

U.S.

RADIO



JANUARY
1958

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in the U.S. there are approximately
15 MILLION TEENAGERS
25 MILLION IN THEIR TWENTIES
30 MILLION IN THEIR THIRTIES
35 MILLION IN THEIR FORTIES
37 MILLION OVER FORTY



And Every One Affects Sales!

The Bartell Group concept of family radio has, through ten years of sampling, demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance.

**NO AUDIENCE FRAGMENTATION
BY PROGRAMING TO SPECIAL GROUPS**

THE BARTELL GROUP

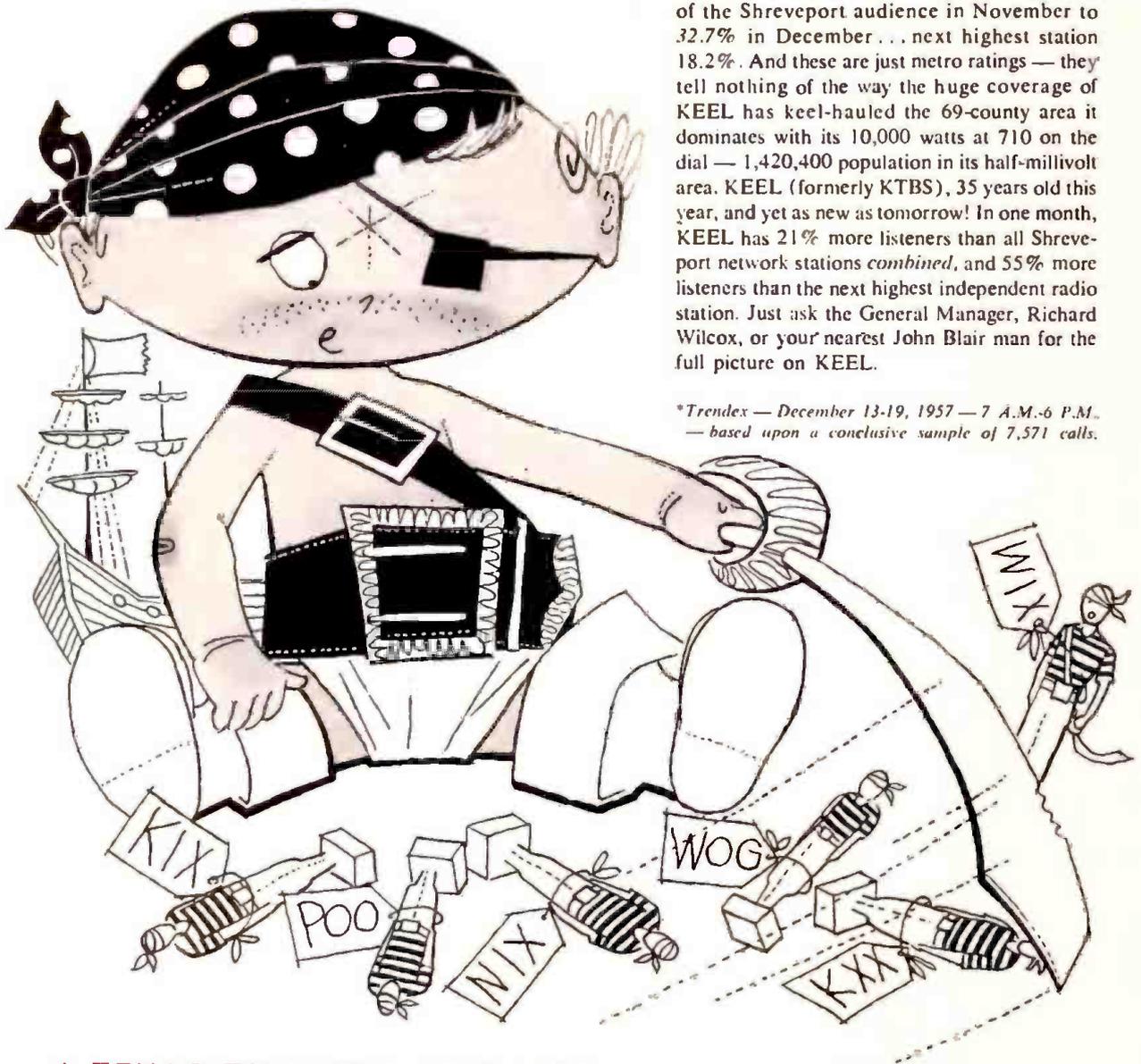
RADIO FOR FAMILY LIFE

AMERICA'S FIRST RADIO FAMILY SERVING 10 MILLION BUYERS

We Really
KEELED 'em
in SHREVEPORT!

Another astonishing McLendon success story! Trendex* tells it sensationally — from last among eight Shreveport stations in November to FIRST in December — a one-month miracle! Shreveport's new KEEL has jumped from 4% of the Shreveport audience in November to 32.7% in December . . . next highest station 18.2%. And these are just metro ratings — they tell nothing of the way the huge coverage of KEEL has keel-hauled the 69-county area it dominates with its 10,000 watts at 710 on the dial — 1,420,400 population in its half-millivolt area. KEEL (formerly KTBS), 35 years old this year, and yet as new as tomorrow! In one month, KEEL has 21% more listeners than all Shreveport network stations combined, and 55% more listeners than the next highest independent radio station. Just ask the General Manager, Richard Wilcox, or your nearest John Blair man for the full picture on KEEL.

**Trendex — December 13-19, 1957 — 7 A.M.-6 P.M.
 — based upon a conclusive sample of 7,571 calls.*



A TEXAS TRIANGLE AFFILIATE

KLIF-KFJZ

DALLAS-FORT WORTH

KILT

HOUST

KTSA

SAN ANTONIO

Represented by John Blair &

DO YOU KNOW?



WKAB has climbed to first place in current Mobile ratings.

WKAB is typical of the radio stations sold nationally by Young Representatives:

FIRST IN AUDIENCE, FIRST IN COST EFFICIENCY.

YOUNG REPRESENTATIVES, INC.

Affiliated with Adam Young, Inc.

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

**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!**

New to Toledo, but with thirty years' experience with West Coast newspapers and radio stations from Juneau, Alaska, to San Francisco, Jack Shoemaker applies a rich background to his job as WSPD-Radio night news director.



JACK SHOEMAKER

Previously associated with HEADLINE EDITION, WASHINGTON STORY, WASHINGTON POST (with the late Earl Godwin), and other network news features, Shoemaker is now dedicated to evaluation and presentation of news on the local level.

Appearing personally on WSPD-Radio at 7:05, 9:55, and 11 PM, editor Shoemaker closes a day of 30 newscasts; *first* in ratings as are all other WSPD-Radio program categories.*

**Reference: Any audience rating service*



WSPD RADIO
Toledo

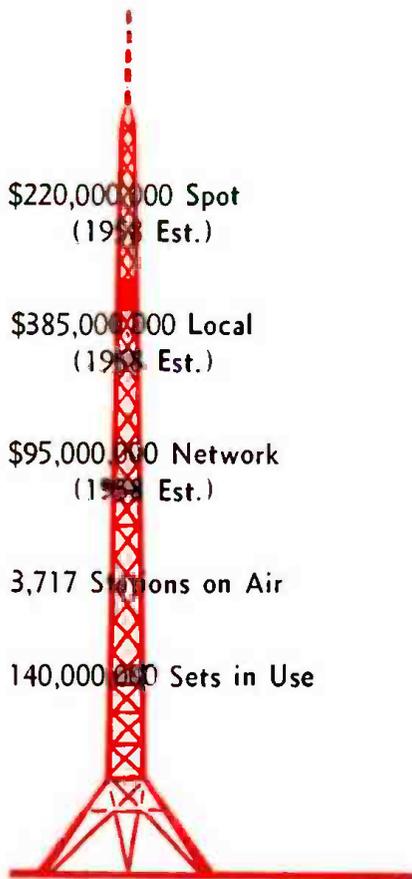
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

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

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



Radio's Barometer



Spot: It is predicted that national spot billings will be 10 percent greater in 1958 than last year. Emphasis is placed on a very strong second-half. (See *Outlook '58—Part II*, p. 22.)

Gross national spot revenue is expected to reach \$220 million in 1958, topping the 1957 record of \$200 million.

Network: NAB estimates that network radio advertising expenditures were up 20 percent in 1957 over 1956. U. S. Radio estimates that gross network revenue will be \$95 million in 1958, as compared with approximately \$86 million in 1957.

In the past year, the NAB reports, 14 of the 15 leading pre-tv advertisers returned to network radio. This brings to 104 hours and 18 minutes the total of sponsored hours a week on the four networks, compared to 89 hours and 17 minutes in 1956.

Local: Local station revenue, which in recent years totals more than national spot and network combined, will once again reach a new high. Gross volume is expected to total \$385 million in 1958 as compared with \$357 million in 1957.

Stations: Total stations on the air, both am and fm, rose again in December—to 3,717, a rise of 27 over November and 52 over October. The complete station activity looks like this:

	Commercial AM	Commercial FM
Stations on the air	3,180	537
Applications pending	374	32
Under construction	109	51

The trend toward more revenue gains is spotlighted by the Elliot Stations and other operations. WICE Providence reports that business for the first month of 1958 is 25 to 30 percent ahead of the same period last year. The Elliot's WCUV Akron's December business was 31 percent ahead of December 1956.

Billings for WABC New York hit a record high during the month of November, topping November 1956 by 18 percent. February through November 1957 sales of WIP Philadelphia reached an all-time 35-year high, the station reports. Local sales are currently up eight percent while national is running 19 percent ahead.

Industry-Wide: Total authorizations for am stations stand at 3,300, FCC Chairman John C. Doerfer states in his year-end report. He notes also that commercial fm stations showed their first numerical increase in nine years. Not only have applications for new commercial fm outlets increased, but for the first time in years, some are in competition.

More than 700 fm stations are authorized (not all on the air), with about 600 of these commercial. Revived interest in commercial fm, Mr. Doerfer points out, is due in large part to added income through background music operations, in which nearly 100 fm stations are engaged.

PS

THE ONE FITTING CLIMAX
TO GREATER SELLING SUCCESS

50,000 WATT
POWER



You
tell
more
people
...you sell
more people

when you use this
powerful combination!

CKLW

RADIO 800kc

GUARDIAN BLDG., DETROIT

J. E. Compeau, Pres.

ADAM YOUNG, INC National Rep

for buyers and sellers of radio advertising

U.S. RADIO

JANUARY - 1958

VOL. 2 - NO. 1

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listen!

TWO GREAT INDEPENDENTS

The ELLIOT STATIONS

HAVE CHANGED NATIONAL SALES REPRESENTATIVES

**Both WCUE, Akron, and WICE, Providence—
broadcasting more news...more music...
more often—are now represented nationally
by Avery-Knodel, Inc.**

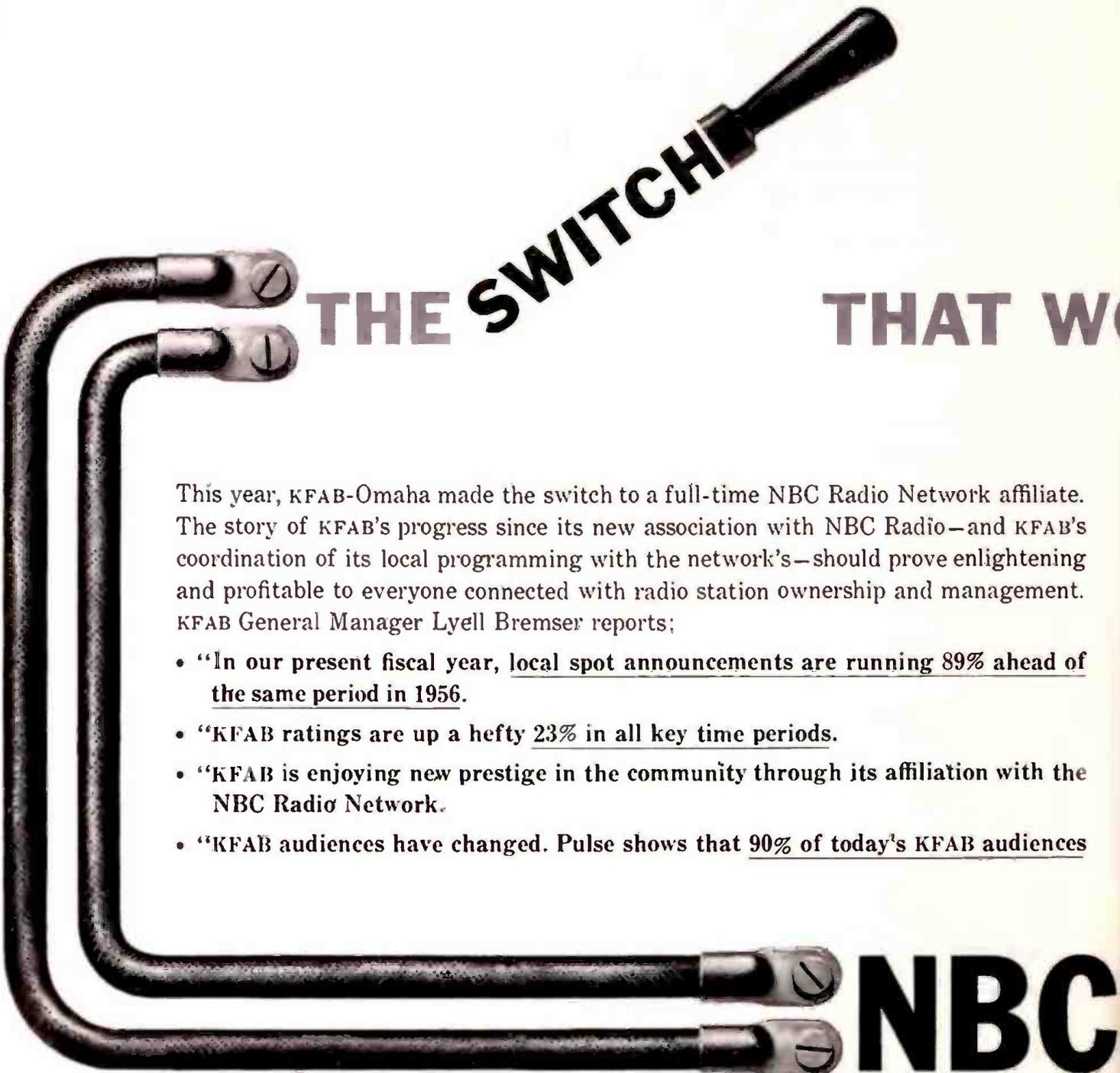
wice delivers more listeners per dollar than any other medium in Providence. Fastest growing station in the rich Providence area—955,000 population, 305,000 radio homes. Aggressive new management... and popular programming... have made WICE your best buy in this booming market!

Wcue consistently gives more listeners per dollar throughout the great majority of the day than any other Akron station. Up-to-the-minute and on-the-spot news, too. WCUE's 1,000 watts of well-programmed power sell to a market of 247,888 radio homes (NCS #2).

Both stations now represented by...

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



THE SWITCH THAT WO

This year, KFAB-Omaha made the switch to a full-time NBC Radio Network affiliate. The story of KFAB's progress since its new association with NBC Radio—and KFAB's coordination of its local programming with the network's—should prove enlightening and profitable to everyone connected with radio station ownership and management. KFAB General Manager Lyell Bremser reports:

- “In our present fiscal year, local spot announcements are running 89% ahead of the same period in 1956.
- “KFAB ratings are up a hefty 23% in all key time periods.
- “KFAB is enjoying new prestige in the community through its affiliation with the NBC Radio Network.
- “KFAB audiences have changed. Pulse shows that 90% of today's KFAB audiences

NBC

WORKED WONDERS FOR **KFAB**
RADIO STATION
OMAHA, NEBRASKA

are adults—with adult buying power. And KFAB advertisers are reaping the benefits.

“The Division Manager of Skelly Oil says, ‘I am convinced that KFAB’s new program structure attracts a quality audience . . . an audience that will buy our merchandise.’

“The Advertising Manager of Kilpatrick’s Department Store states, ‘KFAB has the kind of audience—the adult audience—Kilpatrick’s wants to reach.’

“And from the General Manager of Mid-America Appliance Corp., ‘KFAB, with a good balance of strong local programming and NBC Network programming, makes an easy-to-listen-to selling program format during the entire day.’”

These KFAB successes are typical of what happens when a station programs local adult-appeal attractions phased in with the vast entertainment, news and service features of the . . .

RADIO NETWORK



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

*... immediacy
which in each
of these
major markets
attracts more
listeners to the
Storz Stations
than to any other*

MINNEAPOLIS-ST. PAUL . . . WDGY

is first . . . All-day average. Proof: . . . 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 average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX

is first . . . All-day. Proof: Hooper (29.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM

is first . . . All-day. Proof: Hooper (37.0%) . . . 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

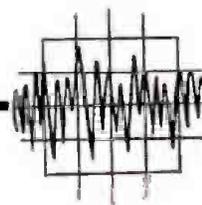
WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Continental Baking Sets Large Radio Increase

Continental Baking Co., a consistently heavy user of air media, is one of the many big national advertisers who is slating substantial increases for radio in 1958. The company reports it will boost its radio spending by 75 percent. (See *Outlook '58—Part 1, p. 19.*)

National Agencies, Too Upgrade Radio Budgets

Indicative of the increase in radio use by advertising agencies is Guild, Bascom & Bonfigli Inc., San Francisco. The agency reports that in 1955 its clients spent one dollar for radio for every \$20 dollars for tv. In 1956, that ratio was reduced to one dollar in radio for every seven dollars in tv. And for the first 10 months of 1957, that ratio was altered again to one dollar to four dollars. (See *Outlook, Part 1.*)

Nielsen Updates Radio Measurement

The A. C. Nielsen Co. is ready to release the updating of a radio study it did about a year ago. It will chart many things, among them the increase in radio homes as compared with population and radio penetration by section of country (totalling more than 96 percent for the nation). There also will be weekly cumulative audience figures comparing radio to tv.

Nighttime Radio Strength Shown in Industry Surveys

Both the NBC Spot Sales (see *Report from Representatives, p. 47*), and the RAB nighttime radio studies point out the listening power of this segment of the day. The RAB survey shows that a modest schedule of 15 radio announcements broadcast during an average week over a single station after 6 p.m. can reach 15 percent of the homes in a market nearly twice each. The NBC Spot Sales study, conducted by Pulse, shows that the quality of nighttime audiences is on a par with morning audiences. According to George S. Dietrich, director, there is a "remarkable similarity" between the 6 to 9 a.m. and 7 to 10 p.m. audiences.

