful they receive an award and if they are not successful they lose their jobs! It so happened we had a wonderful product which once introduced stayed sold for a long time.

Thank you again very much for this valued recognition.

**Charles S. Beardsley**  
Chairman of the Board  
Miles Laboratories

## Kudos

This letter ought to have been written a month ago when your initial issue of U.S. RADIO came in. I most assuredly wanted to be among the first to offer congratulations and to wish you success, especially since I have been so vocal at times about the playing down of radio in the trade press.

Now that your venture is "off the ground" I hope its career is as spectacular as the October launching.

**Lawrence A. Reilly**  
President, WTXL  
West Springfield, Mass.

May I be among the many who must be sending you best wishes for every success.

**Seymour N. Siegel**  
Director, WNYC  
New York

Congratulations on a great new magazine. We here at WCEN think that it does a lot for the outlying radio stations in keeping up on the phases of radio work.

**The Staff**  
WCEN  
Mount Pleasant, Mich.

Your magazine has been received here very well. We need those success stories from advertisers.

**George Mastrian**  
Program Director, WCPA  
Clearfield, Pa.

... Wish you all the success in the world in your new enterprise.

**Noel Rhys**  
Executive Vice President  
Keystone Broadcasting System

... Sincere best wishes for success.

**Lee Bartell**  
Managing Director, KCBQ  
San Diego

May we congratulate you on a terrific first issue!

**Holt Gewinner, Jr.**  
National Sales Promotion, WSB  
Atlanta

I want to congratulate you on an excellent magazine. It certainly does an excellent job of coverage of that most important medium, radio.

**Albert T. Fisher, Jr.**  
President, WPAL  
Charleston, S. C.



**With these WKLO Air Salesmen  
you reach the heart-strings  
that control the purse-strings  
of Rich Kentuckiana.  
May we tell you more about  
their Proof Positive  
(PROFITABLE) Performance?**

**Ask Bill Spencer, Manager, or Your JOHN BLAIR MAN**

# LIVELY... THAT'S WXYZ RADIO, DETROIT

*Here are the people and promotions that make it so!*



**WOLF!** What Detroiters hasn't seen! Fred Wolf broadcasting from his famous Wigloo? Few we'd venture . . . because Fred is the man that moves from busy intersection to busy intersection seeing and being seen while giving out with his own kind of patter!



**WINTER!** Wherever Detroiters are together in large numbers, there you'll find Paul Winter's famous broadcasting booth! Paul gets around . . . broadcasting only the finest popular and musical comedy music from a different area each day!



**McKENZIE!** Few Deejays in the country have achieved the stature of Ed McKenzie. He's looked up to by teen-ager and adult alike . . . so much so he's been named Detroit's "Man of the Year!" Community awards? Ed's got a hatful . . . because like all WXYZ talent—he gets around!



**SHORR!** It's Standing Room Only when Mickey Shorr's the emcee! He's just as much at home at a theatre stage show as he is behind his mike at WXYZ Radio . . . and always delighting his audiences with his special kind of jargon that has worked its way into the language of Detroiters!

Yes, LIVELY . . . that's WXYZ Radio . . . the station that gets around! And along with its famous local talent it integrates The American Broadcasting Networks new LIVE shows from New York, from Chicago, from Nashville. It all adds up to LIVE, FUN RADIO for all ages and groups of Detroiters. The kind of radio that's proving itself the most effective selling tool in Detroit—costwise and volumewise. John Blair & Co. has the facts. Call them. What they have to say will be music to your ears!

## LIVELY

### WXYZ-RADIO, DETROIT

"The Station that makes *all* Detroit its Studio!"



# The Representative: His Business Branches Out

*This expanding segment of the industry, setting  
an all-time high in 1957, is selling  
spot radio with new research and promotion.*

 The role of the representative, once simply a matter of submitting availabilities, an engineering coverage map and the lowest cost-per-thousand, has expanded until representative firms have become complex sales and service organizations—whose total 1957 sales will reach an estimated \$200,000,000.

The various services to stations, agencies and advertisers performed in addition to his primary func-

tion—the sale of spot radio—have caused the representative to establish within his own organization large research and promotional departments.

Twenty-five years ago, according to Lewis H. Avery, president of Avery-Knodel, "sales executives of stations had to canvass the prospects in a remote city without knowing in advance who were prospects and who were not.

"Also," he continues, "advertising

agencies or an advertiser interested in using spot in a distant city had to board a train for that market, interview the station execs individually, and place his advertising on an individual basis."

Today, how things have changed! More than 1,600 persons are employed by the 53 national representatives, not including the network spot sales departments or the 55 regional firms. But only about 620 of these employees are salesmen. The



## THE REPRESENTATIVE

others, more than 60%, are engaged in corollary functions—usually promotion and research.

### Better Perspective

A national representative frequently has a better perspective than a local station. He has concrete evidence of the pros and cons of various operational formulae. In particular, a representative can influence a station's programming so drastically as to turn a third-rate operation into one of the best in its market.

In September, 1954, for example, when The Bolling Company began to represent WCBM, Baltimore, the station's programming was "non-descript, featuring slightly long hair records."

"We reviewed the station's efforts and agreed to represent it only if the programming were violently changed," reveals George W. Boll-

ing, president of the firm. "Currently, the station carries controlled popular music and baseball, which was exactly what the doctor ordered for this particular market.

"In a three-year period," Mr. Bolling claims, "the station's billing zoomed from about \$100 national billing to approximately \$30,000 monthly national billing. This is a phenomenal success story. Bolling, in addition to its advisory work, was also doing a sales job in getting the information to the buyer of the new look of WCBM."

### Need For Research

The obvious need for research stems from the truly complicated nature of the representative business. "Probably no form of media selling, or in fact any selling, requires so much detailed and up-to-date information as spot representa-

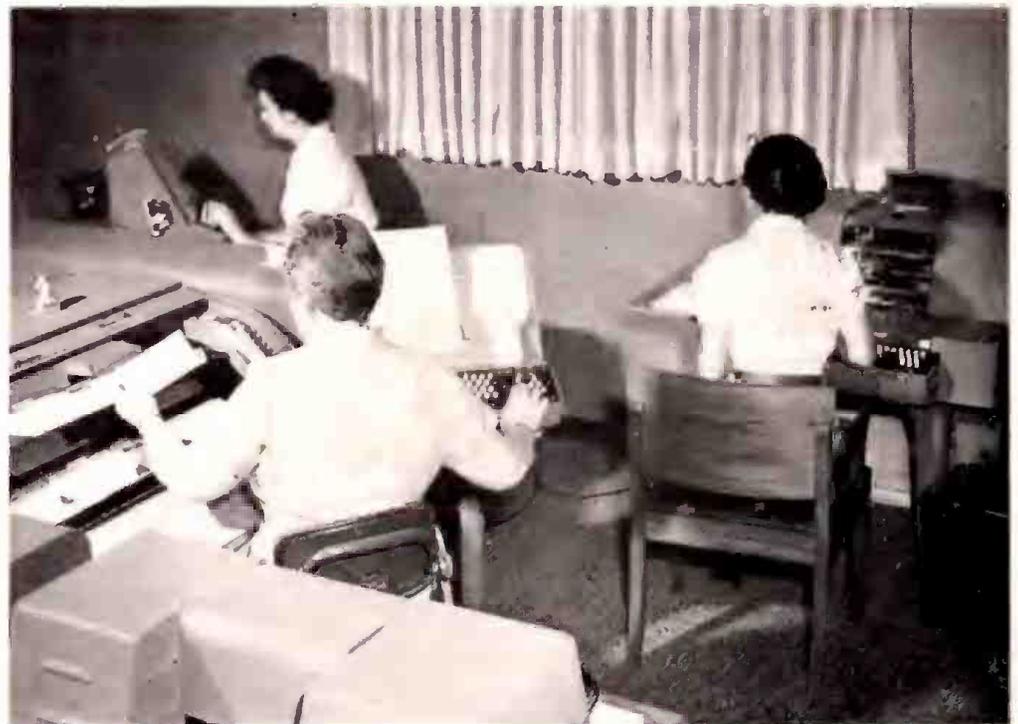
tion," says Frank M. Headley, president of SRA and of H-R Representatives.

### Multi-Sell

He points to the fact that with the representative selling announcements, participations, locally produced service and entertainment programs, and syndicated shows—and with the status of each of these changing from day to day—"to negotiate the sale of even one spot announcement, and to keep it sold, practically a file folder of sales promotion material is needed and used."

The research and promotion departments supply in workable form for each sale: information on price, comparative station coverage, current audience rating, previous sales record, program content and proximity to advertising by competitive products.

And to its own stations, the rep-



Peters, Griffin, Woodward Inc. began operation of an automation system this fall, designed by the Univac Division of Remington Rand. Here in Data Processing Department, PGW employees classify voluminous information that will speed service to agency clients and stations. Employees were schooled in automation.

**The research material  
being turned out is now  
a major part of the  
representation business**

representative supplies voluminous information and counsel in these areas: general station information and background data, program and talent availabilities, reports of sales successes, descriptions of merchandising services, compilations of farm data, specialized maps and charts, advertising campaigns, press and public relations, and many more.

#### Typical Expansion

Typical of the expanded role of the representative is this description of the New York office of Edward Petry & Co., by William B. Maillefert, vice president in charge of radio:

"Indeed the representative business today is going through a period of constant expansion, and as a result, we are perhaps the most important middle man in American business.

"To provide advertisers and their agencies with really effective and efficient marketing, we have expanded the Petry Company considerably over the past year or so," he continues. "We have new departments such as our Sales-Service-Traffic Department which processes a mountain of information every day. We have a new Contract-Estimating Department.

"We have new forms," Mr. Maillefert adds, "new and very active committees, and an expanded promotion and research staff. We are prepared to do research jobs of almost any size and scope. We are daily involved in sales development; we are very actively involved in station programming.

"Petry has new printing equipment to put out multi-colored presentations like our recent five-color presentation on nighttime radio; we

[Cont'd on page 50]



# FM

**"the**

***With '57 Strides Behind Them  
FM'ers Look to Brighter '58  
Despite Past Misfortunes  
And Attempts to Alter Band***



The past year has been one of the most enthusiastic in the recent history of fm. Yet, at the same time, outside demands for fm's air space have never been louder. With 533 stations on the air and another 47 under construction, fm stations face a decisive—and many people feel bright—year.

To get the fm story, U.S. RADIO talked with the author of the "Ray Stone Report," officials of an FM group, an independent FM broadcaster and an "FM only" representative—to discover what's ahead for "the frustrated medium."

"It would be unfortunate if FM did not become successful just for the absence of coordination, research and organization," says Ray Stone, author of the March, 1956, report that stirred the industry. "But this is a possibility.

"In the original report," continues the Maxon, Inc., timebuyer, "we said: 'The extreme lack of information seems to be the fault of everyone concerned. It is doubtful that there is any other business in the U. S. of

RAY STONE comments on his widely-read FM report and speculates on the future.



DONALD H. MCGANNON expresses the faith of Westinghouse Broadcasting Co. in FM.



## frustrated medium"

the magnitude of FM about which so little is known.'

"A new report would come out in March or April—if one comes out at all. There doesn't seem to be much of a need for it. We would just bring it up to date and organize a lot of material.

"Since the report," Mr. Stone notes, "there has not been much change generally. Specifically, there has been some. Los Angeles, for instance, is having what you could call a 'boom,' New York is better. But," he warns, "FM must achieve some organization in the next year or so—because of the study the FCC's making. Fortunately, FM has made some good impressions in the past year or so, but it must get stronger."

Mr. Stone adds that "if the FCC changes it along the lines of some talk I've heard—if it changes technical requirements—that could obsolete sets. FM would then not be 'undesirable'—it would be 'non-existent.'

"AM radio," Mr. Stone points out, "was organized by, regardless of what you call it, the networks. And the

networks got it off the ground. What does FM need to sell it? The same kind of coordination. A coordinated group of stations.

"Give me 10 top markets," he theorizes, "with good stations featuring consistently good programming from 7 a.m. to 11 p.m. To get national advertisers, this is the obvious place to start in an air medium.

"Time schedules won't be needed like ordinary networks. You'd eliminate the drawbacks of ordinary networks with 'clock hours' and local news. Formats would be similar in major cities, although coordinated programming could be altered for smaller markets. The 'network' could provide at very little cost practically half the programming. That would solve for the stations the problems of what and how to program and which selections to play.

"There are good and excellent stations from both a personnel and programming standpoint today," comments Mr. Stone, "but they lose sight of the fact that they have to make some money.

"Many FM broadcasters seem to overlook the essential requirements of what we in the United States call successful broadcasting: A profitable station income. It doesn't have to be a large one," he notes, "but there has to be some profit. And practically the only way to secure a profit is through the sale of commercials.

"National clients have been most responsible for the success of AM radio and tv," continues Mr. Stone, "but they have not been interested in FM because of the lack of basic promotion and research. They must be factually shown that FM is not in competition with AM or TV. It is a specialized medium. The others are mass media.

"Simultaneous operations basically are not providing anything. FM should go after an entirely different audience. In England its bigger than ever," he points out. "In Europe there are as many FM as AM stations. But in the United States, where it has so many advantages technically and for advertisers, FM has not grown as it should."

There are encouraging signs that the Stone Report has done some good. There are many groups today fighting to put FM on a par with the other media.

Westinghouse Broadcasting Company's FM outlets, for instance, are offering advertisers "a rifle shot rather than a shotgun." According to J. B. "Steve" Conley, special assistant to the president of WBC, "We are enjoying pronounced success with KDKA-FM, Pittsburgh, and KEX-FM, Portland, Ore., both of which began operations August 1. WBZ-FM, Boston, and KYW-FM, Cleveland, are scheduled to begin operations by the first of the year. They were delayed for technical reasons.

"We are especially gratified," says Mr. Conley, "that some national advertisers have been attracted. Both Gulf Oil and Westinghouse sponsor one-hour shows daily."

