



U.S.

RADIO

RADIO-ACTIVE 1957

The Real Heyday

Here!

page 23

Transistor Boom

Accounts for 37%

Net Sales

page 25

TECH-NUT Will Up

1,000,000 Budget

While Flavor Lasts

page 27

OMETOWN, U.S.A.

Local Promotion

Gets Community Pace

page 43



William L. Wernicke

Clears up Problems

in Sinclair's 5 Second

Spot Campaign

page 54

it takes all kinds and NBC RADIO reaches all kinds

Some folks like music; others like drama. People have different tastes in clothing, in food, in listening, too. To sell them all, you must reach them through the programs they respond to.

NBC Radio's varied programming offers you every kind of listener.

* The lady of the house who enjoys soap operas can find them on NBC Radio dramas like *MY TRUE STORY* and *ONE MAN'S FAMILY*.

* The housewife who eases her daily chores with live pop music tunes in NBC Radio's *BANDSTAND*.

* The men and women who follow world events keep

posted with NBC Radio's *NEWS ON THE HOUR*... and the more thoughtful listen to *LIFE AND THE WORLD* and other analytical programs.

* Weekenders, relaxing at home and at the wheel, enjoy variety on *MONITOR*.

NBC Radio's varied programming makes sure your commercials are heard more times by more different people. For a saturation buy that covers every segment of your market, nothing matches the effectiveness and economy of NBC Radio where more people hear your sales messages more times.

People are different. But with all their differences they can still have one thing in common—your product...when you use

NBC RADIO



Only **YANKEE** serves all of New England

and these are the 31 home-town affiliates of the Yankee Network who currently carry the largest volume of Yankee Network radio advertising in its 30 years of operation.

Augusta, Maine	WFAU	Manchester, N. H.	WGIR
Bangor, Maine	WABI	New Bedford, Mass.	WNBH
Biddeford, Maine	WIDE	New London, Conn.	WNLC
Boston, Mass.	WNAC	Pittsfield, Mass.	WBRK
Bridgeport, Conn.	WNAB	Portland, Maine	WPOR
Concord, N. H.	WKXL	Presque Isle, Maine	WAGM
Fall River, Mass.	WALE	Providence, R. I.	WEAN
Fitchburg, Mass.	WEIM	Rutland, Vermont	WSYB
Greenfield, Mass.	WHAJ	St. Albans, Vermont	WWSR
Hartford, Conn.	WPOP	Springfield, Mass.	WMAS
Houlton, Maine	WABM	Torrington, Conn.	WTOR
Hyannis, Mass.	WOCB	Ware, Mass.	WARE
Keene, N. H.	WKNE	Waterbury, Conn.	WWCO
Lewiston, Maine	WCOU	Waterbury, Vermont	WDEV
Lowell, Mass.	WLLH	Westerly, R. I.	WERI
		Worcester, Mass.	WAAB

Call H-R Representatives

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.



SPEEDY AND FIRST!

Thirty-six years ago, WSPD, the Storer Broadcasting Company's *first* radio station, went on the air in Toledo, and it's been *first* in Toledo in every respect ever since.

It's *first* in service in the public interest as proved by its *first* in ratings of locally produced programming devoted to community problems and objectives.

And WSPD is *first* in over-all ratings—morning, afternoon, and evening—Hooper, Pulse, and a few others to which WSPD doesn't even subscribe. It's *first* in "cash register" rating, too, with the result that WSPD is *first* in retail advertising revenue volume.

It's *first* in coverage which, with its *first* in listeners, has made it first in the consciousness of time buyers. Result: WSPD is *first* in Toledo in national sales.

So, if you're thinking of sales promotion in the Toledo area... think *first* of

WSPD RADIO

N.B.C. in Toledo



**STORER
BROADCASTING
COMPANY**

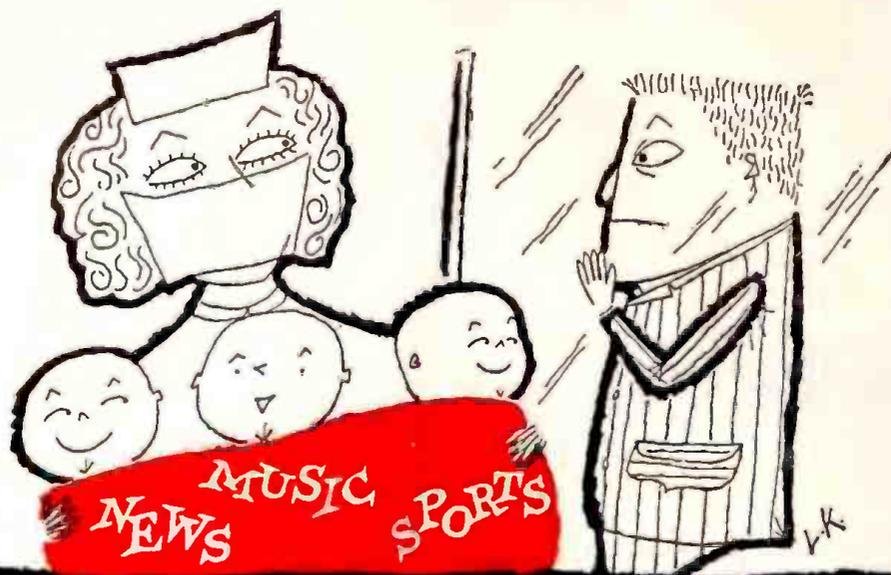
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Michigan	WAGA Atlanta, Georgia
WIBG Philadelphia, Pa.	WWVA Wheeling, W. Virginia	WGBS Miami, Florida	

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

... or any Katz office



memo ^{*the new*}

FROM: MUTUAL BROADCASTING SYSTEM, INC.

TO: Advertisers and their Agencies

...we've got news for you

In fact, we've got it every half hour on 400 MUTUAL stations that blanket the nation, bringing the up-to-the-minute news, sports and music to millions of Americans everywhere.

This "news" pattern for action at MUTUAL—the greatest advertising buy in the history of radio—is available to you.

Yes, for as little as \$500 per news program, your sales message reaches millions of listeners in more

than 400 markets from New York to Los Angeles—from Detroit to New Orleans. This nationwide network audience is now yours—at home and on the road—at the lowest cost ever.

This is the "news" look at MUTUAL—giving America more news and giving you a bigger market for your products.

Some of the nation's top newscasters are ready to help you reach this audience and sell your goods.

HERE ARE SOME OF THE TOP NEWSCASTERS READY TO "SELL" FOR YOU:

Fulton Lewis Jr.	Gabriel Heatter
Robert F. Hurlleigh	Jahn B. Kennedy
Westbrook Van Voorhis	Cedric Foster
Bill Cunningham	John Wirigate

SPORTSCASTERS

Bill Stern	Harry Wismer
Frankie Frisch	Art Gleason

TO THE BIG THREE—NEWS, SPORTS and MUSIC—add flexibility of advertising, saturation impact and unmatched low cost.

TRY US—YOU'LL SAY THE PLEASURE IS MUTUAL!

Join these advertisers now on MUTUAL:

GENERAL MOTORS • R. J. REYNOLDS TOBACCO CO. • KRAFT • CHRYSLER LIGGETT & MEYERS • EX-LAX • READERS DIGEST • QUAKER STATE MOTOR OIL PONTIAC-EQUITABLE LIFE ASSURANCE SOCIETY • HUDSON VITAMIN CORP. SLEEP-EZE CO. • RHODES PHARMACAL CO. • BELTONE HEARING AID CO. • PHARMACRAFT • CONSUMER DRUG CORP.

mutual BROADCASTING SYSTEM, INC.



Radio's Barometer

Local: \$372,000,000 will be figure for 1957 in local gross billings according to RAB—a \$20,000,000 gain over last year which would represent a percentage increase of 6%.

Network: More than \$89,000,000 gross network billings is what RAB predicts for 1957. That's \$4,000,000 above last year and approximately 6% increase expected. Indications it could go higher with new business coming in.

Spot: \$95,401,000 is total gross dollar volume spot radio sales estimated for first six months of 1957, according to Station Representatives Association, Inc., which predicts 20% increase for year.

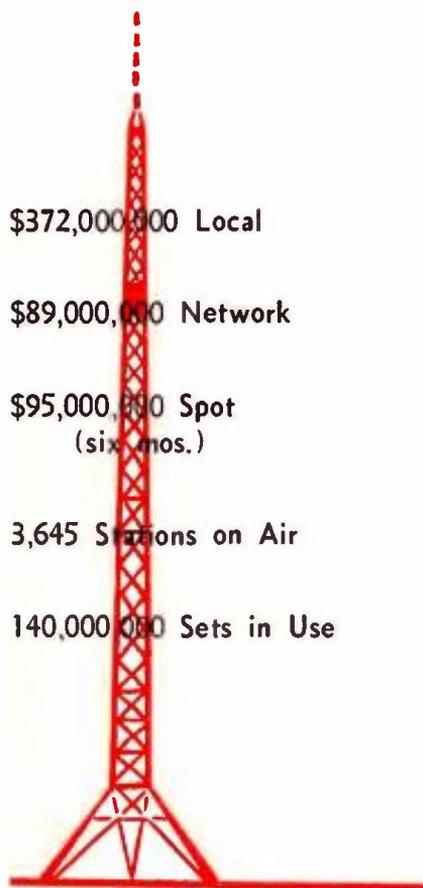
Here's how first 10 in gross dollar volume rank:

Category	Dollars	% of Total
1—Food and grocery products	\$17,461,000	18.3
2—Tobacco products and supplies	14,271,000	14.9
3—Drug products	8,888,000	9.3
4—Automotive	7,641,000	8.0
5—Ale, beer and wine	6,516,000	6.8
6—Gasoline and lubricants	5,252,000	5.5
7—Cosmetics and toiletries	4,566,000	4.8
8—Consumer services	3,736,000	3.9
9—Tooth paste, dental products	3,641,000	3.8
10—Religion	2,593,000	2.7
TOTAL	\$71,565,000	78.0%

Stations: 3,645 stations on the air and another 178 under construction, according to FCC, with 3113 AM and 532 FM. There are 340 AM applications pending and 148 under construction. Activity on the FM front reflected in fact that there are 30 stations under construction and 37 applications pending.