Keystone Predicts Biggest Radio Year

The Keystone Broadcasting System, a network of more than 1,000 radio stations, had its best year to date in 1957, and it's expecting an even greater increase in business in 1958. "The coming year," says Sidney J. Wolf, president, "will be the big radio year of the decade."

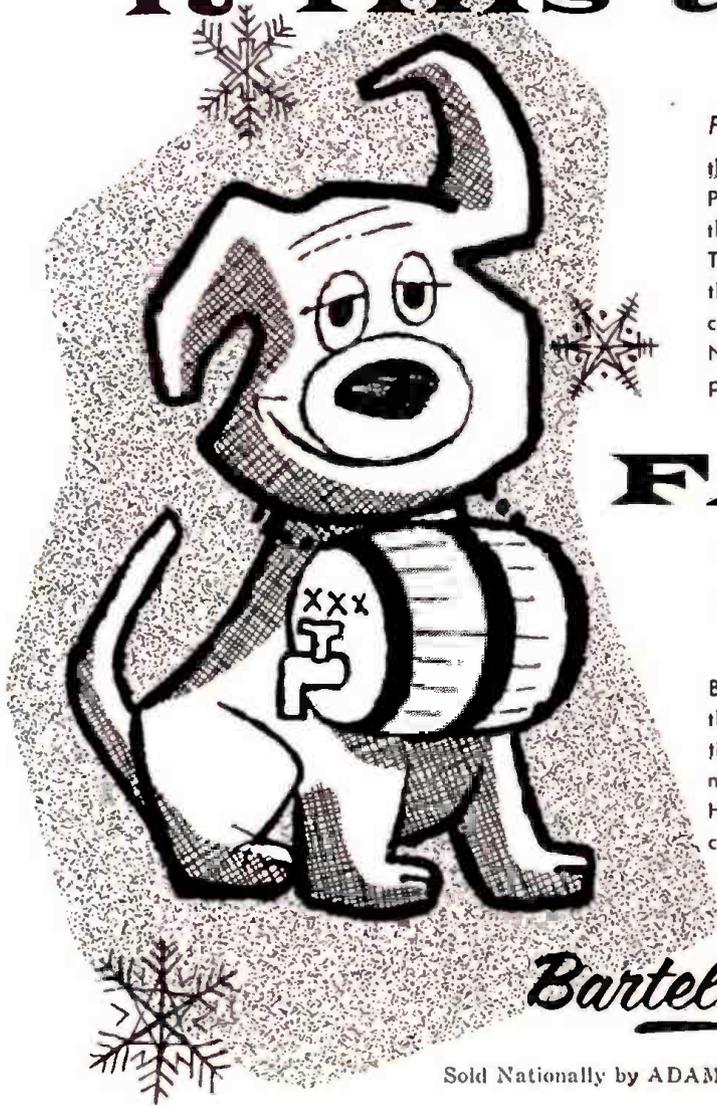
Ford Maintains Radio Activity

With the 1958 model year, Ford continues its stepped-up radio activity. In addition to its considerable network expenditures (see p. 26), local Ford dealers in 1957 spent an estimated 1.5 million dollars, which should be at least maintained in 1958.

Growth of Radio Seen In Membership Increase

Radio station participation in industry activity is pointed up in membership analysis by the National Association of Broadcasters. This also reflects the growth of radio. With NAB membership comprised of both radio and tv, a radio station membership has increased from 1,356 a year ago to 1,415 in 1958, while tv station membership has remained constant at 319.

it fills a need



FAMILY RADIO FILLS A NEED . . .

that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features.

Ten years of sifting and sampling has demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance. No audience fragmentation by special group programming.

**FAMILY
RADIO**

Bartell Group family radio is a happy union of the best in broadcasting—creating audience participation and entertainment for buyers in six major markets.

Highlighting the success of family radio is the clear rating dominance of Bartell Group Stations.

Bartell It...and Sell It!

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

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



1958: An Even Bigger Year for Radio

All the curves are up. All the trends are good. That's the '58 outlook for radio in this month of conjecture, prediction, talk of boom and bust. It will be a year when certain broadcasting problems bearing directly on the public good will make action—legislative and otherwise—mandatory in Congress. For broadcasters, their representatives in Washington and members of Congress, it will be a year of inquiry and debate.

1958: A Heavy Year For Regulatory Agencies

A year of feverish activity is ahead at the FCC. Long hours preparing for and participating in Congressional hearings are a sure thing for the Commission staff which last year devoted some 900 man days to similar pursuits. Newest wrinkle in the already furrowed brow of the Commission (and of the Federal Trade Commission) is the full-dress inspection it must undergo in coming weeks from the House Legislative Oversight Subcommittee, chaired by Morgan Moulder (D-Mo.). This group has been busily gathering all material on regulatory agencies to determine if they are enacting their respective laws as Congress intends.

FTC to Watch Air Ads Closer

At the FTC, 1958 will be a year when closer attention will be paid to advertising carried on the air. Realigning itself for a more concentrated monitoring program, the FTC radio-tv monitoring unit has recently installed new broadcast receiving equipment in its Washington headquarters. The acquisition will reverse the former FTC monitoring practice of depending for its information on tips from the public and from FTC personnel's own listening both here and in eight field offices.

1958 On 'The Hill': Broadcast Problems Aplenty

Things are really humming on Capitol Hill where the Congress reconvened Jan. 7. This is the second session of the 85th Congress. It is also an election year. Legislation of major interest to radio broadcasters, which did not pass in the first session, runs the gamut from proposed FCC regulation of radio and tv networks to the ever current cries of temperance groups to ban advertising of alcoholic beverages in interstate commerce. In all, some 20 bills affecting the industry are in committee hands on the Senate side, and nearly three times that number are on committee agendas in the House. Among significant industry problems which will harass Congress in the current session are:

- Daytime Broadcasters Association petition for a longer broadcast day which the Senate Small Business Committee feels has been too long ignored by the FCC.
- A proposed study of the use of the radio spectrum.
- The Community Broadcasters Association fight for power increases for Class 4 stations now operating at a maximum of 250 watts.
- A suggestion that fees be charged for licenses to operate broadcast properties.

1958 at NAB: The Name Is Changed

Underscoring the equal footing of radio and tv, NARTB this month again became NAB—National Association of Broadcasters. The industry welcomes the change. It is one which clearly reflects the internal structure of the association where a vice president for radio and one for tv function under the president. Radio membership in the association



NO FIZZLE MISSILE IN SOUTH TEXAS

Sales are rocketing to new heights in San Antonio . . . when the pitch is made over KONO Radio.

National and local advertisers alike have found there's nothing faster than sound — the sound of *their* message supported by KONO'S great D-J's.

That's the sound that's heard all over South Texas . . . the sound that has sold more advertisers (and customers for advertisers) than ever before in KONO's 31-year history.

Get the sound fact on San Antonio — call your

H-R Representative
or Clarke-Brown man

860 kc 5000 watts



SAN ANTONIO

Radio

washington (cont d)

lar outnumbered tv. Broadcasters overwhelmingly voted for the name change, with mail ballots showing 1,227 members in favor of the shorter version. Only 35 opposed it.

There's No Place But Up for Radio

At NAB, 1957 ended with a resounding announcement that it was radio's best year to date. Assuming the accuracy of the theory that what is past is prologue, there is understandable optimism here that 1958 will be brighter still. Substantiating this are the following year-end figures from the association:

- 48 million out of 49 million American homes have at least one radio.
- 77 million people listen to the radio during an average day.
- In 1957, 11 of the leading 15 pre-tv advertisers returned to network radio bringing the total sponsored hours a week on the four networks to 104 hours and 18 minutes, a 16 percent hike over 1956's 89 hours and 17 minutes.

EIA Shares the 'Up' Trend Sentiments

Radio's general vitality and good health shows up again at the Electronic Industries Association. In 1957 an estimated 15.3 million radios were manufactured — a gain of 9 percent over the 13.9 million output in 1956. The industry in the year just past sold 14.7 million radios compared with 13.3 million in 1956, according to EIA.

CONELRAD Role Is Expanded

A broadcast plan to be used only in the event of enemy attack is being put to other uses with an FCC decision to employ CONELRAD as a future means of alerting the public to approaching storms. It's now a must for all broadcast stations to participate in CONELRAD. In the future the U. S. Weather Bureau will control the emergency warnings. In making the CONELRAD announcement, the FCC emphasized that stations are allowed to participate in the storm warning system only during their authorized operating hours.

the

Silver Mike



THIS MONTH:

KEVIN B. SWEENEY

President of
Radio Advertising Bureau

Leads the Way

In Promoting Radio

Radio's step-ladder climb in billings is no surprise to Kevin B. Sweeney, president of Radio Advertising Bureau Inc. This dynamic spokesman for the senior air medium is only amazed that volume isn't yet three times what it was in 1950. He knows that the potential is there and he knows, too, that this feat will be achieved—"or else we shouldn't be in business."

But Mr. Sweeney has one word of stern advice for those on the radio side who have an interest in the advancement of the medium. Radio forces must be competitive against all other media and not against themselves, the RAB head points out. He says the trouble is that "some people can't get their eyes over the trenches."

Aside from the fact that radio is continually creating new business, Mr. Sweeney sounds the battle cry by stating that "for radio to fulfill its real potential it must take away from the haves." His remarks are aimed at media—magazines, newspapers, television and the rest.

Mr. Sweeney has been chief executive at RAB since January 1954, after having joined the group in November 1951 as vice president in charge of sales and promotion. As guiding hand of the organization that has done the most to promote and stabilize radio through its most pressing days, Mr. Sweeney notes certain changes in RAB's approaches. In the first place, there is no longer

the need to sell advertisers on the use of radio, as was the case from 1951 through 1954. It's now a matter of getting a larger share of the budget.

Mr. Sweeney's basic feeling about media selling is that it requires "a rational, logical approach to selling what you have."

Most of Mr. Sweeney's radio logic was acquired in one of the most fruitful cities the medium knows—Los Angeles. This was the place of his birth, on December 22, 1916; the scene of his education, having graduated from the University of Southern California, and the start of his radio career.

His first industry job was as a member of the sales promotion department of CBS in Hollywood shortly after college days. In 1942, he moved over to ABC as western division sales promotion manager and later was named assistant to the western division vice president. After two years of war-time service as a Naval aviation officer, Mr. Sweeney became general manager of HPL Programs, a group of local participating programs. In 1948, when CBS purchased the rights to HPL, Mr. Sweeney became general sales manager and later top operating executive of KFI-AM-TV Los Angeles.

Mr. Sweeney's activities are as widespread geographically as the medium he is promoting. Supported by 850 stations, four networks and 15 representatives, Mr. Sweeney travels about 70 percent of the time. • • •

RANKS 11th

IN THE NATION

in per family income
(\$7,339.00)

Source: 1957 Survey
of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL



AM
FM
TV

TELEVISION:

COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT

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

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES
DELIVERED BY **55%**

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

WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERRY CO.

"KOBY, Naturally, Mr. Hooper!" in San Francisco



Pulse Agrees - KOBY No. 1 Station 6 am to midnight!

When the facts are bared — Hooper, Pulse, and Nielsen agree KOBY is the dominant first in America's sixth largest market! For example, September-October Pulse shows a 16.2 overall average share . . . nearly 20% higher than the number-two station. Top this off with KOBY's audience Composition Percentage in San Francisco-Oakland of 81% adult listeners, average 6 am to midnight. No wonder KOBY turns over products . . . not audience!

KOBY 10,000 watts • full time
San Francisco is KOBYland!

SEE PETRY FOR KOBY San Francisco
and KOSI, Denver's No. 1 overall
station 6 am to 6 pm

MID-AMERICA BROADCASTING CO.



LETTERS TO THE EDITOR

Radio Guidebook Needed

Your new exclusive radio magazine is wonderful.

It seems a lot of radio people left radio for the glamour of tv, feeling radio was gone . . . dead.

Even the trade papers of radio went the same way and radio was left without a voice, and it was too bashful to speak up for itself. So radio suffered, not for lack of audience, but from gossip. Gossip by people who did not figure out the facts. It was not tv that hurt radio; it was radio's poor management of itself; it was radio failing to train its people to do the full radio job.

. . . Now under your sponsorship those of us remaining pioneers of radio should be called together to set down into a book or books a text of our years of experience as a guide to those now in and those to come into radio.

W. L. Gleeson
President
KICO, El Centro, Cal.

Spot Spending

Here at Silton's we have all read and noted with great interest your new publication, and wish you great success.

As you can well imagine, one of this agency's great needs is to be able to refer to up-to-date advertising expenditures of competitive client accounts and prospective client accounts.

P. I. B., for example, supplies us with magazine expenditures; the Television Bureau of Advertising with tv spot expenditures; but we have never been able to find good, recent listings of radio spot expenditures.

Selma L. Wolfson
Research Director
Silton Brothers Advertising, Boston

Promotion Succeeds

We have a success story to tell, too. This comes under our promotion department. The Clearfield Chamber of Commerce Retail Division on November 29 put on the annual Christmas kickoff. Santa came to town aboard a fire engine and 3,200 bags of goodies were distributed to the kiddies at the scene. Local stores held sales to get shopping rolling. To contribute its share of promotion WCPA rented all the parking meters in town, 512 of them, for the full day, 9 a.m. to 9 p.m. Friday morning station personnel placed red and white bags over all the meters. Each bag read: Free parking, courtesy of WCPA, wishing you happy holidays.

We feel the promotion was a success,



Today **3** radios are tuned to "Radio 99" (WIBG, Philadelphia)



for every **1**

tuned to it just a year ago!

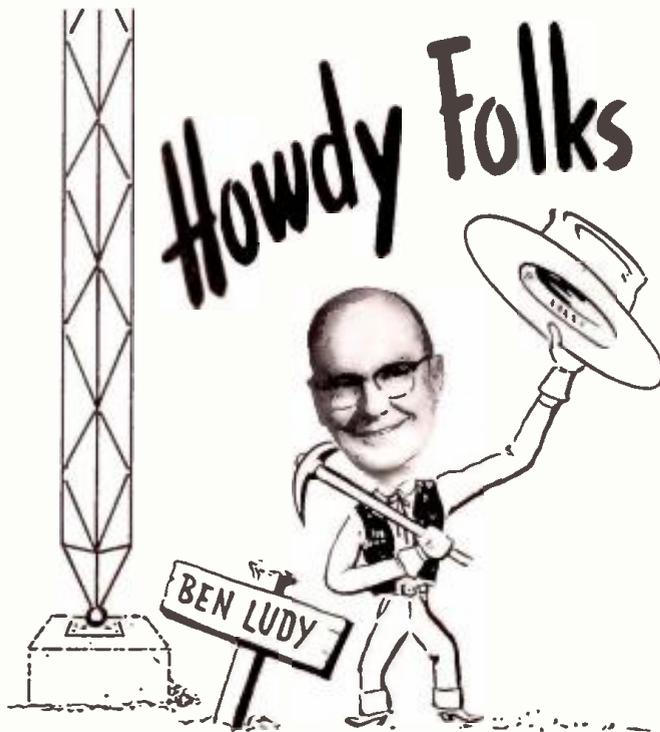


Hooper figures for October-December 1957 show "Radio 99" with a 16.3% share of audience for all rated periods throughout the entire week. This represents a 186% increase over the last report!

Under the dynamic leadership of Storer Broadcasting Company, WIBG has added new shows, new personalities, new ideas. The result: "Radio 99" is now among the *top three* stations in Philadelphia—a *must* to cover the fantastically growing Delaware Valley market.

Your best time to get the facts is right now.

Represented nationally by The Katz Agency, Inc.



I've Staked a Claim in Texas

To my friends over the country, I am mighty proud to announce our purchase of Radio Station KWFT, Wichita Falls, Texas.

I have wanted this station for twenty years. Its 5KW coverage is a phenomenon of the industry. KWFT has one of the choicest locations in the nation—probably *THE* choicest—with respect to ground conductivity. This, with 620 frequency, gives us a 1/2 MV radius averaging 250 miles . . . in the rich Southwest.

You'll be hearing more from me—plenty more! In the meantime, keep me in mind, won't you?

President and General Manager

LOW
FREQUENCY

MAXIMUM CONDUCTIVITY

620 **KWFT** Call Your
H-R
Man

620 kc -- Wichita Falls, Texas

LETTERS (contd.)

and thanks to U. S. RADIO where we got the idea.

George Mastrian
Program Director
WCPA, Clearfield, Pa.

Disc Jockey Convention

It occurred to me that perhaps we could get a listing in your "Important Dates" calendar card for the "First Annual Pop Music Disc Jockey Convention and Seminar" to be held at the Muehlebach Hotel in Kansas City, March 7-8-9. I know this would be a wonderful reminder.

Bill Stewart
Director of Programming
Storz Stations

[Editor's note: The calendar card appeared in our December issue and is now available on request.]

Pocket Salesman

With reference to your articles and letters on the use of tape recorders to sell advertisers, we too use this method when preparing a special program for a prospective sponsor.

However, each of our sales staff carries a pocket transistor radio to give live, hard sell direct from our station.

The timing of the sales call is planned to coincide with the broadcast of a program of interest to the prospect.

Good luck to U. S. RADIO.

Carl Y. Coriell
Sales Manager
WMCK, McKeesport, Pa.

Editorializing

I was quite interested in the story on editorializing in your November issue.

Since I have been advocating editorializing for more than 10 years and have been doing it myself, I have watched with interest as additional stations catch on to the opportunity for increased service.

There seems to be a great variety of interpretation as to what really is an editorial. I hold to the idea that an editorial is not something to be bombarded as a spot announcement at people, but rather is a specific type of program which should build its own audiences.

May I say I always ask broadcaster groups when the subject is raised to please not start editorializing unless they are willing to sacrifice time and effort and popularity. . . . I would assume that at least eight or ten hours a week are required to build a 15-minute editorial.

Robert Mason
President
WMRN, Marion, Ohio

No broadcaster needs to stand alone!

CAP* THE BALTIMORE FLU!

THE FACT: In becoming the first American city to pass a punitive and discriminatory tax on advertising media and their advertisers, Baltimore has started a highly contagious plague. The Baltimore City Council's new tax levy gnaws at media revenues, burdens advertisers and also works against the best interests of consumers.

THE THREAT: The Baltimore Flu can sweep into your town next week, next month, anytime. Local governments in your state and city, and everywhere else, are bleeding out loud right now for new sources of revenue.

THE REMEDY: Media owners everywhere should join right now with the Advertising Federation of America in combating this far-reaching menace. CAP* can be the ounce of prevention! AFA can give you a tested formula for a dynamic Community Action Plan that can be unleashed immediately whenever and wherever similar tax legislation is proposed. With CAP no advertising media owner needs to stand alone and unprepared against ill-informed revenue-desperate political bodies. With CAP he will have a charted course and organization to oppose misdirected efforts to use his medium as a political football.