#### Faith in FM

WBC's faith in the future of FM was expressed recently by its president, Donald H. McGannon, who stated that "FM is at last on the march, and that day may not be too far distant when our country will have three separate major media for broadcast entertainment and advertising: television, AM radio and FM radio.

"Each would serve its own audience and advertisers," he continued, "with its own kind of programming.

We have enough confidence in this thesis . . . to make a considerable investment of time, effort and money in it."

WBC agrees with Ray Stone that each medium should provide separate services to separate audiences. "Our television stations," Mr. McGannon said, "provide a blend of highly produced, star-cast entertainment in the form of network and film programming; with local interest productions, calculated as high quality, *mass-appeal* viewing. Our AM stations combine music, news and service with particular attention to the tastes and needs of each local station area. And here again, the goal is . . . *mass-appeal* listening.

"In our FM programming," he said, "we will aim to serve a more specialized audience, the ever-growing number of fine music, high fidelity fans whose particular listening preferences are not specifically served by the general run of our AM and television programming."

Westinghouse expects to attract "large and influential audiences" through FM. They believe that there will be a new emphasis on education in America which, added to a constant cultural growth they feel has occurred during the last quarter-century, will create the demand for better FM-type programming.

If the Los Angeles FM boom is any indication, Westinghouse may indeed get those "large and influential audiences."

There will be 20 FM stations in the Los Angeles area by Jan. 1, 1958. Of these, 14 are full-time commercial "FM only" outlets, five are simultaneous operations with AM outlets, one is an educational station.

#### National Advertisers

The most encouraging news about the boom is the fact that it has attracted important national advertisers. Some who used FM in the past year are: Admiral Corp., Breast-O'-Chicken, Capitol Records, Cinzano Vermouth, KLM Royal Dutch Airlines, Mercury Records, Nestle's Instant Coffee, RCA Victor, Seven-Up and Time, Inc.

In the Los Angeles area, FM stations are cooperating on several projects. Last month, at a luncheon given by Harry Maizlish, owner of KRHM-FM, the broadcasters appointed a committee to investigate the possibility of promoting sales of the Regency FM TeleVenter. The device converts any tv set to an FM receiver with the flip of a switch.

"We are hoping that a majority of the FM stations will get behind it to increase listening," Mr. Maizlish tells U. S. RADIO. "The converter costs only \$19.95."

The Los Angeles operators are also looking into the formation of a permanent organization of FM broadcasters similar to the AM Southern California Broadcasters Association,

## why buy FM? .....



Fm reaches exclusive audience. These fine music and high fidelity fans are served very little by other air media. An FM Unlimited study shows that from 50-75 per cent of listeners watch no tv.



Listeners who tune to fm are generally well educated. From 50-60 per cent are college graduates.



Average income of fm tuners is higher than norm. About 94 per cent of the fm audience is made up of business executives, professional and technical men, educators and skilled people.



Among fm listeners, there seems to be more money to spend. About 70 per cent earn more than \$5,000 a year and the remaining 30 per cent earn more than \$10,000.

and extensive surveying of the local FM market.

"I am currently engaged in selling our Milton Cross Show to stations around the country," Mr. Maizlish reveals. "From what other medium," he asks, "can you get 18 hours of the world's greatest music a week with the nation's number one music commentator?"

"This is the type of programming which makes FM a separate medium for a separate audience," he points out emphatically. "Only on FM could you hear it."

### An FM Representative

FM Unlimited, another organization attempting to sell the medium, represents more than 30 "FM only" stations. Ed Merritt, vice president of the firm, admits that "basic commercial support is still local. National advertisers," he states, "are moving in only on a selective basis because there is so little available research on FM advertising results.

"Generally," says Mr. Merritt, "advertisers have misconceptions about FM. The industry as a whole has come to be known as a 'good music' or 'concert music' type of operation. The use of these phrases has become badly distorted. There are stations that exist for 'background music' and call themselves 'good music' stations. But their music is certainly not concert music. That's why there is such need for research."

What of the future of FM? The figures, which don't lie, are almost phenomenal. They indicate a decided renewal of interest in FM in the past year, and more particularly in the past two months.

### Demand for Channels

In that two-month period, 22 grants for new FM stations have been made by the FCC. People in close touch with the medium's progress can remember *years* in the past when 22 grants were not made. Two specific reasons for the sudden demand for FM channels are (1) the public's continued interest in hi-fi and (2) the success of background services.

According to the FCC, as of Nov. 1, 1957, total authorization for FM outlets stands at 580. Of that number, 533 are on the air and 47 hold construction permits. Other figures, like the estimated 12,800,000 sets in use as of last month, point to a growing industry. And the Electronics Industries Association looks at FM as "a healthy youngster on the brink of outgrowing the romper stage."

It may be well that the "romper stage" is over, but adolescence may be even harder unless the child is properly guided. With the "coordination, research and organization" that Ray Stone talked about, FM could soon become a healthy young adult. •••

## PROFILE OF FM

In 1923, Major Edwin H. Armstrong hit upon the idea of a transmission technique which worked on opposite principles from am.

Throughout the 20's and 30's, Major Armstrong refined fm until by the late 30's several experimental stations were on the air.

WSM-FM, Nashville, received the first commercial fm license on May 29, 1941.

Events which interfered with fm development (according to the Ray Stone Report) were:

- (1) World War II.
- (2) FCC change of frequency band.
- (3) The growth of tv.

Actions which retarded fm's growth were:

- (1) Questionable set or circuit design by many of the larger electronic manufacturers.
- (2) Irregular fm set manufacture and sales campaigns.
- (3) Unsatisfactory promotion of fm among manufacturers, distributors, retailers and servicemen.
- (4) The combination of am-fm-tv licenses under common ownership, especially where other mass communication facilities are also commonly owned.
- (5) Stations giving fm as a bonus to am.
- (6) The radio networks, service organizations, station representatives, agencies and clients' subsequent acceptance of free fm.

In spite of these limitations, fm has been able to survive. Most of the credit for this belongs to a hard core of broadcasters who persevered the "dog days." Their faith has been rewarded, especially in 1957, with the steadily growing number of fm operators who are making their outlets paying propositions.



In addition to having more money to spend and a better than average income, FM Unlimited reports that listeners of this medium have great buying power. About 80 per cent are between the ages of 21 and 50.



The fm audience is loyal and appreciates the station that provides the type of programming it wants. At the same time, fm listeners respond to intelligent and soft-sell advertising, FM Unlimited states.

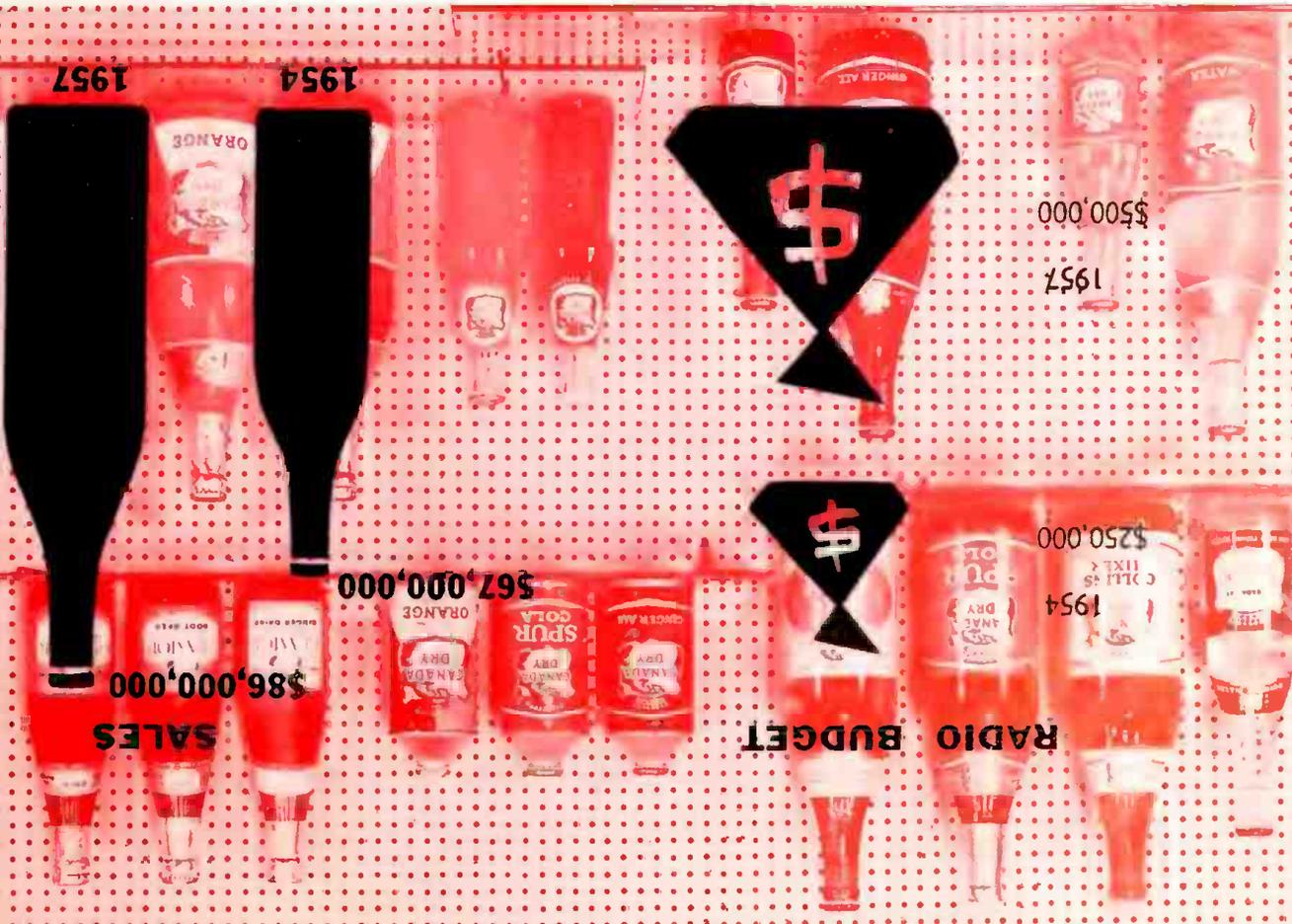
Canada Dry is using twice as much radio today as it did three years ago. In 1954 the beverage firm and its bottlers earned \$250,000 for radio. By the end of this year the budget allocated to radio will reach \$500,000. During the same three-year period, according to E. E. Bensen, Jr., advertising manager, the percentage spent on print advertising remained constant, while television allocations dropped 80%. The total advertising budget for Canada Dry for the same time span has risen 10%.

Mr. Bensen attributes radio's rapid expansion in the Canada Dry picture to radio's "extreme flexibility and low cost. Radio offers decided advantages as an advertising medium for a carbonated beverage company, because its flexibility allows us to promote easily different combinations of products in different mar-



# Canada Dry: Radio Doubled, Sales Up

Outlay for radio up 100 per cent  
 in three years—outstrips  
 Other media in rate  
 Of expansion



kets depending on the needs in each area. We can also quickly increase our advertising pressure at peak selling seasons like Christmas, which is coming up now."

Canada Dry, which will celebrate its 50th anniversary next year, started out marketing just one product, its "pale dry ginger ale." Over the years the company has added soda, quinine water, collins mixer, root beer, Spur cola and a full line of fruit flavors.

The parent company itself owns and operates 19 bottling plants, and has granted franchises to 164 independent bottlers across the nation. Most advertising except for national magazines is now done on a local level with the parent company and the bottlers contributing equally to the budget.

### Bottlers Buy Time

The bottler in each area buys his own radio and tv time, and his own local newspaper space. He is advised and assisted wherever necessary by Canada Dry in New York, and by its agency, J. M. Mathes, Inc.

According to E. William Dey, Jr., Mathes account executive, "About 60% of the soft drink market goes to colas, so in the overall picture, Canada Dry is competing for the other 40% of the market. We have a special advertising problem because of the variety of our products and because of varying tastes for these products in different sections of the country."

Mr. Dey explains that in some sections of the country the Canada Dry fruit flavors are the big sellers, while in other areas the mixers or the ginger ale hit the sales peaks.

"Radio," Mr. Dey points out, "is both local and flexible. An individual bottler knowing his own area can buy time on spot radio for the Canada Dry products which should be hit hard in that locale. We then supply proper commercial copy.

"We did have a network television show a few years back, but have dropped it. We found the cost prohibitive, and also we did not have the versatility we needed. On network tv we couldn't push our Hi-Spot Lemon Soda in one area and our ginger ale in another."

Mr. Bensen finds that radio possesses another important advertising advantage. "During peak seasons we can get the kind of spots we need. For example, at Christmas time we emphasize our mixers, often with saturation of 50 to 150 spots a week on the same saturation."

Here's one of Canada Dry's mixer commercials which makes the rounds at this season of the year:

Here's another character from the Canada Dry Rogues Gallery: It's "On-the-Rocks Rudy" . . .

On the Rocks Rudy and his wife Judy

Quaffed strong drinks in their own "solitude-y"

Not one friend thought these things savory.

To take even a sip took considerable bravery.

All agree: a mixed drink is a better libation

When it carries the flavor of Canada Dry Carbonation.

What's really better about Canada Dry? That exclusive Canada Dry Pin-Point Carbonation, for one thing.

It helps you feel good the next morning by speeding the liquids through your system 80% faster. It helps aid your digestion. And Canada Dry mixers—Club Soda, Ginger Ale, Quinine Water, Collins Mix and Hi-Spot Lemon—have a dry taste that brings out the "true" flavor of the spirits. And Canada Dry's exclusive Pin-Point Carbonation makes drinks sparkle longer, brighter. Don't be an On the Rocks Rudy—enjoy that next mixed drink—and make it with a Canada Dry mixer. Remember: with Canada Dry, you taste the difference in the drink, feel the difference in the morning.