Sets: With 140,000,000 sets in use, radio sales totalled 4,937,126 and set production figures totalled 8,765,669 for the first eight months of the year. Set sales do not include 3,392,936 car radios produced which are sold directly to automobile industry for car installation, according to Electronic Industries Association. Month-by-month tally is:

	Radio Sales	Auto Radios Produced	Total Radios Produced
January	563,363	521,624	1,085,592
February	525,029	522,859	1,264,765
March	730,584	597,432	1,609,073
April	543,092	380,452	1,115,813
May	547,480	396,151	1,023,771
June	729,541	416,058	1,088,343
July	587,484	256,279	612,588
August	710,553	301,971	965,724
TOTAL	4,937,126	3,392,936	8,765,669



for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER - 1957

VOL. 1 - NO. 1

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THE
STATION

THAT
CARRIES

THE
LARGEST
VOLUME

OF
AUTOMOTIVE
SPOT
BUSINESS

IN
WESTERN
MICHIGAN



BROADCAST TIME SALES
REPRESENTATIVE



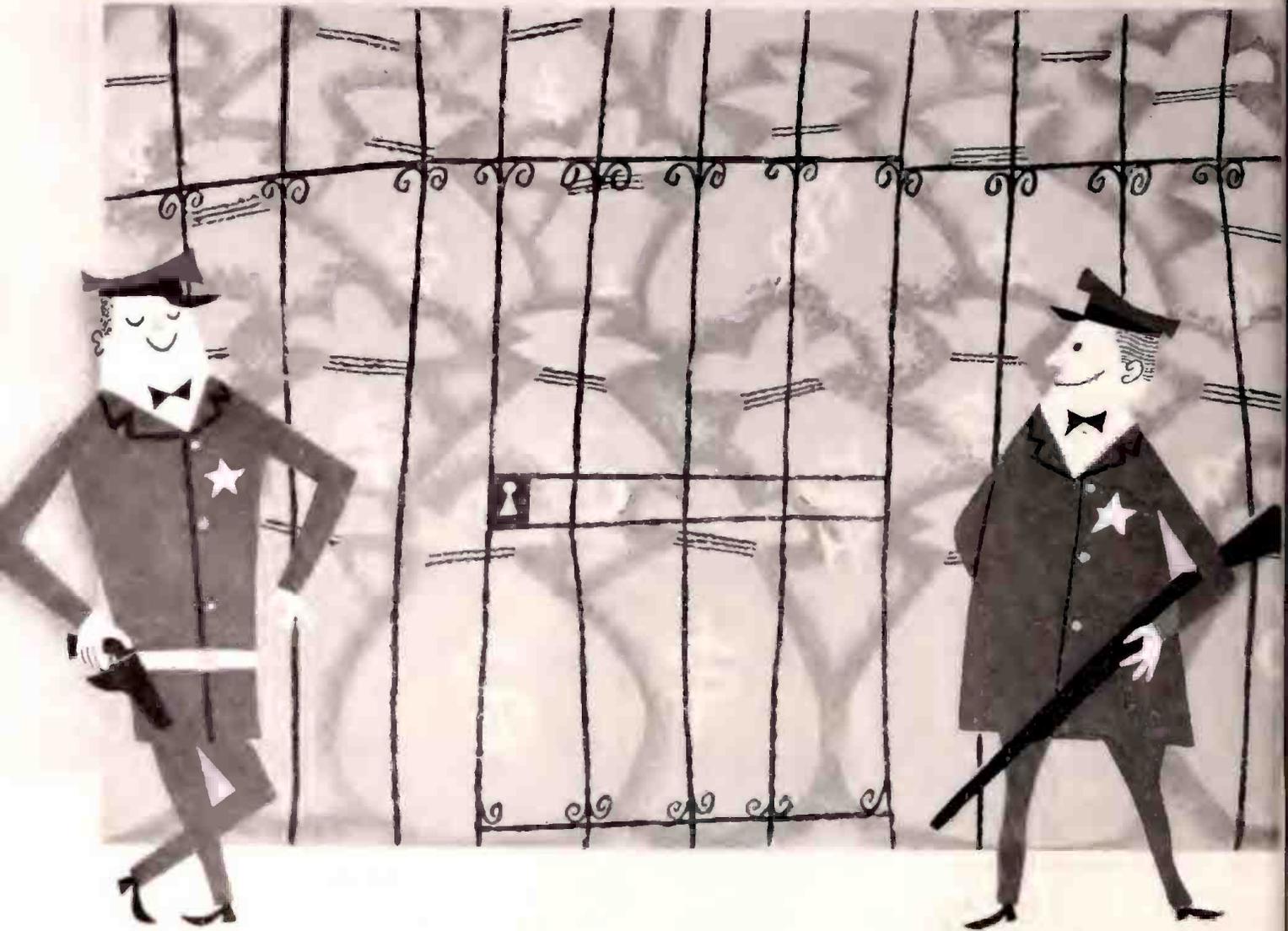
Just 7% of all stations

Only 7% of all U.S. radio stations are affiliated with the CBS Radio Network. Yet this small percentage of stations accounts for almost one-fifth of all U.S. radio listening* (30% more listening than to the next network's stations). The reason: facilities, of course . . . and, most certainly, programs. The network's outstanding news, world famous personalities, the most popular daytime dramas . . . matched with local programs that distinctively serve each community. The listeners go where the programs are.

get 18.5% of all listening!

*All U.S. Nielsen-measured stations, 6:00 AM-12:00 Midnight, March 1957.

29 BILLION



DOLLARS

**SPENT
IN STORER MARKETS
IN RETAIL SALES
IN 1956***

Retail sales of 29 billion . . .
and so easy to influence on
radio and television stations
owned and operated by the
Storer Broadcasting Company.

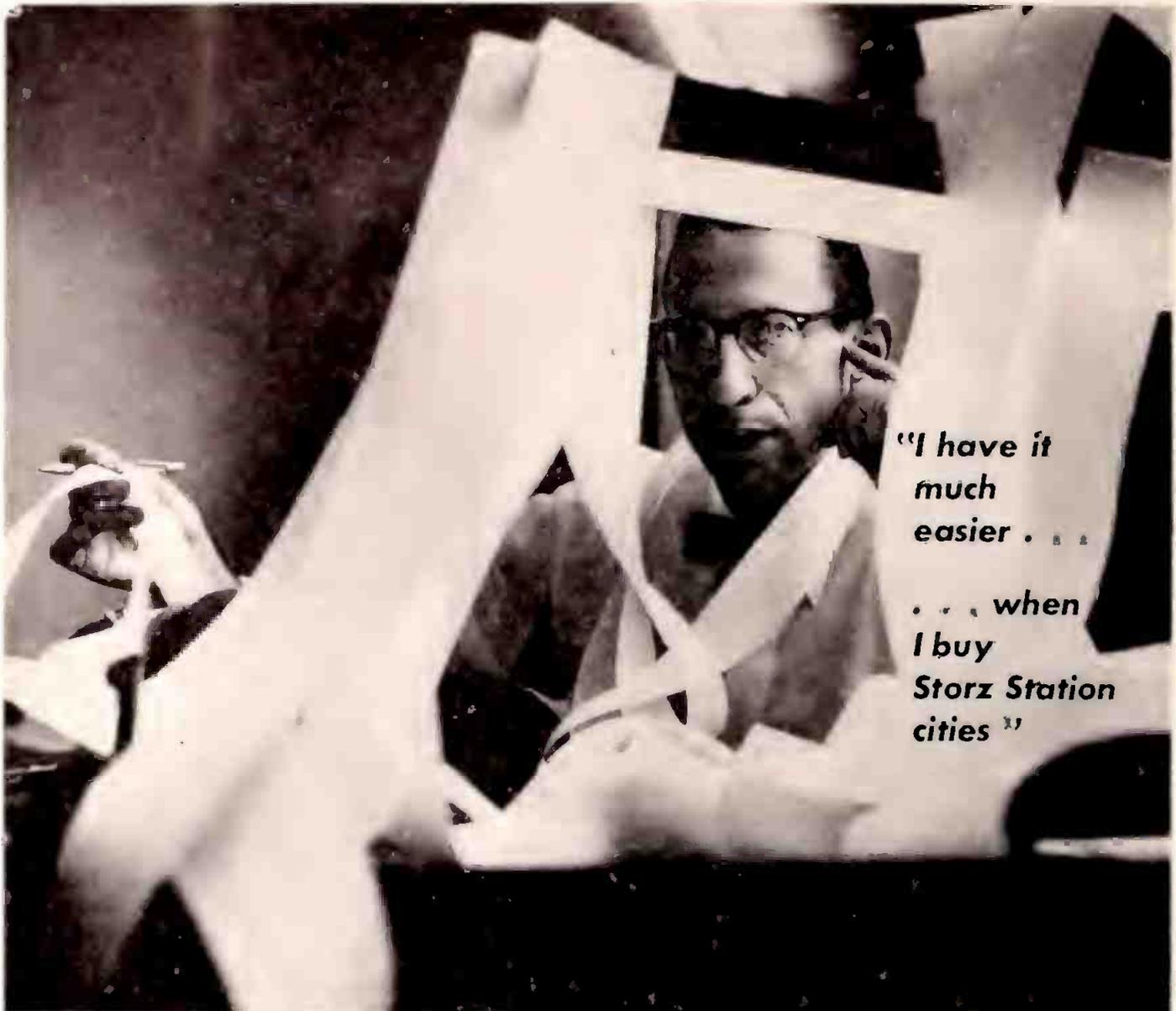


**STORER
BROADCASTING
COMPANY**

WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Michigan	WAGA Atlanta, Georgia
WIBG Philadelphia, Pa.	WWVA Wheeling, W. Virginia	WGBS Miami, Florida	

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"



**"I have it
much
easier . . .**

**. . . when
I buy
Storz Station
cities"**

**In each of these major markets, it isn't even close;
More radios are tuned to the Storz Station than to any other.**

MINNEAPOLIS-ST. PAUL . . . WDGY #1

Hooper, Trendex, Pulse—all day.
See Blair or GM Jack Thayer.

KANSAS CITY . . . WHB #1

Metro Pulse, Nielsen, Trendex, Hooper;
Area Nielsen, Pulse. See Blair or
GM George W. Armstrong.

NEW ORLEANS . . . WTIK #1

Hooper, Pulse. See Adam Young or GM
Fred Berthelson.

MIAMI . . . WQAM #1

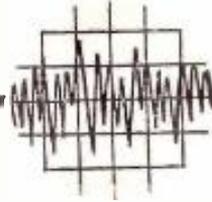
Hooper, Pulse, Southern Florida Area
Pulse, Trendex. See Blair
or GM Jack Sandler.

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

soundings



Network Upswing Credited To New Sales and Programming Methods

General upswing in network radio is due to new sales methods and new programming methods. Few half-hours or hours are being bought *in toto* by one advertiser. Exceptions: Home Life Insurance buy of Jack Benny and Phillip Morris' expansion of regional country-style show on CBS; Dow Chemical sponsors country style show on NBC Daytime Saturdays and renewal of Telephone Hour. Rest of network picture consists of segments (See *Report from Networks*, p. 54.) MBS' new management is publicizing fact that in less than two months the tide has been turned putting the network on a profitable—"small but significant"—basis.

Male Buying Patterns Influence Nighttime Trend

More leisure listening during evening hours by the man of the house is attracting certain sponsors to nighttime radio. Products concerned are those which male customers actually go out and buy themselves or those which they specify by brand when the wife does the weekly shopping. Among these are gas and oil, tires, batteries, insurance. Cigarettes and beer, moreover, are finding it hard to get good time that competition doesn't have, so they're helping to spark nighttime trend.

Magazine Concepts

Joe Culligan's "Imagery Transfer" at NBC is attracting magazine-bound advertisers such as American Institute of Men's and Boy's Wear, Waverly Fabrics, Ruberoid Company, Equitable Life. Magazine concept is factor in that buys are flexible and can be made on such short term bases as three weeks, four weeks, or every other week.

Wooing Teen-Agers?

CBS is re-working its block programming idea for nighttime which will concentrate on the teen-age audience. Plan is to try to sell it to two or three major advertisers in a combination that might shape up into a soft drink, cosmetic and cigarette.

Saturation Spots Spilling Over

More saturation is being bought, such as Pepsodent's more than 300 per in some markets. Spots are spilling over to other than prime traffic times such as between 9 a.m. and 4:30 p.m. to accommodate the heavy saturation campaigns. This hits housewife audience of steady, faithful adult listeners. (See *Report from Representatives*, p. 52.)

Department Stores Eye Hard-Hitting Sell Copy On Air

Department stores are watching competitors' use of radio closely to see if new trend to hard-hitting, merchandise-selling copy will warrant re-evaluation of their media budgets. Stores using institutional sell have not been fully convinced of value of radio. In Birmingham, Pizitz, Alabama's largest store is sponsoring newscasts practically around the clock on Bartell Group station WYDE. Saturation calls for newscast practically every half hour with commercials doing hard-sell job for store. Extensive merchandising promotion also being carried on.

Keystone's 1,000

Strong factor, according to Keystone Broadcasting System, on its much publicized success in rounding out affiliate number to even 1,000, is its accent on flexibility to give advertisers wide coverage selection.