What is *CAP?

AFA'S "COMMUNITY ACTION PLAN" is a blueprint for rallying total support against discriminatory tax legislation hitting media and advertisers. It includes completely-detailed research reports on the legal and community relations aspects of this vital subject. It suggests courses of activities for fighting for the right of media and advertisers to remain free of punitive, discriminatory taxes. It is flexible and adaptable to local situations. CAP presents the best thinking of national experts on taxation and public relations. It is YOUR plan to help safeguard YOUR community against this perilous kind of taxation!

What is A. F. A.?

The Advertising Federation of America offers CAP as only one of its many services to the cause of advertising. AFA, the largest advertising organization in the world, embraces media, agencies, advertisers and graphic arts suppliers. Through its affiliated 120 local clubs, its 16 national vertical associations and its 1,000-plus company memberships, it is a solid front of more than 30,000 Americans engaged in various aspects of advertising. Everywhere AFA works for community and national economic progress. The Federation is best known as sponsor of Advertising Week, its essay contests among young Americans, for its recently established Washington "outpost" information center, for its work in education about and for advertising.

Join Now With AFA—Before the Baltimore Flu Hits Your Community!

Space contributed by U. S. Radio

**Endorsed by Local and National
Business and Advertising
Leaders Everywhere!**

C. JAMES PROUD, President

Advertising Federation of America
250 West 57th Street, New York 19, N.Y.

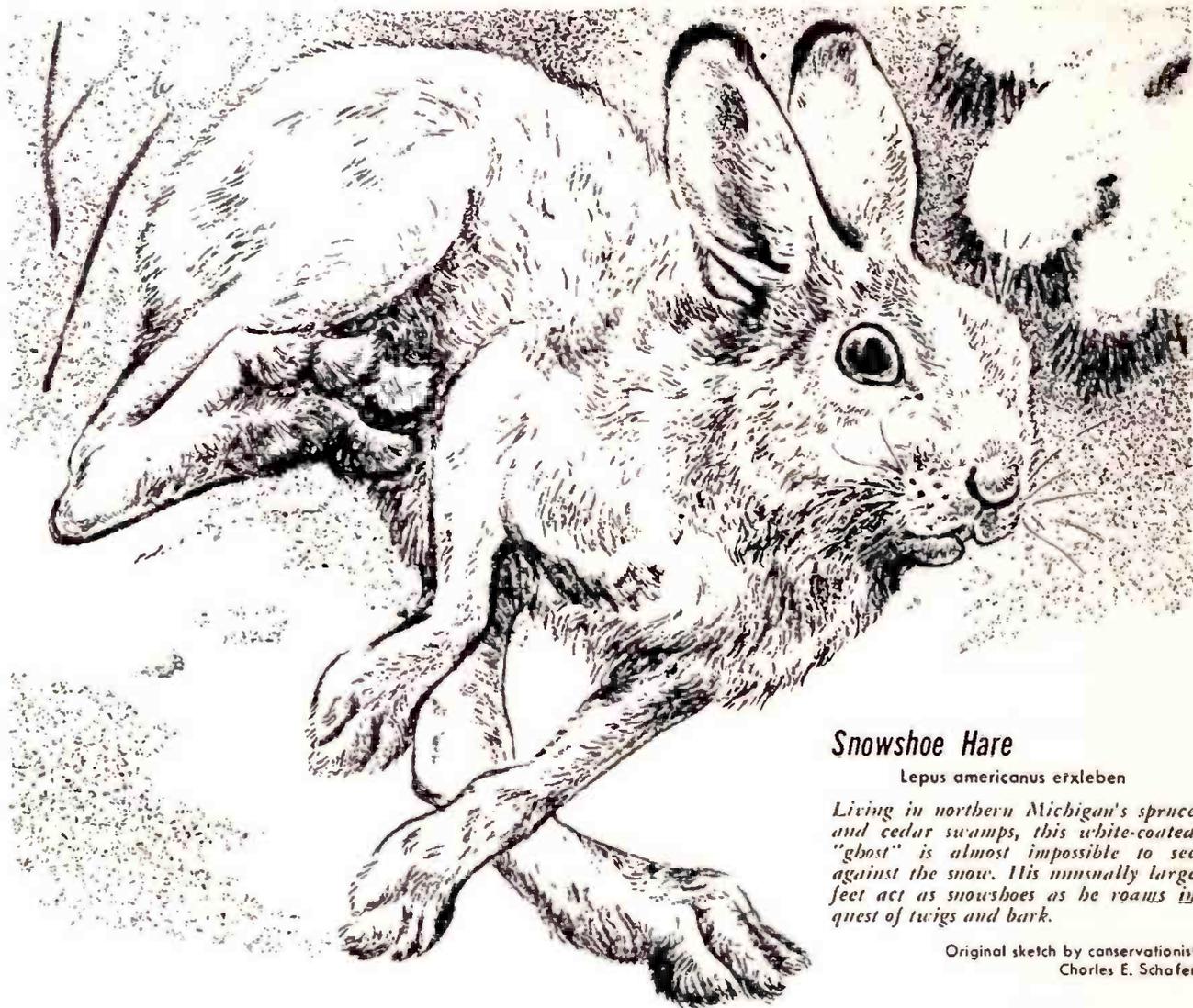
Count our company among those who recognize AFA's past and future constant leadership and work for advertising. We want to be a Company Member. Please send us an enrollment form.

I'll pull my oar. Add my name to AFA's "Outpost Committee for CAP." Let me have the details on the Baltimore situation.

NAME _____

TITLE _____ COMPANY _____

CITY _____ STATE _____



Snowshoe Hare

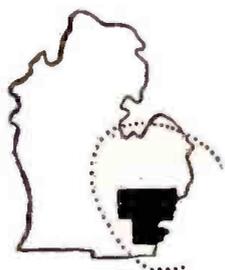
Lepus americanus erxleben

Living in northern Michigan's spruce and cedar swamps, this white-coated "ghost" is almost impossible to see against the snow. His unusually large feet act as snowshoes as he roams in quest of twigs and bark.

Original sketch by conservationist
Charles E. Schafer

Put your money where the people are

Why reach rabbits with your radio advertising? WWJ concentrates on *people*—with fresh, appealing entertainment like the "WWJ Melody Parade," with sprightly personalities like Hugh Roberts in the morning, Bob Maxwell from fabulous Northland shopping center, Jim Wood and Jim DeLand from spectacular Eastland. Use WWJ all day . . . every day.



Here's your real target

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

WWJ RADIO

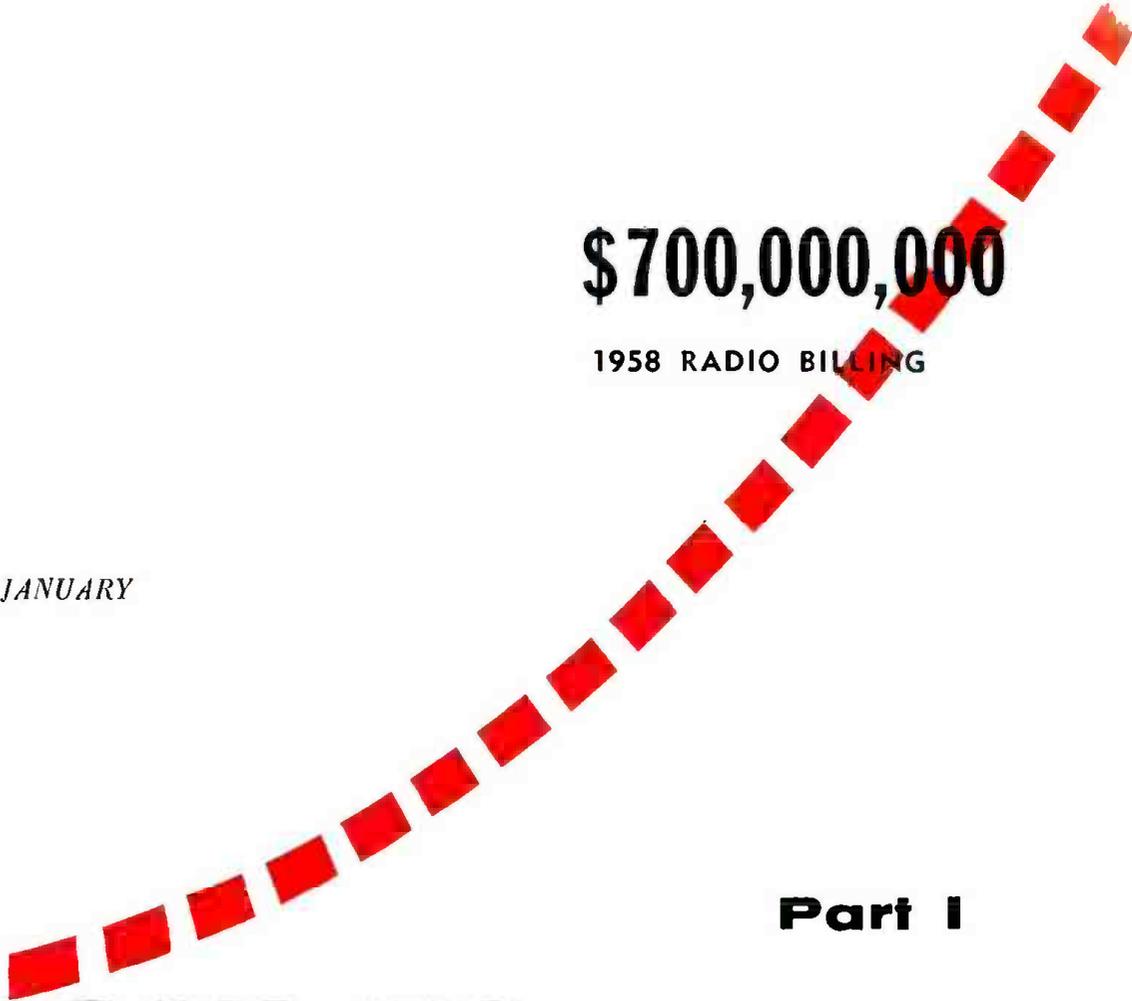
AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



\$700,000,000

1958 RADIO BILLING

U. S. RADIO • JANUARY
1958

Part I

OUTLOOK '58

How Good Will It Be?

*Advertisers and their agencies are turning
to radio more than ever this year
for widespread impact and media efficiency.*

 As advertisers and their agencies look ahead to a competitive year in 1958, their reliance on radio is heightening. According to a survey by U. S. RADIO, 52 percent of the advertisers who have used radio in the past will be increasing their expenditures in 1958.

Among agencies who use radio, the story is similar: use of the senior air medium by these firms will be sharply increased.

Radio spending in 1958 is ex-

pected to total about \$700 million, which is almost nine percent above the 1957 mark of \$643 million. Moreover, all segments of the industry will prosper from this growth. U. S. RADIO estimates that spot will increase from \$200 million to \$220 million; network, from \$86 million to \$95 million, and local, from \$337 million to \$385 million.

Judging from comments, these media spenders are relying on radio for chiefly two reasons: widespread impact and media efficiency.

The year ahead could be the most significant one in the history of radio. A growing number of advertisers, as never before, will be keeping a watch on ad expenditures with a sharpened pencil. And while they will be trying to save wherever possible, they also will make every effort to strengthen their advertising penetration.

For these reasons, many advertisers will be turning to radio. According to figures prepared by McCann-Erickson, overall advertising expen-

OUTLOOK '58

ditures in 1957 will have totaled \$10.4 billion. Industry sources estimate that this figure will reach a new high in 1958.

In spite of this anticipated record spending, 1958 is certain to see an alteration in ad planning. And most important from radio's point of view is the fact that media strategy will be re-evaluated with an eye towards getting the most for the dollar spent.

Radio can easily be the benefactor of this thinking. A recent report in *Business Week*, referring to media adjustment, states:

Shift to Radio

"The biggest beneficiary of this attitude by all odds is spot radio. A large San Francisco food manufacturer says it is increasing its emphasis on radio as part of its market-by-market introduction of new products. Almost everywhere you turn, the use of radio—where you 'get a great deal for your money'—is the one major shift that pops up in media planning for 1958."

A secondary factor that will favorably influence radio spending this year is the anxiety by advertisers over the business outlook. Although radio men are the first to admit they

want no part of "soft-market" money, the fact remains that as companies search for a way to maintain the level of their advertising—and at the same time cut high-cost items—radio should be in for additional use. (For further comment on the business outlook, see *Part II*, p. 22.)

Media Use

The separateness with which advertisers and agencies view radio is clearly pointed up in the U. S. RADIO survey. In fact, several surprises in overall media use are reported. One of these is the fact that among national radio users, the medium that is next in popularity is magazines, with 70 per cent of the companies reporting use of this national vehicle. Next most widely-used medium among national radio advertisers is newspapers, with 60 percent of the radio advertisers reporting use of this print vehicle. Next medium was television, used by 40 percent of the national radio spenders who replied to the survey.

As noted earlier, more than half the companies who used radio in the past will be increasing their expenditures in 1958. In many cases, the stepped-up radio use in 1958 over

1957 is quite substantial. Continental Baking Co., for example, reports it will increase radio use by 75 percent this year. All of it will go to spot, just as in 1957. For the coming year, this food manufacturer will use radio, tv and newspapers.

The Helbros Watch Co. will up its radio outlays by 20 percent over last year. Spot will be used chiefly. The company states, "Radio is a strong, yet inexpensive, buy with which to reach a large segment of a given market." This luxury-item manufacturer will use radio, tv and magazines this year.

In the home furnishings field, the makers of Gulistan carpets, A. & M. Karagheussian Inc., will up their radio expenditures by 100 percent for 1958. The money will be apportioned to both network and spot. In fact, the company comments on its network use: "Monitor, with local dealer cut-ins, a terrific local action medium!" For 1958, Gulistan will use radio, newspapers and magazines.

Grey Hikes Use

Among agencies, too, present plans call for a significant increase for radio in 1958. One of the larger agencies, Grey Advertising Agency Inc., reports it will use 25 percent more radio this year than last. The agency comments, "Radio is here to stay—and more so every year." Grey's expenditures for 1958 will be apportioned to spot (60 percent) and network (40 percent). In 1957, network and spot shared Grey's radio expenditures equally.

At Morey, Humm & Warwick, Inc., which handles the radio-heavy Sinclair Oil account, radio expenditures will be increased by five percent this year over last. All of this money will go to spot, as in 1957.

The use of radio by regional advertisers also is on the upswing. A Boston agency, Sutherland-Abbott Inc., states it will increase its radio expenditures in 1958 by 10 percent. As in 1957, spot will get it all. The agency says, "Spot radio will continue, this year, to be a primary buy for many of our clients."

The increased use of radio by agencies for 1958 is apparent. A

TOTAL RADIO



great part of this increase will come from expanded ad budgets, while the biggest segment will come from money that could have gone to other media. It seems axiomatic that the more competitive radio gets with other media — and the more basic it gets in ad planning — the bigger it will get.

Guild, Bascom & Bonfigli Inc., San Francisco, a heavy user of both air media, has been putting more and more into radio the past two years.

Radio Ratio

The agency states, "In 1955, GB&B's clients spent, at our recommendation, about one dollar for radio time to every \$20 spent for time on tv; in 1956, the ratio changed sharply to one dollar spent in radio for every \$7 in tv; up to now, the trend toward increased use of radio has continued, with the ratio for the first 10 months of 1957, one dollar to every four.

"This strong increase in use of radio has been due not to change of philosophy but of circumstances. In most cases, given sufficient funds for the kind of television program we want, our agency will recommend tv as the primary broadcast medium. But a number of factors have occasioned this definite swing toward radio, among them:

- "1. Tv has priced itself out of some markets — at least for our clients.
- "2. Suitable tv program spot times are unavailable.
- "3. A budget will be too thin to buy the amount of television coverage we need nationally, or even regionally.
- "4. More intensive and flexible coverage is needed than tv offers."

As a result of these factors, GB&B reports that it started to buy spot radio in late 1955 and early 1956 for national and regional accounts. The agency declares, "Results in both cases were excellent and we've successfully repeated this switch several times since. We're governed mainly by sales results in our selection of media."

There is little doubt that as advertisers and their agencies try to solve the dilemma of greater sales yielding a smaller profit because of high costs, radio will be turned to in growing numbers. • • •

Radio: Medium to Watch

There are several exciting developments in radio in 1958 that the agency and his client will be hearing about many times.

Among these are:

- The growth of transistor radios.
- Return of top stars to programming.
- Return of top stars to commercials.
- Greater measurement of radio's total impact, especially the out-of-home audience.

One of the springboards of radio's future growth will be the full realization of the medium as a companion. The application of transistors to small, really portable, receivers is the giant step in that direction. It is estimated that in 1957, more than 37 percent—or 1.3 million—of total radio set sales were transistors.

In 1956, transistor portables accounted for 18 percent—or 702,000—of total radio set sales. A real boom is expected this year that will completely shadow the 1957 record.

Advertising Significance

The significance to advertisers, as well as to the radio industry, is apparent. It will make radio a truly inseparable companion to its listener. Many of the transistor's most functional applications haven't been tried yet commercially, although this time is fast approaching.

For one thing, the Dick Tracy-type radio wrist watch is virtually an existing fact. The Army Signal Corps is experimenting with it. It's only a matter of time—not long at best—when men and women will "wear" radio wherever they go. There are automobile transistor radios that can be used in the car and then taken out of the car for portable use. And at least one enterprising ladies' handbag manufacturer has built a transistor radio into his product.

The return of top stars to programming and the making of commercials is one notable development that started in late 1957 and will continue in 1958. As for programming, this has created new advertiser interest in the stature of radio. And certainly the use of top stars in making commercials has been one of the reasons radio listeners now report that they actually enjoy the commercials. Another reason for this latter development is that agencies are now turning out some of the most listenable commercials in the history of radio.

Radio Measurement

Another major development that will be watched closely in 1958 will be new radio measurement studies. As a mass medium, there is a pressing need for more adequate measurement of its impact. This will reach into total audience and audience composition. There also will be greater revelation as to dollar expenditures by advertisers on radio. RAB, for one, this April expects to list the top 25 network radio advertisers according to the largest expenditures. If this list proves workable, the bureau will expand the number of firms covered.

In line with measurement of radio in 1958, the out-of-home audience will come in for close attention. Nielsen is one of the major firms that is working on a car time-in study. For the advertiser, the out-of-home audience has these dimensions: more than 35 million auto radios are presently in use, more than 12 million portable sets and another 10 million radios in public places. This makes a grand total of nearly 60 million radios available for out-of-home listening.



RAB's Sweeney sees record \$700-million-year ahead; and these problems: the business climate plus the civil war within radio, which showed up strong in 1957.



