



**I'm Joe Floyd
... THEY SAY I'M A
HELLUVA SALESMAN!**

That's because I like to give the advertiser a run for his money—always have! Like creating a whole new empire of customers—**KEL-O-LAND**—more than a million strong, with over \$1,220,150,000 in annual retail sales. Read that number again, please. It's not a misprint. It's the actual proved buying power of a market reached completely by just one selling force . . . **KELO-TV** and its boosters, **KDLO-TV** and **KPLO-TV**.

CBS • ABC • NBC

KEL-O-LAND		
KELO TV	SIoux FALLS	11
KDLO TV	ABERDEEN HURON WATERTOWN	3
KPLO TV	PERMI WINNER CHAMBERLAIN	6

General Offices, Sioux Falls, S. D.

JOE FLOYD, President

Evans Nord, Gen. Mgr.,

Larry Bentson, V.P.

REPRESENTED BY H-R

In Minneapolis: Bulmer & Johnson, Inc.

. . . and **KEL-O-LAND'S**
new, big radio voice is

KE O RADIO

1,032-ft. Tower—13,600-watt Power Eqv.

STATIONS CONTINUED

POP DJ CONVENTION AGENDA SET

Program executives and disc jockeys from practically every state are expected to attend the first annual Pop Music Disc Jockey Convention March 7-9 at the Muehlebach Hotel, Kansas City. Todd Storz, president of Storz Stations and originator of the idea, said "the greatest galaxy of stars ever assembled" will perform at the Saturday night show, high spot of the meeting.

Storz Stations are sponsoring the convention with Bill Stewart, Storz executive, as convention coordinator. Space in the Muehlebach has been exhausted and the overflow is being taken by the Phillips Hotel, across the street.

Mayor H. Roe Bartle of Kansas City proclaimed March 7-9 as "Kansas City Salutes the American Disc Jockey Days."

A cocktail party, with Storz Stations as host, will open the convention Friday evening. Program events start with a breakfast meeting at which Mr. Storz will welcome delegates and Mayor Bartle will speak. Martin Block, WABC New York, is opening speaker at the Saturday morning business session.

The program includes a discussion of rating services by leading figures in the rating field. Gordon McLendon, president of the McLendon Stations, will discuss "The Revolution in Radio." An advertiser-time-buyer panel includes Adam Young, president of Adam Young Inc., and Wells Barnett, John Blair & Co.

Record companies will be hosts at breakfast, luncheon and dinner sessions.

The agenda follows:

SATURDAY

Breakfast, welcoming remarks, Todd Storz, president Storz Stations; H. Rowe Bartle, mayor, Kansas City; "The First 25 Years Are the Hardest," Martin Block, WABC New York; panel, "Are Today's Rating Services Obsolete?" Frank Stisser, president, C. E. Hooper Co.; Dr. Sydney Roslow, president, Pulse, Inc.; Lawrence Reilly, vice president, Trendex, Inc.; panel, "The Program Director—Friend or Foe?" Eddie Clarke, program director, WHB Kansas City; Don Keyes, program director, McLendon Stations; Ray Katz, program director, WMGM New York; panel, "Is Rock and Roll a Bad Influence on Today's Teen-Agers?" Reed Farrel!, KWK St. Louis; Robin Seymour, WKMH Detroit; Bob E. Lloyd, WHEC Rochester.

Luncheon, Mitch Miller, Columbia Records, "The Great Abdication"; "What I Look for in a Prospective D.J.," G. W. Armstrong, vice president-general manager, WHB Kansas City; "The Ingredients in Today's 'Formula' Radio," Harold Kreistein, president, Plough Stations; John Box, vice president-general manager, WIL St. Louis; J. Elroy McCaw, president, WINS New York; panel, "Increasing Income and Prestige Through Related Outside Activities," Tom Edwards, WERE Cleveland; Bill Bennett, WDGW Minneapolis; Paul Berlin, KNUZ Houston; panel, "Interviews on the Air—Good or Bad?" Varner Paulsen, program director, WIP Philadelphia; Bob DeBardelaben, program director, WLEE Richmond, Va.; Jack Rowzie, WWDC Washington; panel, "Is the Main Requisite of the Deejay Today the Ability to Count Up to 40?" Jack Lacey, WINS New York; Stan Dale, WAIT Chicago; Bob Cooper, KGO San Francisco; panel, "Can Album Music Bring the Deejay Listeners?" Norman Wain, WDOK Cleveland; Ira Cooke, KMPC Hollywood; Phil Ladd, CHUM Toronto; panel, "Are National Trade Paper Music Surveys Current? Accurate?" Bob Austin, Cash Box publication; Herm Schoenfeld, Variety; Bud Fosket, Billboard.