Wyde a Wake 'n Wild

three success stories which keep

The BARTELL GROUP
FIRST All-Ways
(and always)

FIRST
in ratings everywhere

FIRST
with the whole family
delivering a richer audience composition

WOKY Milwaukee **FIRST**
✦ WAKE Atlanta **FIRST**
KRUX Phoenix **FIRST**
KCBQ San Diego **FIRST**

✦ and going up, up, up, newest Bartell Stations
WILD Boston and WYDE Birmingham

(Rateholder avails will triple their value in 60 days.)

Bartell It... and Sell It

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



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



FCC Report Points to Possible Radio Study

The stir created in the tv industry by FCC's Network Study Group report, which frowned on aspects of network option time, must-buy, activities of station representatives and station ownership, is only a part of the story. Radio network officials, who remember with horror the Chain Broadcasting report of 1941, have taken careful notice of this sentence buried in the body of this new report:

"It would be appropriate and profitable to make another exhaustive study to ascertain the character and effects in radio broadcasting since 1941. Such a detailed study must wait until adequate personnel and funds are available."

Radio Could Be Affected By Pay-Tv Controversy

Industry spokesmen seem in agreement that, although pay-tv is technically a tv problem, it should not be treated with detachment by radio broadcasters. Who knows what the future would hold for radio, they ask, under pay-tv philosophy which they maintain tampers with basic concepts of American system of free broadcasting? Opponents of pay-tv hold that system could ultimately destroy concept of free broadcasting—in radio as well as television.

Drawbacks to be Overcome In Remote Control Ruling

Chief drawbacks to FCC's amended rules on remote control operation, effective October 25, are (1) rigid proof of performance data which many stations are ill-equipped to handle during a remote control operation, and (2) a requirement for daily DA readings at the transmitter point when the directional arrays change. Until close scrutiny was made of these provisions, it had looked at first that ruling gave complete green light for remote control to all AM and FM stations with directional antennas and power in excess of 10 kw. (Non-directional antennas and outlets with power less than 10 kw have been operating by remote control since March, 1953.)

Under new ruling, an operator holding "a valid radio telephone first-class operator license" must be on duty at remote control for transmitter location. Applications for remote control operations will be received and acted upon on a case by case basis.

Daytimers Look to Jan. 7 When FCC Reports to Senate Subcommittee

New wave of criticism broke at FCC's door when Senate Small Business Committee report took Commission to task for stalling for 3 years on taking action on Daytime Broadcasters Association petition for longer broadcast day. Report was based on hearings held 6 months ago by Subcommittee on Daytime Broadcasting chaired by Sen. Wayne Morse (D-Ore.). DBA seeks permission for well over 1,000 daytime-only stations to go on air from 5 A.M. (or sunrise if it is earlier) until 7 P.M. (or local sunset if that be later). January 7 was set as date for FCC to report back to Committee on its proposed action on petition. Committee report turned deaf ear to pleas of insufficient funds and staff which FCC used to explain, in part, the standstill.

Clear Channel Issue Involved

Committee wants some other answers, too, on January 7 from FCC. Sen. Morse seeks concrete data on long dragged-out daytime skywave proceedings and about clear channel station listenership. He asks whether listening habits of nation have changed since establishment of clear channel service. Committee suggested FCC take new look at its allocations policy to find answers.

Report recommended several possible solutions to DBA's woes:

- *number of frequencies in broadcast band might be increased.*
- *more space might be given AM by narrowing other frequency bands.*
- *power of clear channel stations might be relocated, broken down or reduced.*

From FCC: No comment. From DBA: Complete agreement with report.

From Clear Channel: The stand that present FCC allocation rules on Daytime Broadcasting are consistent with the findings of FCC and industry engineers. A change, CCBS says, would be detriment to service radio performs.



**RATINGS
GROW TALL
IN
SAN ANTONIO**

**... on KONO,
that is!**

Yep... the latest ratings put KONO Radio head and shoulders above 'em all in San Antonio in listenership as well as listeners-per-dollar.

But our head's not up in the clouds... we're plugging away to build our audience bigger and bigger—with the music and news that active, buying South Texans want.

If you buy by ratings... buy KONO. If you buy by results of salesmanship... buy KONO... the South Texas station with audience and selling power. Get facts—see your

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

860 kc 5000 watts

KONO

SAN ANTONIO

RADIO

FCC Gets Close Scruffny

According to last year's annual report, FCC devoted 900 man days preparing for, attending and following up committee hearings in House and Senate. Outlook for future—more of same.

Immediate proof of this is House Legislative Oversight Subcommittee which will investigate whether or not FCC and 55 other regulatory agencies have been properly carrying out laws enacted by Congress concerning them. Subcommittee, operating on special appropriation of \$250,000 which runs out in January, is headed by Rep. Morgan Moulder (D-Mo.). Staff of 13 has embarked on "show-us" inquiry. There is not a file cabinet at FCC to which probes can be denied access. Hearings will be open. Dates have not been set but will be after Congress gets back to Capitol.

NARTB On Regional Road

With 4 down (Scheectady, Cleveland, Asheville, N. C., and Kansas City) and 1 to go (Portland, Ore.; Denver, Dallas and Memphis), this is first year NARTB Regional Conferences are open to non-members.

Significant information to come out of radio side of Regionals to date:

- announcement of NARTB support for all-industry move to negotiate on equal basis next year when ASCAP radio contract expires.
- educated predication that, come 1965, expenditures in radio advertising should climb to \$794 million —as against \$120 million in 1945 and \$539 million in 1955.
- Count of station growth in past year—104 new AM and FM stations have gone on the air.
- Set count estimate of 163 million radio sets in use—35 million of them in automobiles.

Status Of Radio Symbol

A symbol—aural and visual—intended for use by radio broadcasters as a distinguished trademark is still in works at NARTB. In response to query as to when broadcasters might expect to see work completed, NARTB source stated that aural symbol (one of about a dozen submitted for consideration) was accepted by NARTB Board at June meeting. Symbol which got nod was from CBS. Art work for visual symbol may be approved in time to be used with aural identification shortly after first of year.



WRC IS THE SPEAKER OF THE HOUSE!

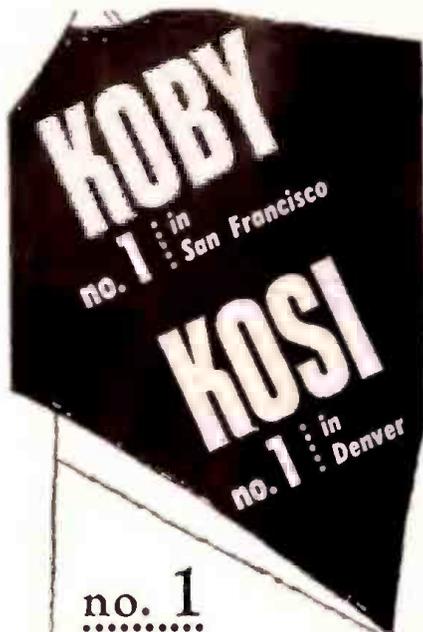
Late afternoon radio in Washington, D.C., is WRC's cup of tea. During the 3 to 6 pm time period, weekdays, WRC averages a 28% share of audience—a 29% advantage over the second station.

And within this time period, WRC's local programming sets the mood for an even greater number of listeners. From 4 to 6 pm, "Twilight Tunes" with Ed Walker averages a whopping 45% advantage over the second station! The intimate, local appeal

of "Twilight Tunes" not only holds the audience for these two hours, but *sells it with conviction* for such sponsors as American Tobacco Company, Ben-Gay, Cities Service, Northeast Airlines, Prestone Antifreeze, RCA Victor and Valley Forge Beer.

In Washington's 17-radio-station market, the large and loyal following "Twilight Tunes" enjoys on WRC is a natural for you. Let WRC Radio speak for your product in the nation's Capital!

NSI Report—Washington, D. C., Area—July 1957 **WRC-980** WASHINGTON, D. C. SOLD BY  SPOT SALES



no. 1
stations in
all surveys



KOBY

No. 1 station across the board in both Pulse and Hooper! July-Aug. Pulse: weekdays 15.3, Sat. 16.7 Sun. 17.3—averages 6 a.m.-midnight. June-July Hooper, weekdays, 7 a.m. to noon 22.0, noon-6 p.m. 24.0, all day average. Nielsen agrees with a 22,520 rating 6 a.m. to 9 p.m. KOBY operates full time . . . 10,000 watts blanket the entire bay area. Definitely the No. 1 buy because it's San Francisco's most listened-to station. See your Petry man, today!

KOSI

Denver's top-rated station all day—all weekend! Aug.-Sept. Hooper: 28.0 a.m., 29.2 p.m. share. June Pulse shows KOSI No. 1 independent, 6 a.m. to 6 p.m. with a 16.3 average share. All surveys prove KOSI's dominance . . . 5,000 watts—sells full time. Represented by Forjoe.



WGVM

in Greenville, Miss.
No. 1 in both Hooper & Nielsen
Sec: Devney & Co., Inc.

**MID-AMERICA
BROADCASTING
COMPANY**

the

Silver Mike



THIS MONTH:

FRANK SILVERNAIL

Manager, Station Relations,
BBDO

**U. S. RADIO'S First
"Silver Mike" Goes
To Frank Silvernail**

Radio pioneer Frank Silvernail, manager of station relations for Batten, Barton, Durstine and Osborn, has been chosen by the editorial board of U. S. RADIO as the first recipient of its monthly "Silver Mike" award. The award, a desk-size trophy-replica of an actual broadcast microphone, will be presented each month to honor an industry personage who has made outstanding contributions to the field of radio.

It is fitting that Frank Silvernail should be the first person so honored. His 32-year career in radio, encompassing not only the advertising but the broadcasting end of the industry as well, has made him a man of stature on both sides of the microphone. As a timebuyer for leading agencies for nearly two decades, as an NBC executive before that, and through the years as an energetic officer of various industry organizations, Frank Silvernail personifies radio itself to many persons in the trade.

"Radio is very much a live medium," he said in accepting the award. "It has gone through a challenge and has rebounded in a big way. It has never lost its vitality—and it never will!"

Frank Silvernail began his career in radio in 1925 with station WEAJ, New York, then an experimental station owned by the American Telephone and Telegraph Company. The future network and agency executive was an entertainer then, playing guitar with a group called the South Sea Islanders, which he co-founded.

In 1929, he joined the new NBC network as merchandising counsel to sales promotion. Between 1938 and 1941, he was an agency timebuyer, first for Pedlar-Ryan and later for Young & Rubicam. In 1943, he joined BBDO as head timebuyer and has functioned in his present capacity as manager of station relations since 1955.

Currently vice president of Radio Pioneers of America and a past president of its New York chapter, Frank Silvernail also serves on important committees of both the American Association of Advertising Agencies and the Radio and Television Executives Society.

U. S. RADIO is proud to present Frank Silvernail, whom all radio holds in deep esteem and affection, the first "Silver Mike." • • •



**“YOUNG MAN,
WHAT HAVE
YOU DONE
WITH MY
SOAP OPERAS?”**

We're sorry, ma'am. You've been a faithful listener for years. But there just wasn't any room for them in our plans for the future. At American Radio we're programing for today's new audience—the on-the-go housewife who's busier than ever, and who has formed new listening habits. So out go soap operas.

“What's taking their place?” you ask. Live music, that's what—and here's why:

1. Soap operas have dropped 37% in share of radio audience.*
2. 60% of today's housewives listen to music, while only 34.8% listen to soap operas.**
3. Night TV satisfies the demand for drama.***

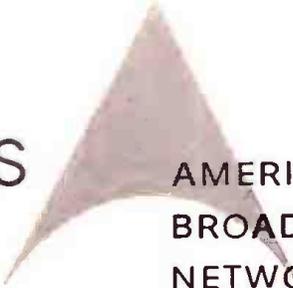
That's why at American Radio we're programing live radio exclusively. That's why we're sold on the new **live** Herb Oscar Anderson Show, 10-11 every weekday. It's live, top tune music . . . live singers . . . live orchestra. It's fun radio, and it's what today's young housewife wants.