Frank M. Headley, president of SRA Inc., sees spot running about 10 percent ahead of 1957 with a very strong second-half rally expected for 1958.



NAB's president Fellows points to radio's growth in technology and service for 1958. Cites transistors as furthering industry expansion by increasing sets in use.

Outlook '58 — Part II

Industry leaders predict record increases for 1958. A new high of \$700 million is forecast.



Radio in 1958 will set a new all-time record in billings. According to estimates by Radio Advertising Bureau, volume will reach about \$700 million this coming year — about eight or nine percent above the record year of 1957.

What makes these projections even more significant is that every segment of the radio industry is expected to share in the increase. Spot and local will undoubtedly continue on their three-year upswing (see chart). And for the first time in several years, network radio will be able to put two growth years back-to-back.

As noted in Part I, revenue is expected to shape up like this: local, \$385 million; spot, \$220 million, and network, \$95 million. Continuing the trend set in recent years, local will bill more than spot and network put together.

Achieving these goals, however, will be no easy task. Radio can look ahead to its share of problems, too.

U. S. Radio Estimates for '58



As Kevin B. Sweeney, president of RAB, sees it, there are two major hurdles to overcome in 1958.

In the first place, the general climate of business will have a material affect on all advertising volume. Mr. Sweeney states, "We in the advertising community know that when business is off, this is the time you should advertise. But the merchant doesn't know this."

Mr. Sweeney believes that every time a responsible business or governmental official talks about a "slow first-half" or a "soft year" it limits advertising expenditures. He estimates this loss at \$25 million for each gloomy pronouncement—\$1,000 for each of 25,000 advertisers who are likely to reduce their ad spending by that amount.

The second obstacle Mr. Sweeney sees ahead for 1958 is exclusively radio's. "One of the real trouble areas this year will be the civil war among radio broadcasters. There was more of it in 1957 than in 1956

and it should reach a head in the coming months," Mr. Sweeney notes.

This battle of attrition, as Mr. Sweeney views it, is joined on the local level as well as on the national scene. Locally, Mr. Sweeney points to the draining efforts of radio stations trying to knock each other off as they dig for a bigger chunk of the money that is being spent in the entire market for radio. He reasons, "Radio will fulfill its real potential only when these energies are devoted to competing against other media, and not against your own business."

Stations will be doing themselves a real service if they go out and try to win new advertisers for the medium, instead of battling among themselves for the existing expenditures. Mr. Sweeney asserts.

Nationally, this applies to networks and representatives. It also has meaning for group ownership and individual entities, for independent music-and-news stations as

well as network stations, for large-coverage operations and smaller area stations.

It is significant that this intra-industry battle came to a head in 1957, a truly great year for radio from all aspects. No one can deny that it was the relative prosperity of the medium this past year that spawned a new competitiveness.

In setting a new revenue high in 1957, radio compiled a handsome record:

- Gross billings were about \$643 million.
- This was almost 15 percent above 1956.
- Factory sales of radio sets totaled 14,332,611 for the first 49 weeks of 1957.
- This was more than 2 million above the 1956 output at that time.
- At year's end there were 3,180 commercial am stations on the air, as well as 537 commercial fm.

Outlook '58

- A year ago there were 2,971 am's on the air.

With this growth behind them, radio men look forward to an even better year. Of the three segments of the industry, network is certain to show the biggest—and most needed—improvement. All four major networks have undergone considerable changes as they tool up for what should be their biggest year since 1951.

CBS and NBC are certain to maintain their dominance throughout 1958. Mutual and ABN have instituted vast alterations in their programming. In each case, aspirations are high, and 1958 should be the tell-all year. MBS claims it has been in the black since last September. It reports revenue of \$8 million in 1957 and anticipates a gross of \$11 million for this year.

ABN has turned up initial advertiser support for its new live music format. More than \$1 million in new business has been signed. The network is in third place and its long range goal is number one.

40 Percent Increase

NBC reports a 40 percent increase in business for 1957 over 1956, and anticipates that 1958 will be 40 percent better than this past year.

Having established at least two monthly revenue records last year, CBS looks ahead to 1958 with great anticipation. In the August-September month, the network signed a record \$8.8 million in business. This broke the previous mark of \$6.6 million, which was set the month before.

Overall, comments from industry leaders indicate the coming year will be a competitive but very prosperous one for radio. In addition to the remarks by Mr. Sweeney, here is what spokesmen at the national level are saying about 1958 (excerpts from special interviews with U.S. RADIO):

- Frank M. Headley, president of Station Representatives Assn., and president of H-R Representatives Inc., sees spot radio for the first six months running below last year's average, but the second-half rally is expected to bring about a 10 percent increase for spot in 1958 over 1957.

- Robert E. Eastman, president of the American Broadcasting Net-

work, predicts that network radio will net about \$80 million in 1958. This follows a net of \$65 million for 1957. Mr. Eastman states that "radio is now experiencing the most rapid growth of any medium in the history of mass communications." He declares that "In 1958, American Radio will give the listening public the quality musical programming they like best, while the advertiser will achieve the widest possible circulation."

- Paul Roberts, president of Mutual Broadcasting System, foresees "the biggest year ahead in radio's long history. It has to be. More and more radio sets are being sold these days—more radios than tv. And if people are buying sets they must be listening to them. It only remains, therefore, for broadcasters to provide the kinds of listening services these set buyers want—and now demand." Since Mr. Roberts took over Mutual last year, the network has instituted two major changes in network practice. MBS has started a "station service" concept of affiliate compensation, whereby the station keeps revenues from specified network programs. Secondly, the network in 1958 will start using owned fm stations for transmission, in place of class C AT&T lines.

- Matthew J. Culligan, vice president in charge of NBC Radio, sees gross network revenue of \$95 million for 1958. He looks forward to a great year for network in general and NBC specifically. Mr. Culligan notes that NBC signed enough business in the latter part of 1957 to meet its projected revenue for the first quarter of 1958. In the past year, the network was successful in switching a handful of programs to new time slots in meeting new listening habits. Mr. Culligan also notes that NBC added to its station ownership by adding an am-and-fm operation in Pittsburgh—WAMP and WFMP.

- Arthur Hull Hayes, president of CBS Radio, states that "only in network radio can an advertiser be assured of maximum concentration on his commercial messages, and distribution of those messages through a highly believable medium." He sim-

gles out the Ford *Road Shows* as "the year's most significant single advertising development which directed attention to network radio."

- Harold E. Fellows, president of the National Association of Broadcasters, sees 1958 as a year when radio's service will grow. "In part," he says, "this shall result from improvements in our technology." He also points out that since 1948 the number of radio stations in the U. S. has more than doubled, giving the public "greater choice in programs and permitting individual station management to find its special niche for serving the public."

The following are more detailed statements:

- Mr. Headley states, "Although radio spot billings have been slow during the past few weeks, I expect a strong rally in the second half of 1958. The first six months will probably continue to run below last year's average, but the strong spurt in the latter half of the year will more than make up for the slow start. I confidently expect spot radio in 1958 to be up 40 percent over 1957. The outlook for the future is excellent."

- Mr. Eastman declares, "Radio is now experiencing the most rapid growth of any medium in the history of mass communications.

"Last year 14 million Americans bought a new radio. Transistor sales have skyrocketed. Nine percent of the 1956 total transistor sales accounted for 37 percent of set sales in 1957. As one broadcaster recently put it: 'The smaller radios get ... the bigger radio gets.'

"The line—and the more mobile radio gets—should also have been added. Radio is the only entertainment, information and advertising medium that can reach people in a wide variety of places.

"At American Radio we have been cognizant of these inherent advantages of the radio medium. What's more, we have re-designed our entire program structure to make our shows more listenable and more enjoyable, regardless of where people are or what people are doing."

- Mr. Culligan looks to 1958 as a year when NBC Radio will be op-

erating in the black on a continuing basis by the second half. This past year has seen a turn to the black, too, with the network reporting monthly periods of profit. Mr. Culligan initiated changes in programming and has welcomed the return to NBC of former network radio blue-chip advertisers.

Mr. Culligan says, "Now that the framework of the NBC Radio network program schedule has been established in its permanent form—featuring fun and music during the morning, stories in the afternoon, *Nightline* in the evening, *Monitor* on the weekend and *News on the Hour* throughout the week—all our efforts will be directed at refining and improving these elements.

"The top 15 advertisers have returned to network radio. But in addition to these, scores of new clients are on hand—as never before."

Procter & Gamble was one of the blue-chips who returned to NBC Radio for 52 week participations, with 13-week options. Mr. Culligan comments on the significance for all radio:

"The P&G contract is not a sale—it is a buy, from one of the most deliberate advertisers in America. It marks the return to network radio on a major basis for the first time in almost two and a half years, and signifies the recognition of radio as a major national advertising medium."

Mr. Hayes comments, "Our course for 1958 is clearly stated. We intend to go on steering by the stars. Such stars, that is, as Arthur Godfrey, Bing Crosby, Jack Benny, Edward R. Murrow, Amos 'n' Andy, Art Linkletter, Rosemary Clooney, Galen Drake and the rest. We continue into 1958, entirely persuaded by growing audiences and satisfied advertisers, that our programming concepts are sound. Moreover, we are meeting the wide public acceptance of programs that elicit attentive listening.

"In 1958, we are more sure than ever before that solid programming and important personalities lend unique selling power to their sponsors, and that they also carry an im-

(Cont'd on p. 51)

CBS Radio chief Hayes believes the barometer for 1958, based on last year's achievements, is a promising one. Cites network radio's power.



NBC Radio's Culligan predicts network radio will gross \$95 million in 1958. His own operation is expected to increase by 40 per cent.



ABN president Eastman believes net revenue of network radio will increase \$15 million in 1958. Points to growth of transistor sales.



MBS chief Roberts sees biggest year ahead for radio. MBS revenue of \$14 million is projected, compared to about \$8 million in 1957.



Ford's Radio Budget

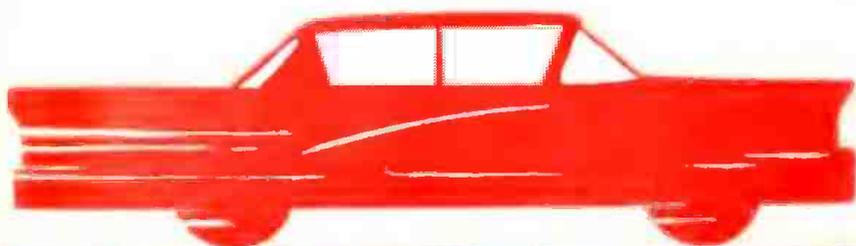
MILLIONS OF DOLLARS

5.5

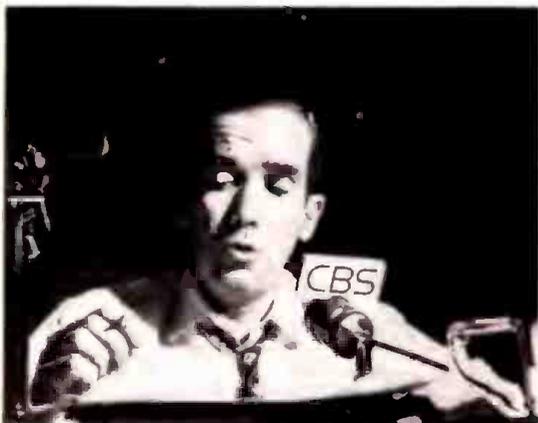
1958 Model Year

3.0

1957 Model Year



There's



Edward R. Murrow

Rosemary Clooney and Bing Crosby

Arthur Godfrey



Ford, long a successful pioneer in the automotive industry, is now investing a reported \$5.5 million to prove that pioneering in radio also pays off in increased car sales.

On Sept. 1 the first *Ford Road Show* was aired over the CBS network, the climax of 14 months of negotiation among the network, the Ford Division, and its agency, J. Walter Thompson. With this purchase, the company expects to reach 85 percent of the car-buying public each month.

The 52-week buy (with a 13-week option) marks what Ford, Thompson and CBS believe are three major milestones in the use of radio today:

- A new format for network radio—represented by the sale of short, five-minute programs to a national sponsor.

- The clearance of prime early morning and late afternoon station-option time across 201 stations for a national sponsor.

- The use of talent as salesmen in unusual quantity and quality.

According to John Bowers, car advertising manager, Ford Division: "Ford is always looking for new, ef-



John Bowers, car ad. mgr., Ford Div.



Dan Seymour, JWT v. p. of radio-tv.



Joe Stone, JWT v. p. copy, Ford acct.

Radio in Ford's Future

**Ford reaches 85% car buying public;
spends \$5.5 million for prime time, top talent.**

fective ways to advertise. We decided that we wanted to do something new and different in radio to catch people in their cars driving to and from work. We also wanted to reach men and women at home. We did not feel that the whole future of radio is necessarily tied up with disc jockey and news shows; they are important, but radio can do other things.

"We felt that network radio makes possible programs that cannot be done locally — gives local stations talent they can't put on themselves.

"We believe we are doing something new and valuable in radio today. Network programming at peak times is something that hadn't been accomplished in the past five years," Mr. Bowers asserts.

"It took us at least five months to clear all the times we wanted across the network," declares Ruth Jones, Thompson's broadcast and station relations supervisor, "because the prime availabilities we were after were also the most popular times with local sponsors.

"Network radio is now more competitive with spot," Miss Jones points out. "They're selling in smaller time segments now. They've gotten away

from the old concept before (and after) tv of selling in no less than 15-minute periods.

"The money spent on the Ford buy was approximately twice as much as the anticipated spot expenditure for the same time period," according to Miss Jones. (While the official gross figure for the network buy is \$5.5 million, there is agreement in reliable quarters that the net sum comes closer to \$3.8 million.)

"Ford had been a heavy user of network radio before television," Miss Jones explains, "but even after the glamor of tv had worn off, everyone was still buying radio the same way they bought it when tv was new ... spots. We wanted a new way to use an old medium, and we think we've found it. The Ford division is doing no spot now, though of course we may do special promotions during the year as the need arises."

(U.S. RADIO estimates that in the 1957 model year the factory, exclusive of the dealers, spent approximately \$3 million in spot radio. While there are no accurate figures available on dealer expenditures in local radio, informed sources esti-

mate that the combined sum spent by the dealers in the 1957 model year was \$1.5 million. They are expected to allot approximately the same sum for radio in the 1958 model year.)

While the Ford Division plans at this time to be in network radio exclusively this year, local radio is not being neglected. The Ford Dealers Advertising Fund invests heavily in dealer markets. The dealer association is composed of 34 groups of 200 dealers each. Every dealer earmarks so many dollars per car sold for advertising. Each group elects an advertising committee which determines where the money should be spent in their area.

Each dealer group is an independent client of J. Walter Thompson, who guides them in their choice and placement of advertising, and writes their copy. Thompson treats the dealers as separate clients from the Ford Division.

Although Ford had been using spot radio heavily since the rise of television, the company never had abandoned network radio. The last CBS network buy prior to the *Road Show* was in 1954-1955 when Ford spent over \$800,000 for the Edward



R. Murrow evening newscast (Monday, Wednesday and Friday).

Previously, Ford had been a steady user of evening network radio, dating back to 1931 when the *Ford Sunday Evening Hour* began its eight-year tenure on CBS. The company has also been a heavy buyer on all networks in the past.

It is believed that Ford is the first and only of the automobile manufacturers to pour over 50% of its advertising budget into the broadcast media.

According to John Karol, CBS vice president in charge of network sales, "I began soliciting Ford and Thompson for CBS a year ago last June.

"The agency," Mr. Karol explains, "then did a six-volume study on radio in general, and decided that network radio would be their best buy.

"Ford was particularly interested in using top talent as personal salesmen," Mr. Karol points out. "We provided it."

Below is a run-down of the Ford buy:

Bing Crosby-Rosemary Clooney (alternating)—five minutes between 7-7:30 a.m., Monday-Friday

World News Roundup — 8-8:05 a.m., Monday-Friday

Arthur Godfrey—5:05-5:30 p.m., Monday-Friday

Edward R. Murrow—7:45-8 p.m., Monday-Friday

Crosby-Clooney, six five-minute shows spaced throughout the weekend.

Mr. Karol believes that the Ford buy has been responsible for increased interest in network radio, and he says that "the motor people are now more active."

A Thompson spokesman says,

however, that none of Ford's competitors "come close to our extensive use of network radio."

According to R. E. Buchanan, Thompson vice president in the radio-tv group, Ford is not only using a greater quantity of network radio than its competitors, but the company is also improving the quality of commercial copy for automobiles.

"We bought personalities who, we feel, are among the top personal salesmen in radio. We wanted stars who could integrate commercials into the show itself to take full advantage of their popularity for Ford. We wanted to entertain and to sell in a very short time, while people were in their cars."

Robert Ebeling, JWP production control supervisor on Ford radio, says, "We are tailoring our commercials to the personality. In the case of Crosby and Clooney, we adapt our copy to the type of pattern used by Bing Crosby and Ken Carpenter for years, conversation already familiar for its entertainment value to our listeners."

To insure the Carpenter-Clooney-Crosby character of these commercials, Thompson hired Crosby's long-time writer, Carroll Carroll to check



John Karol, CBS Radio sales v. p.

the style of every piece of copy broadcast. About half the Crosby-Clooney commercials are jingles.

By contrast, on the *World News Roundup* and the Edward R. Murrow newscast, George Bryan delivers commercials that are almost documentary in style. Since Mr. Murrow does not do commercials himself, Thompson is building up Mr. Bryan as a Ford personality in his own right.

Arthur Godfrey ad libs his commercials. The agency gives him a fact sheet for every show, and lets him know what they wish to be emphasized, and Mr. Godfrey takes it from there.

Successful though they may be, the 26 shows with their 36 commercials represent a complex creative problem for Joe Stone, Thompson vice president and a copy group head on the Ford account.

"The Crosby-Clooney commercials are recorded from the coast, so we have to have a production staff out there. Godfrey's are taped here in New York, unless he goes out of town in which case we have to follow him across the country. The Murrow and *World News* shows are done live in New York.

"On the five-minute Crosby, Clooney and *World News* programs," Mr. Stone explains, "we are allowed a single minute commercial; on the Murrow 15-minute show, we do two one-and-a-half-minute commercials, and on the Godfrey show he does two 2-minute commercials, usually. This is quite a varied schedule, especially since we do not repeat more than 50 percent of the material.

"When we were getting started in September, we had 13 writers on the job. Now it's down to Charles Gardner, copy supervisor, and four seasoned people, one to a show.