Canada Dry buys daytime spot radio heavily, which averages about 62% of the total radio budget. Mr. Bensen says, "Radio record shows are highly popular with teen agers who drink more soft drinks than any other age group. Housewives who do the family buying listen to daytime radio. They can't do housework while watching tv or reading the newspaper, but they can keep the radio on."

Canada Dry and Mathes point to considerable sales increases in areas using spot radio heavily. William E. Brayton, Mathes vice president in charge of the Canada Dry account, mentions a recent 20% sales jump in Cleveland, Boston and Los Angeles after heavy radio spots were bought. Mr. Brayton attributes the upswing in Canada Dry sales directly to radio, as the schedules for other media remained the same.

Mr. Brayton says that three years ago Canada Dry was buying 75 radio stations regularly. Today the company advertises over 105 stations on a consistent schedule, with excellent sales results.

Radio, reports Canada Dry's Fred Bensen, also serves the company well on special promotions, which it may wish to run in a particular section of the country at a particular time.

In 1954 Canada Dry sales were approximately \$67,000,000. When the annual report comes out this year, they will have climbed to over \$86,000,000, according to Mr. Bensen. "We feel that there is a direct correlation between our increased sales and our expanded use of radio during the same period," he concludes. . . .



F. E. Bensen, Jr., Canada Dry ad manager



W. E. Brayton, Mathes vice president



Paul Roberts,  
president of MBS.

*One of a series in an analysis  
Of network programming and sales*

## Mutual Rebuilds

*An extensive format restyling featuring  
news, music and sports is starting  
to pay off for MBS and its affiliates.*



The Washington office is Mutual's chief news bureau, presided over by Robert F. Hurleigh, vice president in charge of operations in the Nation's Capital. The day's news budget is thrashed out in Mutual newsroom by Mr. Hurleigh (left) and veterans Cedric Foster and Jaff Ford (right). Mutual uses all major wire services in New York and Washington.

 Mutual Broadcasting System is edging its way into the black through news. Its entire programming structure is being built around a hard-core news operation that is comparable to any big city paper.

The immediate wisdom of this action is reflected in sales data which show that all newscasts are sold out through Dec. 31, with every reason to believe that this healthy picture will be seen throughout the year. Paul Roberts, president of MBS, is shooting for projected billings of \$14 million for 1958. In 1957, gross revenue will probably come to about \$8 million.

Among Mutual's most saleable commodities will be news and special events. New York now serves as national and international news headquarters for the network. Washington, the network's chief bureau, illustrates how this hard-core operation has taken shape.

In the "city-room" atmosphere of a busy office in the Nation's Capitol, 14 specialists are engaged in the manufacture of one of the most in-demand products in modern radio. The place is the Washington headquarters of Mutual; the people are

# Network Sales With News

radio journalists; their tool is a microphone, and their product is news.

MBS's extensive news service broadcasts every half-hour, 34 times a day, with nearly a score of these broadcasts originating in Washington. It constitutes one phase of the network's new look, now in its sixth month of operation. After a long analysis of the patterns of radio programming and the many changes that have dotted radio's history, the decision was made that if Mutual, a radio-only network, was to keep pace and supply advertisers and affiliates with what they wanted, it was time for some extensive revision.

Last June 2, MBS launched its new programming concept—up-to-the-minute news, music and sports. The main spring of the concept is news, with MBS news and special events director Norman Baer supervising the overseas and news headquarters operations in New York and Washington operations vice president Robert F. Hurleigh directly supervising the myriad news chores in the Washington bureau.

The entire plan was unique in terms of a network undertaking, Mr. Hurleigh pointed out in an inter-

view with U.S. RADIO. "There was really no waiting period—no marking time—to see whether or not this thing would take hold. Network revenue is up, sales are up—in fact our news is sold out. And the idea was extremely well received by the stations," he said.

Emphasizing Mr. Hurleigh's words was the report from news chief Baer that one firm alone, Lever Bros., had tacked the S.R.O. sign on Mutual's news schedules through the end of the year. In November, Lever purchased all available five-minute news periods for Pepsodent toothpaste and Dove hand soap. This year, therefore, will close with a definite commercial plus.

Station reaction to the MBS revamp is reflected in the network's affiliate statistics. An alarming number of radio outlets were straying from the Mutual line-up before the old gave way to the new. In 1956, Mr. Hurleigh noted that network affiliations dropped between 10 and 15 per cent, from a 499-station line-up. But the trend began to reverse itself six months ago when the new program format was inaugurated. Affiliation agreements are presently up an estimated 20 per cent, total-

ing about 450 after having dropped to a low of 420.

It was obviously this down curve that put emphasis on the immediate need for a change. A growing number of stations were determining to go it alone as independents. When they terminated their affiliation with the network, a majority of the stations turned to the music-news formula. It proved successful. In a sense, both Messrs. Hurleigh and Baer explained, MBS simply followed suit—but on a broader foundation.

The network advantage was one of access. On a national level, it had commentators available with tested reportorial skill, training and solid news backgrounds to supply stations with a news service so professional and comprehensive that it would be almost impossible to duplicate on a local basis. As a group, network-calibre newscasters are simply out of reach of the average station, geographically and economically. "News. That was the only essential thing we could offer an affiliate that could make us valuable and attractive to him," Mr. Hurleigh said. And he stressed that the news had to be top notch, original in presentation and



Norman Baer directs MBS' news coverage from the New York headquarters.

**Mutual's crack Washington news bureau on the job interviewing top political and governmental leaders.**



Ken French goes after the Adlai Stevenson story at the latter's temporary State Dept. desk shortly after his advisory appointment.



Charles Warren asks Sen. John McClellan of the day's happenings on the Hill.



Steve McCormick holds stand-up chat with Maxwell Rabb, Secretary to the Presidents' Cabinet.

thorough in content to retain its attractiveness to advertisers, to stations and to listeners who depend on the accuracy they get on radio.

Today, Mutual news is an individual and self-reliant operation. First step in treating added dimension to its new programming was contract-signing with four major news services, Associated Press, International News Service, United Press and Reuters, for duplicate service in Washington and New York. The radio wire service contracts for Washington were transferred to the New York headquarters. Correspondents were added in key places—particularly in Pan America and South America—with additional facilities set up in London, Paris, Bonn, Berlin, Ankara, Cairo, Jerusalem and Moscow.

Senior and junior writers—actually help-mates in production of each news show—were added to the MBS employment roster. Most of Mutual's on-the-air news voices are veteran newsmen who like to write their own copy. Gabriel Heatter, who broadcasts from the Miami bureau, is now in his 51th year as a reporter. Frank Singiser has 28 years' experience in news. He airs from New York. Fulton Lewis Jr., who celebrates his 20th anniversary on MBS Dec. 27, is a King Features



Floyd Mack gets the State Department view from Lincoln White (r).

## CASE STUDY: NEW FORMAT LEADS TO EXPANSION

As Mutual Broadcasting System rebuilds its operation based on the news-music-sports format, two very significant things have happened. In the first place, it is expanding its network day to 19 hours beginning January 1. It has been on a 17-hour day since June 2. Moreover, U.S. RADIO has learned that MBS is formulating plans to go to a 24-hour broadcast day by mid-March.

The second notable development has been the return to Mutual—and network radio—of advertisers who haven't used this vehicle for many years, some as far back as 1949.

Paul Roberts, president of MBS, said the reasons for lengthening the

network's broadcast hours are twofold. Stations, particularly those in the Pacific and Rocky Mountain time zones, have requested additional network news programs. In addition, Mutual senses a tendency among national advertisers to once again use late-evening programming times for commercial messages.

Among the advertisers who are now back at Mutual after having departed in 1949 are General Foods for Jell-O, and Kreml. Colgate-Palmolive Co. is another recent purchaser of Mutual time, having bought Bill Stern's morning sportscasts for its Colgate instant shave cream and men's line. Pharmaceuticals Inc. has bought Gabriel Heatter

on Tuesday and Wednesday for Serutan and Kreml.

Other new clients of which Mutual boasts are Sterling Drug Inc., P. Lorillard Inc., Chrysler Corp., H. J. Heinz Co., Equitable Life Assurance Society, Liggett & Myers, Quaker State Oil Refining Corp., Readers Digest and the Florists Telegraphic Delivery Association.

Another programming innovation that Mutual is trying is its first kiddie show since the *Mark Trail* program went off the air in early 1953. The new show is called *Story Princess* and premiered Dec. 2. It is heard from 6:35 to 7 p.m. and will be offered by MBS as a station service.

Syndicate by-liner and a former Washington city editor. In addition to utilizing Mutual's own facilities, he has a staff of his own in Washington. Mr. Lewis sets some kind of record in that during his 20 years he has always been heard at 7 p.m. Head man for Mutual in Washington, Mr. Hurleigh has been with MBS for 13 years and has been a newsman for a quarter century.

In New York, such veterans as Les Smith, Lyle Van, John Wingate as well as Mr. Singiser write their own material.

The news writers, as such, oversee the "Operation Newsbeat" service from the network's stringers, specially assigned newsmen in the offices of MBS' 450 affiliates. These stringers are the men and women who call in their "air copy" from all over the nation—with actual reports in the "where-it-happens-you-hear-it-happen" theme.

The number of MBS reporters assigned to Washington is in itself unusual. Generally speaking, small staffs are maintained in capital news bureaus. Mutual, however, maintains as large, if not a larger, staff in Washington than any of its other bureaus—or even in its New York headquarters. The reason is simple. More and more headlines are emanating from the capital, particularly

the Congressional hearings. "It's one Washington dateline after the other," Mr. Hurleigh noted.

The idea of stringers who are furnished Mutual correspondent's cards suggested itself because of the blanket coverage that MBS enjoys across the country. This plan extends the reach of the Mutual reportorial staff and at the same time strengthens network-affiliate relations.

Relying on the judgment of a station's general manager, MBS asked that he select a newsman from his own staff to represent the network locally. Cooperation was immediate, Mr. Hurleigh stated. At present, stringers are on the job for MBS at about 90 per cent of the affiliate stations giving the network coverage assurance—much of it exclusive—in hundreds of towns and cities in the U. S.

The project has been tagged "MBS Operation Newsbeat." In late September when the Little Rock integration crisis was mounting, immediate details were available through KGHJ Little Rock. When the Thor missile was sent aloft by the Air Force, MBS listeners got an on-the-air report from WMMB Melbourne, Fla. Early in October when one of the most meaningful stories of the century broke with the announcement that Russia had successfully

launched the first earth satellite, the Sputnik I "beep-beep-beep" was heard in millions of American homes over MBS. This network story was supplemented by affiliates passing on impressions and opinions of knowledgeable people in their own areas. A train wreck in Kansas, an explosion in Pennsylvania, a storm off the Carolinas, floods in Texas—the Mutual network is virtually within minutes of them all through Operation Newsbeat.

As a by-product of its stringer assignments and to complement its Newsbeat pattern, Messrs. Hurleigh and Baer are now working out the formulae for the establishment of the Mutual Network News Correspondents Association. Membership will comprise all assigned stringers and their own local news directors—if they so desire—as well as MBS correspondents all over the world plus staff members in New York headquarters and bureaus in Washington, Philadelphia, Boston, Miami, Denver, Salt Lake City, Los Angeles and Detroit.

Anticipating such a widespread organization, Mr. Baer has already sent questionnaires to each stringer and newsman in the MBS organization asking for his or her choice of the top 15 stories of 1957. From

(Cont'd on p. 52)



HENRY G. RIEGNER, assistant general advertising manager, Trans World Airlines.



DICK ROMANELLI, account executive, Foote, Cone & Belding Inc.'s New York office.

# TWA Boosts Traffic on Airwaves

*Carrier pours \$700,000 into radio  
In 1957 — leads airlines in use  
Of daytime programming*

Trans World Airlines' radio advertising has soared from \$371,000 in 1955 to \$700,000 this year — an increase of nearly 100%.

"Radio is far ahead of other media in rate of expansion," says Dick Romanelli, TWA account executive at Foote, Cone & Belding. "Whereas our use of radio has doubled in two years, the overall advertising budget has jumped only 20%. Radio is commanding a larger share of our budget each year."

TWA, according to Mr. Romanelli, is allocating \$4,200,000 for commissionable advertising this year.

"TWA has led the way for airlines in the use of daytime radio," Mr. Romanelli reports. "Approximately 70% of our spots are aired during peak times, early morning and late afternoon, when we hope to catch both the husband and the wife. The other 30% goes principally into evening and weekend time slots."

The airline came into radio about five years ago, using the medium to boost sales on slow-booking flights. Results were so good that TWA started to buy time in major markets on a 52-week basis. Los Angeles,

Chicago, New York and San Francisco formed the nucleus of TWA's permanent radio schedule until this year.

In 1957, TWA expanded its year-round radio advertising to include St. Louis, Boston, Washington, Philadelphia, Pittsburgh, in addition to the four cities mentioned above.

## Periodic Markets

Markets in which TWA uses radio on a periodic basis include: Las Vegas, Hartford, Springfield, Mass., Bridgeport, New Haven, Detroit, Cleveland, Phoenix, Tucson, and Denver. The airline uses two to four stations in most cities on its radio schedule.

Henry Riegner, assistant general advertising manager for TWA, attributes the carrier's spectacular plunge into radio "to the increase in volume of low fare coach service. We find that the coach market is more quickly responsive to spot radio. In spot radio we get a more widely selected audience. Listeners respond by calling the airline for information, and we find that sales occur in direct proportion to the number of phone calls elicited by commercials."

St. Louis, in which TWA had not used radio until this year, provides an especially good example of the medium's sales effectiveness, according to FC&B timebuyer, Paul Clark.

Starting in April FC&B bought saturation spots in St. Louis, running 40 a week on station KMOX. Eighteen of these air in the morning and 22 run on the Harry Fender record and interview show from 10:15 p.m. to midnight.