Cocktail party, host, Morris Levy, Roulette Records; banquet, host, Randy Woods, Dot Records; "The Dream Show," emceed by Martin Block, featuring:

Tony Bennett, The Four Lads, Eileen Rodgers, Columbia Records; Lavern Baker, Atlantic Records; Don Rondo, Jubilee Records; Andy Williams, Cadence Records; Roger Williams, Kapp Records; Hollywood Flames, Ebb Records; Jim Reeves, Eddy Arnold, Homer and Jethroe, Lou Monte, RCA Victor Records; Dale Wright, Fraternity Records; Royal Teens, George Hamilton IV, ABC-Paramount Records; Hilltoppers, Johnny Maddox, Nick Todd, Dot Records; Ken Copeland, Lin Records;

Kendall Sisters, Argo Records; Sonny James, Capitol Records; Frankie Vaughn, Epic Records; The Crew Cuts, The Diamonds, Jim Eddy, Mercury Records.

SUNDAY

Breakfast, host: Art Talmadge, Mercury Records; "The Revolution in Radio," Gordon McLendon, president, McLendon Stations; panel, "What the Deejay Can Do for the National Advertiser at the Local Level; and What the Timebuyer Looks for in Buying a Market," Adam Young, president, Adam Young, Inc.; Wells Barnett, stations operations manager, John Blair Co.; panel, "Has the Tv Jockey Hurt or Helped the Radio Jockey?," Ed Bonner, KXOK St. Louis; Paul Flanagan, WPTR Albany; Bob (Coffeehead) Larsen, WEMP Milwaukee; panel, "How Can the Deejay Maintain His Individuality Within the Framework of Conformity Required by Management?" Don Bell, KIOA Des Moines; Gene Plumstead, national program director, Plough Stations; Chuck Blore, program director, KFWB Hollywood; panel, "Where Is the Dividing Line Between Country Music, Rock and Roll, and Pop?" Bill Gavlin, McCann-Erickson (music programmer of Lucky Lager Time 43 station network); Bob Sadoff, music coordinator, NBC; Connie Gay, president, Town & Country Network; panel, "New Programming Ideas," Barry Kaye, WAMP Pittsburgh; Martin Block, WABC New York; Jake Embry, executive vice president, WITB Baltimore.

Shurick Asks Defense Of Tv Rate Stability

Tv ought to be sold in terms of "supremacy as a marketing force," not through relaxation of rate structures, warned Edward P. Shurick, executive vice president, Blair-Tv, at the opening session of a sales conference in New York by the station representative firm.

Mr. Shurick told Blair-Tv sales managers that "our selling must be aggressive in defending the stability of rates in each of our markets." The two-day program—first annual sales meeting of the firm—on Feb. 21-22 included six sessions and was attended by managers from all of Blair's 10 offices. Guest speakers were Frank Coulter, associate media director, Young & Rubicam; George Blechta, vice president, A. C. Nielsen Co., and Lee Rich, vice president of Benton & Bowles. President John Blair found that "under current conditions, spot tv is in an extremely fortunate position," noting that conditions in the lines of business from which tv draws most of its dollar volume are highly favorable for continued increases in the use of spot tv this year.

A special sales and business analysis of each market in which the firm represents a station was led by the station-specialist in the New York office. Arthur H. McCoy, executive vice president of John Blair & Co., radio station representative, outlined trends in spot radio, discussing modern radio programming techniques.

After the meetings, Mr. Shurick reported that the firm's managers agree that "in most of our markets, spot tv should reach substantially greater volume this year than ever before." He said 11 new advertisers on 18 stations now are using the Blair-Tv Test Market Plan.

Attending from Blair-Tv's branch offices: Bruce Pattyson, Boston; Jack Davis, Harry Smart and Arthur Stringer, Chicago; Steve Beard, Dallas; Gabe Dype, Detroit; Harry Cummings, Jacksonville; David Lundy, Los Angeles; Richard Quigley, St. Louis; Lindsey Spight, San Francisco, and John Burr, Seattle. From New York were Messrs. Blair