"We've already gone through several phases," Mr. Stone explains. "From Sept. 1 to Oct. 15 we were plugging the '57 model. Oct. 15 to Nov. 1 was an institutional buffer period. Nov. 1 to Nov. 7 was pre-announcement of the '58 models. From Nov. 7 to Dec. 1 we introduced the '58 models. From Dec. 1 to Dec. 30 we wrote strong introductions to special new features. After Jan. 1 we were in our normal year.

"But up until Jan. 1 our commercials had to be 90 percent new. That was a job.

"From now on in, we expect to repeat about half the time," Mr. Stone says. "We write about three months ahead, and the client sees the copy approximately six weeks before it's to be broadcast. This is when we don't get rush requests for changes.

"I would like to say right now that I don't go along with the people who believe that radio commercials should be done on the spur of the minute for the sake of immediacy. You cannot do excellent radio without weeks of planning. Expediency dictates quality, in my opinion. When you are in a hurry," Mr. Stone points out, "you accept a compromise because you don't have time to fight for what you know ought to be done."

In order to keep track of which commercials are to be aired when, Mr. Stone has devised a chart that insures no repeats on the same selling point on the same show across the week, nor on different shows down through a single day. "It's like a crossword puzzle," he says.

Ford's main selling points for '58, around which copy is built are:

- Value
- Proved and approved around the world

- Nothing newer in the world
- New interceptor V-8
- Brand new styling
- Ford-Aire suspension
- Only car to cut price in '58
- Lowest price of the low-priced three
- Cruise-O-Matic Drive

Mr. Stone likes the Ford network buy because "in network radio you can determine the material that surrounds your commercial, not to mention the time the commercial is aired."

Mr. Stone feels that the *Road Show* reaches the adult audience that buy Fords. He also emphasizes that the buy permits the agency to control the material coming before and after the commercial—material chosen to contrast with the sales message to make it stand out.

Since the Ford buy is only in its fifth month, no plans have been made for Ford's future in network radio. According to Ford's Mr. Bowers, however, "We are very pleased so far, and the dealer response has been favorable." • • •

Ford Commercial Wins Radio Award



Ford wins award for producing one of eight best radio commercials of 1957. Richard Cruise, (left) national account executive, Radio Advertising Bureau, presents plaque to John Bowers, car advertising manager, Ford Division. Watching is Edward Rogers, Ford Division advertising coordinator. This is the third RAB-sponsored award won by Ford. The selection was made by a panel of 150 advertiser, agency and radio executives.

Hot Ralston's **Radio**

*Sales up 33 percent over previous year
as agency leads Ralston back to radio.*



With its *Songs of the Hot Ralston Road*, Ralston cereal is chugging its way back into a medium which it almost abandoned in the early 1950's.

With an estimated radio budget of \$100,000—a 20% increase over last year—Ralston has found that “radio is indispensable for giving us quick action and flexibility in the ad market,” according to W. P. Hays, advertising and promotion manager of the Ralston Purina Co.’s Ralston Division.

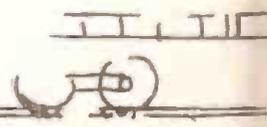
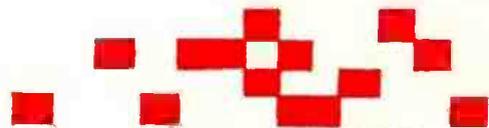
Ralston has had phenomenal sales success since signing on about three years ago with Guild, Bascom & Bonfigli—a San Francisco agency that has specialized in food merchandising, and has substantially increased the radio billings of its clients.



W. P. Hays, advertising and promotion manager of the Ralston Div.



Ernest J. Hodges, vice president, Guild, Bascom & Bonfigli Inc., S. F.



Road

RALSTON'S RADIO BUDGET

\$400,000

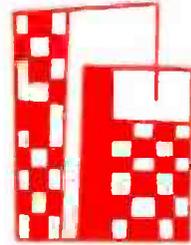
UP 20%



RALSTON'S CEREAL SALES

UP 33%

OCT. '56 TO OCT. '57



At the agency level, radio use has been on the upswing. At GB&B, as noted by Rod MacDonald, vice president and director of the media department, "We are relying heavily on radio today for most of our clients. This year's radio billings are 110 percent greater than last year's—and represent a 100 percent increase in share of the agency's billings.

"No statement could be more eloquent than these percentages in demonstrating the confidence we have in the job radio can do today."

Ralston cereal sales—hot and cold brands—have increased 33 percent over the 12-month period ending October 1957. During that period, the average increase for the whole cereal industry was five percent.

The current Hot Ralston cam-

paign, which began September 15 and will end next month, involves 135 CBS stations on a network basis. Spot radio is being used for the cold cereals: Rice Chex, Wheat Chex—and for Ry-Krisp.

Ralston is using radio in three ways:

1—Planned network purchases—22 programs rotating during each month.

2—Spot radio—going into individual markets for four to six weeks.

3—Special coverage of areas of the country not adequately covered by other media.

These approaches have provided what has proven to be a reliable working formula for Ralston. "Radio is ideal for our cereal," comments Ernest J. Hodges. The vice president and Ralston Purina account super-

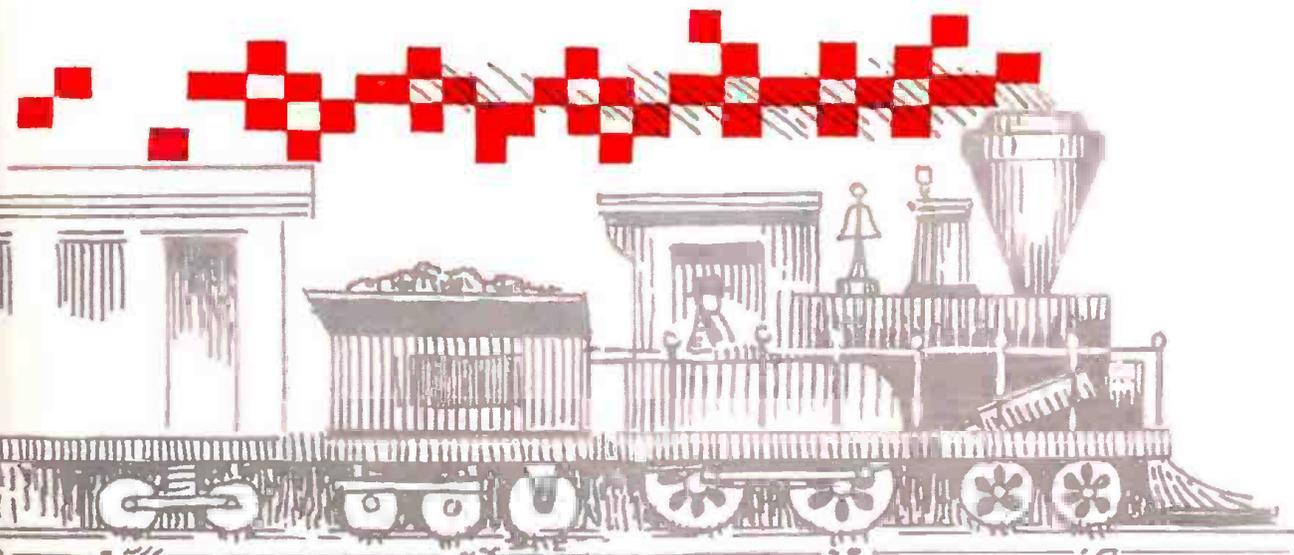
visor at GB&B reveals that "used on a test basis, radio proved to us that it reaches the consumer with the greatest frequency and flexibility.

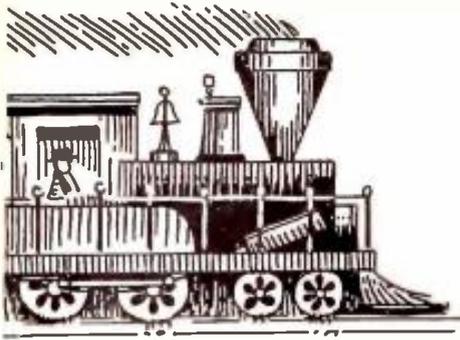
"We spend as much time, attention and nearly as much money on our radio as our TV commercials. We like longer spots, and on radio you can repeat them and still be novel and enjoyable.

"Sales are again increasing," says Mr. Hodges. "But we won't know the results of the network campaign until February."

"When we started to advertise our cereals on radio back about 1933," Ralston's Hays points out, "we directed our messages to the kids.

"But today, it's the mothers we aim at—and radio, better than any other medium—gets to the mothers."





With this in mind, the company and its agency have established a copy platform aimed at mother. To the tune of *The Rock Island Line*, the Ralston folk singer asks:

You want your kids real strong?
 You want your kids real strong?
 Well, then, let's take a little ride on the good old Hot Ralston Road.
 Oh, the Hot Ralston Road, it's a mighty good road.
 Oh, the Hot Ralston Road for the kids to ride.
 Oh, the Hot Ralston Road, it's a whole-wheat treat.
 It's nutrition, all nutrition, get your package at your grocer for the Hot Ralston Road.

Radio History

Ralston has had quite an extensive history in radio use. The Tom Mix (*Ralston Straight-Shooters*) program, aimed at hero-worshipping children, started in 1933 and remained on the air until two years after the cowboy star's death.

"Then we switched to the *Space Patrol*," Mr. Hays recalls, "a modern version of the children's adventure show. We were in network radio continuously from 1932-1950. Then we were out for a while.

"We recently made a big network purchase because of the resurgence of daytime listening by housewives. We are sure that we reach 17½-million women through our various network soap operas."

Reaching a vast national audience with its radio exposure, Ralston has

adopted an anthology of songs with a folksy flavor. The Ralston folk songs, all written to familiar American folk melodies, stress to the mother the nutritional values of the cereal. They give her a picture of her child as not only healthy and strong, but pleased with the flavor of the breakfast food. An example is this song to the tune of *This Train*:

This train is loaded with power, this train.
 This train got Ralston power, this train.
 This train is loaded with power,
 The whole-wheat cereal the kids devour.
 This train is loaded with power, this train.
 Ralston is energy packin'—
 Steamin' hot and so lip smackin'—
 Ralston is energy packin'—
 Ralston!

At the agency level where these songs were created, radio is a work-horse medium. According to GB&B's

Hodges, "Radio is a wonderfully broad vehicle for reminder use. It is ideal for an item of frequent purchase; it is ideal, then, for cereals."

But radio is by no means considered merely a medium for reminder use at GB&B. According to Peg Harris, GB&B's media director, "We are using radio not just to supplement other media, but for basic market coverage.

Audiences, Impact

"Sizable audiences, an increasing degree of selectivity and the impact of repeating a powerful message are a few of the characteristics of radio which compel consideration."

And that's why Ralston is seeing to it that its sizeable audiences can humm:

Get some Instant Ralston, mother.
 Get that whole-wheat health today.
 Serve them Instant Ralston, mother.
 Get some Ralston right away! • • •



Peg Harris, media director of the Guild, Bascom & Bonfigli agency.



Rod MacDonald, director of media department at the GB&B agency.

Radio Should Learn How Valuable It Really Is

Grey's media vice president counsels radio to bolster itself for the future.



Dr. E. L. Deckinger, vice president, Grey Advertising.

So everything is *fine* with radio. Or is it?

When an industry finds itself healthy, that is the time to take a good, hard look around, and see what can be improved. Because *that* is the time the industry can afford to invest in itself — when it is prosperous, has the money and time to examine carefully what it is doing right, what it is doing wrong — to forestall that inevitable day when things get a little bleaker.

But then, of course, radio men know this well. They remember the bleak, black days of 1948 and 1949 and 1950, when television was bursting across the nation on its white charger, and radio was retiring in its path. And radio, ill-prepared for that sudden turn of events, could only answer by cutting rates, reducing the price of a commodity that should have been higher priced at its peak, because, even at the lower-than-current audience levels, it was *still* a good buy.

There are those who have been alert and have been studying their business. You may or may not second exactly what they are doing. Maybe you have some better ideas. But — if so, why aren't you *doing* them?

Examples of alert fellows in the radio broadcasting fraternity are:

1. The Henry I. Christal stations, who have been employing Alfred Politz' wizardry, yardsticking radio in the vicinity of their stations.
2. Restless Kevin Sweeney and his wide-awake RAB fellows—who never stop wanting to know.
3. The stations that have used Pulse intermedia studies.

We say they are "alert" because they are endeavoring to learn something that will help make radio's future more secure. More power to them!

Hooper, Nielsen and Pulse (bless their slide-ruled hearts) all endeavor,

at least, to give us some measurement of radio's size, so we can have some basis for analysis, projection and understanding. Unhappily, as all these measure-men will be quick to agree, we are quite a bit removed from a perfect radio measurement today.

NCS is planning a new tv coverage study in 1959. Is *radio* going to be included? No, it is not. Why? Because Nielsen is in business for a profit (as he should be) and too few would buy the radio reports.

Let's ask a few questions about radio.

1. When was the last time you measured — or talked about measuring — the "recall" (and related factors) from a specific radio commercial — as opposed to the last time you did that for tv?
2. Where are the Videotowns and the Hofstra studies for radio?
3. Where are the qualitative radio *program* analyses, once so popular?
4. Where are the radio-vs-other-media studies of yesteryear?
5. When was the last great new programming idea tried out? Or is radio destined to be a world of music and news now and forever?

Where are all these studies?

There are a variety of reasons why we see none, no more, nohow.

1. Because radio — possibly as much to the surprise of its leaders as to anyone else — has emerged from its "darkest hour" mike-deep in greenbacks. So the theory would go, who needs it?
2. During its "dark hour," in the struggle just to survive, radio quite naturally trimmed all costs as far as they could be cut.
3. In fact, in its darkest hour, radio became afraid of research. When radio saw five ratings when once there were 25, radio

became afraid that buyers would be so numbed by the enormity of the decline that they would fail to realize that it was still a great buy at the lower levels — it had simply been incredibly undervalued at its peak.

So where are we today in radio research?

1. We've made absolutely no progress in the past eight years.
2. Yet, the medium prospers — without much in the way of new research facts about radio.

Should radio fear? Has radio now weathered the worst storm that could possibly be conjured up for it by the most nefarious of schemers?

Let's try some "perhapses."

Perhaps 1. Perhaps portable and small-set tv will mushroom, and will ubiquitize the presently ubiquitous radio set.

Perhaps 2. Perhaps tv will find a way to simulcast much of its telecasting during radio's best hours — so they can capture, perhaps without notable extra cost to the advertiser, the bigger part of what is today's radio audience at any one time.

Perhaps 3. Perhaps people will simply tire of music and news as a format. Will radio have an alternative?

Perhaps 4. Perhaps costs in other media will be reduced to such an extent that radio will lose its greatest competitive advantage — low cost.

Will radio be ready?

Actually, this is *not* a prophesy of doom. The writer really doesn't think any of these things actually will happen. But the point is, something might!

Our plea is this: If radio should one day succumb to some force stronger than it, never let it be said "what fools these radio people were. They could have foreseen that, they could have overcome it!" • • •

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



ABN

Pins Future On Live Sound

Intensive sales campaign aimed at agencies,

advertisers and stations is based on new network concept.



Robert E. Eastman, president of ABN.

 The future of American Broadcasting Network is forged in a new mould of live music, live personalities and live product selling. Its departure from what has become accepted network fare is in many ways a pioneering effort. And like anything new, ABN is fighting the battle of acceptance.

This initial struggle is being bridged by favorable response from agencies and stations. In the few months since the start of its new programming, there has been advertising support. ABN has signed more than \$4 million in business.

This revenue, however, is but one step towards the amortization of an estimated \$10-million investment in new programming. At present about 15 percent of this fare is sponsored.

According to Tom Harrison, vice president in charge of sales, "the breakthrough by advertisers is expected to occur by the start of the

second quarter. Agencies and their clients like our presentation and like what we're doing. Many deals are pending and are close to being signed. The main problem confronting us is that what we're doing is new—and as a result some clients are a little hesitant and have adopted a wait-and-see attitude. But we are convinced that this will be overcome in a very short time."

Behind ABN's new sound is a programming concept that is stated simply: "to cater to the popular tastes in meeting the demands of today's radio."

Steve Labunski, vice president in charge of programming, explains, "What listeners want most today, by two to one, is music. And American will give them music—with fresh personalities.

"As a network," Mr. Labunski continues, "we are trying to do something that will have real values for the station, not just prestige alone." Among these real values are music



Jim Backus in the afternoon with Grove, Haskell, Sharbutt.



Merv Griffin in the evening from 7:15-8:55.



Herb Oscar Anderson Show in the morning.

that will be listened to and the type of programming that a station can't do.

Initially, ABN has scheduled 27 hours of new programming a week. Most of this is the new live music-live personality shows. *Breakfast Club*, hosted by Don McNeill, also is being incorporated in the new format. The remainder of the revised schedule are five-minute news shows before the hour, plus the 10-minute evening show by John Daly as well as other commentary.

ABN's new sound for the broadcasting day is actually divided into three two-hour segments. The morning segment kicks off with the perennial favorite, *Breakfast Club* (9 to 10 a.m.), and is followed by the *Herb Oscar Anderson Show* (10-10:55 a.m.), which features singers Carol Bennett and Don Rondo, a 20-piece orchestra and the Satisfiers. The afternoon portion begins with *The Jim Reeves Show* (1-2 p.m.) originating from WSM Nashville. It

features popular recording artist Jim Reeves, the Anita Kerr Singers, Owen Bradley's 16-piece orchestra and guest stars. Following this is *The Jim Backus Show* (2-2:55 p.m.), starring Betty Ann Grove, Jack Haskell, the Honey Dreamers, Del Sharbutt and bandleader Elliot Lawrence and the orchestra.

Evening Programming

The evening segment includes *The Merv Griffin Show* (7:15-8:55 p.m.), starring Darla Hood, the Spellbinders, the musical team of Lyn Duddy and Jerry Bresler, Betty Holt and Julann Wright.

Interspersed throughout the day are news shows. This activity reaches its climax with a 10-minute program (6:30-6:40 p.m.) by John Daly, who is vice president in charge of news for the radio network's parent company, American Broadcasting-Paramount Theatres, Inc. Mr. Daly's nightly show is sponsored by Chev-

rolet. His program has added significance in that it marks Mr. Daly's return to regular radio activity after many a year.

News is the second most-precious commodity at ABN. The network runs approximately 118 such shows a week—about 90 on weekdays and another 28 on Saturday and Sunday.

Since the start of the new shows, two have been dropped—the Bill Kemp and the Johnny Pearson shows. Mr. Pearson reportedly is being switched to a week-day record stint. ABN has tentative plans to return him to Saturday mornings.

The one area of the program week that American has left relatively untouched is the weekend.

Network executives frankly admit that serious thought is being given to the overhauling of the "old" week-end schedule. At present such discussions are limited to the conference room due to the fact that present energies and funds are being



ABN Leadership

directed at the week-day line-up.