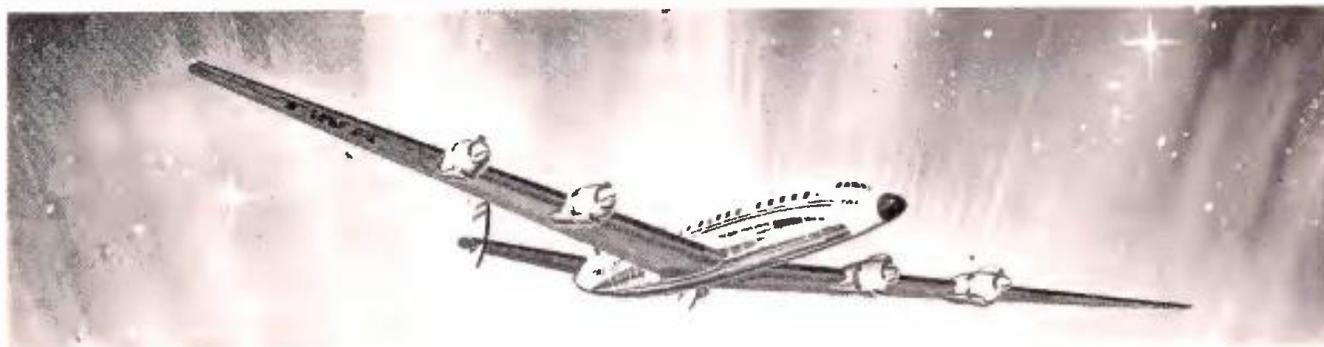
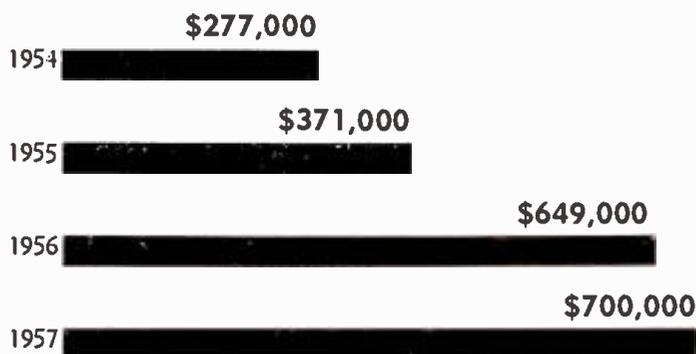
FC&B's Dick Romanelli reports "This is the best year in St. Louis for TWA. And this, despite increased competition stemming from franchises just granted to two competing airlines."

James Paisley, senior sales representative in St. Louis, says, "In the very first month of the radio campaign TWA set a record in St. Louis sales, and we're still going strong."

## Radio Sells Specific Flights

Radio's first function for TWA has been to sell specific flights, as in the St. Louis area. Mr. Riegner points out, "Radio is quick and it is flexible. If a flight is lagging in a particular city, you can in the space of 24 hours—or less—get it

**TWA FUNDS SPENT ON RADIO IN LAST FOUR YEARS:**



commercial to a station boosting your flight. In tv it takes weeks to get a film strip into production and even daily newspapers do not nowadays equal radio's immediacy."

Here is an example of a TWA commercial plugging a particular flight from Los Angeles to Washington, D. C.:

(Jingle) Travel with tomorrow today  
 Fly the smoothest way — TWA  
 You can fly  
 In quiet luxury.  
 High above the weather  
 You'll be floatin' like a feather  
 Travel with tomorrow today  
 The quality way—TWA.

(Anncr.) Going to Washington, D. C.? Fly non-stop aboard the great, new TWA Jetstream . . . largest, most luxurious airliner in the skies. Starting soon, you'll enjoy the quietest, smoothest trip ever! Fly the TWA Jetstream . . . non-stop to Washington, D.C.!

(Jingle) Travel with tomorrow . . . today  
 The quality way — TWA.

Radio is not only being used to sell specific flights, however, but is also employed more and more fre-

quently to sell special TWA features, such as the new Jetstream airliner, meals, comfort, etc.

Mr. Romanelli believes in radio as an important medium to sell the airline as well as the airliner. "In fact," he says, "if we had the money we would maintain a constant, heavy

radio schedule in all our major cities."

Whether TWA's sales point is a flight or a feature, radio which started out just five years ago as a supplemental selling vehicle, has already taken its place as a major advertising medium for TWA. . . .



KMOX, ST. LOUIS disc jockey, Harry Fender, and TWA's senior sales representative, James Paisley, compare notes on the airline's record-breaking sales in St. Louis this year. TWA has been sponsoring Fender's nighttime show since April.



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

**SANTA JOINS WEBC** Duluth in biggest promotion stunt in station's history. To stimulate early Christmas shopping, station manager Bob Rich masterminded a Premier Christmas Review featuring displays by 60 local merchants. One third of Duluth's population, 34,000, showed up at the main auditorium on a single day after ten days of on-the-air announcements. Merchants were so pleased with sales that 50 have already signed up for some more of the same at the fair next year.



**PERFORMERS AND PRODUCTS** they sell over ABN surround network's president Robert E. Eastman at rehearsal for ABN's "live and lively" radio presentation at the Hotel Plaza in New York. Personalities are (left to right) Johnny Pearson, Don McNeill, Jim Backus, Bill Kemp, Herb Oscar Anderson, Jim Reeves and Merx Griffin. All were at the presentation.



**NEWS X 12 YEARS = 100,000** broadcasts over WIND Chicago sponsored by the Chicago Daily News every hour on the hour. Arthur Hall (left), publisher, and Ralph Atlass, WIND general manager, are shown going over the script just before the anniversary show at 8 a.m., November 14th, at the studio.



**WLW CINCINNATI WINS** top awards for trade paper advertising at the Chicago Exhibition of Advertising and Television Art. Proudly viewing the blue-ribbon ads are Robert E. Dunville (center), president of the Crosley Broadcasting Co.; Jack Frazier (right), director of Crosley client service department, and Lawrence Zink, artist for Ralph H. Jones Co., who prepared the winners, shown at the Chicago exhibit.



**TV TOPS RADIO** as Lyle Bremser, general manager of radio station KFAB Omaha, christens young Miss Thadden "Miss 11:10" and presents her with a check for a full year's college scholarship. Born on 11/10 at 11:10, she was supposed to promote KFAB's frequency on the dial. Unfortunately for radio, her father is an engineer for WOW-TV, Omaha. Mr. and Mrs. Valere Thadden enjoy their youngster's first broadcast.



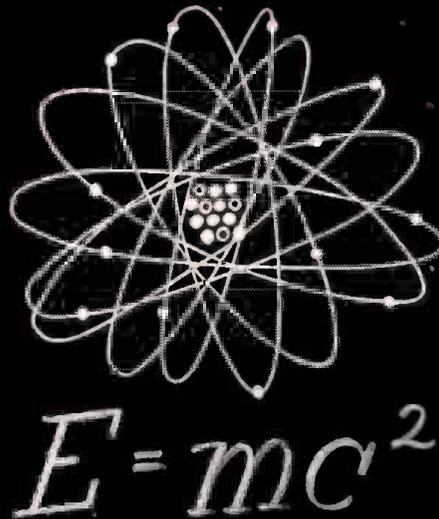
**STATION HELPS DEFEND** Philadelphia, as WCAU's new short wave relay car is inducted at City Hall into the city's civil defense system. The car, completely equipped and manned on a 24-hr. basis, is admired by Phillip Klein (with telephone), civil defense director; Joseph Tinney, and Joseph Connolly (right), vice presidents of the station.



**RUSSIAN SPUTNIK SELLS** U. S. cars in Indianapolis with the help of WFBM reporter, Jim Bechtel (right), who is about to take off with the four man crew of an Allison Engineering plane to do a remote broadcast on Sputnik II as it flies over the city. The sponsor, appropriately enough, was the 1958 Oldsmobile with its Rocket engine.

**CAKES, CAKES, CAKES!** surround disc jockey Larry Johnson of WRFC Athens, Ga. Lucky Larry has 97 to taste-test before he can choose the winner of WRFC's Bake-A-Cake Contest. Did he bite off more than he can chew?





## Atomic power in Caesar's day?

### *Certainly!*

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

### *Yet this is the case*

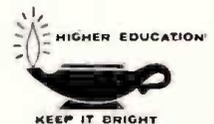
The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

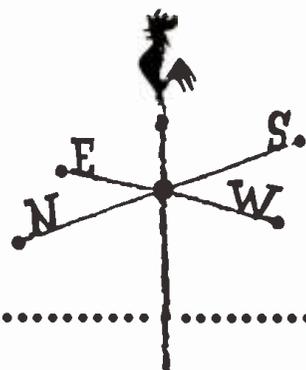
If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.



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

## hometown USA

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



# Promotion in '58: New Techniques; New Growth

*Need developing for specialized campaigns*

*As stations across the country sense*

*The value of local and national promotion*

 "Better promotion and more of it has been almost as important a factor as better programming in radio's increased sales volume for 1957," according to Kevin Sweeney, president of Radio Advertising Bureau.

In 1958 Mr. Sweeney expects that station advertising and promotion will continue to play a large role in radio's upswing. "Radio's sales volume will of course depend, as all advertising media's volume depends, on the state of the national economy," says Mr. Sweeney. "Unless re-

tail business is off sharply, however, radio's total volume for 1958 ought to be at least 7% higher than in 1957."

Industry leaders everywhere are studying the role of station promotion and advertising in radio expansion. One spokesman summed up the general feeling this way: "Radio stations sell time to advertisers to stimulate the sale of products or services . . . that such advertising works is obvious to everyone. Therefore if selling advertising is radio's business and if it works for others, now is the

time for stations to use advertising as a tool to sell themselves."

Marketing Associates, Inc. of New York, conducted a survey last month to determine what effect, if any, advertising and promotion had on the growth trend in the radio industry. A questionnaire was sent to 300 representative radio stations throughout the country; answers were received from 127 stations within three weeks. The findings, according to Marketing Associates, indicate that station advertising and promotion are indeed basic to the growth of radio,

and that the stations responding recognize this relationship.

Specifically, stations conclude that their present advertising and promotion programs have resulted in higher audience ratings, plus increased numbers of both local sponsors and national accounts.

### 41.8% Up Ad Budgets

The survey further reveals:

- 41.8% of stations replying plan to increase their advertising budgets in 1958.
- 51.6% will maintain their present budgets.
- 62.3% state that their present advertising and promotion could be more effective.

The Marketing Associates study lends support to the prevailing view that radio on the whole is only beginning to scratch the surface in utilizing station advertising and promotion as aids to industry expansion.

Sharing this conviction several agencies throughout the country are handling multiple station accounts. Among these are: Doe-Anderson, Louisville; Henry J. Kaufman, Washington; Joseph Katz, Baltimore; Grey Advertising, Wexon and Batten, Barton, Durstine & Osborn, New York.

In contrast both to the national promotion generally executed by agencies representing multiple stations, and the local promotion usually generated by one-station agencies, an experiment in station advertising is being initiated.

Originated by Jack M. Kayne, of New York, this approach to station promotion and advertising would combine mass production techniques with an individual touch.

Intending to service one independent station in each market, Mr. Kayne has formed a new firm, Eye and Ear, Inc., which, he explains, "is designed to help build more sponsors and audience through a standard monthly promotion and advertising kit, which would go to all our clients."

For a fee based on each station's

national hourly rate, Mr. Kayne and his organization would provide the following services:

### Mat Service

- A newspaper mat service—Mr. Kayne's staff would assemble a variety of ad format, with the individual station choosing those it liked best. While the ads would be basically the same for all clients, there would be room in most cases for the station to drop in pictures of its own announcers and talent, thus personalizing the ad.

- Direct mail teasers — Two of these would be provided each month, written to provoke sales to new sponsors and to resell old ones. Art would also be provided.

- "Hits of the Week" Formats. Eye and Ear Inc. would provide its clients with frameworks in which the station's printer would insert the top 10 tunes in its own market. These would be used in local stores, supermarkets etc. as station promotion.

- Point-of-sale material — These would include streamers already imprinted with the station call letters to be displayed locally, in addition to "as advertised on" display cards. Each month clients would receive 100 pieces of point-of-sale material.

- "Log" Formats — At selected times during the course of the year Eye and Ear, Inc. would design formats to be filled in with the station's individual schedule. These would be used to set up the station for more sponsors, both local and national.

- Promotions Program Ideas— From time to time during the course of the year, Eye and Ear's staff would develop special on-the-air promotions, and new programming ideas with local sponsor tie-ins. These ideas, Mr. Kayne says, "would be pre-tested to insure maximum effectiveness."

- Newsletter—Eye and Ear, Inc. would write for its clients a monthly roundup of industry-wide information, including the most recent news affecting radio on the governmental,

programming and promotional levels.

The above services represent the use Eye and Ear, Inc. feels can be made of mass production techniques for radio promotion and advertising.

The company plans to provide the individual touch through the following media:

- Publicity — The station would provide Eye and Ear, Inc. with the pertinent information, from which the staff would write releases, place them, and send clips to the station.

- Consultation — Mr. Kayne and his associates would be available at all times for discussion and recommendations on specific promotional and advertising problems confronting the individual client.

- Contact — The staff of Eye and Ear, Inc. would plan to visit each client periodically to review plans and problems in person.

### Creative Talent

Mr. Kayne explains that in his view there is room for this type of service to radio stations because "We can assemble in one place the calibre of creative talent that most local stations could not afford to buy separately. There is no firm to our knowledge that provides all these services for a single fee. We expect to make our profit through volume.

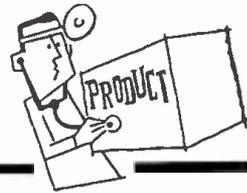
"While we have no direct competition yet as far as we know," Mr. Kayne reports, "We expect to have plenty before long.

"Nevertheless we feel that no one will be able to duplicate our service for the fee we will charge. I estimate that the cost of preparing our monthly kit, if done through several firms, would be an out-of-reach \$15,000."