*A. C. Nielson

**RAB Survey of Radio and Housewives, March 1957

***Pure logic

the **live** one is



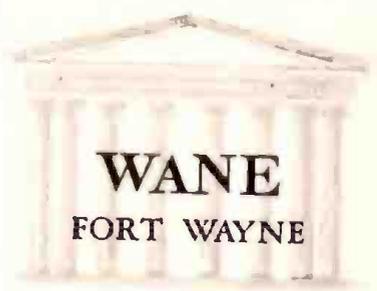
AMERICAN
BROADCASTING
NETWORK



in cost per thousand
in metropolitan Fort Wayne!

Latest Pulse shows that the average week-day cost per 1,000 homes in Metropolitan Fort Wayne is 35% lower than the next best station! This makes WANE *first choice* in cost! In Allen County alone, WANE showed a lower cost per 1,000 homes for 345 of the 360 quarter hours surveyed. And Fort Wayne is 27th in the nation's C.S.I. per household. Represented by Petry.

Sources: Pulse 4/57, SRDS 5/57



"The Pleasant Sound In Fort Wayne"

A CORINTHIAN STATION *Responsibility in Broadcasting*
KOTV Tulsa • KGUL TV Galveston, serving Houston • WANE & WANI TV Fort Wayne • WISH & WISH TV Indianapolis

LETTERS TO

(Editor's Note: The initial announcement about the publication plans for U. S. Radio had hardly been directed to the industry when the deluge began. A flood of mail was directed to us. Practically all expressed feelings on just what should and should not be covered on the editorial pages of U. S. Radio. Some were very hot-under-the-collar letters with a particular gripe. Others offered encouragement and advice. All were read with grateful care. Comments were numerous and varied. A few of the more interesting appear below, which we print—in this issue only—anon[ymously].)

"Let's hear from the program directors—the program brains—talking about planning of musical shows, music sequencing, program balance, disc jockey controls and techniques, ways of using special effects. Let's get some stimulation in programming."

"You can't sell in volume specializing on the vociferous phone-ringing teen-agers alone. Sometimes the listeners who make the most noise do the least buying. We have learned to have programs for everybody; and the older folks don't all like rock 'n roll so we have programs for them, too."

"Talk about the strength of NIGHTTIME radio!"

"Promotions are very good—but emphasize the consistency of advertising which will prove to be more beneficial to the advertiser."

"It would be good to take a look-see into the various rating concerns to find out how efficient their reports are . . . also to adapt them somehow for the smaller markets, thus making it financially feasible for smaller stations to make use of them."

"Many of the National Advertisers—in 9 out of 10 cases—will buy the local newspaper. Why? I wish I knew. In every single one of these

THE EDITOR

cases, the radio station undoubtedly has two or three times the coverage. Surely there must be a way to correct this."

"U. S. RADIO should editorialize the fact that the growing trend of agencies and national advertisers to request national advertising at local rates is detrimental for all parties concerned."

"Let's hear about results."

"In addition to you devoting attention to the successes as well as the problems of radio today, we in particular are interested in FM listening . . . what FM listeners are like. In the field of FM listening as well as in others, we think radio's success is not being measured adequately. We have not as yet found a practical method of examining our own FM audience."

"It's a fact that radio is here to stay!"

"Radio is still the best mass medium. Saturation on local radio hits all types of audiences regardless of when they work. When you hear it on radio it's NEWS. When you read it in the paper, it's history!"

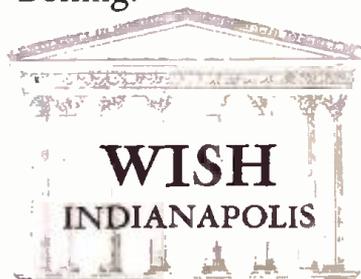
"We would like U. S. RADIO to talk more about station programming and the segment of a market it reaches, and less about surveys and cost per thousand."

"RAB has made a wonderful start in the need for greater awareness of national advertisers to the value of spot radio on a local basis. This will give the advertiser the greatest value per dollar invested."

"Some agencies flood small operations with 'so-called' news stories. Strange how often they include the sponsor's product in the story. If the real *grass roots* radio system of the land is important enough for the free ride, it follows that radio is the best buy in the land to reach the good people."



A housewife, that is. In Indianapolis, you'll find her listening to WISH Radio! WISH knows that the housewife is the one who does the buying for the family. That's why WISH directs its programming to her — gives her the things she wants to hear. Lively musical shows . . . fine CBS daytime dramas . . . presentations keyed to an adult buying audience. And that's why advertisers find WISH their best buy in the rich Indianapolis market! Represented by Bolling.



A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

LETTERS

"The world rolls along on the basis of 'the radio said . . .'"

"Keep pounding on success stories, station personality, promotional alertness . . . all the indices of radio effectiveness which are apart from mere ratings."

"Radio most surely deserves some specialized attention. It is not a step-child today."

"The national advertiser and his agency should take a better look at the results being achieved by local advertisers and agencies who place their advertising in other than the 'driving times' of 6-9 a.m. and 4-7 p.m. Local advertisers everywhere, knowing their own local market better and knowing the listening habits of people in their own community, achieve good results at other times."

"The trend is obvious, we believe, that the regional and national advertisers are getting better results from buying a handful of small stations for spot campaigns than when they buy the networks. The reason for this is that although networks can provide better programs, the masses of people will cling to their local stations, with local news, local names, and local special events. Thus, to reach more people per dollar spent, the regional and national advertisers are moving in the direction of the smaller stations with their cluster of loyal listeners."

"Tell them about radio's general local flavor that cannot be equalled by any medium. Radio's low cost."

"Just tell them to forget the ratings and sell the sponsor on results."



now America's

Does Outdoor Advertising fit into your media strategy? Then budget ample funds for Spot Radio, America's No. 1 Outdoor Advertising medium today.

As an agency executive recently put it: "Radio today is not only the biggest outdoor medium, but the new outdoor poster."

Coppertone, Good Humor, General Motors Acceptance Corporation and major oil companies are among scores of advertisers setting new sales records by reaching outdoor America through spot-saturation in the new leading outdoor medium—RADIO.



ERINO GALLAGHER PHOTOS

37,000,000 CAR RADIOS keep motorists in touch with local news and local weather—and with the sales messages of advertisers using local radio, another name for Spot Radio, top outdoor selling force.

OVER 20 MILLION PORTABLES purchased since 1945 enable outdoor America to make Radio part of any outing on beach, at park or in today's millions of pleasure-craft on the water.



No. 1 Outdoor Advertising Medium



EWING GALLOWAY

BY SPECIAL ATTENTION to tastes and needs of outdoor America, alert Spot Radio programming dominates out-of-home listening. As illustrated above left, many stations send mobile request wagons to pick up listener-requests at beaches and parks. Above, typical beach-scene at Atlantic City where—as at most beaches—portable radios keep advertisers in contact with outdoor crowds.



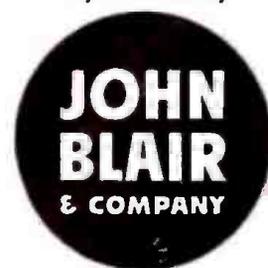
EWING GALLOWAY

SIX MILLION PLEASURE CRAFT make boating America's top family-participation sport, and provide advertisers with an outdoor audience of millions reached only by Radio. For a day on the water, the portable radio is essential as lunch-basket or fishing gear. To and from the water, much travel is on highways where no poster can be seen. But the car radio enables driver and passengers to read the Spot Radio message "loud and clear" night or day. In-home or out-of-home, America has Radio always at hand.

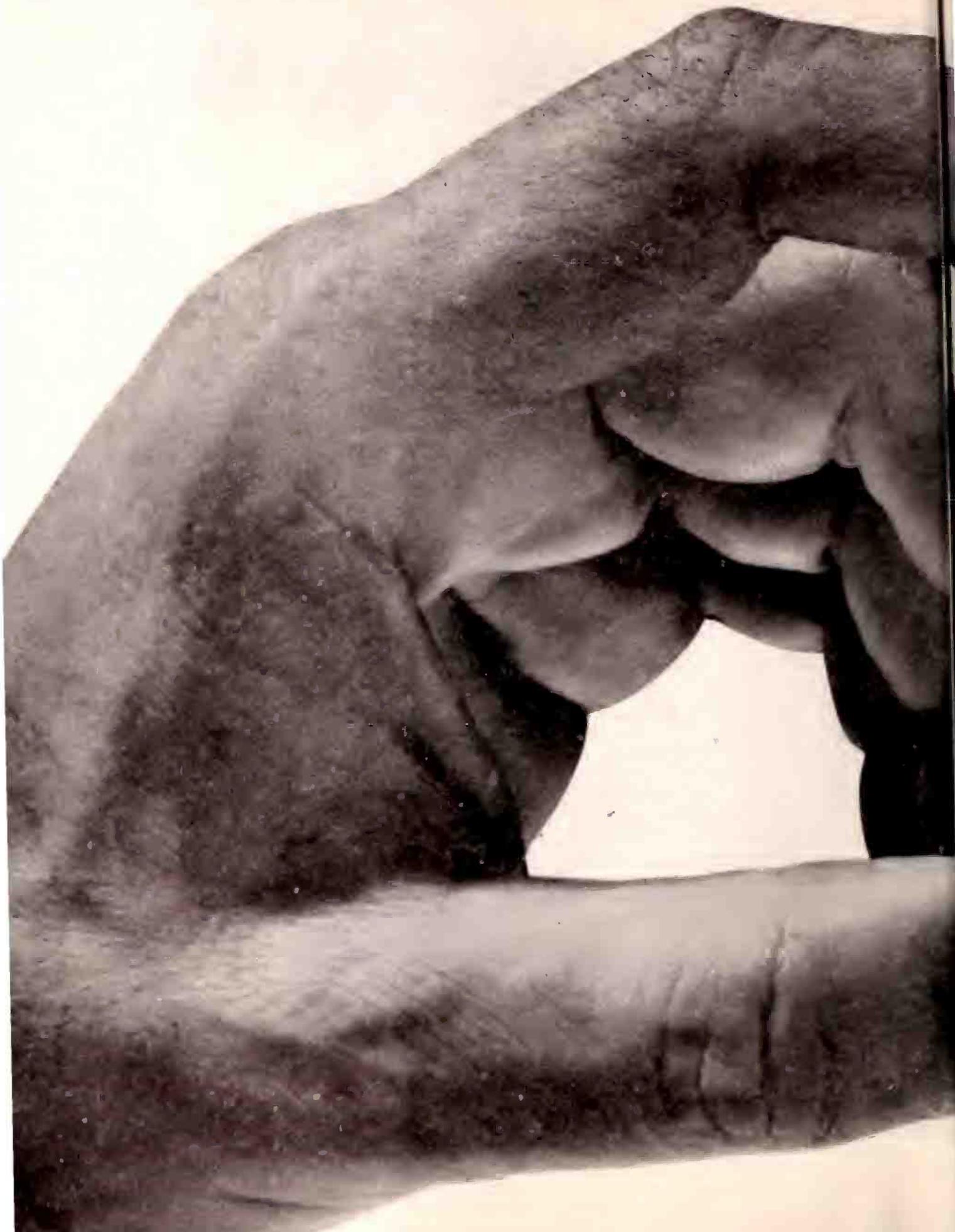
These major-market stations have standout records for sales to the gigantic audience, both in and out of home, that listens to America's 142,000,000 radio sets.