The man responsible for these sweeping changes at ABN is its president, Robert E. Eastman, who took over the reigns last May. Since then no major business enterprise could have changed more. To begin with, ABC Radio became ABN and was set up for the first time as a completely autonomous subsidiary of AB-F-T.

The most significant changes, of course, that Mr. Eastman brought about were in programming and the creation of a new executive team. This complete alteration is costing a great deal of money, but Mr. Eastman reveals that this was taken into consideration from the very start.

He notes that one of the questions he asked himself before any changes were made was this: "Would the investment of millions of dollars to rebuild a radio network be worthwhile and hold the promise of some future reasonable return?"

After dwelling on this matter and others, Mr. Eastman declares, "Out of my thoughts came a concept of network broadcasting which we believe represents all of the good elements of showmanship in radio and holds promise for a new era of creative salesmanship."

After the new programming was set in order and had its launching in October, an intensive sales campaign was launched to carry the ABN story to advertisers and agencies. In a four-week period, from October 15 to November 15, a total of five presentations were given each day. Ray Eichmann, director of sales development and research and the motor-man for this sales crusade, estimates that more than 100 different agencies had heard and seen the ABN story during this time.

The American presentation has three main parts and its structure is really a clue to the faith these executives have in what they're selling. In the first place, the sales story emphasizes the need for advertising that

has impact and is continuous. Secondly, ABN tries to sell radio itself as a strong sales medium. And finally the qualities of American are revealed.

This concentrated sales effort has shown some results. ABN has signed about 16 new advertisers. Many of the companies are blue chips. The sponsors are Lever Bros., Toni, Philco, American Cyanamid, Olson Rug, Hudson Vitamin Products, Knox Gelatin, Fizzin, Heinz, Nescalc, Plough, 20th Century-Fox, C. H. Musselman Co., Dodge Div., Florida Realty Bureau and Gillette Labs.

Initially, most of the network's prospects will come from advertisers who are already using the medium. It is estimated that ABN has on its roster about 10 percent of the 300 companies who are presently using network radio.

But the future and potential of the American operation lies in the creation of new advertisers for ABN and network radio in general.

What makes the new ABN different from past networking practices can be seen in the programs that were scrapped. The first thing that was done was the dropping of the soap operas, long the staple item of network fare. Mr. Eastman and his executive team contend that the soaps are gradually losing their audience. But these aren't the only shows that were laid to rest. A total of seven programs were replaced: *My True Story*, *When a Girl Marries*, *Whispering Streets*, *Man About Music*, *Mystery Time*, *Louis Sobol Show* and the *American Music Hall*.

Two of these shows, in particular, point up what ABN is doing. *Man About Music* was a record show, therefore lacking the live music touch. And *American Music Hall* had live music but it lacked the live entertainer-salesman approach.

There is at least one other facet of the ABN operation that marks its departure from what has been done before. The network's "new

One of the pertinent features of ABN is the recruiting of its executive team. Three out of four of its top echelon come from the strong backbone of radio—the station side.

Robert E. Eastman, president, was formerly executive vice president of a radio station representative, John Blair & Co. Having joined this company in 1913, Mr. Eastman was for many years one of the leading executives in the spot field. He was born April 29, 1913, in Battle Creek, Mich., the son of the advertising manager of the Kellogg Co. After graduation from Ohio Wesleyan in 1937, Mr. Eastman spent his early radio days with network-owned stations in New York and with NBC Spot Sales.

Thomas C. Harrison, vice president in charge of sales, had been head of the St. Louis office of John Blair since January 1955. Before

look" is actually an outgrowth of the successful things local stations are doing. In the past, it was always the stations that took the cue from the networks.

Programming vice president Labunski states: "Let's face it, the real radio success stories of the past five years have been the local station operations."

ABN in reality is adopting some of the qualities that stations have championed. Chief among these are the personality shows. The idea behind this approach is the belief that listeners today tune to their favorite stations as opposed to dial-switching to find their favorite programs. "Radio is now a companion, not a living-room medium," Mr. Labunski declares.

As a consequence, ABN admittedly has tried to present programs of a similar character. An identifiable and distinct sound is what the network is trying to achieve. Affiliates are urged to shape their program-

from the Grassroots

that, Mr. Harrison from April 1952 was national sales manager of WSM Nashville. A native of Des Arc, Mo., the ABN sales vice president graduated from the U. of Florida in 1942. One of his first jobs in radio was in February 1951 with Brown Radio Productions, Nashville, where he was sales manager of transcribed shows.

Stephen B. Labunski, vice president in charge of programming, came to New York from WDGY Minneapolis, where he was vice president and general manager. He had been with the station since January 1956. Before joining WDGY, Mr. Labunski was an account executive at WHB Kansas City from July 1954. He also served as an account executive with KCMO Kansas City and as commercial manager of KUDL Kansas City.

Edward J. DeGray, vice president in charge of stations, is the only



Thomas C. Harrison



Stephen B. Labunski



Edward J. DeGray

member of the top echelon whose experience was primarily gained from networks. Mr. DeGray was named national director of station relations for the network in October 1955 and was elected a vice president in February 1957. Before that most of his business experience was with CBS, from 1937 to 1955.

At least two other "new" members of the ABN team are from the station side. Ray Eichmann, director of sales development and research, formerly held a similar post with John Blair. And Irv Lichtenstein, director of promotion and exploitation, was formerly vice president of WWDC-AM-FM Washington.

ming and sound to harmonize with the network's. To implement this, ABN has acquired the services of the top musical production team of Austen Croom-Johnson and Eric Siday. Their primary job is to create a "distinctive musical identity" for the network and its owned stations. They not only assist in the presentation of live music programming, but also aid in audience promotion and network identification.

The services of these musical consultants are also available to ABN affiliates.

An example of the way ABN stations are blending their programming with that of the network's can be seen at KING Seattle. The station built a one-hour and five-minute news show around the new John Daly evening program. It is called KING's *Full Report* and runs from 6-7:05 p.m. Featured are local news, the sports page, fishing highlights, weather, Mr. Daly and other network news shows.

As a group, ABN affiliates have turned up substantial support for the network's new look. The number of affiliates are down slightly, from 330 a year ago to about 305 today. At the same time, ABN has added from 25 to 30 new stations. And not one affiliate has dropped out since the start of the new programming in October. There is virtually complete coverage in the top 100 markets, with the possible exception of Salt Lake City.

The problem of station clearance is still a knotty one, but is expected to be solved with the signing of additional advertisers.

The ultimate goal of ABN is first place—as opposed to its present third-place spot. In its drive to achieve that mark, the network is carrying a vastly increased overhead, estimated at more than 50 percent over what it was before the programming changes took place. In fact, its weekly costs are estimated to be running about double that of the first-

place network.

But in addition to advertiser support, the network has been encouraged by what little evidence it has available on audience reaction. In many markets, ABN is ahead of its previous position. In others, it has at least held its own. Overall, there has been a substantial upgrading in the network's status.

One of the criticisms leveled at Bob Eastman in bringing about this change is that his programs have a certain "sameness." Significantly enough, the ABN president welcomes this barb. For what he is trying to achieve is a certain recognizable sound for all his programs and his network.

The challenge of re-doing an enterprise of this scope is as considerable as the effort and money involved. As Mr. Eastman sees it, "The job of liquidating our very substantial investment is not an easy one, but it is a very exciting one since we have so much to offer." •••



WXYZ DETROIT PERSONALITY, Paul Winter, visits agency executives dressed in keeping with his show "Sunday Best." He presented them with carnations, and played a special presentation disc of his program. Pictured left to right Paul Winter, Theda Meltzer, agency receptionist, W. B. Doner, president of W. B. Doner Agency, and Doug Campbell, sales representative.

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



KYA SAN FRANCISCO'S new remote car is tested by station's disc jockey, Hawthorne. Car is short-wave controlled and equipped for direct voice contact with the bay station.

W T O P WATER THRILL



QUEEN DIANE GUYNAN greets subjects lining Potomac for WTOP Washington Water Thrill Show, promoted by station's Bill Wiggins. Pretty girls, acrobats and speed boats attracted 75,000 persons this past summer.

MODELS DONATE KISSES to public in celebration of KEX Portland, Ore.'s first Independence Anniversary. Station's "Solid Seven" disc jockeys adopted girls a year after Westinghouse Broadcasting Co.'s station changed to music and news. Kisses are candy.



LADY WINS \$600 for identifying 16 sponsors after listening to commercials with brand name blanked out. Howard S. Kester, vice president and general manager of WLOF Winter Park, Fla., presents check to Mrs. Peggy Zeak, winner of station's "Free Living Expenses" contest. On left is Mrs. Zeak's daughter.



LOW CONTESTANT WINS \$100 check from KLZ Denver's weatherman, Warren Chandler. Mrs. Gretchen Jones guessed the lowest Thanksgiving Day temperature. More than 2,500 persons participated in the contest. Watching are local merchants who sponsored event. Left to right, Murray Kirschman, M. B. Savage, Richard Kailey, E. B. Speer and June Thompson.



BRISTOL-MYERS BUYS NBC, making firm largest drug advertiser on network. Discussing deal are (left to right) Matthew J. Culligan, vice president in charge of radio network; Donald S. Frost, director of Bristol-Myers' advertising; Lee Bristol Jr., firm's public relations director, and William K. McDaniel, vice president of NBC radio network sales.



FAST ONE PULLED by WIP Philadelphia at the Radio and Television Executives Society annual Christmas luncheon in New York. Station hired Santa Claus to parade up and down in front of entrance carrying sign which read, "Beware of Imitations—buy WIP radio, Philadelphia." Enjoying stunt are Edward Petry, president of Edward Petry Co., national sales representative for WIP; Mr. Claus, and Benedict Gimbel Jr., WIP's president.

Join ^{THE} MARCH OF DIMES

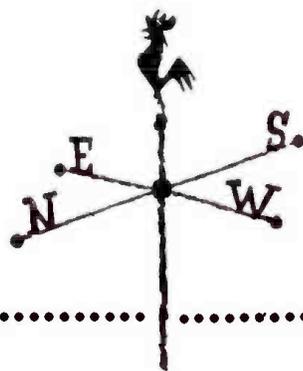
*They need
YOU!*



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

hometown USA

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



Radio Regarded As 'Friend' To Listeners

*From Maryland to Colorado
station activity reflects
mounting dependence on radio.*

 Why do people listen to the radio? For music, for commercials, for programs? For all these reasons, and also for news and special events, as both WBAL Baltimore and the stations of the Colorado network have proved.

A WBAL Baltimore survey finds that its listeners stay tuned to radio because it fulfills the role of the ideal friend—a friend who entertains, sympathizes and informs.

Across the country, George Cory, president of the Colorado network, is highlighting radio's role as public informant by utilization of eight new

mobile units to bring more news faster to the ears of his listeners.

In Maryland last month, WBAL disc jockey Jim West, who spins platters between one and two every afternoon, decided to sponsor a contest to find out "why radio is your constant companion."

Since housewives constitute the lion's share of his audience, Mr. West volunteered, as first prize, to trade places for a day with the lucky winner. He plans to act as her chief cook, bottle washer and baby sitter, while she turns disc jockey.

The response to the two-week con-

test was overwhelming, according to radio program manager, Bob McKinsey. Much to the staff's surprise many of the letters were written by men, from an 80-year-old invalid to a Pennsylvania bank vice president. But all the letters, whether from housewives or their husbands, show what seem to be a surprising and genuine reliance on radio, not only for entertainment and information, but also for friendship.

As one Baltimore man states, "Radio is my constant companion because it is so very personal to me. When a radio announcer talks he



seems to talk to me, when he plays a record it seems he is playing it just for me.

"I know that a tv spectacular is produced to reach a million people. Radio is much more personal; it is being produced for the people who happen to be listening to any one set at that time. Radio is for me."

The medium's ubiquitous nature came in for its share of kudos, too.

A career gal not only tunes in at home and on her way to work, but also listens "in the office where our employees find radio productive and a positive stimulant in taking the hum-drum from the usual chores."

One young and harried housewife takes an original view of radio's merits: "Radio is my constant companion because it doesn't have to be answered, diapered, fed, or directed. It sings to me, talks to me, and keeps me entertained and enlightened. In short, it is on from 7:30 a.m. until the last spit and polish is given the kitchen, usually at 10 p.m."

the radio in the living room, then back to the kitchen set for lunch and dinner preparation; last but not least, when I go to bed at night, I get the softest, sweetest music to quiet my nerves at the end of the day."

Radio provides comfort for many invalids too, according to the WBAL poll. One man, in bed for 32 years with arthritis, writes, "I have no other way of keeping in touch with the outside world."

The younger men like radio, too. A young bank vice president writes: "I listen because I live alone. Most of the guys my age are married, and at day's end come home to an ever-loving wife with whom they can discuss all the vexing problems and little happinesses they've both encountered during the day. Even those wives who greet their homecoming husbands with a storm of invectives and complaints . . . are still companions, in a sense!

"The radio is my companion. I have even gotten to feel kindly toward most radio commercials because they have matured to a great extent along with radio, and have lost their previous nerve-jangling quality."

A lady who knows a bargain when she sees it . . . and who won second prize in the WBAL contest as a result . . . listens to radio because "I don't need time, tickets nor fare to find fascinating entertainment. It's always there. Radio invites me for free . . . I just turn a knob and there it be."

Perhaps radio's impact on the lives of its feminine listeners was best described by the winning letter whose author was moved to poetry: "When the pots start steaming over, And the baby's got a pain, And the vacuum cleaner's broken— The radio keeps me sane! When the children get to fighting, Or I scorch my newest gown, Or I burn the roast for dinner, The radio calms me down. So through life's little troubles, When I get to feeling low, Who needs a psychiatrist? I have my radio!

To help keep radio first in the

hearts of his listeners, the Colorado network's George Cory has recently purchased mobile units to service stations KVOD Denver, KUBC Montrose-Delta, KRAI Craig, and KSLV Monte Vista.

The eight units allow the newscaster to canvas distances up to 15 or 20 airline miles on line of sight broadcasts in rural areas, and up to three miles line of sight in metropolitan areas.

They are especially useful, Mr. Cory says, in Colorado where the continental divide offers an unusual obstacle to radio coverage.

The basic make-up of each unit includes a 100 watt fm transmitter and a repeater receiver to pick up messages from Handie Talkies to feed directly into the main mobile transmitter for relay to the studios. Each unit has one five watt Handie Talkie that operates on two transmitting frequencies and one receiving frequency.

The Handie Talkies, primarily used for city street coverage, will be supplemented in Denver by one Porto-Vox transmitter and receiver. The transmitter is a small pocket-contained unit which does not show when inserted on the inside pocket of a suit coat. The microphone attaches to a tie and is about as big around as a silver dollar.

Each mobile unit will be powered by a Portorator, which has been developed by the Portorator Co. of Denver, using the KVOD mobile units as test units.

The equipment was built to the network's specifications by Motorola Inc.

While the present units are the first purchased by the Colorado network from a regular manufacturer, Mr. Cory's stations have been active in mobile broadcasts for the past eight years. The previous units were built by the network's own engineering department, and will now be discarded.

Whether measured by the contest results of WBAL or the live news coverage of Mr. Cory's Colorado network, radio's vital place on the hometown scene is apparent. • • •

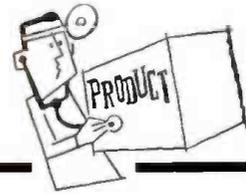


Jim West, WBAL Baltimore disc jockey, turns housewife for a day.

One housewife says the more radios the better. . . . "I live in a large house, so the first thing I do when I get up is turn on the radio in the bedroom. When I go downstairs to fix breakfast I switch on the radio in the kitchen.

"When I do the chores I listen to

commercial clinic



Mogul Commercial Technique

Combines Local Delivery, Recording

Much has been said in the broadcast industry in recent years about the relative merits of canned versus live commercials.

One New York agency, which spends 25% of its total budget on radio, believes it has developed a technique that successfully combines the advantages of both.

Myron A. Mahler, vice president and creative director for air media, Emil Mogul Co., says that his agency has worked out a commercial for its client, Ronzoni, that integrates the warmth and individuality of a live delivery with the efficiency and standardization of the recorded message. This commercial is now being aired on stations in the New England and Atlantic states regions.

Its theme follows from Ronzoni's newest slogan . . . *veramente italiani* (truly Italian) . . . and features an Italian lesson being taught by a recorded voice to a live announcer. Mr. Mahler feels that the recorded section makes use for commercial purposes of a technique already familiar to the public in another context, language-learning through records.

"We don't believe in using gimmicks for their own sake," Mr. Mahler states, "because the sell must always come first. Any gimmick should pertain to the commercial message itself. We like this one because it uses a familiar technique in a new way. The listener doesn't have to concentrate on the approach; he can concentrate on the sales message."

Mr. Mahler prefers the announcer portion live instead of recorded, because it "takes advantage of the personality of the local announcer or disc jockey. The local man can in-

ject his own interpretation into the commercial. It allows him unusual freedom and flexibility within the framework of the sales points.

"As far as we know we are the only ones to adopt this method of integrating the live and the canned commercial," Mr. Mahler asserts. "We believe it is a new commercial technique with many possibilities, because it allows the copy to be adapted to the problems of the individual market by changing the live half of the message. On the other hand, it preserves the aura of authenticity and standardization surrounding the recorded commercial."

"We believe in the importance of researching conditions in local markets and making the best use of local personalities to sell audiences under the commercial conditions prevailing in their area," Mr. Mahler declares. "You can keep abreast of local marketing situations with the recorded commercial by doing a new version every couple of weeks or so. However, it is more economical for the

client and we feel more effective in the long run, to emphasize live messages by a personality the local listeners know and like."

Mr. Mahler points out that promotional tie-ins are more effective when the local performer is running contests, making personal appearances in his own district, etc.

Several versions of the Ronzoni commercial are now being aired. The lesson at the beginning remains standard, but the live commercial at the end varies, lending further flexibility within the same theme, Mr. Mahler believes.

Here is an excerpt of one of the versions now making the rounds:

ANNCR: And now I'm going to take my Italian lesson!

RECORD: Sound...whrrr of phonograph record.

Voice...Repeat these words after me. Veramente... truly!

ANNCR: Veramente...truly!

RECORD: Veramente italiani ...truly Italian!

ANNCR: Veramente italiani ...truly Italian!

RECORD: Perche veramente italiani...Ronzoni Sono Buoni!

ANNCR: Because it's truly Italian-style...Ronzoni is so good!