Whether the technique is tailor-made, mass-produced or a combination of both, the trend is toward more and more station promotion both from the local and the national point of view.

Along with this trend comes more complete recognition of the need for separate and specialized services in station promotion, which will provide the liaison between promotion manager and agency. • • •

## **commercial clinic**



### **Per Inquiry and Bait-Switch Head Station Lists Of Commercial Taboos**

A large majority of stations responding to U. S. RADIO's survey on unacceptable commercial copy indict per inquiry and bait-switch. In addition, a wide variety of commercial areas fall into the unacceptable category depending upon the station's individual policy. Some stations do not cite any commercial types as unfit for airing.

P. I. and bait-switch copy comprise about one third of the deceptive practice complaints received by the Federal Trade Commission last year, according to T. Harold Scott, radio-tv monitoring director. Both types of advertising violate FTC regulations.

#### **FTC Cites P. I.**

"The foundation of P. I. advertising is much broader than that of bait-switch," Mr. Scott says. "P. I. is a term used to describe a broadcast operation in which a station permits the use of telephone facilities for inquiries in response to an announcement that a station has broadcast. Full information about the product is not given in the commercial.

"Bait-switch is another matter. The bait portion often is the ad itself, the thing which brings persons into the store to inquire about alleged bargains. The switch comes when the consumer gets there. The advertised product is often either 'sold out' or 'not really what the customer should have.' Then follows the sales talk to interest the customer in higher-priced merchandise." Mr. Scott explains.

Sam Stowe, FTC information director, refuses to single out one medium as a more frequent carrier of deceptive advertising. "It is the ad the commission eyes closely," Mr.

Stowe points out, "It is our business to eliminate deceptive advertising wherever we find it, in print or on the air."

Another government official points out, however, that radio is very susceptible to P. I. and bait-switch because of its local nature, and its relatively low cost. National advertisers do not resort to these tactics as a rule, and the local advertisers who do use them tend to find radio fits in with their budget requirements, he explains.

Of the stations eliminating P. I. commercials, most find that the station gets the blame for products that do not live up to claims. Art Layne, station manager, WPKO, Waverly, Ohio, states it this way: "Very few P. I. advertisers present a product that will measure up to claims. We, as a result, get the back-lash from the customer who got 'hooked.'"

"Many stations refuse P. I. copy not only because the station bears the brunt of customer complaints, but also because stations feel P. I. hurts local competitors, the station's best clients.

#### **Refuse Bait-Switch**

A majority of stations who cite P. I. as unacceptable also turn thumbs down on bait-switch. Several go as far as Bob Thomas, manager, WJAG, Norfolk, Va., who says: "We are careful to check on bait-switch type advertising. Several times in recent years we have refused business from appliance firms, temporary used car marts, or transient sewing machine sales crews who have been engaged in bait-switch tactics in other communities. We frequently phone long distance to chambers of commerce or better business bu-

reaus in other cities to check on the reputations of advertisers suspected of such techniques."

#### **Other Taboos**

In addition to bait-switch and P. I., many other types of commercials are refused air time. Among the most frequently mentioned: liquor (sometimes including wine and beer, sometimes not); ladies' lingerie; patent medicines; lengthy commercials (acceptable time limits ranging from 50 to 90 seconds depending on the station).

A few stations refuse tobacco advertising "because of heavy religious programming." A number will not air advertisements for "questionable" motion pictures. "Baby Doll" and "Love in the Afternoon" were cited as examples of "over-emphasis on sex."

Many stations, while not blanketly refusing specific products, or product types, make decisions in each case on the basis of whether the copy is in "good or poor taste."

Commercials from pressure groups, and commercials involving national characterizations are barred by several stations.

Some stations, however, will not refuse commercials that they themselves consider to be in bad taste. "as long as they are within the law." As one general manager remarks, "We often have program copy that is objectionable to use personally, but which is well received by our listeners and sponsors."

One station executive points out, "There are some radio stations that are as bad as the clients who practice deceptive advertising. Generally, stations do have their guard up and try to protect their listeners, their sponsors and themselves." ●●●

## station log



### News From Around the Nation Reflects Hometown Radio's Vitality

On the news front, Bill Clark, WERI, Westerly, R. I. reporter, got through to Moscow for a post-"muttnick" interview. Mr. Clark interviewed the director of Moscow Radio and taped his remarks on Russia's scientific plans for its 40th anniversary celebration. The WERI interview later went out to the Mutual network.

- WKON, Frammingham, Mass., beat the national wire services by five minutes on the announcement and story of the American "meteorite launching." The station, which had received the story by phone from Hanscom Field in Bedford, Mass., followed with an exclusive interview with scientist Maurice Dublin, who headed up the project.

- WJGY, Minneapolis-St. Paul, is working with the Better Business Bureau to relay reports to listeners, warning them against fraudulent business practices.

- KLTL, Longview, Tex., through its manager, Bob Geerdes, has inaugurated a community move to set up a permanent tornado warning system.

- KBIG, Catalina Island, has devoted all public service efforts for a month to a giant "Radiothon" to raise a portion of the \$150,000 needed for a new community hospital in Avalon.

- KSYD, Wichita Falls, Tex., has taken the lead in organizing a sixty station, two-state "Southwestern News Exchange." The exchange members have been provided with a directory listing the stations, phone numbers, cross-reference listings of 100 Texas-Oklahoma newsmen according to cities and home phone numbers, and other information.

- WPEN, Philadelphia, recently became one of the first stations in the country to carry its weekly per-

sonality programming on a seven-day basis. Jack O'Reilly, the station's early morning man, and Red Benson, late morning and early afternoon personality, began broadcasting seven days a week in November. Only two of WPEN's first line shows are on six days a week.

- WWJ made news with its introduction to Detroit listeners of the "Melody Parade," designed to augment the station's "More enjoyable music" format. The new concept features "music with a melody," and carries to the WWJ audience the daily standings of Detroit's current "hit list," which emphasizes the position of melodic tunes with a general appeal to all age groups.

- In less than two months, KCMJ, Palm Springs, Cal. has sold 50 "Operation Impact" packages. The package deals are a tie-in with the seasonal "openings" and "grand openings" of the resort community—backed by the free use of a giant searchlight. Each commercial message broadcast carries the tag line: "Follow the searchlight to the grand opening." The night of the opening, KCMJ engineers man the light for three hours outside the client's business.



Texas Triangle luncheon host Gordon McLendon (left) listens while H. B. "Bud" Newwirth (right) of John Blair & Co. gets together with Bob Kelly of Lennen & Newell to talk about Texas Triangle radio market.

### RADIO ACTIVITY

- NBC's newly acquired stations WJAS and WJAS-FM, Pittsburgh, changed their call letters to WAMP and WFMP. The new letters add a "p" for Pittsburgh to the AM and FM designations. The American President Lines, which had used WAMP as call letters for its 34 ships, relinquished them to the new outlets.

- WPAW, Providence-Pawtucket, R.I., became an affiliate of ABN early this month. WPAW is owned and operated by Roger Williams Broadcasting Co., and broadcasts with 1,000 watts on 550 kilocycles.

- WMRB, Greenville, S.C., has joined the CBS radio network, replacing WQOK as the network's affiliate in that city. WMRB operates on a frequency of 1490 kilocycles with a power of 250 watts.

- WZOK, Jacksonville, Fla., has become an affiliate of the ABN. The station, which operates with 5,000 watts on 1320 kilocycles, was recently sold to Radio Jax, Inc., and was formerly known as WJHP.

- An international radio merger between XEGM of Tijuana, Mex., and KALI, Pasadena, Cal., was effected last month to increase Spanish radio coverage throughout Southern California.

- ABN has acquired the Allegheny Broadcasting Corp., Inc. licensee of KQV, Pittsburgh, as a wholly-owned subsidiary. KQV operates with 5,000 watts on 1410 kilocycles.

- Meredith Publishing Co. has purchased its fifth radio station, KRMG, Tulsa, formerly owned by Western Broadcasting Co. The "Meredith Group" includes :WHEN, Syracuse; WOW, Omaha; KCMO-AM-FM, Kansas City, Mo., and KPHO, Phoenix. • • •

# WEBC PROVES ITS POWER



## WEBC PULLS in DULUTH AND SUPERIOR

*One Day Event brings over  
33,000 shoppers.*

Conclusive proof of WEBC pulling power is shown in their one day PREMIER CHRISTMAS PREVIEW which was promoted only on WEBC. More than 1/3 the population of Duluth came . . . by the largest response in Duluth's history from any media promotion!

*REACH DULUTH and SUPERIOR with . . .*



560 kc

5000 watts

**DULUTH—SUPERIOR**

See your HOLLINGBERY MAN  
in Minneapolis, see Bill Hurley

**Coca Cola  
is  
buying**

**program**

**pm**

**the  
sound  
difference  
in  
nighttime  
radio**

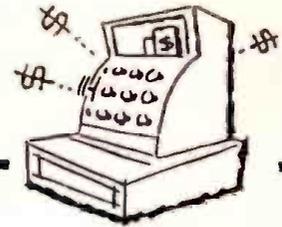
Let Program PM make a sound difference in your sales. Call A. W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

**WESTINGHOUSE  
BROADCASTING  
COMPANY, INC.**



**HOMETOWN, U. S. A.**

## radio registers



### Variety Store

W. T. Grant Company tested WMOH, Hamilton, Ohio against local newspaper. Grant, with two stores in town, used newspaper for special sale at one and WMOH for similar sale at other. Customer had to mention at radio-promoted sale that he or she had heard it on radio. Result: first store sold \$78 worth of goods—not enough to pay for newspaper ad. Second store, advertised over radio, sold more than \$2,000 worth of goods.

### Clothing Store

MacDougall's clothing store purchased \$100 worth of spots during a two-day period over KPQ, Wenatchee, Wash. Campaign was yearly promotion for men's suits selling at \$49.50. Final results showed that for \$100 outlay, MacDougall's sold \$6,000 worth of suits. Campaign will continue on regular basis over KPQ.

### Paint Company

Reardon Paint Company of St. Louis chose KTLN, Denver, for an eight-week campaign to hike sales of Bondex. At a cost of \$2,854, 65 sixty-second spots per week were purchased. Percentage of sales increase for Bondex over similar six months the year before was 62½%, highest among all districts of the United States. No other advertising medium was utilized—only one radio station.

### Appliance Store

Kirklen's, a furniture and appliance store, in one month gained 300% in over-all volume with 1,000 spots and participation in nine football broadcasts over KCSB, San Bernardino-Riverside, Cal. Offering nylon hosiery as "leader" item for 6 cents to customers who "heard it on KCSB," store sold 100 pair in first hour. Switched to stuffed monkey-dolls at same price and sold 200 in 30 minutes—all one-to-a-customer. Quick re-orders made it possible for store to sell more than 2,000 items in less than a week, all advertised on radio.

# ANNOUNCING

THE FORMATION OF

# S P E R E F E

(SOCIETY TO PRESERVE AND ENCOURAGE RADIO ENTERTAINMENT FOR EVERYONE)

**We** FEEL WE AT WGAR are fulfilling our obligation to you as an advertiser by providing radio entertainment for everyone.

*That's why we take real pleasure in announcing our current series of Cleveland originated weekly concerts by the world-famous Cleveland Orchestra on Saturday evenings at 7:05 o'clock E.S.T.*

These broadcasts are also available to more than 200 other CBS radio stations across the nation. Adult interest? Last year more Americans bought tickets to symphony concerts than baseball games!

Regular WGAR listeners have learned to expect fine radio entertainment on 1220 kc. . . the best in popular music and jazz, interesting news programs, penetrating news analyses, variety shows, outstanding drama, and, of course, the top performers from among the many CBS stars.

This policy has been paying off for our customers.



# WGAR

AM-FM

CLEVELAND, OHIO

REPRESENTED BY

HENRY I. CRISTAL CO., INC.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

# report from RAB

## Tailor-Made Pitches For Regional Advertisers

Radio Advertising Bureau can look back over its shoulder at 1957 as its most successful year, in carrying the story of radio to regional advertisers.

Since last January, RAB's 11-man force of account executives has traveled hundreds of thousands of miles throughout the country selling the concept of radio to the highly important regional businessman. The bureau has made specialized presentations to nearly 900 influential area advertisers in 41 cities. These demonstrations on the power of the medium have been witnessed by approximately 3,5000 people.

The success of these efforts has prompted RAB to plan for an even more ambitious program of regional indoctrination for 1958. The staff of account executives will be expanded to 11 and current plans call for presentations to be seen by nearly 1,200 regional advertisers in 60 cities during the year ahead.

The variety of area businesses that have been covered by RAB presentations is quite impressive. They include: advertising agencies, appliances, automotive accessory chains, amusements, automobiles, banks, bakeries, breweries, brushes, bottlers, confectionery, chain retailing, co-operative organizations, dairies, drugs, department stores, food and grocery, furniture, fuels, fertilizer, gasoline and motor lubricants, hardware, insurance, jewelry, lumber supplies, paints, prefabricated housing, pencils, proprietaries, public utilities, savings and loan associations, steel, telephone and transportation.

### The 'Barrage'

In making presentations of this type, RAB has developed a new sales technique termed the "barrage." It consists of two- and four-man teams spending from two to five days in a market keeping pre-arranged appointments with advertisers to show them radio presentations.

Because a "barrage" presentation involves considerable expense to RAB, it is made only on assurance that a firm's ranking executives—the decision-makers—will be in the audience. There is no limitation on the number of people who can sit in, but those with the authority to sign an order must be present.

RAB spends considerable time, effort and money in putting together its presentations. In the past seven years, 39 research-documented vehicles have been prepared. Each is applied to a specific business. The only characteristic that is common to all, of course, is that they point out the dimensions of radio.