New York	WABC
Chicago	WLS
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KILT
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
Wichita	KFH
Tulsa	KRMG
Orlando	WDBO
Savannah	WSAV
Wichita Falls-Amarillo	KWFT-KLYN
Bismarck	KFYR

Represented by



... what a "Business"



card!

So, nighttime radio's dead, is it?

Just take a look at the 94 national, regional and local advertisers who say "it ain't so!"

They're convinced that WBC's "Program PM" can, and does, sell like crazy!

We'll admit that lots of people watch TV, but so do lots of people *listen* to nighttime radio . . . especially when it's "Program PM".

To get their ear, to prove that *No Selling Campaign is Complete Without the WBC Stations*, put "Program PM" to work for your product. Call A. W. "Bink" Dannenbaum, Jr., WBC VP-Sales, at Murray Hill 7-0808 in New York, or your PGW Colonel.

ALLEN THEATRES - ALLIANCE THEATRES - ANDLERS SALES CO. (LINOLEUM & FLOOR TILE) - BEST MOTORS CO. - BROOKSIDE LABORATORIES, INC. - BUCK LAKE RANCH - BYLER BROTHERS - C & H SHOE STORE - CASTLE HILL FOUNDATION (CONCERTS) - COCA-COLA - COLLINS MOTOR COMPANY - CONRAD & CO. (WOMEN'S APPAREL) - DELAGRANGE FORD SALES - DUQUESNE BEER - EAST OHIO GAS CO. - EAST-WEST END CO. (NASH AUTOMOBILES) - EASTERN CO. (RCA RECORDS) - B & J EDSEL, INC. - ELDORA SPEEDWAY - EMBASSY THEATRE - EXETER THEATRE (MOTION PICTURE) - FT. WAYNE FOOD DISTRIBUTORS - FULTON MENT STORE - FORT WAYNE ENTERPRISES - FORT WAYNE NATIONAL BANK - J. M. FIELDS DEPT. STORE - FILENE'S DEPART- THEATRE - GERBER FURNITURE CO. - GERBER HAUS MOTOR MOTEL - GIANT TIGER MARKETS - GILCHRIST'S DEPT. STORE - GORAL PLYMOUTH, INC. - GROVER CRONIN DEPT. STORE - GUY PHILLIPS (BOOK) - HANDCHUMACHER MEAT CO. - HIPPODROME THEATRE - HOLMES MEN'S STORES - JAY'S, INC. (WOMEN'S APPAREL) - JOSEPH PALAIS, INC. (RUGS) - JORDAN MARSH (DEPT. STORE) - KENMORE THEATRE (MOTION PICTURE) - KEYSTONE CAMERAS - KRUEGER BREWING COMPANY - LOEWS, INC. (MO- & GRAVEL CO. - MCKINLEY SALES CO. - MEIER & FRANK (DEPT. STORE) - MAIL LINE DISTRIBUTORS - MAUMEE FURNITURE COMPANY - MAY SAND DEALERS - NEW ENGLAND CONFECTIONERY CO. - NIAGARA CO. OF FT. WAYNE - NORTHWEST AIRLINES - NORTHWEST SPORTS

NIGHTTIME ADVERTISERS ON WBC RADIO'S program pm

OASIS CIGARETTES - PAINE FURNITURE CO. - PARAMOUNT PICTURES, INC. - PEPSI-COLA - PETRI WINE - POC BEER - QUIMBY THEATRES, INC. - RALPH HOYT CHRYSLER - RAYMONDS DEPT. STORE - REDSTONE DRIVE-IN THEATRE - RICHMOND & GOLDBERG ARCHITECTS - SCHLITZ BREWING CO. - SEARS ROEBUCK - SEAT COVER CHARLIE - SECOND FEDERAL SAVINGS & LOAN CO. - SHELL OIL CO. - JACK SKEELS MOTOR CO. (CHRYSLER-PLYMOUTH) - A. B. SMITH CHEVROLET - SNOW CANNING CO. - SOUDER'S HOME CENTER - SPECK RESTAURANT - SPEEDWRITING INSTITUTE - ED STINN CHEVROLET - TRI-STATE BUILDERS - TRI-STATE PRO- SURF BALLROOM - TEXACO - THREE RIVERS BEVERAGE - TOWN & COUNTRY FOOD CO. - TRI-STATE BUILDERS (MOTION PICTURE) - WARNER MOTIONS - TRANS WORLD AIRLINES - UNITED ARTISTS PICTURES - UNIVERSAL INTERNATIONAL (MOTION PICTURE) - WARNER BROS. (MOTION PICTURE) - R. H. WHITE'S DEPT. STORE - LUCKY STRIKE-HIT PARADE - POLAR WATER CO. - PRESTONE

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
 BOSTON WBZ-WBZA
 PITTSBURGH, KDKA
 CLEVELAND, KYW
 FORT WAYNE, WOWO
 CHICAGO, WIND
 PORTLAND, KEX
 TELEVISION
 BOSTON, WBZ-TV
 BALTIMORE, WJZ-TV
 PITTSBURGH, KDKA-TV
 CLEVELAND, KYW-TV
 SAN FRANCISCO, KPIX
 WIND represented by AM Radio Sales
 WJZ-TV represented by Blair-TV
 KPIX represented by The Katz Agency, Inc.
 All other WBC stations represented by
 Peters, Griffin, Woodward, Inc.
 MURRAY HILL 7-0808, NEW YORK

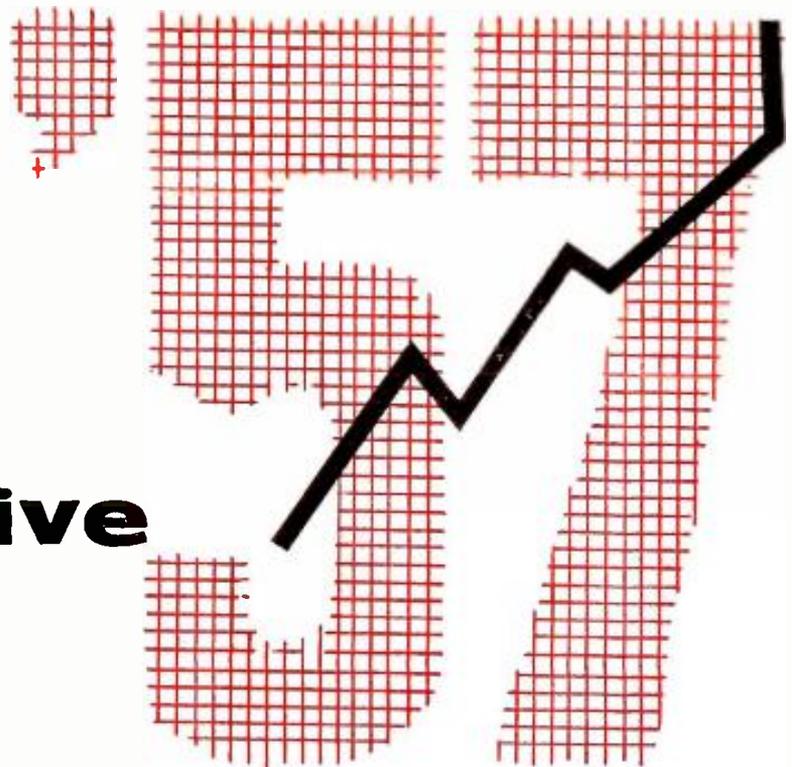
Nothing —
but nothing
outsells
good old radio!

ESPECIALLY IN PHILADELPHIA ON WIP

Where **National sales** are up **94%** and
Local sales are **43%** ahead of five years ago!

WIP / 610
PHILADELPHIA ON YOUR DIAL

Nationally represented by EDWARD PETRY & CO., INC.



Radio-Active

The Upshot of
The Upsurge

 Any medium important to the people is correspondingly indispensable to the advertiser. That's radio's axiom. That simple corollary is what is turning radio into a billion dollar business.

A positive re-evaluation of radio's service to the public has given even more vitality to the medium. New concepts of listener patterns have proved that radio is the inseparable companion of the American people.

The multiple attention factor has been a key. The fact that radio sets are everywhere and that no longer does the entire family huddle around one set in the living room as in the days of "The Fireside Chat" has proved of prime importance to the advertiser. Listening is in the living room, kitchen, bedroom, den, garage. Listening is also in the automobile, at beaches, ball games, in stores and restaurants, in the den-

tist's office and at work.

Just how much does the public like radio? Radio sets are outselling tv sets 2½ to 1. Radio set sales in 1957 are already 10.2% ahead of 1956. What better proof that radio is filling a public need and want than the 140,000,000 sets in use. (See *David Leads Goliath*, p. 25.)

More than 3,100 AM stations are now on the air. More than 500 FM stations are now on the air. To help



- **Radio sets are outselling TV sets 2½ to 1 . . .**
- **Radio set sales in 1957 are already 10.2% ahead of 1956 sales . . .**

satisfy the public's need and want for radio, there are 148 AM and 30 FM stations under construction and applications are pending for 340 more AM and 37 FM stations.

Advertisers are being re-oriented and re-educated to the new patterns of radio. The advertising agencies are re-schooling their executives to radio's power as a sales medium.

Separate and Distinct Medium

Radio stands as a separate and distinct medium in the budget plans of such big sponsors as Pepsodent, Tetley Tea, Sleep-Eze, Ex-Lax, Beech-Nut, North American Phillips and TWA, among many others.

The word "upsurge" refers to the

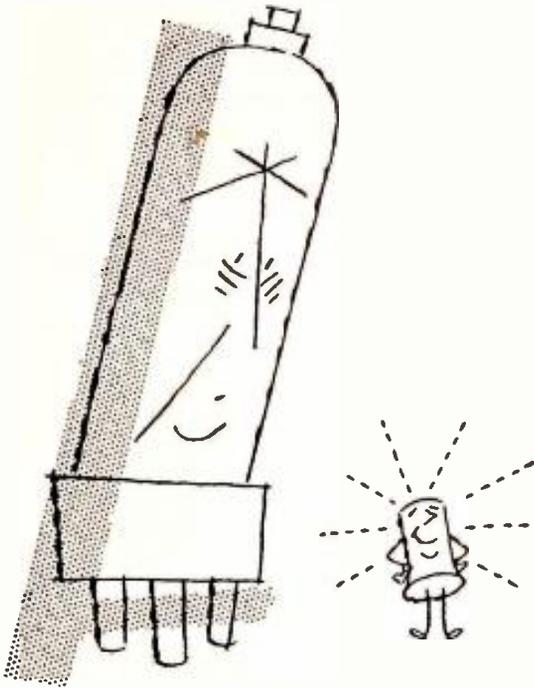


GROSS LOCAL BILLINGS	
1957 Est.	\$372,000,000
1956	\$352,000,000

radio as constantly these days as "stupendous" served the movies and "spectacular" served tv programming.

More than half of the nation's top advertisers are now radio sponsors as major industries put in more and

(Cont'd on p. 38)



David Leads Goliath

The tiny transistor has surged to the forefront of the giant radio manufacturing industry.

With transistors topping shopping lists, nearly 30 million radios have been sold in the last two years—an all-time record.

The biggest thing in the electronics industry today is an object "... about the size of a kernel of corn" or "... smaller than a pea."

This mighty smidgeon, which has exploded in the midst of the electronics field like a miniature H-bomb, is of course the much-talked-about transistor. Its impact on the radio set manufacturing industry, and by extension on the entire field of radio broadcasting, has been truly phenomenal.

Transistor radios are being snapped up by a clamorous public faster than production lines can turn them out. One manufacturer, Zenith, has hundreds of back orders stacked up, sales manager John Andrus says.

Other manufacturers report a similarly pleasant state of affairs. In 1956 a total of 702,000 transistor sets were sold, according to the authoritative Electronics Industries Association. In the first seven months of 1957, 1,289,400 transistor radios were sold—and the biggest selling months, preceding the gift season, are yet to come.