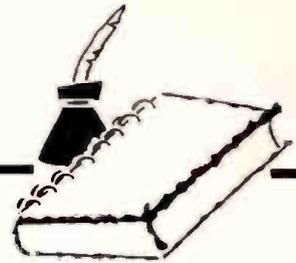
The Mogul agency plans to enlarge on the lesson theme by releasing late this month a follow-up commercial in which the announcer will be teaching the audience the identical Italian lesson. The listeners will be represented by recorded voices responding to live instruction by the announcer. The agency has several other variations on tap for future use. • • •



Myron A. Mahler, vice president of Emil Mogul Co., New York agency.



station log



Bartell's Growth to Six Stations

Attributed to Family Radio Concept

The Bartell Group of six stations looks back on a year of substantial gains, including the addition of WILD Boston and WYDF Birmingham, more certain than ever of the value of its family radio concept.

Before the acquisition of these two stations, the Bartell Group reported a 225 percent gain in revenue for its four stations in 1957 over 1956.

"Advertisers are many and varied, each with his market focus and promotional viewpoint," says Gerald A. Bartell, president of The Bartell Group. "But all agree that a wider audience means greater response, and the development of new markets.

"The family concept," he notes, "eschews audience fragmentation; relies upon enriching audience composition to include all members of the family, wherever they are. Everyone affects sales; therefore all should be contained in the radio audience. The advertiser, then, is reaching his buyers, his potential buyers, and his product endorsers at one and the same time."

Mr. Bartell points out that "with approximately 15 million teenage Americans, 25 million in their twenties, 30 million in their thirties, 35 million in their forties, and 37 million over forty, the purposeful targeting of the mass communication medium upon one population segment appears wasteful to us.

"The most illusive element in the Bartell Group pattern of programming is called family participation. Whatever the feature—suggestions for civic improvement, news tips, bright remarks of youngsters, or a dozen others with which our stations carry on a continuous communication with their audiences—a companionable relationship results."

The Bartell Group now in-

cludes KCBQ San Diego, KRUX Phoenix, WAKE Atlanta, WOKY Milwaukee, WILD and WYDF.

RADIO ACTIVITY

• WIBC Indianapolis went on a 24-hour broadcast schedule when it launched an all-night music show last month. The 1 a.m. to 5 a.m. show uses the Gates "Auto-Trans" record player capable of playing 200 sides, pre-selected. All identifications are on discs.

• All salaried employees of KTFE San Antonio received their share of the station's 1957 profits last month, and the amounts were larger than any in the station's history. Some office workers with high seniority received as much as six weeks extra pay for the year, and department heads averaged four weeks pay.

• When WINE Buffalo, N. Y., began a news promotion offering \$10 in cash for the best news tip of the week, it didn't anticipate the amazing results. Recently a \$15,000 fire was on the air before the firemen had arrived, according to the station. A jet plane crash at Niagara Falls was reported two minutes after the actual crash. When a local bank was robbed, WINE said it bulletined the escape route and aided police in capturing the hold-up men within an hour.

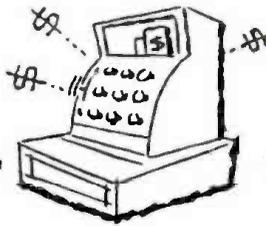
• KFAB Omaha has announced that since it became a full-time NBC network affiliate, local spot announcements are running 89 percent ahead of the same period in 1956, ratings are up 23 percent "in all key time periods." • • •



Talk on newsgathering is given by Paul Rust (center), news director of WQAM Miami, Fla., at a luncheon with local Family Finance Co. managers following the signing of a new 26-week contract for a Monday-through-Saturday strip of the 7:55 a.m. news broadcast.



radio registers



HOME FURNISHINGS STORE

The Sleep Shop placed a one-week trial spot order over KFML, Denver, at a cost of \$37.50. The store reported that through customers who announced they had heard commercials on KFML, \$1,200 was definitely traced to spots. They scheduled a spot campaign again the following week. According to present plans, it will run indefinitely.

AUTOMOBILE DEALERS

Eight Olympia, Washington, automobile dealers, still carrying \$77,000 worth of new 1957 cars — with 1958 models due at the time in less than a month — combined to stage a cooperative sale of stock. They pooled advertising, using newspapers and radio. Stocks completely cleared in six days. Dealers credited radio (100 announcements in one week on KGY) with doing major part of selling job. For future joint used car promotion, appropriation for KGY nearly doubled.

CREDIT JEWELRY CHAIN

Rudolph's Credit Jewelry chain, for a special promotion of sewing machines, tested WJTN, Jamestown, N.Y., against top local newspaper. Rudolph's purchased the best page in the paper and for an equal amount of money purchased a WJTN saturation schedule. At day's end, \$5,000 worth of sewing machines had been sold, with store crediting 60% of sales to radio and 40% to newspaper ad.

USED CAR LOT

Eller Motors of Spokane, Wash., which runs periodic saturation campaigns around pay-day periods (first, last and middle of month), decided on holiday weekend saturation over KGA. Campaign consisted of 10 spots per day Friday, Saturday and Sunday preceding Monday holiday. Spots were aimed at out-of-town and Canadian audiences, with "tell them KGA sent you" pitch. Client reported sale of whopping 37 cars as direct result.

Primary Coverage BOTH Sides of the Rockies

You get primary coverage BOTH sides of the Rockies, reaching 92 percent of Colorado's population, with the four stations of the Colorado Network. Combination rate, one order, one billing.

NO OTHER STATION OR GROUP OFFERS SUCH MASSIVE PENETRATION AT SUCH A LOW COST!

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

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

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS



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

KFAL RADIO | report from RAB

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the SIX County local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS#2.

Excellent avails in most time periods.

Contact—
INDIE SALES, INC.
or

KFAL RADIO Tel: 140C
Fulton, Missouri
900 Kilocycles 1000 Watts

Radio's a Good Buy In All Time Periods, RAB Research Shows

The feeling at RAB these days is that the problem of the prime-time traffic jam may be on the verge of solution.

In the past, most advertisers have scrambled for the 7-9 a.m. and 5-7 p.m. periods—a scramble that has too frequently driven disappointed advertisers to other media. But today, primarily through the vast amounts of research in which broadcasters have invested, advertisers are learning that there is no segment of the broadcast day which can be considered poor in terms of volume of audience delivered. RAB points out.

Advertisers are learning, too, through practical results of non-prime-time purchases, of the changing listening habits of consumers. And today, virtually all broadcasters can define, almost hour by hour, the composition of their audiences.

Broadcasters have at their fingertips information which stretches the advertisers' purchasing power through elimination of meaningless circulation, and which aids them in reaching the most likely prospects for their product or service, the radio organization states.

Pulse Studies

An example of this type of research is the series of *Radio Listening Habits* studies conducted for RAB over the past several years by The Pulse Inc. Examined in great detail in metropolitan markets were the listening habits of the following consumer groups:

Young homemakers (age 25-35 with two or more children under 13), working housewives, single working women, teenage girls, persons 50-65, young men (25-35), male heads of households in the top 15 percent income bracket, professional men, businessmen, engineers and working men.

Typical of the survey discoveries which show that prime-time is not necessarily best for reaching certain audience segments is the fact that more women, by a considerable margin, listen between 10 a.m. and noon on the average day than listen at any time between 7-9 a.m. And, the survey points out, women are the nation's most important consumers. Among working housewives, for example, nearly 36 percent are tuned in during the evening hours.

Interesting also is the revelation that 38 percent of all businessmen who are regular patrons of scheduled airlines listen in the evening after work, and nearly one-fourth are nighttime listeners.

Among engineers, more than 7 out of 10 tune in between work and bedtime, and almost one-third are bedtime listeners. During the afternoon, 37.5 percent of professional men listen regularly, and nearly one-third are nighttime listeners.

Young Men Listen

Young men, potential customers for clothing, sports equipment, hobby accessories and some of the big-ticket items like automobiles, are heavy afternoon and evening listeners. In the afternoon 35.6 percent can be reached; in the evening more than 25 percent.

Nearly 95 percent of all single working women listen during the week, averaging almost five days' exposure to radio. During any average evening, 31.5 percent are at home to the radio message.

Another study—conducted by the A. C. Nielsen Co. in 1957—reveals that non-prime-time audiences can be measured in the millions at any hour of the day. The figures on the home audience alone on any single day are: 9-10 a.m., 7.7 million; 10-11 a.m., 7.9 million; 11-noon, 7.2 million; 2-5 p.m., 7.3 to 5.3 million.

RAB is certain that recent research developments have proved that large numbers of people are tuned in at every hour of the day—and that the era of being able to reach a customer by radio only during four hours of the day is a thing of the past.

Alert advertisers have been capitalizing on this information, and many others are beginning to follow this pattern of timebuying. RAB feels that in the near future media departments will no longer weigh the relative merits of a 3:45 p.m. spot on a certain station against the drawing power of an 8:30 a.m. slot.

The selection of time, RAB believes, will be the responsibility of the radio broadcaster in the same sense that selection of the position of a newspaper ad is usually left to the paper. ● ● ●

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

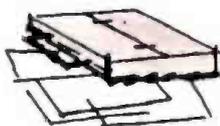







Represented nationally by
 RADIO-TV REPRESENTATIVES, INC.
 • NEW YORK • CHICAGO • BOSTON • SEATTLE
 • ATLANTA • LOS ANGELES • SAN FRANCISCO

report from representatives



Future Adam Young Report The Katz Estimator NBC Spot P.M. Study

What's the big change in radio in the last five years? According to Adam Young Inc.'s updated *Dynamic Change in Radio* report, due soon, in November 1952 no independent station was the leader in its market. Today, the report will state, an independent leads in 22 of the top 25 markets—and in all markets an independent is either first, second or third.

"The many successful 'music and news' radio stations," claims Young's Frank G. Boehm, "have become leaders as a result of top management. They have recognized the change in radio listening patterns . . . and have realized that radio is a constant source of entertainment and information to more people than any other medium."

With what he calls "the new local nature of radio," according to Mr. Boehm, has come the de-emphasis of station coverage. The new Young report will show, he says, the importance of a station concentrating its coverage on its own community.

The report will attempt to show that locally oriented stations alone have rate cards which benefit saturation techniques of the advertiser with a small budget.

Nighttime Study

The recent NBC Radio Spot Sales research project on nighttime radio proves, according to George S. Dietrich, director, that the quality of nighttime audiences is equal to that of morning audiences.

Mr. Dietrich claims that the results of a special Pulse survey show that "the 'inferiority' of the quality of the nighttime radio audience is now nothing more than an exploded myth."

The survey involved a total of 1,620 interviews in New York, Chicago and San Francisco. Listeners were compared as to socio-economic level, automobile ownership, tv ownership, age, education, and size of families.

The results show a "remarkable consistency" between the quality of morning (6-9 a.m.) and nighttime (7-10 p.m.) audiences from market to market.

As a result of the survey, Mr. Dietrich comments, "sponsors who previously held off buying evening radio time can

now plan their campaigns with the certainty that the nighttime audience consists of people of the same economic level, education and family status as daytime listeners."

Spot Radio Estimator

The Katz Agency's new Spot Radio Budget Estimator, "a tool for estimating costs of spot radio advertising campaigns in up to 150 markets," provides time-buyers with a tool enabling them to estimate rapidly budgets for any group or cumulative grouping of stations, according to the representative firm.

The estimator ranks markets, according to Katz, in order of the largest daytime weekly circulation available in each market, based on NCS #2. These rates tend to reflect, in most cases, the highest cost station, the firm states.

The development of the estimator was undertaken by the Katz research-promotion department under the supervision of Dan Denenholz.

SRA Standard Form

The board of directors of SRA has adopted the new standard form designed to confirm broadcast orders and to serve as the contract between station and agency (*December U. S. RADIO*).

The form eliminates the necessity for an advertising agency to issue a separate formal contract. The action of the board was approved by the membership of the association at its annual meeting last month.

The Committee on Broadcast Media of the AAAA has also approved the idea of the new form, and SRA hopes that all station representatives, SRA members or not, will adopt it.

The association also re-elected Frank M. Headley, president of H-R Representatives, as president; H. Preston Peters, president of Peters, Griffin, Woodward Inc., vice president; Eugene Katz, president of The Katz Agency, treasurer; and elected Richard O'Connell, president of Richard O'Connell Inc., secretary.

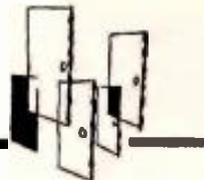
Elected to the board of directors were: Joseph J. Weed, president of Weed & Co.; Lewis H. Avery, president of Avery-Knodel Inc., and Robert Meeker, president of the Meeker Co. • • •

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 agencies



COMES TO SPRINGFIELD

Fun RADIO for people of all ages, not just teenagers!

WTXL

SPRINGFIELD, MASS.

Music and News

24 Hours A Day

Represented By:

The Walker Co.

New York Boston Chicago



GOING WEST?

Have a good time-buy!

If you plan to advertise throughout the big wide West... send your sales message to KOA-RADIO, the only station you need to reach and sell the entire rich Western Market!

With the welcome 50,000 watt voice of KOA-RADIO, your sales message is sold to 4 million people in 302 counties of 12 states!

Represented by:
Henry J. Christal Co., Inc.



KOA Radio

DENVER

One of America's great radio stations

50,000 Watts

850 Kc

Mathes Expects to Double

Radio Billings in 1958

J. M. Mathes Inc., New York, expects to bill two to three times more radio in 1958 than in 1957, according to Read Wight, vice president in charge of radio-tv.

"It looks as though the lull is off the peach in business. Most people are anticipating some kind of decline in 1958. The last thing in my opinion that will lose out in advertising will be radio. More and more companies will move to radio because of its lower cost and greater frequency."

A great many clients have been using radio as a supplemental medium, Mr. Wight states. They have emphasized spot over network because they could pick and choose individual markets where their sales needed radio for a shot in the arm.

Richard Jackson, associate director, radio-tv, believes that spot radio has been successful in recent years because it has fit both the pocketbook and advertising needs of the thousands of clients with local and regional distribution, and provided a supplemental outlet for national clients.

"Now network programming is becoming more flexible, and you can buy more cities at less cost," Mr. Jackson says.

"I would like to be using more network radio. The big challenge to the networks is whether they can regenerate by using the techniques that local radio has employed so successfully."

Mr. Jackson believes that radio's future lies in its development as an "intimate, companionable medium. Radio is a friend that people can take with them wherever they go. Men, women and children can do many other things while listening to the radio. The big business being done in small, transistor radios shows that people are literally carrying radio around with them."

Mr. Jackson feels that radio should continue to expand its own "personality," to do the things it can do well.

"What radio can do better is talk to the listener as one friend to another. I would like to see many programs like Jack Birch's on the air. We call them comfort shows. In these times of uneasiness and tension, people want to be reassured and soothed. This is the kind of programming radio can do best," according to Mr. Jackson.

BBDO Elects Brower

One of radio's biggest customers has a new chief. Charles H. Brower has been elected to succeed Bernard C. Dully as president and chairman of the executive committee of Batten, Barton, Durstine & Osborn. The agency spent \$11 million in radio in 1957.

Mr. Brower has been acting president since his election as general manager in 1957. Mr. Dully will serve as vice chair-

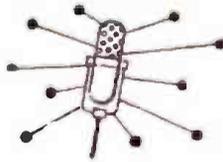


President Charles H. Brower.

man of the board and vice chairman of the executive committee.

With the agency since 1928, Mr. Brower worked his way up from copywriter, to copy supervisor, to head creative man before he was elected a vice president in 1940 and executive vice president in 1946. • • •

report from networks



Mutual Fm Stations

NBC, ABN Sales

CBS Masland Purchase

Mutual's reasons for entering into fm station ownership are threefold: to upgrade the sound of its am signals, to provide a means for the network to acquire additional affiliates and to improve affiliate service.

By using fm outlets as service stations, Mutual affiliates not in metropolitan centers—and forced to use lesser quality Class C lines—will be provided with high quality service.

Via fm stations located in key "pocket areas," MBS will use multiplex sideband transmission from its own or affiliated fm stations. Many independent stations, now prohibited from receiving network service due to their locations, will be able to affiliate with MBS.

Mutual intends to obtain the FCC maximum of seven fm licenses. The network has filed application for an fm license in San Francisco and six others are in the process of negotiation, either for purchase of existing facilities or for application for new license grants.

"It's a complete turnabout for fm," says MBS president, Paul Roberts, a medium which has long acted "the sad sister role to am."

In a year-end statement, Mr. Roberts says that "no longer do radio men quail at the thought of bucking tv. Radio men are doing things radio does best—on the scene news breaks, overseas circuitry, specialized programming (particularly for the nation's 40-million autos equipped with radios), anything and everything electronic.

"Radio men now realize that a microphone is much simpler and easier to tote into well nigh inaccessible places than a camera—and much, much less costly."

New NBC Orders

During December, NBC reports, 18 advertisers placed new orders on NBC Radio. Among the larger purchases

were: Pabst Beer, for 52 weeks, \$756,000; RCA Appliances Division, \$285,000; RCA Records, \$14,000; Q-Tips, \$111,000.

Also Purolator Products, \$68,000; United Insurance Companies of America, \$68,000; A. M. Karagheisian Rugs, \$53,000; and Slenderella, \$26,000.

Among the renewals were Brown and Williamson, which took one-quarter sponsorship of *News on the Hour* for \$1,050,000.

Masland on CBS

C. H. Masland & Sons, Carlisle, Pa., manufacturer of rugs and carpets, has contracted with CBS for a unique four-week saturation campaign climaxing in a two-hour network special on Sunday, May 4.

Called "history's biggest use of network radio by a home furnishings concern," the purchase includes 81 of the network's five-minute "Impact" segments and the big-budget, big-name production.

John Karol, CBS vice president in charge of network sales, told the Masland people that they had "timed (the) buy of network radio just right." Mr. Karol added that "the volume of our network's five-minute "Impact" segments is . . . 57 percent ahead of the previous year. All indications point to continuance of the upward trend."

Also at CBS, Charles Pfizer & Co.'s *Candettes* throat lozenges, marking its debut on network radio, has purchased eight weekly 7½-minute units of daytime drama and four weekly "Impact" segments for 12 weeks. The new business, worth \$300,000 to CBS, was purchased through Dowd, Redfield & Johnstone.

Philco Returns to ABN

Philco Corp. of Philadelphia returns to network radio with its five segments weekly of the *Breakfast Club*. The sponsorship will be part of a comprehensive sales promotional program covering its full line of consumer products. The company had sponsored the Don McNeill show for nine years until March 1955. • • •

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

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 homes in Topeka's 11-county market is only 18¢. Let your George P. Hollingbery man show you how WREN measures up on quality of audience, size of audience, and cost of audience!