According to RAB, the average time it takes to deliver one complete radio study is 15 minutes. Each is a combination of sight and sound based on a variety of research material—research into the characteristics of radio and of all competitive media; habits and loibles of consumers; product and marketing studies, and investigation of the qualities of the particular field of business for which the presentation is developed.

Among the aids used in each presentation are color slides and magnetic tapes of current commercials enabling the advertiser to hear how radio is being used by competitors.

### Presentation Points

An example of the points covered in a typical RAB presentation to supermarket operators includes about eight features.

1. Outlining the formidable competition that supermarkets face.
2. Pointing up how radio (or any advertising) can help.
3. Outlining the type of advertising supermarkets should have. Among the statistics used on behalf of radio is that it covers the entire trading area and that in the top 50 markets, 96.3 per cent of all families own at least one radio, while only 67 per cent of these families receive a metropolitan newspaper.
4. Supermarkets need advertising that builds huge circulation.
5. Supermarkets need advertising that reaches every woman shopper.
6. Supermarkets need advertising that will reach customers at the strategic moment.
7. Supermarkets need advertising that gives the vital "last word" before women go out to shop.
8. Supermarkets need advertising that reduces drastically the cost of reaching people. •••

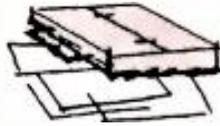
## OPPORTUNITY FOR A SALES REPRESENTATIVE

U. S. RADIO now has need for a national sales representative. If this man has a proven sales record, lives or could live in New York, is willing to travel, and welcomes the challenge of building a sales organization, he should write U. S. RADIO with full information about himself and his experience.

### WRITE:

Business Manager  
U. S. RADIO  
50 West 57th St.  
New York 19, N. Y.

# report from representatives



## Larry Webb Comments On Simplified Form For Selling Spot



Lawrence Webb

December may be the month of decision for the Station Representatives Association's new *Confirmation of Broadcast Order* forms. The simplified radio and tv forms, according to Larry Webb, SRA's managing director, "will eliminate paper work among representatives, agencies and stations.

"It will make it easier and more simple for representative salesmen and timebuyers to do business," he points out. "It will make spot buying easier."

The form was put together and approved by a special committee appointed by the board of directors of the SRA. It was presented for approval to the 17-member Broadcast Media Committee of AAAA, which was to meet December 11-12 under the chairmanship of BBDO's Frank Silvernail.

On December 16, the full board of directors of SRA planned to consider adoption of the form.

### Hopes For Approval

"We have been working on it for more than a year," reveals Mr. Webb, "and we are hoping that all members of the SRA will use it. And if the AAAA committee approves it, there's no reason why *all* representatives shouldn't use it.

"With the old form," Mr. Webb notes, "so many copies change hands that it is, to say the least, confusing. When the agency receives confirmation,

copies go to the station and the agency. But the agency might not get around to sending a AAAA contract form for two or three months after the spot has been on the air.

"The business may be over and a bill sent from the station before the agency has sent a contract. It then becomes a mere formality.

### Necessary Information

"Our new form," Mr. Webb says, "originates at the representative's office. He submits availabilities on a standard form. When the agency timebuyer agrees to a sale, the representative confirms the order on the new form—which makes provision for all necessary information.

"On the back of the *Confirmation Broadcast Order* form are all provisions of the AAAA contract. The copies are signed and returned by the agency to the station and vice-versa—saving manpower, money and paper.

"The new form fits machines such as Peters, Griffin, Woodward's Univac. This one piece of paper can do the work of all the present forms." • • •

RADIO CONFIRMATION BROADCAST ORDER														
STATION		AFFILIATION			POWER		FREQ		MO		DAY		YR	
AGENCY					W		Kc.							
ACCOUNT - PRODUCT					SALESMAN									
		NO. DAY YR			THRU			TYPE OF ORDER			CEO NO.			
CONTRACT YEAR		FROM			THRU			RATE CARD NO.			BILLING METHOD			
PM/ANN		FREQ			RATE			NO. DAY YR						
TOTAL THIS CONTRACT YEAR		EARNED			RATE			NO. DAY YR						
N		T		W		T		F		S				
TIME		TYPE		R RATE		NO OF TIMES		EARNED RATE		AMOUNT				

Oasis  
Cigarettes  
are  
buying



pm

the  
sound  
difference  
in  
nighttime  
radio

Let Program PM make a sound difference in your sales. Call A. W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE  
BROADCASTING  
COMPANY, INC.



WREN'S *Going Places!*



Who's got Topeka's only mobile unit? . . . WREN, of course. Who's got all-new facilities? . . . WREN. Who's got the top personalities? . . . WREN. And does it pay off for the advertisers? Nielsen says YES. WREN's cost-per-thousand hours in Topeka's 11-county market is only 18¢. Let your George P. Hollighery man show you how WREN measures up on quality of audience, size of audience, and cost of audience!



5000 WATTS  
TOPEKA, KANSAS

**WREN**

Mr.



TUNES • NEWS • TIME

says

**I SELL MORE  
because my  
PULSE is ALWAYS**

**5000 HIGH!!**

**KSON**

SAN DIEGO, CALIF.

SEE... FORJOE & CO., Inc.

## report from agencies



### Agency Takes

#### To Farm Radio

One of the backbones of radio throughout the medium's history has been farm products usage. Advertising agencies representing such clients have found farm radio an economical and efficient buy.

Over the last several years, agricultural agencies and advertisers have used this medium with increasing frequency to sell the farmer.

A decade ago farm journals formulated the meat and potatoes of agricultural advertising. Today, while the farm trade magazines manage to skim the cream off the top, radio is in second place and coming up fast as the farm product manufacturer's major advertising medium.

#### Farm Agency

One such agency specializing in farm products is Albert Sidney Noble Advertising, New York. It handles such products as Arcadian Fertilizer, Virginia-Carolina Chemical Corp. (V.C. Fertilizer) and Union Carbide's Crag products (Glyodin, for one). In the past year, this agency has used between 80 and 90 farm stations. In the next year, it is expected that the agency's use will be at least maintained, and probably increased.

According to media director, Troy Ferguson, Jr., "We anticipate that farm radio in 1958 will continue to expand just as it did in 1957. Over the last several years there has been a steady rise in both the number of radio stations used by agricultural advertisers, and in the total billings."

The Noble agency prefers to buy time between 6:30 and 7:30 a.m., and noon to one p.m. By 6:30 the farmers are available after the crack-of-dawn chores, and are again in the house for lunch by noon.

Mr. Ferguson states that farm advertisers like radio because of the low cost, which fits the pocketbook of most agricultural manufacturers who tend to be regional, not national, firms.

The Noble agency started using radio about seven years ago. Up to that time it was practically all farm publications. One of the things that brought about the change, according to Mr. Ferguson, was that the stations themselves did an outstanding job of catering to farm product business. Another factor was that radio was inexpensive.

But the important factor, Mr. Ferguson stresses, is that the quality of programming offered by farm stations interested advertisers and agencies. The dealers like it, too.

Wherever they are, farmers spend more time listening to the radio, according to the new study comparing radio and print made by the National Association of Television and Radio Farm Directors. Farmers living in villages spend 191 minutes daily listening to the radio, as contrasted with 31 reading newspapers, and 28 with magazines.

Farmers living on farms listen 189 minutes a day, and spend only 31 on papers and 26 on magazines. Farmers living in metropolitan areas tune their sets in for 139 minutes a day, read papers for 36 minutes and spend 21 minutes with magazines.

#### Family Listening

The listening average for farmers is three hours per day.

That the advertiser succeeds in reaching his market is evidenced by the fact that the average farm family listens to the radio 17 hours and five minutes weekly, as opposed to the national average of 16 hours and 41 minutes (according to NATRFD).

Agricultural advertisers and agencies buy news, weather, and radio farm director shows, which have high listenership in rural areas. Farm director programs attract particular interest because the director is considered an authority on agriculture in each area of the country. Farmers consider it part of their job to keep informed on the developments he reports. • • •

# report from networks



## Comment On Billings Attentive Audience Survey Significant Farm Data

NBC has as much firm business on hand for 1958 as it had last March for the '57 year.

"We are four months ahead of last year's schedule on the amount of firm business committed," Matthew J. Culligan, vice president in charge of NBC Radio, told *U.S. RADIO*. "In addition to the top 15 big network advertisers who have returned, scores of new clients are on hand—as never before.

"NBC expects in 1958 a 40-50% increase in billings over 1957."

Last month in Pittsburgh, at a luncheon celebrating NBC's return to that city via WAMP and WFMP, Mr. Culligan hailed the event as "symbolic of the renaissance of network radio in the rest of America."

He said that during the years of tv's growth "network radio didn't really know what it was . . . or where it was going. It developed a terrible inferiority complex and chronic extreme nervousness.

"At the peak of its troubles, it went on the psychiatrist's couch for treatment. Bit by bit, network radio learned that even though it had lost the battle of the living room . . . it had during the same time won the battle of the kitchen, den, study, bedroom, playroom, sunporch, terrace, garden, automobile, beach and park."

### CBS Motivational Research

Jules Dundes, vice president in charge of station administration for CBS Radio, claims that a qualitative study, undertaken for the six CBS-owned radio stations by Motivation Analysis, Inc., has revealed that these stations have a higher degree of "believability" and invite "more attentive listening than the leading independent stations in their cities."

The motivational research was based on discovered attitudes of 1,202 radio

listeners polled last spring in six cities, CBS said, where CBS-owned outlets had the leading independent stations as their chief competitors.

The analysis sought to answer the following questions:

- (1) Do listeners pay closer attention to some stations than to others?
- (2) Do they distinguish among stations regarding some more favorably than others?
- (3) Are listeners more likely to believe some stations than others?

### ABN Renewals

Four new sponsors and four renewals, with billings in excess of \$500,000, have been signed by ABN, announces Thomas C. Harrison, vice president in charge of sales.

Newly signed sponsors include Buitoni Foods Corp., Kitchen Art Foods, Inc., Magla Products and Sterling Drug, Inc. Renewals were signed by Bristol-Myers Co., Campana Sales Co., Food Specialties, Inc., R. J. Reynolds Tobacco Co., and Sleep-Eze Co., Inc.

### Keystone Farm Figures

1958's NARTB "Farm Broadcasting Day," to take place Feb. 1, has special significance for the Keystone Broadcasting System. According to Keystone, of 1,018 affiliates, 749 stations broadcast one or more farm programs daily and serve within their respective Nielsen coverage areas 4,303,804 farms—or 90% of the nation's total of 4,782,004 farms.

"This predominance of farm coverage on the local level," a Keystone official claims, "places Keystone in the forefront in serving the country farm markets, which rely on special farm programming to furnish daily information, applicable to local conditions. The most recent study shows 59% of Keystone stations are in the top third." • • •

## KFAL RADIO

Fulton, Missouri

Folks who know—

- TEX ROPER
- TINY LUTZ
- BOB HAMILTON
- ART HOGAN
- JERRY LAWRENCE

Listen daily and hour after hour throughout central Missouri to these *KFAL* folks who know Missourians best.

Your access to more sales call *Indie Sales, Inc.* or direct — *KFAL* Fulton, Missouri.

Tel: 1400

KFAL RADIO 900 kc 1000 watts

## The BEST Coverage of the Colorado Market\*

. . . at the lowest cost

NOW, with one order, advertisers may use strong, primary-service signals on BOTH sides of the Rockies to cover Colorado.

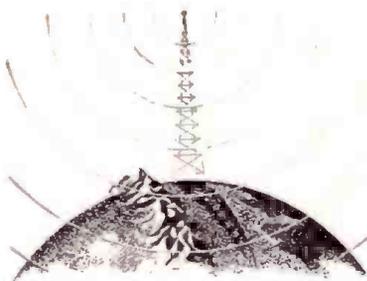
### COLORADO NETWORK

KVOD, Denver, 5000 watts, 630 k.c. ABN  
KUBC, Montrose-Delta, 5000 watts, 580 k.c.  
KSLV, Monte Vista, 250 watts, 1240 k.c.  
KRAI, Craig, 1000 watts, 550 k.c.

National Rep. Bolling Co., Inc.

NATIONAL SALES OFFICE  
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO  
Phone: Tabor 5-2291 TWX: DN 483

\*Before you buy from any organization claiming to cover all of Colorado, be sure to request a Certified Field Strength Map.



## a giant's voice

Heard throughout the Rocky Mountain West... is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

### GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West... the only voice you need to reach—and sell—the entire Western market!

Represented by Henry I. Christal Company, Inc.

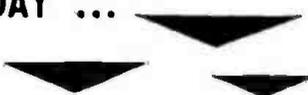


# KOA Radio

DENVER

One of America's *great* radio stations  
850 Kc • 50,000 WATTS

**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

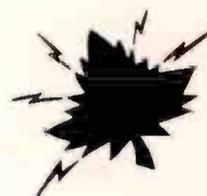
- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET  
NEW YORK 19, NEW YORK

## report from Canada



### Canadian Rating Systems: Bureau of Broadcast Measurement

#### First of a series on major Canadian rating systems.

The Bureau of Broadcast Measurement, founded 11 years ago, is a non-profit organization unlike its major competitors, according to Charles C. Hoffman, executive vice president. He says BBM differs from its rivals in that its directors are drawn from all areas of the broadcasting industry. The fifteen board members are equally divided among advertisers, agencies and stations.

"This enables us to operate without bias, in a completely objective manner, to serve all facets of the industry," says Mr. Hoffman.

"In addition, being a non-profit organization, everything we do is open to public inspection by any one of our subscribers. This includes our bookkeeping, our statistical methods, our individual ballots.

BBM's Canadian membership includes at the present time 116 radio stations, 25 tv stations, 61 advertisers, and 56 agencies. In the U. S., subscriptions come from 10 agencies, 3 advertisers, 6 representatives, and 5 tv stations.

Mr. Hoffman justifies BBM's use of the questionnaire system this way: "We feel that we are giving the industry what it wants. The advertisers, agency men, and station executives on our board have agreed that the system we use is most accurate and most detailed.