The tiny, powerful, attractively styled radios have caught the public fancy like no comparable product in a long time. In 1956, according to EIA, 18% of all radios bought were transistors. Thus far in 1957 the figure has shot up to 37%.

The gold-rush aspect of the transistor story is only part of the whole radio set sales picture. The set manufacturers never had it so good. The story, in fact, is making national headlines even in the daily papers. The Associated Press reported recently:

"Nearly 30,000,000 radio receivers have been sold in the past two years, twice the number of television sets sold."

The inferences are obvious. More sets being sold—more sets in use—more listeners—more sales opportunities for radio advertisers.

Design Engineers Set Pace

In their valiant effort to keep up with the demand for sets, the radio manufacturers are tooling production lines for maximum output, and design engineers are working at full throttle on new models and new styling. Virtually every day one manufacturer or another hits the market with a new radio set.

The design engineers, their imagination given free rein, are meeting the challenge with stunningly handsome cabinets and with radios in every conceivable form and combination.

The transistor radio, however, is the glamor boy of the industry and appears likely to remain so. To say that it's the cat's whiskers would be

accurate in more ways than one.

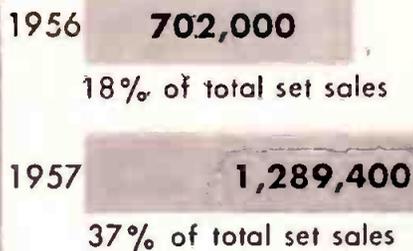
Readers past 30 will recall the crystal-set radio of the Twenties, with its "cat's whisker" crystal detector and earphones. The cat's whisker of that era was a simple device for converting an alternating current into a direct current. (The crystal detector was a mechanism used as early as the 1900's for detecting radio signals.)

The first transistor, announced by Bell Laboratories in 1948, went it one better: it had two "cat's whiskers," or wire contacts to the crystal, instead of one. The transistor itself, as used in today's pocket size radio sets, consists simply of a small crystal of germanium metal imbedded in a plastic shell. This shell—the size of a pea or a kernel of corn—and what it contains is an effective substitute for an eight-inch vacuum tube.

Fortunately only the tiniest bit of germanium is needed to make a transistor. The cost of pure germanium is roughly that of an equal amount of raw gold. This is due to the complexity of the refining process—germanium, a basic element once considered worthless, is purified for transistor production until there is no more than one foreign atom to each 100 million germanium atoms. This is crystalized and sliced into small pellets or wafers.



TRANSISTOR SET SALES



Ticklish Assembling Job

Finally, the tiny transistor parts must be assembled—an arduous process in which many of the operations are done by hand. This part of the job is so delicate that in some plants the girls who assemble transistors take a break every 20 minutes.

For this reason labor costs are high. One firm making transistors budgets labor at about 35% of total costs. Labor is one of the factors that has kept the retail cost of transistor sets from sinking more rapidly. When the first transistors were introduced most prices ranged in the \$44-\$59 area. Normal competition, however, has already pushed prices down to about \$25 for the simplest models, with fancier sets containing up to seven transistors retailing for up to \$90.

It's a reasonable assumption that the retail price of transistor radios will be dipping steadily as electronic engineers focus their energies on new processes and new materials. General Electric, for example, is experimenting with silicon carbide as a potential substitute for germanium in transistor crystals. Engineers at RCA, which has been in the forefront of transistor research, have built and demonstrated more than 30 types of experimental transistorized devices since 1952.

No one can say with any certainty what transistor sets are likely to cost in the future, because material and labor costs presumably will remain fairly high. But some industry observers believe that a simple transistor set without any fancy styling may eventually retail for as little as \$12 or \$15.

At the other end of the scale are the special-purpose sets. Magnavox, for example, recently announced a pocket-size transistor with a short-wave band capable of picking up transatlantic broadcasts. It will probably retail for about \$60. Zenith plans to market in early December, in time for the Christmas trade, an eight-band transistor with short-wave. This set will sell for about \$250 but it won't fit into your pocket, unless you have awfully big pockets—it weighs about 10 pounds.

Outmodes Plug-Ins

One transistor manufacturer foresees the day, not too far off, when the plug-in home radio will be a museum piece, supplanted entirely by small, compact pocket transistors. There's sound reasoning behind this crystal balling:

"First," he says, "look at the cost factor. A transistor radio with a cadmium-nickel plated battery is good for some 10,000 hours—that

figures out to more than 416 days of constant use, or years and years of ordinary use. And then it's rechargeable.

"A long-life dry cell, of a common type that costs \$1.50, will power a transistor radio for 400 or 500 hours of constant use."

More significant, in the view of this manufacturer, is the fact that the transistor has enabled the radio set "... to break out of jail. The big, bulky cabinet of yesterday was a prison, and the electric cord tying the set down to an outlet was a ball and chain."

"A housewife can put a transistor set on the end of the ironing board while she does the shirts. She can take it into the kitchen with her, or down into the laundry room."

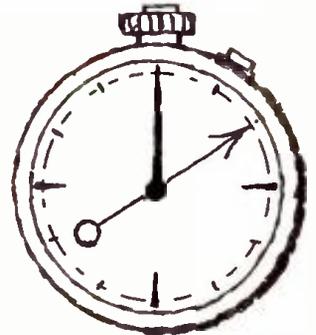
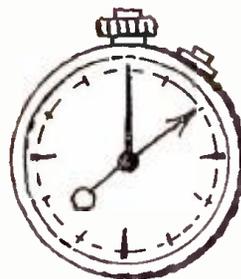
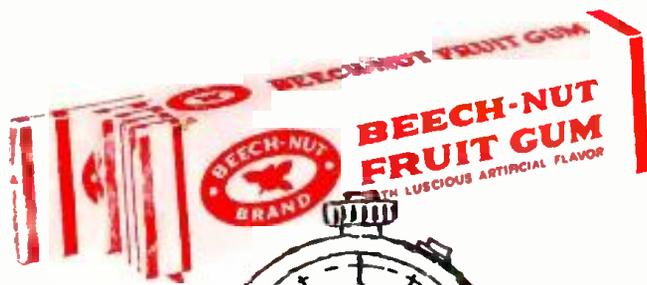
He delicately omitted to mention that, in a wide-awake household supplied with several handy, low-priced transistors, the folks would be spared even the minimal effort of carrying a one-pound radio from one room to another. They'd be all over the place, like ash trays.

"Dick Tracy" Type Coming

The transistor radio's possibilities seem endless. Stand clear of the stampede toward store counters when the "Dick Tracy"-type wrist-watch radio hits the market. It's now pre-empted by the Army Signal Corps, but eventually will be released for the consumer market. Then there are automobile transistors—enjoy them while you're driving, take them out of the car and along with you when you get there. One enterprising manufacturer of ladies' handbags has built a transistor right into his product.

The transistor radio, to put it briefly, is a child of its time. America is on the move and so is radio. The transistor makes "inseparable companion" more than just a glib phrase.

Radio today is (with a bow to Nucoa) truly ubiquitous, and thanks to the transistor set it's getting more so every minute. It's enough to make a radio manufacturer—or a radio advertiser—a little giddy. • • •



Beech-Nut Talking More Radio

"...While the Flavor Lasts"

 Beech-Nut Life Savers, Inc., for its chewing gum brands, decided in November, 1956, to pour \$1,100,000 into 10 second dramatized comedy spots. The radio allocation was out of a total advertising budget of \$1,500,000 for the year.

As a tribute from the radio industry, Beech-Nut garnered a coveted Gold Record "Award for Effective Radio Commercials" from Radio Advertising Bureau this month.

Just how effective are these commercials in sales results? Both the advertiser and its agency, Young & Rubicam, Inc., where Vice President Alexander Kroll supervises the account, says it is too early to be specific. "But," says William F. Geeslin, agency account executive, "what greater testimony can you have to our confidence in the campaign than to say we are accelerating our expenditures. Radio's working for us, so we're going to ride it harder."

Although always associated in the minds of consumers as a quality product, Beech-Nut Gum was losing out. The product had suffered from a previous lack of consistency in advertising. It was on the down-grade sales-wise.

Competitors had bigger budgets and had carried considerable consumer favor. The problem was to get the trend reversed as quickly as possible within relative budget limitations.

Beech-Nut Gum
presents
Great Moments
in History

For instance, this original, uncut, uncensored balcony scene from Romeo and Juliet. Listen and learn as more of Beech-Nut's current radio campaign comes your way.



JULIET: Romeo! Romeo! Wherefore art thou, Romeo?
ROMEO: I'm not talking while the flavor lasts.
JULIET: What are you chewing?
ROMEO: Beech-Nut Gum.
JULIET: But love can't wait that long!

Beech-Nut Gum
presents
Great Moments
in History

Columbus is one of the really great people in our history. You'll hear from him, others as well, in our current radio campaign.



SAILOR: I'm not talking while the flavor lasts.
COLUMBUS: I'm not talking while the flavor lasts.
SAILOR: What are you chewing?
COLUMBUS: Beech-Nut Gum.
SAILOR: We could be on a long voyage!

Tuned to commercials, these special gift packages of gum are sent by Beech-Nut to stations.

You want to stop, Custer? We're two days to Indian country!
I'm not talking while the flavor lasts.
What are you chewing?
Beech-Nut Gum.
Somebody might get hurt by then!

Beech-Nut and Young & Rubicam decided to look for an opportunity

to get dominance in a medium where the competition was not already all powerful. The answer was radio.

Among questions that arose was frequency. Should they try for broader frequency with 10 second spots or get across a harder sell in 20 seconds or one minute with less saturation? They decided on 10 seconds.

"Let's face it," bluntly asks Mr. Geeslin, "where else could we buy such frequency and dominance with

a 10 second message with what we had to spend?"

Now in the top 60 markets with real frequency—better than 100 spots a week in some markets—Beech-Nut is keeping the same theme. They are trying 20 second and one minute spots in New York, Chicago, Los Angeles, Detroit and Philadelphia. These are over and above the regularly scheduled 10 second spots in those markets.

"There are absolutely no visual impressions for the radio commercial," emphasizes James D. Parker, advertising manager for Beech-Nut Life Savers, Inc. "The entire campaign theme is radio's exclusively. All discussion about the spots, letters, and even imitators can only be traced back to radio."

Give the order to fire,
General, they're starting
up Bunker Hill!
I'm not talking while the
flavor lasts.
What are you chewing?
Beech-Nut Gum.
We'll be seeing the whites
of their eyes by then.

It all started last year when Bill Backer of Young & Rubicam's Radio Department, working in Barbara Demaray's group, came up with the initial version of "I'm Not Talking While the Flavor Lasts." At his first presentation, the agency and client went overboard. They had a few qualms as to whether the subtle ribbing in the copy would get across and whether spoofing of historical heroes and heroines would rub the public the wrong way.

Any misgivings were assuaged on their very first radio buy of the new campaign, Don McNeill's "Breakfast Club" on ABC. To the tune of three weekly segments of five minutes each, the 10 second spots began to roll on 220 stations. McNeill and his crew liked the spots so much that they build comedy lines around them—a pattern that has been followed by air personalities all over the country.

Top comedians and situation comedies have been using the tag-line with no objection whatsoever from Beech-Nut. Stations report that listeners actually sit down and write in for copies of the commercials.

In Worcester, Mass., according to WAAB, there have been several instances of youngsters being kept after school because they repeated the Beech-Nut Gum spots in class. As an example of a good public relations follow-up, the company addressed letters to the classes asking them to confine the Beech-Nut discussions to outside the schoolroom. The reward for better school deport-

ment was a supply of gum to be enjoyed by all.

WIRE, Indianapolis, wrote its own commercial on a jumbo mailer built around the premise that Cecil B. DeMille's next picture will take longer than "The Ten Commandments, if he's not talking while the flavor lasts."