5000 WATTS
TOPEKA, KANSAS

WREN

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

SPECIALIZED NEGRO
PROGRAMMING

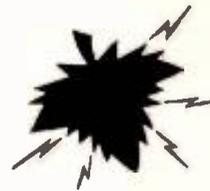
With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600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

1,000 W. 1590 KC.
KPRS
KANSAS-CITY, MISSOURI

For availabilities call Humboldt 4-3100

Represented Nationally by—
John E. Pearson Company

report from Canada



Elliott-Haynes Defines Rating Technique: Telephone Coincidental

(Last month this column reported on the mail balloting method of the Bureau of Broadcast Measurement. Below, the second in a series on Canadian rating systems.)



Myles Leckie, vice president of Elliott-Haynes Ltd., in Canada.

Elliott-Haynes Ltd., which established the first regular measurement of Canadian radio audiences in 1910, uses the coincidental telephone method exclusively in 46 markets across Canada.

According to Myles Leckie, vice president, Elliott-Haynes prefers this method for the following reasons:

- Coincidental telephoning is accurate—it measures the radio audience as it is assembled, listening to the program. It is direct, speaking to the respondents, and is able to weed out the bias of children or pranksters. It is conservative and gives credit to a station or program only when it is being listened to, not when it is "usually" listened to.

- Telephoning is fast. Elliott-Haynes surveys are usually published within one week after the field work has been completed. This gives the radio station or advertiser a chance to rectify a poor program situation without waiting for several weeks, or even months to receive the information.

- Coincidental calling is economical. Elliott-Haynes surveys provide monthly, bi-monthly or quarterly surveys for 113 Canadian radio stations, cost most subscribers less than annual or semi-annual studies by mail balloting.

In the telephone technique, Mr. Leckie says, numbers are taken from the phone book in the order they appear, at random. The sample does not depend on respondents' choice in answering.

Elliott-Haynes representatives use a sample of 400 to 500 calls in highly competitive markets like Montreal, Toronto and Vancouver. In other markets, where there are just two or three competing stations, a telephone sample of 300 to 400 calls is enough for accuracy, Mr. Leckie asserts.

Elliott-Haynes interviewers operate during two weeks in each month. During one week data is gathered continu-

ously on all radio broadcasts from 9 a.m. to 6 p.m. for the daytime reports. During another week, data is gathered continuously on all programs from 6 p.m. to 10 p.m. (until 10:30 p.m. where national network programs are scheduled) for the evening report.

In basic centers both commercial and sustaining radio broadcast periods are covered throughout the six weekdays and during the seven evenings of the survey weeks.

In alternating centers only selected broadcast periods are surveyed unless special arrangements are made to have additional time periods covered.

In order to assure adequacy of sample, the number of calls per hour is varied in consideration of the sets-in-use at the time, length of program and number of competing stations. Elliott-Haynes, Mr. Leckie says, continually conducts tests to determine that the number of calls made on programs in a given city is reliable, accurate and gives stable rating information.

To insure accuracy of information and the honesty of the interviewers, a re-check call is made on every tenth call reported by the telephone interviewers. The supervisor in each city conducts this re-call after being supplied with the telephone numbers which have been coded as original data. These check-calls are made a week later than the original call, and the interviewee is asked whether he remembers if he had his radio set tuned in when the interviewer called originally.

The actual rating is obtained by multiplying the sets-in-use for a program by the percentage of listeners for that program. • • •

portant prestige factor to the stations that carry them.

"It was not merely a fortuitous development that CBS Radio was able to announce such spectacular sales in 1957 as the *Ford Road Show*—the year's most significant single advertising development which directed new attention to network radio.

"I want to make it clear, however, that in re-affirming our 1957 approach, we propose to remain flexible and to experiment freely. We are confident that good programs will continue to result in important new business. The barometer for 1958, based on the achievements of 1957 and our plans for the New Year, is a promising one."

Mr. Roberts states, "These are the days when most radio savants are suddenly discovering the 'resurgence' in radio. To that philosophy I wholeheartedly disagree. My philosophy is that these are the days when radio men are actually realizing the potent communications weapon they've always had in the palms of their collective hands.

"For radio has consistently proved itself to be the mass communications medium—with station and network advertising revenues demonstrating this fact after radio set sales two years ago began outstripping tv sales.

"It was to this end that we, following the advice of our Mutual Affiliates Advisory Committee, re-adjusted our station relations contracts to the one now in effect: i.e., news on the hour and half-hour seven days weekly with a minimum number of option hours.

"In other words, we actually make the Mutual Broadcasting System a service group for its affiliates rather than subjugating stations' wishes to network demands.

"And now to implement and highlight our service-to-stations theme we have embarked on a revolutionary new method for providing such service. We have already filed for an fm license in San Francisco and ultimately will have seven owned stations.

"These stations will be used for multiplex transmission of hi-fi MBS programming into areas where avail-

able AT&T lines are not up to quality standards.

"Ultimately we will supplement our thousands of miles of class A line service with an 80-station group of fm units spotted strategically throughout the country."

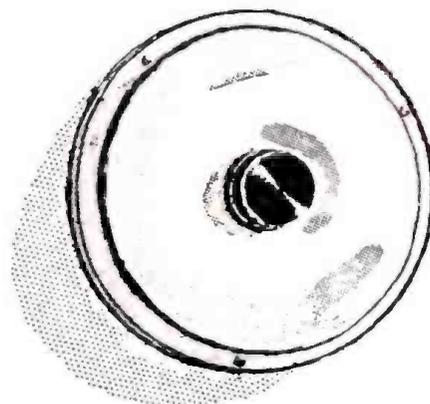
Mr. Fellows asks and then answers, "What lies ahead for radio in 1958? It best can be summarized with one word—service.

"Service to the people who tune in for information, for entertain-

ment, or merely the relaxation of background music.

"Service to the merchant who uses it to promote his wares. Service to the consumer who learns of products which meet his needs. Service to the manufacturer who is able to maintain his employment schedule because the public is aware of the quality of his products and therefore buys them.

"Service also to the community builders and civic planners." • • •



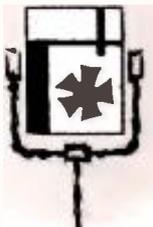
Pulse rings doorbells



... interviews families in their homes

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

...



* U.S. RADIO

for the buyers and sellers of
radio advertising

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

ISSUED MONTHLY

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

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

radio ratings



Hooper's Frank Stisser Comments on Problems Caused by Promotion

C. F. Hooper Inc. has revealed plans for getting a more accurate listener count—in the light of recent hassles over station promotion.

Starting this month, the measurement firm will request that, when accepting an order for one or two surveys a year, a *season* will be measured—not specific weeks. "And no station," discloses Frank G. Stisser, Jr., president of Hooper, "will know when they are being surveyed."

Station Replies

The controversy started with the omission of two Omaha stations and one San Antonio outlet from Hooper's October-November reports. This brought a sharp reply from Charles W. Balthrope, president of KTFE, the San Antonio station.

Mr. Balthrope feels that "the Hooper people seem to say that ratings may be hypoed if they're hypoed the way Hooper says they should be hypoed." He claims that in the recent KTFE promotion "we clearly identify ourselves as calling our listeners and offering them a prize.

"We do not attempt to confuse listeners by saying we are a survey. We say: 'When KTFE calls you may win a prize.' Had we been guilty of saying: 'When the voice on the telephone asks if you are listening to your radio, be sure you say KTFE because you may win a big prize'—I would agree that . . . we were trying to distort figures."

Hooper's Philosophy

Hooper's philosophy in the matter is expressed by Mr. Stisser: "Promotion by radio stations," he tells U. S. RADIO "is a problem for all rating services. We feel our job is to report audiences as accurately as possible.

"If a station runs a promotion whereby it makes it impossible for us to determine if a respondent we might call is listening or simply giving a station identification in order to win a prize—



Frank G. Stisser, president of
C. E. Hooper Inc., ratings firm.

then we cannot accurately determine the audience.

"There are all kinds of promotion," continues Mr. Stisser. "The kind aimed at getting people to listen to a station's programming is common, and we certainly cannot condemn such a thing."

60-Market Survey

To adequately measure the radio audience, Hooper publishes a continuing survey each month in about 60 markets.

Mr. Stisser explains its values: "By surveying one week, once a month, an atypical result brought on by a promotion campaign averages out. A report is not *wrong* in an atypical period. It is an accurate reflection of who is listening."

Nielsen in Europe

Nielsen House, A. C. Nielsen Co.'s new European headquarters at Oxford, England, was officially dedicated in a series of meetings last month.

Lord Heyworth, chairman of Unilever Limited, Nielsen's largest client in the world, presided at the ceremonies.

In a talk to the gathering, A.C. Nielsen Sr. expressed the view that, despite its recent rapid growth, the profession of marketing research is still in its infancy, and he predicted substantial further growth in the years to come.

• • •



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

names and faces



Noting the Changes Among

The People of the Industry

STATIONS

RALPH L. VILASS, general manager of WIND Chicago since 1956, named Chicago vice president for Westinghouse Broadcasting Co.

LYFII BREMSER and RAYMOND H. SAWYER elected vice presidents of KFAB Omaha. Mr. Bremser continues as general manager of KFAB.

MELVIN C. GREEN, formerly treasurer of Bimer stations, now general manager of WWRI West Warwick, R. I.

LARRY JONES, formerly with WPOP Hartford, Conn., appointed manager of WDEF Westfield, Mass.

KEN MCKENDREE promoted to assistant general manager of WRI, Bradenton, Fla., and FRANK BURKARD to assistant sales manager. Mr. McKendree continues as sales manager.

G. (DAN) POAG, formerly in sales department of WDIA Memphis, joins WLOK Memphis as an account executive.

CHARLES A. BUTTS, with WBZ Boston as an account executive since 1955, appointed supervisor of sales for WBZ FM.

WAYNE DOUGLAS, former sales manager of KOCA Kilgore, Tex., named national regional sales manager of KEFP Twin Falls, Ida.

JOHN F. BOX JR., recently appointed executive vice president in charge of the Balaban Radio Stations, has his headquarters in St. Louis where he is managing director of WIL.

HARLEY LUCAS, station manager of WCUE Akron, and JOHN CROHAN, station manager of WICE Providence, promoted to vice presidents by the board of directors of the Elliot Stations.

ROBERT TOWNSEND, who performs on various radio stations as Rob Randall, appointed program director of KRIZ Phoenix.

AGENCIES

PAUL E. NEWMAN and C. M. ROHRBAUGH elected executive vice presidents of the Kudner Agency. Also DONALD GIBBS, a member of the board of directors, was elected a vice president. Mr. Newman and J. W. MILLARD, vice president and account manager, were elected to the executive committee.

LESLIE F. CHITTY, manager of the Toronto office of BBDO, elected a vice president of the agency; and WILLIAM R. GILLEN, a vice president, appointed manager of the agency's Chicago office. WILLIAM PITTS, an account executive since 1951, named vice president in charge of creative services.

ELDON SULLIVAN, previously with the Robert Orr Division of Fuller & Smith & Ross, has joined Cunningham & Walsh as vice president and account executive.

ROBERT A. NEUSER, formerly with Roy S. Durstine Inc., has joined Hilton and Riggio Inc. as vice president and account executive.

BANKS WANAMAKER named national sales director and HOLLY MOYER named local sales manager of KVOD Denver.

NETWORKS

NORMAN J. OSTBY, formerly vice president in charge of station relations for the Don Lee Broadcasting System, has joined MBS as general manager of its West Coast division.

ROBERT J. SULLIVAN, former advertising manager of WOR New York, appointed manager of audience promotion and merchandising for CBS Radio.

REPRESENTATIVES

F. A. "MIKE" WURSTER has moved from the New York office of the John E. Pearson Co. to manager of the San Francisco branch.

IRVING G. KIRK appointed controller of Adam Young Inc. He had been accountant in charge of bookkeeping and billing since 1951.

LEE M. VANDEN HANDEL, former director of broadcast media with Force Inc., Paterson, N. J., has joined Peters, Grillm, Woodward Inc., as an account executive.

ARTHUR O'CONNOR has joined the New York office of Devney Inc. He was last with Foote, Cone & Belding.

INDUSTRY-WIDE

WILLIAM E. PIERSON, an accountant of WBKB Chicago, named secretary-treasurer of the Broadcasters' Promotion Assn.

BOB MORRIS, a founder of Broadcast Advertisers Reports Inc., elected president of the firm. PHIL EDWARDS, retiring president, elected publisher and chairman of the executive committee.

DAN POTTER promoted from director of broadcast media of Norman, Craig & Kummel Inc., to head new corporate media planning and analysis department. Also GLADYS YORK appointed chief timebuyer.

MARK BYRNE, a vice president, appointed director of media of the William Esty Co.

WALTER A. LAWRENCE, former vice president in charge of the Chicago office of Kenyon & Eckhardt, has joined Guild, Bascom & Bonfigli Inc. as account executive. He will operate from the agency's San Francisco office.

FRANK R. McMANN, previously with the Institute for Motivational Research, appointed a research associate by the Emil Mogul Co.

GILFORD BOTWAY, previously with Dancer, Fitzgerald & Sample, joins Ogilvy, Benson & Mather as a member of the media department.



Morris



Gillen



Chitty



Poag



Sawyer



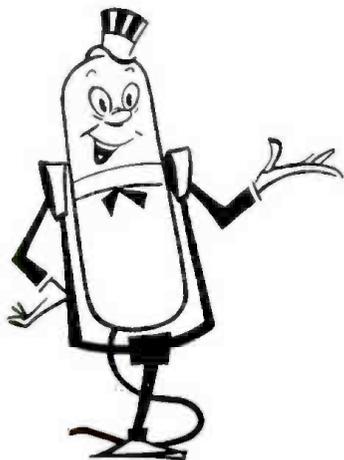
Bremser



Kirk



Box



U.S. RADIO...

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

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

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

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

The Only Magazine Devoted 100% To Radio Advertising

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

U.S. RADIO

SUBSCRIPTION

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

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

1 YEAR \$3 2 YEARS \$5

Name _____ Title _____

Firm _____

Address _____

City _____

Mail magazines to _____

PLEASE BILL PAYMENT ENCLOSED

EDITORIAL



... the long-range view

A NEW COMPETITIVENESS

Radio is entering a new era of competitive growth. Never before have advertisers, large and small, turned to the senior air medium with such basic assurance that radio can do the productive sales job.

A large share of this issue is devoted to predictions for the year ahead. The gains already made by radio and those expected indicate undeniable health of the industry.

For 1958, radio revenue is expected to reach the new high of \$700 million. (See *Outlook '58, Part I and Part II.*) Last year gross radio billings were \$643 million; the year before, \$570 million. In addition, the top 15 pre-tv advertisers are back in the fold, making radio's upswing all the more significant.

While these gains are impressive, it is only the beginning—if radio men want it to be so. With all segments of the industry now showing billing rises, a new competitiveness has been spawned within radio.

RADIO THE MASS MEDIUM

The heightened selling job that is being accomplished by all elements within the industry is due to the tremendous value which today's *total* radio offers an advertiser.

For the national buyer of time, spot and network offer countless avenues for nation-wide product promotion. Whether used separately or in combination, radio provides the flexibility, selectivity and total audience to reach any part—or all—of the country at any given time of the broadcast day.

This stepped-up intra-industry selling has prompted new gains for each segment of the radio business. The positive values of making one's own operation more competitive are not only laudable, but the life-blood of any business. Yet there is a need for concern that the financial return is not predicated on the short-run view.

The vast energy with which many radio men are competing against each other has some overall limiting factors. The offices of advertisers and agencies continue to be the scenes of pitched battles for business by the competitive segments of broadcasters. This is a part of any industry. But if radio as the mass medium is going to account for an increasingly larger share of the ad dollar, it is going to have to do some long-range thinking.

Advertisers and agencies are re-evaluating their use of all media with an eye toward greater use of radio. Who should point up this trend toward use of *total* radio if not the broadcasters themselves, nationally and locally? With radio's great flexibility and efficiency, there should be no dollar spent on other media that shouldn't be re-counted with an eye towards greater *total* radio use.

AMMUNITION NEEDED

At present adequate measurement of the many aspects of radio is lacking.

It's to the benefit of advertising agencies and broadcasters alike to take up the initiative and to see to it that more is learned about today's radio. Dr. E. L. Deckinger, vice president in charge of media strategy, at Grey Advertising Inc., New York, in this issue sets forth a challenge in gauging radio's total impact (see p. 33).

He wants to know when was the last time radio commercial recall factors were measured? Where are the Videotowns and the Hofstra studies for radio? Where are the qualitative radio program analyses? Where are the radio-versus-other media studies?

If anything demands priority consideration by buyers and sellers of radio for the year ahead, it is that more qualitative research ammunition is provided.

K-JOE

DOES



IT AGAIN!

NO. 1 RADIO BUY IN SHREVEPORT

PROVED BY HOOPER*—OCTOBER, 1957

MONDAY THRU FRIDAY

7:00 A. M. - 12:00 NOON

12:00 NOON - 6:00 P. M.



FOR LOWEST COST PER THOUSAND
K-JOE

7483 KILBOURNE
SHREVEPORT, LOUISIANA

***SUBSTANTIATED
BY PULSE**

REPS: *National* FORJOE & COMPANY
Southern CLARKE BROWN CO.



Pittsburgh's Golden Triangle as viewed from Mt. Washington

KDKA has reached new heights
in Pittsburgh . . . and we mean the middle of Pittsburgh—

Allegheny County, that is!

The latest *Metropolitan Pittsburgh PULSE** shows KDKA first in 383 out of 496 quarter hours surveyed. That's almost three times as good as the figures for the same period last year!

And in the *Greater Pittsburgh PULSE** (15 counties), KDKA rated No. 1 in an amazing 489 out of 496 quarter hours . . . a cool 98.6%!

Whether you want to reach the heart of Pittsburgh or the equally rich market that surrounds it, these figures prove that KDKA is the *one sure way* to do it effectively at low cost. For availabilities, call Don Trageser, KDKA Sales Manager (EXpress 1-3000, Pittsburgh), or your PGW "Colonel".

In Pittsburgh, no selling campaign
is complete without the
WBC station . . .

*PULSE—Aug.—Sept. 1957

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



RADIO
BOSTON, WBE & WBA
PITTSBURGH, KDKA
CLEVELAND, EXW
FORT WAYNE, WOWO
CHICAGO, WND
PORTLAND, EEE
TELEVISION
BOSTON, WBE-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, EXW-TV
SAN FRANCISCO, KNE

WBE-TV represented by AM Radio Sales
WJZ-TV represented by Bain-TV
KNE represented by The Ediz Agency, Inc.
All other WBC stations represented by
Felix, Griffin, Woodward, Inc.

KDKA  **Radio**
50,000 watts Clear Channel