"We select random samples of about 120,000 persons from telephone and post office directories," Mr. Hoffman explains. "BBM's questionnaires are unique in Canadian ratings. We divide the day into 36 half-hour periods, soliciting replies on station listening habits in each half hour segment, thus pinpointing exactly who listens to what station when. This is of immense value to the agency and his client when they start to buy time.

"We ballot twice a year in 30 metropolitan areas and 131 rural areas across Canada. We survey in the cities on a seven-day basis; in the rural areas, on a four-day basis because we have received better response by asking for only four-day logs in these sections. The logs ap-



CHARLES C. HOFFMAN, executive vice president, BBM.

ply everywhere to the same week of the year."

Mr. Hoffman says BBM will use a seven-day log everywhere starting with its report to be issued Jan. 3, 1958. "This means we shall have to send out a larger mailing in the rural areas than in the city areas to get the same percentage of responses."

The service claims a 20% return on mailings.

BBM says that the non-respondents generally follow the same listening patterns as the respondents. The organization states that it has determined this through more than 150 side research projects in which non-respondents were contacted after a survey.

Mr. Hoffman concedes that twice-a-year reports are not ideal. "However," he points out, "BBM's rating system is the costliest in the world, bar none. We spend \$200,000 a year. As soon as we can, we will increase the frequency of our reports without greatly increasing the very low rate we now charge our subscribers.

"We feel that our system makes up in quality what we lack in quantity of reports. For example," Mr. Hoffman points out, "when you multiply our 36 half hour segments by 7 days of the week, you get 252 units. This is the same as making 252 telephone calls. If you multiply 252 by 120,000 (our sample), you come up with 30,240,000 . . . this would be a lot of phone calls, and no rating system we know begins to approach that number." ● ● ●



## Where Do Great Ideas Come From?

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

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

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

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

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

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

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



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

have new tape recorders and a portable disc phonograph.

"I have only been talking about the New York office. Our other offices are similarly equipped. We shall continue to add whatever is needed," he concludes, "to fully serve our stations and our advertising clients."

### Help Salesman Sell

"Our department would be a waste of money if it didn't make it possible for the salesman to spend more time on the street—servicing agencies and stations," says Dan Denenholz, vice president in charge of research and promotion at The Katz Agency. "We try to anticipate his questions; we try to help him individually. Of the 15 people in our department, all but three are available for radio."

According to Ken Mills, Mr. Denenholz's assistant at Katz, "Our first job is to tell the basic story of each station.

"We put out 'Ready Reference' sheets to tell the basic story of each station, information sheets for extensive mailing, and color promotion pieces for stations on special occasions. And of special importance is the consultative work with our stations on an infinite variety of problems."

The Meeker Company prepares five categories of promotion-research material for its represented radio stations, along the lines of the Katz presentations.

"We have found," Meeker research director Mimi von Zelowitz

comments, "that the organization of this material and the updating of all statistics are invaluable to the harried timebuyer who has a deadline to meet, and would otherwise gather the same material—on each station in every market in which he is interested."

The John E. Pearson Co. has been publishing a confidential weekly newsletter for its station clients for almost ten years. "The function of the newsletter," says Mr. Pearson, "is to keep stations informed on upcoming campaigns, account changes at agencies, and personnel realignment."

A primary motive of the letter is to give the Pearson stations a chance to get support from local dealers and distributors if a national campaign is headed for their city.

### Selling Spot Itself

But the research-promotion departments go much further than just aiding their own client stations. They supply the presentations with which representatives are selling spot radio itself as a medium.

"We have well over 500 presentations in constant use," reveals Arthur H. McCoy, vice president of John Blair & Co. "Our presentation activity is going on all over the country. We feel that the series of talks we have delivered in the past year and one-half have paid off in making people aware of the value of spot radio."

In the past year, Adam Young, Inc. has prepared many industry presentations, including "Data-Service" research reports on "The Audience Only Radio Reaches" (*listeners on wheels*), "A Closer Look at the SRA Formula," and Nielsen's National Coverage Study—"Its Uses and Abuses." Special detailed and illustrated reports were also prepared on "The Dynamic Change in Radio" and "How Important is Coverage?"

"We currently have in the works," comments Frank G. Boehm, vice president of Adam Young, Inc., "another special report which we feel will clarify the audience composition of music and news stations once and for all.

"As you know," he continues, "this type of operation has been tagged 'juke box' or 'teen-age,' and we feel

the special surveys we are having done will disprove these charges."

### Industry Presentations

Most national representatives feel that what's good for radio will in the long run be good for them. Their industry presentations boost the medium as a whole, not only their particular services.

"As radio specialists it is part of our job to awaken advertisers to the advantages of radio," states Carl L. Schuele, general manager of Broadcast Time Sales. "All our salesmen are required to make five calls each week on advertisers we feel do not realize the full potential of radio.

"By using tape recorders, we take the stations we represent 'in person' to the advertisers. They are usually surprised at the quality of the salesmanship of announcers all over the country. We try to show them that radio can do the most effective job for almost all products and services at the lowest possible cost."

### Selling Medium

"The Katz Agency does a good deal of selling spot as a medium," reveals Ken Mills. "It has to be done, after all, before you can offer an individual station.

"Our current effort, called 'Radio Spotlight,' is a little different from most present ones. It's not very fancy; we didn't have that in mind. We have attempted to allow a salesman to build up a file on spot radio. The individual items include the basic story of spot radio and a series of specific illustrations of (1) success stories, (2) facts and figures on spot volume, (3) facts and figures on quotes—and many more.

"By issuing new sheets periodically," Mr. Mills explains, "a constant flow of material goes to the salesman. We are trying to build this up into a flexible presentation that can be used in specific cases."

### Stresses Research

"Our position in research," says Lloyd George Venard, president of Venard, Rintoul & McConnell, "is that the analysis of research is more important than mere ratings. The four executives of this company at one time or another have been sales managers in charge of research work.



**GIVE IT SELL!**

KOSI and KOBY turnover products —not audience!

BOTH RADIO STATIONS NO. 1 in HOOPER and PULSE 6 a.m.-6 p.m. average share

**KOSI • KOBY**  
Denver San Francisco  
Mid-America Broadcasting Company

"We therefore know," he continues, "the type of research we want done; we analyze the facts given to us by our research people and from this we develop the sales story."

"This policy developed because agencies rely more and more on the representative. We are paying more attention than ever to gathering facts, analyzing, and then applying them affirmatively."

### Special Stations

An example of a representative, whose stations have specialized programming, is Chuck Bernard, of Charles Bernard & Co., who founded the Country and Western Music Broadcasters Assn. He believes that a group like his, "cooperating on national projects, such as research, promotion, and trade advertising can realize tremendous savings that can be passed along to the national advertiser."

It would be difficult to deny that the stability and upward growth of spot has been attributable to three chief reasons: aggressive selling, positive and original research on the vitals of today's radio and vigorous promotion.

But the representative has done more for radio than boost spot sales. Through concentrated selling, he has focused the eyes of the advertising world on all radio. When the time came for a change in the pattern of selling radio, the representative was the first to recognize the need for an alteration in programming and rate cards.

In the words of Larry Webb, managing director of SRA, "You only have to look at the tremendous increase in national spot radio billings to realize the importance of the station representatives to the industry.

Without any question, were it not for the long-range thinking and planning of these firms, spot radio advertising would never have reached the degree of importance accorded it today."

Proof of the expanded role the representative firm has assumed can be found in the new functions now placed upon his business. Today's representative is in reality a part of the station management team. He is consulted on local as well as national rate structures; he advises on programming and personnel policies. In short the representative plays a direct

part in shaping a station operation. He is even called in to pass on the advisability of acquiring additional broadcast properties.

As noted earlier, the volume of spot radio business in 1957 will reach an estimated \$200 million. This will be an all-time high. For the third quarter of 1957, total sales amounted to \$49,067,000, a 43 percent increase over the \$34,267,000 for the similar period in 1956. Significantly enough, the nine-month spot revenue totals amounted to

\$141,162,000, which is just slightly less than the \$150 million-plus that was chalked up for all of 1956.

The outlook for 1958 appears even brighter. In addition to increased volume, the operating profit should be larger as a result of new consideration being given the problems of handling the tremendous traffic burden. In line with this, many representatives are taking positive steps to increase spot business by helping agencies ease processing involved in a spot campaign. • • •

2,000,000+



*all different families  
... different each survey,  
different all year*

 *Pulse rings doorbells,  
interviews families  
right in their homes. The  
one-and-only method used  
by Pulse since 1941.*

# radio ratings



## New Nielsen Report Stresses Buying For Modern Radio

The new reporting techniques that A. C. Nielsen Co. has adopted are based on the need to measure modern radio in a realistic manner. They are designed to keep audience calculation keyed to current buying and selling trends.

In addition to measuring 15-minute segments and on a per program basis, Nielsen now calculates strips of time across the week and blocks of time.

As Nielsen is aware, radio today is not sold by individual spots. The advertiser buys packages and saturation. Measurement interest, therefore, centers on the total number of different homes reached by the spot package over a period of time and how often the message is heard by the average listener.

The total number of different homes reached by a three-hour block is generally three times as large as the audience to any 15-minute segment, according to Nielsen. In four weeks, this audience turnover can increase the number of different homes reached to a total of 10 times greater than the per-broadcast figure.

Nielsen says that what this means in terms of audience is that station A with a rating of 3.0 for the average quarter-

hour between 6 and 9 p.m., Monday through Friday, has 30,000 homes listening per quarter hour. The three-hour cumulative audience at this time block is 9.0 or 90,000 different homes tuning to this station during this period. In a month, this station reached 21.0 per cent of all radio homes in its market during this three-hour period, with the average home hearing 31.3 quarter hours.

Seen in terms of media strategy, unduplicated audience data shows a qualitative difference in spot schedules with the same gross rating. Four spot schedules (see gross ratings below) have a gross rating point total of between 21.0 and 25.0. But although total impressions may be the same, their distribution varies greatly. Only schedule I will reach over 20 per cent of the market. Schedule IV reaches only 10.1 per cent of the radio audience, but it will deliver more than double the number of impressions per listener. If a product requires a large but infrequent audience (perhaps a "reminder" spot) schedule I is the natural choice. If impact frequency and not audience size is important then schedule IV is the better choice. • • •

### Comparing Unduplicated Cumulative Audience—Percent of Different Homes Reached Per Week

#### Comparing Gross Rating Points

SCHEDULE I

██████████ 24.7%

SCHEDULE II

██████████ 24.4%

SCHEDULE III

██████████ 24.8%

SCHEDULE IV

██████████ 24.2%

SCHEDULE I

██████████ 22.5%  
\*1.1

SCHEDULE II

██████████ 18.8%  
\*1.3

SCHEDULE III

██████████ 14.6%  
\*1.7

SCHEDULE IV

██████████ 10.1%  
\*2.4

\*No. of spots heard.

MUTUAL (Cont'd from p. 31)

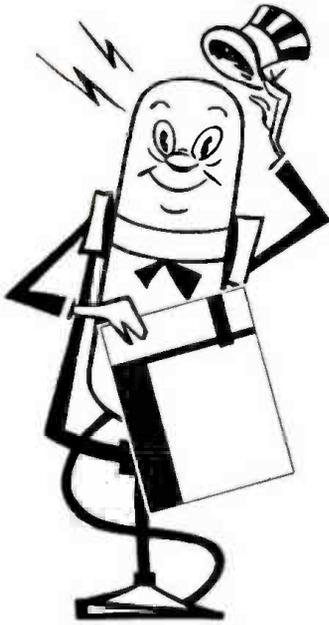
these will be tabulated Mutual's consensus of the top 10—with full analyses of area thinking on major news events of this year.

The strength of Mutual's news programming was graphically portrayed in mid-November. Fulton Lewis jr. delivered a "commercial on commercials" that had a telling impact. His program is heard on 350 stations and up to the moment of his "commercial" it was sponsored only on 75 outlets. At the time, his contract guaranteeing him \$100,000 a year was coming up for renewal, Mr. Lewis in a surprise announcement explained the importance of supporting sponsors' products and at the same time mentioned the need for greater sponsorship of his show. The results were immediate. MBS was flooded with listener and advertiser response. As a consequence, Mr. Lewis' show is now sponsored on 126 stations.

#### Listener Support

An example of listener support was the reaction of the owner of Dr. Ross' Dog Food. As an avid follower of Mr. Lewis, the canine food company sent a telegram to Washington and ordered the news show for 38 West Coast markets from San Diego to Seattle.

News can sell. News must inform. That's the Mutual tack. But what are the specific qualities a newscaster must have, U. S. RADIO asked Mr. Hurleigh. "In radio," Mr. Hurleigh commented, "a newsmen must have a sense of the dramatic and the ability of an editor to choose the substance of a story as well as determine the importance of it. He need not be the great writer that newspapers need but he must be lucid. He must be able to make his point immediately. A man can re-read a broadcaster's lead sentence." Actually, Mr. Hurleigh mused, there was another way of stating it. He said he used to tell journalism students there was only one way to write for radio: "Tell them you're going to tell them. Tell them. Tell them you told them." That's the way you'll get the news on MBS. • • •



# U.S. RADIO...

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

- Radio is separate, distinct, and competitive . . . and it is really bustin' loose!
- Nearly *one-half billion* advertising dollars (net) to radio time alone last year.
- Almost complete radio set saturation in the homes of our country, two or three sets in each home more often than not.
- More than 80% of all automobiles equipped with radio.
- 1,000 new stations since 1950: now more than 3,500 (AM and FM).

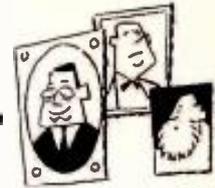
**Radio is the mass medium to reach the whole of America**

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.

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



# names and faces



Noting the Changes Among

The People of the Industry

## STATIONS

ALLAN BENGSTON, formerly with NBC station relations department, appointed general manager of WTRY, Albany-Troy-Schenectady, N. Y.