Advertisers of non-competitive products have used the theme in newspaper ads. A paint store ran the headline: "We're not talking while the paint job lasts."

Mrs. Washington...ya better
tell George to stop that
chopping!

I'm not talking while the
flavor lasts.

What are you chewing?

Beech-Nut Gum.

George could cut a whole
tree down by then.

Heartwarming to Beech-Nut Life Savers' executives are the write-ins the company has received directly from the public. Completely unsolicited, there has been a flood of scribbled postal cards, neatly typed letters, and even telegrams saying how much the commercials are appreciated.

Gordon C. Young, company vice president, and James D. Parker, advertising manager, agree that the proof of purchase is in the letters themselves which are addressed to Canajoharie, New York, headquarters of the firm which appears in relatively small print on the gum wrappers and packages.

These letters suggest other characters for skits, ranging from Adam and Eve to John Dillinger. One correspondent even thought a good commercial could be built around Hitler.

From a housewife in Compton, California: (with two gum wrappers attached)

"We're a family of five radio-conscious individuals who appreciate good, clever, entertaining, truthful commercials. We've taken such a fancy to your little 'spots' we've switched to Beech-Nut."

From the secretary of a bank advertising manager:

"May I say that I have heard your gum mentioned constantly since these ads started. I have overheard many people asking their friends whether they have heard the ads. If they have, there is much comment between them. If one person has not heard them, they are explained."

Ad Manager Parker says that some of the letters have asked in what year Beech-Nut began manufacturing gum if Custer, Washington and Columbus chewed it.

A listener wrote to Station WSM, Nashville:

"I have just found out the real reason Dave Beck would not talk before the Senate Investigating Committee. He said, 'I'm not talking while the flavor lasts.'"

Priscilla, Miles Standish
says will you marry him?

I'm not talking while the
flavor lasts.

What are you chewing?

Beech-Nut Gum.

I might speak for myself by
then.

With new customers being added daily, Beech-Nut is taking the wraps off some snappy, new streamlined wrappers and packages for all of its gum products. Each flavor has its own color and the Beech-Nut brand oval logo precedes the brand and flavor description. The new packages are pictured at the beginning of this article.

Some thought is being given to the possibility of playing up individual flavors in the radio commercials. To date, they've been selling Beech-Nut Gum in general, and letting the customers decide on favorite flavors, in particular.

Whatever the future of Beech-Nut in radio . . . it would be a good bet that this year's \$1,100,000 budget is just a start. •••

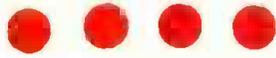
Mrs. James, when you gonna
give young Jesse
an allowance?

I'm not talking while the
flavor lasts.

What are you chewing?

Beech-Nut Gum.

Young Jesse might go to a
bank by then.



the shoestring sell:

Wedgwood

The firm of Wedgwood is a small advertiser which cannot afford the luxury of media experimentation. It has \$75,000 allocated for its entire advertising budget. Of this, \$20,000 has been put into radio, which makes Wedgwood the first in the fine china field to use the medium. All programming is beamed at high-brow lovers of classical music. Wedgwood believes fine music and fine china go hand in hand.

Hensleigh Wedgwood, president, Josiah Wedgwood & Sons, Inc., became a sponsor on WQXR in 1955. Completely satisfied with the pinpointed results radio brought in New York, Mr. Wedgwood now uses radio in six other major cities to determine if it will become a major medium in Wedgwood's future advertising plans.

New Morning Schedules

To find out, he has spent \$20,000 on the following 13-week across-the-board morning schedule on good music stations which began September 16:

WQXR, New York	Breakfast Symphony	8:00-8:30
WCRB, Boston	Commuters' Concert	8:15-8:30
WASH-FM, Washington	Morning Concert	7:15-8:00
WGKA, Atlanta	Coffee Concert	7:45-8:00
WEAW-FM, Chicago	Coffee Concert	8:00-8:15
KIXL, Dallas	KIXL Music	9:00-9:15
KDFC-FM, S. Francisco	Morning Concert	8:00-8:15

At present, 19 stores tie in with the broadcasts and more retailers are expected to participate as the cam-

paign gains momentum.

The closing commercial cites the store or stores which carry the firm's china line in each station's particular marketing area:

Participating department stores are taking a close look at this use of radio. They say: "If it works for Wedgwood, it could work for us."

The stores currently involved are:

B. Altman & Company	New York, N. Y.
R. H. Stearn's	Boston, Mass.
Shreve, Crump & Low	" "
Cooley's	" "
Julius Garfinckel and Company	Washington, D. C.
Rich's	Atlanta, Georgia
Davison Paton	" "
Maier & Berkel	" "
Claude S. Bennett	" "
Charles Willis Associates	" "



Airs Its Wares

Seven City Spread in Test Buy of Highbrow Music

With Heavy Department Store Participation

Marshall Field	Chicago, Illinois
Neiman Marcus	Dallas, Texas
Gump's	San Francisco, Cal.
The White House	" " "
Brown's	" " "
Rorke's	" " "
John Breuner Company	" " "
W. R. Burke Company	" " "

advertising vehicle for a product of Wedgwood's reputation.

Roy H. Holmes, national sales manager, Good Music Broadcasters, Inc., has the utmost confidence in the successful outcome of the Wedgwood buy.

"This is what the Good Music stations have been doing best right along," he says. "We focus the sales pitch to the real buying audience — the people who have the money to go out and buy."

First Venture Cautious

Wedgwood's first venture into radio was a cautious one. In September, 1955, Wedgwood began its "Breakfast Symphony" on WQXR, for a year.

Mr. Wedgwood delivers an informal, topical talk each morning which established him as an air personality. He gives his personal attention to his own commercials which he writes and tapes himself.

Annie Reese (Mrs. Hensleigh

In Washington, D. C., the store is Julius Garfinckel and Company, a high fashion operation with accent on quality. Garfinckel, a long-time newspaper advertiser — and a heavy one — has never used radio before. Luli Eastment of the store's advertising department notes, however, that the progress of Wedgwood's radio campaign will be watched with great interest. She adds that the classical music format is an ideal





Wedgwood), advertising and promotion director for the company, told U. S. RADIO: "For years we have taken four-color magazine spreads, but no one ever talked about them. They were just taken for granted. When Mr. Wedgwood went on radio, quick recognition followed and upon meeting him: 'Oh, you're the Mr. Wedgwood who is on radio every morning.'"

"Once when we were in Europe someone mentioned it and the same thing happened in California. And at the time, he was just heard in New York. Our stock even went up with the neighborhood grocer."

Showroom Traffic Results

At the close of the program, listeners are given a soft sell invitation to visit the Wedgwood showroom, there to view patterns and receive sales information.

The showroom invitation is what pinpointed results. The only advertising of it to the public was on radio. The showroom is on the second floor of an East 54th Street building which has no indication on the outside that it harbors a showroom.

"When the radio announcements began," says Miss Reese, "people didn't rush over immediately. It took hold after about three weeks time when we started having about 30 to 40 people a day visit the showroom and mention the radio broadcasts.

More than that, they turned out to be active customers who bought."

After Wedgwood temporarily discontinued its 52-week campaign on WQXR to evaluate the results, there was a lingering influence for a few months with people still turning up at the showroom. Then there was a sharp drop in showroom traffic.

This convinced Wedgwood that radio has an enormous potential as a sales medium for its product. The firm's advertising agency, St. Georges & Keyes, Inc., agreed. Marshall Murphy, account executive, is very enthusiastic about the new radio schedule. He says: "If it goes the way it did in New York, it can't miss. We are also getting a lot of merchandising cooperation from the stations in the way of counter cards and mailers."

Wedgwood Style

In his second, vastly expanded venture into radio, Mr. Wedgwood still opens the program with his own informal, topical talk.

This is a typical opening commercial which he delivers with a slightly English flavor:

"The firm of Wedgwood has had close ties with America for a very long time. Josiah Wedgwood, described as the world's greatest potter, owed his success to his unremitting and painstaking research in the realms of new techniques, new raw materials and by setting new and better standards of industrial design.

"In 1768, Wedgwood sent a Mr. John Griffiths to America to fetch back samples of a kind of clay called ayoree earth, which the Cherokee Indians were reputed to have used for making pipes. Griffiths left a diary of his journey, which is fascinating reading indeed, since it described in detail the manners and customs of the Indians in the far interior of this country. . . ."

Enthusiastic Support

The Wedgwood executives have just made a cross-country trip to see if fine music and fine china go together in their new radio outlets. "It is too soon to measure results; we do not have the showroom pinpoint we had in New York," states Miss Reese. "All of the stations were most enthusiastic and are giving us all possible support and the participating stores are equally enthusiastic."

If this 13-week schedule passes the test, Wedgwood foresees a rotating plan among major cities. Atlanta, for instance, would run 13 weeks and then the next 13 weeks would be in New Orleans, perhaps, and down the line in that area winding up with a return to Atlanta. This method might be applied to all sections of the country. In any event, it looks pretty certain that more and more of Wedgwood's ad dollars will be going into their specialized use of radio. • • •

Pick a first... *any* first

...in CLEVELAND you'll find that

WERE holds all the aces!

FIRST IN:

- RATINGS*
- IN-HOME AUDIENCE
- OUT-OF-HOME AUDIENCE
- NATIONAL ADVERTISERS
- LOCAL ADVERTISERS
- DAYTIME 5-A-WEEK PROGRAMS
- EVENING 5-A-WEEK PROGRAMS
- SATURDAY AND SUNDAY TOP FIFTEEN SHOWS/ TOTAL AUDIENCE
- MERCHANDISING
- PERSONALITIES
- ENTERTAINMENT
- COMMUNITY SERVICE

*Latest rating — **PULSE**: in the 72 quarter hours daily, **WERE** is first 55 times; 2nd 14 times and 3rd only three times.

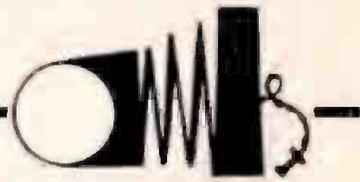
Strongest hand in **HOOPER** and **NIELSEN**, too.

WERE

BUY WERE AND SELL CLEVELAND

RICHARD M. KLAUS, Vice President and General Manager

Represented nationally by Venard, Rintoul & McConnell, Inc.



***Our Sincere Appreciation
For the Hundreds of Expressions
Of Interest and Encouragement . . .***

Happy to hear that you are to launch U. S. RADIO.
Will be looking forward to seeing the first issue. Best of
luck.

Bill Wiseman
WOW, Omaha, Nebr.

My sincere congratulations and best wishes.

Our organization is tremendously interested in the success
of your publication. You may enter subscriptions to our
four stations for the first issue.

George Cory
The Colorado Network

Congratulations on U. S. RADIO!

I wish you all the greatest of success with your new maga-
zine.

I'm looking forward to seeing it.

Gordon McLendon
KLIF, Dallas, Tex.

I was delighted to receive the notice that your first issue
of U. S. RADIO will appear in October. Congratulations.
I think that it is high time that we have a publication
devoted exclusively to radio. I will certainly look forward
to the October issue, and expect great things from you.

Lots of good luck!

Bill Martin
KMMJ, Grand Island, Nebr.

We have the announcement of your new publication.

We hope you will keep us fully abreast of developments
and plans for U. S. RADIO.

Ralph E. Hartman, Jr.
N. W. Ayer & Son

Congratulations on your venture.

There's undoubtedly a need for an all-radio book.

Tim Elliott
WCUE, Akron, Ohio



"It is full recognition, indeed, of network radio's comeback during the past year that a new publication, devoted exclusively to the pioneering broadcasting medium, will soon be with us. We at NBC look expectantly to the first issue of U. S. RADIO and wish you many successful anniversaries to come in your new venture."