RALPH BEAUDIN named general manager of KQV, Pittsburgh, and vice president of Allegheny Broadcasting Corp. by ABN.

CHARLES GODWIN, former director of station relations for Mutual and ABC, joined Air Trails Network as director of development.

ANNE HETFIELD has left The Branham Co. to become sales development director for the Crosley Broadcasting Corp.

SI LEWIS, formerly with WINS, New York, named national sales manager of Tele-Broadcasters' Stations and general manager of WPOW, New York.

ROBERT N. BURNS appointed station manager of WFIR, Dundee, N. Y.

JERRY GAINES appointed sales representative on staff of WBG, Philadelphia, and CHARLES O'DONNELL named news director. Both had been with WHAI, Philadelphia.

GAYLE D. SWOFFORD, previously with KALB, Alexandria, La., named manager of WJXN, Jackson, Miss.

BILL ARMSTRONG, with the Storz Stations since 1951, appointed program director at WDG, Minneapolis-St. Paul.

EUGENE P. WEIL, new national sales manager of the OK Group, will continue to direct WLOK, Memphis, Tenn.

GRAHAM RICHARDS appointed regional director of programming by Intermountain Network.

WILLIAM D. ALFORD resigned as asst. farm director of WLW, Cincinnati, to become farm director at WMT, Cedar Rapids, Iowa.

GARRY ROBERT QUINN, formerly with WPGC, Morning-side, Md., has joined WWDC, Washington, as fm account executive.

## AGENCIES

ROBERT L. FOREMAN elected to executive committee of BBDO. He is executive vice president, director, and chairman of plans board.

EDWARD CHASE promoted to vice president and asst. director of public relations by Cunningham & Walsh.

ELEANOR DEAN, former vice president of Ogilvy, Benson & Mather, has joined Warwick & Legler as a vice president in a creative capacity, and WILLIAM ZERWECK, former vice president of Norman, Craig & Kimmel, named to executive staff of Warwick & Legler as a vice president.

## NETWORKS

MICHAEL J. MINAHAN, with ABN since January, named business manager; SY COHEN appointed to new post of stations exploitation executive, and CHARLES MANNO named asst. national program director by ABN.

JOE RYAN, with NBC's press department since 1955, appointed manager of business and trade publicity; and DAVID SCOTT named to new post of New England division manager of NBC Spot Sales.

## REPRESENTATIVES

STEPHEN A. MACHCINSKI, JR., previously vice president and general sales manager, appointed executive vice president of Adam Young, Inc.; and HAL PARKS, formerly account executive of WAGA, Atlanta, has joined Adam Young as manager of new Atlanta office.

TOM MURPHY, former account executive at Grant Advertising in Dallas, appointed sales manager of new Dallas office of The Bolling Co.

FRANK FROST named to head up new Des Moines office of John E. Pearson Co. and DICK MORAN added to Des Moines staff; also, RALPH WIDMAN appointed manager of Dallas office.

ALAN J. BELL, recently with Army Pictorial Service, joined Peters, Griffin, Woodward, Inc., as asst. director of radio promotion and research.

MARTIN H. PERCIVAL, formerly with John E. Pearson Co., named eastern sales representative of McGavren-Quinn Co.

## RAB

LEN HORNSBY, former general manager of WVDA, Boston, appointed grocery products sales manager of RAB.

IRVING S. KOGAN, director of public relations, elected a vice president of Hicks & Greist; and ERNEST M. WALKER, formerly director of central division of ABN, named account supervisor of packaged goods.

JOHN PEACE, a vice president and director of William Esty Co., appointed chairman of new operating committee.

DENISE JAMES, previously copywriter for Erwin, Wasey & Co. and Ted Bates & Co., appointed to copy staff of Emil Mogul Co.



Bengston



Hetfield



Gaines



Machcinski



Murphy



Beaudin



Chase



Foreman



Percival



Godwin



Parks



Cohen



Lewis



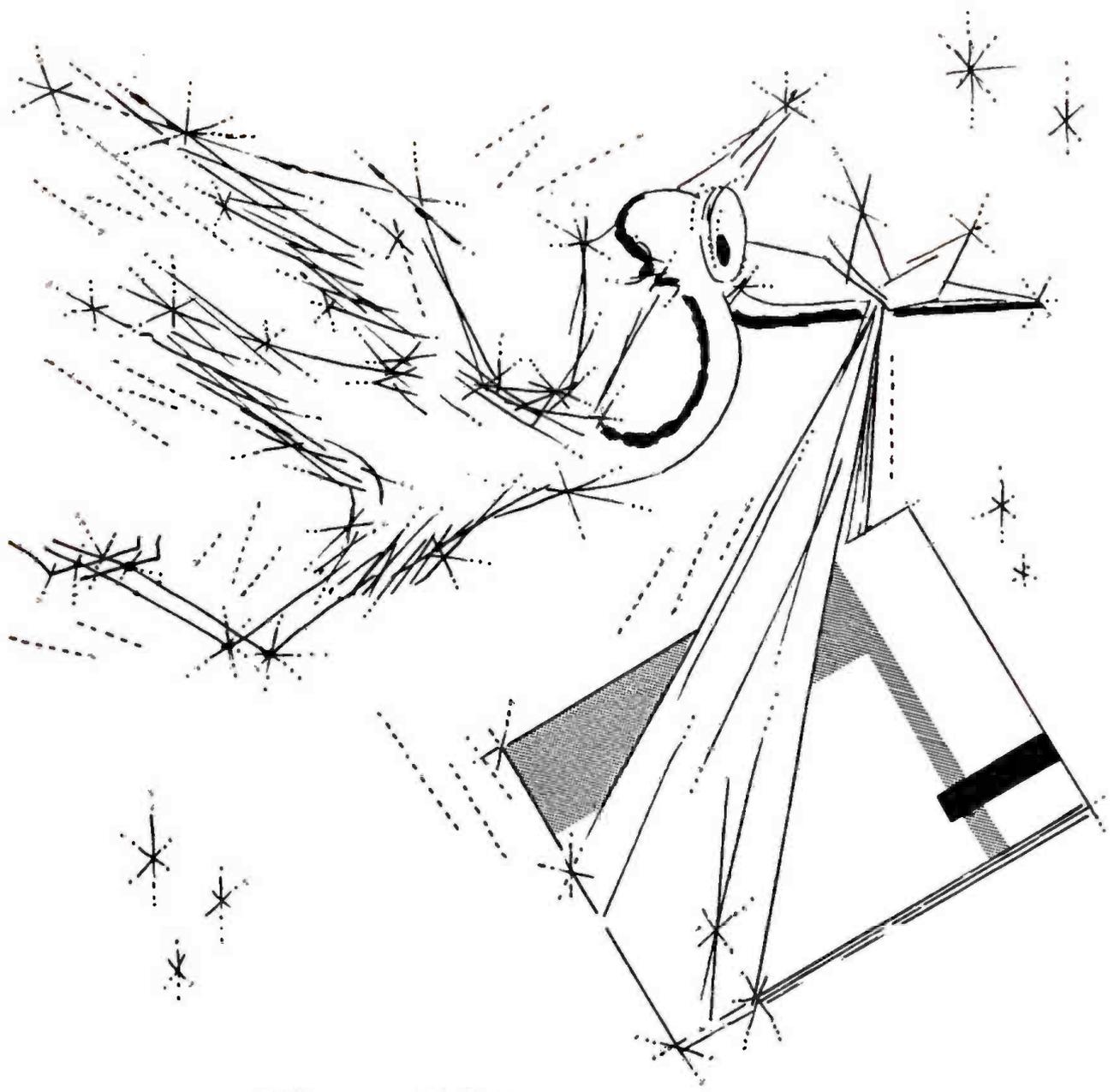
Weil



Richards



Alford



*Best Wishes  
for the  
Holiday Season*

FROM THE STAFF OF U.S. RADIO



## ... same house, separate media

### NAB

On January 1, 1958, the National Association of Radio and Television Broadcasters reverts to its original name, the National Association of Broadcasters, NARTB to NAB.

It is fitting that we should hail the move. Not only are the three letters less clumsy to the tongue, but certainly in this change there is recognition of equal footing between radio and television. There are those perhaps who view the name change as compromise in lieu of more drastic moves. Yet we feel it is significant that our national association organizationally has put the two media on the same level.

We won't disagree that there is kinship between radio and tv in that they are both air media. Legislatively and from the point of view of governmental control, their interests are similar. In this area, generally what effects one will directly effect the other. It is in this area that NAB is well equipped and must operate in the interests of each *equally*.

### LINES ARE DRAWN

However, although radio and tv live in the same house, they are separate individuals with distinct purposes in life. On the business side, they are as different as newspapers are from magazines in the print field.

Frankly, radio and tv are as competitive as any two media can be. Let's not confuse similarity on the one side with distinction on the other. From the point of view of sales, each must fight for its business. Wherever the decision is finalized, it's certain that the ad dollar which goes to television cannot also go to radio; and the ad dollar that goes to radio cannot go to tv.

Up and down the entire broadcasting industry this fact has been recognized for some time. Networks, group ownerships and individual owner-

ships of radio and tv stations have almost wholly separated the two media.

In answer to a need, the Television Bureau of Advertising was created; but long after the Radio Advertising Bureau had well documented the separateness of radio. TvB is television's association to sell *television*; RAB is radio's association to sell *radio*. Thus, while NAB may represent the similarity between radio and tv in that these are both air media, RAB and TvB represent the complete competitiveness between radio and tv.

Radio is a separate, competitive and distinct advertising medium. As the mass medium for the whole of the country, radio must make its own bid for the ad dollar.

### THE TRUE MEASURE OF RADIO

Radio's real effectiveness as an advertising medium lies far beyond the much-talked about in-home listening patterns. True, radio set ownership practically saturates the homes of the country; but this is only part of the immensity of the radio audience. What happens outside the home? Until there is an adequate measure of car listenership, a big part of radio's story remains untold.

We view with satisfaction latest trends toward looking inside the auto. (See *Soundings*, p. 9.) The technique of local on-the-spot interviews at such places as car parking areas is not new. Such methods, however, employed on a national scale, could go far toward giving us facts. A network's new technique of holding car radios tuned to one after another of its stations during travel emphasizes the need for measurement. One recent report reveals that 72 percent of all U. S. households own radio-equipped cars . . . more than 35 million autos with radios.

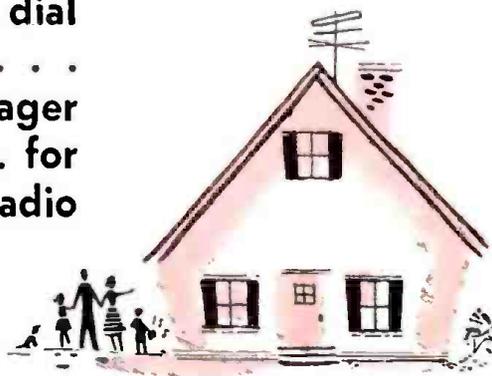
This is big radio. Let's go after all the facts and figures.

**Now, with KRMG in Tulsa,  
Meredith offers you . . .**

basic  
buys

**in 5  
key  
markets**

**KRMG, newest member of the  
Meredith family, serves the 315,000  
people of Tulsa and many thousands  
beyond from their choice 740 dial  
spot with 50,000 watts days . . .  
25,000 watts nights. Ask Manager  
Frank Lane or John Blair & Co. for  
details on KRMG, the basic radio  
buy in Oklahoma.**



**KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA**

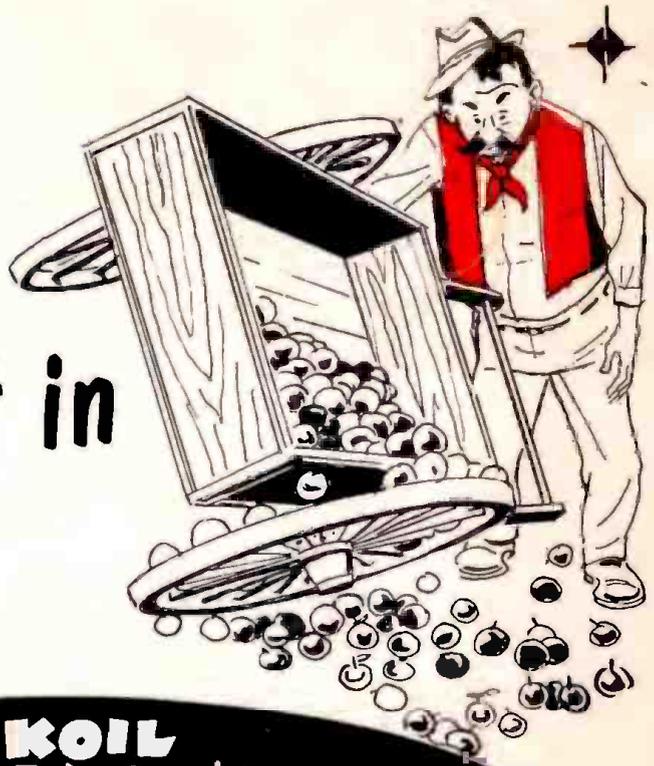
**KCMO  
WHEN  
KPHO  
WOW  
KRMG**

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

**The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co. and Blair-TV  
John Blair & Co.**

**Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines**

# KOIL's upset the applecart in Omaha



	<b>KOIL</b> No. 1 in Omaha	2nd best station
<b>Mornings-</b>	<b>36.9</b>	<b>18.4</b>
<b>Afternoons-</b>	<b>40.8</b>	<b>15.5</b>
<b>Evenings-</b>	<b>48.3</b>	<b>20.8</b>

**HOOPER**  
OCT.-NOV. 1957

# KOIL

**Avery-  
Knodel  
Rep.**

**A Vital Force in Selling Today's Omaha**  
with more than twice as many listeners as any other station