Robert W. Sornoff
President
National Broadcasting Company



"The launching of U. S. RADIO is a most significant event. It comes at a time when the prospect for the future of the industry was never brighter. ABN, which is also launching a project — many new 'live' musical programs — extends to U. S. RADIO its best wishes for a successful future in its exclusive coverage of the radio medium."

Robert E. Eastman
President
American Broadcasting Network



"I am happy to join in welcoming a new publication dedicated solely to the field of radio broadcasting. Radio has proved it occupies a real niche in the American way of life. U. S. RADIO we know will provide what we in radio are always needing — a publication devoted to reporting, in full detail, the impact of radio on American life."

Paul Roberts
President
Mutual Broadcasting System



"As you probably know, the activities of John Blair & Company are devoted exclusively to Spot Radio. So naturally we approve the announced objective of devoting your new magazine exclusively to the radio field. To U. S. RADIO, our sincere wishes for a full measure of success."

John Blair
President
John Blair & Co.



"The launching of U. S. RADIO should be welcomed as a solid tribute to our amazing radio broadcast industry. May you realize fully the tremendous opportunity that is yours to chronicle the relentless advancement of our dynamic medium."

John F. Meagher
Vice President For Radio
National Association of Radio and
Television Broadcasters



"The courage shown by you in publishing a magazine devoted exclusively to Radio, one of the greatest mediums of communications we have ever known, is highly commendable."

"Please accept on behalf of myself and every member firm of SRA sincere best wishes for outstanding success."

Lorry Webb
Managing Director
Station Representatives
Association, Inc.



"Radio is a medium with many values which can be employed to advantage in advertising strategies. However, the opportunities available can be missed unless radio is used with great care, because it is different from the structure in the pre-television era."

Arthur S. Pardoll
Media Group Director
Frank Cline & Bonding

"It is a pleasure to add our sincere wishes for success to you in your new venture. If the stated purpose and scope of U. S. RADIO are realized, we are confident a real service to the radio industry will have been rendered. Please accept our heartiest encouragement."

"Radio or 'Wireless' is a fascinating business —

John J. Tormey
Director of Radio Sales
Avery Knodel, Inc.

"Publishing a magazine devoted exclusively to radio cannot fail to be fascinating."

"It is high time someone saw the light and is doing something for this industry."

"Congratulations and loads of luck with U. S. RADIO."

Robert H. Bolling
The Bolling Company, Inc.

"It gives me great pleasure to congratulate you on the birth of U. S. RADIO. The radio industry has long needed a publication devoted to its interests and championing its causes. And your timing could not be more auspicious, coinciding as it does with radio's great resurgence. I predict a great future for both!"

Frank M. Headley
President
H R Representatives, Inc.

"Regarding U. S. RADIO, I know that it will be a great success and I wish for you all of the best. Let me congratulate you on a fine new idea."

R. W. Rounsaville
Rounsaville Radio Stations

FIRST
in News..

FIRST *in*
Coverage..

FIRST *on*
the Dial..

FIRST *in*
America's

**FASTEST
GROWING
MARKET**



KFMB

RADIO

540
KC
5000
WATTS

Represented by

PETRY

Wrather-Alvarez
Broadcasting Inc.

SAN DIEGO

St.

more of their money where America's loyal ear is.

Network officials now say that earlier estimates of an expected 6% increase over last year were understated. Projection of first-quarter totals of announced network billings indicate a greater increase.

It is assured that there will be at least a 15% increase in spot radio sales. Larry Webb, Station Representatives Association managing di-

rector, says: "Without any question, national spot radio is running far ahead of any other median in its percentage of increase over previous periods. Advertisers and their agencies, as well as station management and their representative firms, are due a tremendous amount of credit for having found new ways to use one of the most versatile and powerful sales weapons of all advertising media."

Radio Advertising Bureau, mean-

while, estimates a 6% gain in gross local billings for 1957 with \$372,000,000 estimated against the 1956 figure of \$352,000,000.

The gains in network, spot and local business assure radio of its biggest year ever.

Nighttime Radio

A big factor in radio's immediate future hangs on a growing awareness by advertisers of nighttime radio. As business overflows the "traffic" hours, more and more potential sponsors investigate the nighttime audience. Industry statistics reveal an average nighttime audience that equals the circulation of *Life Magazine*. Advertisers are finding out that they can reach almost as big an audience as daytime at lower rates. There is more family listening and more men in the audience with leisure listening time.

Advertisers are also re-discovering the 9 a.m.-1:30 p.m. audience which offers a steady, faithful adult listenership consisting mostly of housewives.

With the rise in agency and advertiser interest, major advertisers continue to gravitate toward radio sponsorship. Many of the big-money advertisers have rejoined the medium this year on all fronts.

Networks are boasting of big sales such as CBS's "Ford Road Show" and Procter & Gamble's return to radio via NBC after a two-year hiatus from major buying in the medium. Mutual has General Foods' Jell-O and Kraft Foods in on news extensively. ABN has added new advertisers such as Doan's pills, Charles Pfizer, and the Sandura Company. New sales methods and new programming methods are credited with these results. (See *Reports from Network*, p. 56.)

A Public Trust

The listening public, however, does not know or care much about whether the commercial that brings the programming they enjoy is local, spot or network. The public does not care that radio is becoming a billion dollar business. The public is only interested that a flick of the dial will provide the kind of entertainment it wants.

National surveys continually in-

(Continued on p. 40)



WFAA-820*
DALLAS IS THE "MOST

LISTENED-TO" STATION
IN THE ENTIRE
STATE OF TEXAS!

... And with some 217 radio stations in Texas, that #1 ranking takes on an even greater importance to advertisers. Adjacent Dallas and Tarrant counties comprise the nation's 12th ranking metropolitan market (in terms of retail sales). Add to this WFAA's popularity throughout all North Texas and broad areas of Louisiana, Arkansas, Oklahoma, and you've got the BIGGEST single buy to ever come along. Why not get the complete Nielsen story (as well as market facts and figures) from your PETRYMAN right away?

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
 NBC • ABC

A clear channel service of
the Dallas Morning News,
Edward Petry & Co.,
National Representatives

* shares time with WBAP.



It's a Matter of Reach

When you want to score in the St. Louis market, KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 84.4% of the radio homes in the area in just one week.* When you're looking for scoring power in St. Louis, send in the first team . . . KMOX.

*Pulse Cumulative Unduplicated Audience Study, November, 1956

CBS Radio
Represented by CBS Radio Spot Sales

KMOX RADIO
THE VOICE OF ST. LOUIS

decline the public's tremendous confidence in radio. When asked where they would turn to learn immediately the true facts in case of an impending enemy attack, the answer is always overwhelmingly "to radio."

Radio broadcasters have spent countless sums of their own money to safeguard this public trust through the implementation of CONELRAD. Should a direct national war emer-

gency arise, radio, and only radio will be the only functioning medium to disseminate official governmental dispatches to the people.

For both the public and the industry which serves it, the real heyday of radio is only beginning.

Broadcasters themselves may be the most amazed when the full results are tallied for this year. The upshot of the upsurge is that it's a Radio-Active 1957! • • •

WDIA UP 18.7% OVER LAST JULY!

A Message From John Pepper and Bert Ferguson,
Owners of Radio Station WDIA, Memphis

Mr. Pepper: Yes, business continues to get better at WDIA. Only 50,000 watt station in the Memphis area! Just listen to this—



Mr. Ferguson: We've had an 8% increase in business in the last six months, over the same period last year. A growing 11.1% in the last three months. A big, fat 18.7% increase this July over July, '56! And—'56 was the best year in WDIA history.

Mr. Pepper: It's a fabulous success story, and it all adds up to this: Programming exclusively to the Negro, WDIA combines power, coverage and loyalty as no other medium can . . . to dominate commercial contact with the 1,237,686 Negroes within its radius.



Mr. Ferguson: That's over 10% of the Memphis market . . . nearly one-tenth of the country's total Negro population! And it's a loyal, sales-responsive audience . . . that first listens to WDIA, then buys! And when it buys, it



spends an overwhelming 80% of its annual 616 million dollar earnings on consumer goods!



Mr. Pepper: Take \$1 from scores of local and national advertisers . . . WDIA—and WDIA only—sells the Memphis Negro market. WDIA creates high volume sales and profits for over 127 advertisers, more than any other radio station in Memphis.



Mr. Ferguson: The facts and figures speak for themselves. WDIA sells the Memphis Negro as no other medium can. Let us prove WDIA can act as a high-powered sales force for you!

Mr. Pepper: Get your share of this high volume market. Write us today . . . We'll show you how WDIA can deliver the Memphis Negro market to you . . . as a unit!

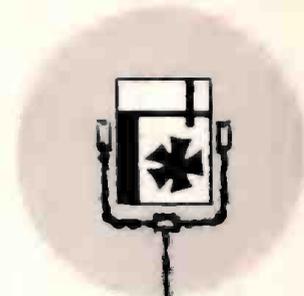


WDIA is represented
nationally by

John E. Pearson Company
Commercial Manager, Harold F. Walker

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 22, NEW YORK



*“Our greatest challenge . . .
the development of men”*

Ralph Cordiner, President, General Electric Company

“Few expenditures we can make are more important than those for education. A well-educated person produces more and consumes more, makes wiser decisions at the polls, mounts a stronger defense against aggression, and is better able to perform the grave responsibilities of American citizenship.

“Freedom needs educated people. So do business and industry. I earnestly ask you to support the college or university of your choice in its planning for expansion and a stronger faculty. The returns will be greater than you think.”



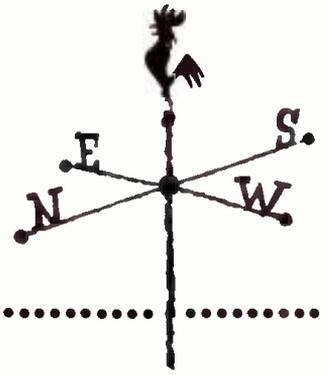
If you want more information on the problems faced by higher education, write to: Council For Financial Aid To Education, Inc., 6 E. 45th Street, New York 17, New York



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

hometown USA

- Local Promotion
- Radio Registers



LOS ANGELES City Councilwoman Rosalind Wyman presents commendation to KLAC president M. W. Hall, whose station has raised more than \$250,000 for charity during the past six years.



Local Promotion: Civics or Gimmicks?

Plenty of Ingenuity, Ideas

And Follow-through,

U.S. RADIO Survey Shows



KXOK's MONKEY and organ grinder pass out souvenir records to passer-by on St. Louis street.

 Station promotion managers — whether they prefer civics or gimmicks — are mirroring the vitality and ingenuity of local radio today. And in local radio today, both methods are getting results.

Radio stations, which have long enjoyed a prime position in community affairs, are combining their promotions more and more with civic

projects and community relations programs, according to a U. S. RADIO survey. "A large staff and a king-sized budget are not necessarily required to launch and maintain a year-around station promotion campaign," Dave Partridge, Broadcasters' Promotion Association president and Westinghouse Broadcasting Co. sales promotion manager points out.

"Ingenuity, ideas and follow-through are more important."

Special broadcasts of home-town events, regularly scheduled civic forums, and major public service campaigns are typical promotion methods. WJR spoke out recently in full-page Detroit newspaper ads: "It is annoying to many talented and conscientious people in radio



"EDWARD R. BURRO" carries listening hints on his back for WEKZ, Monroe, Wisc., publicity.

HEAT WAVE contest winner, Mrs. Hubert Croy, receives check for \$102 from John Trotter of KAKC, Tulsa. She outguessed 5,000 others on time and date mercury would reach 102 degrees.

broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio." Many stations agree. Among the trends revealed by U. S. RADIO's country-wide check was a pattern of local promotion tied in with civic betterment.

Accent on Youth

There is an accent on youth in small as well as big towns, for the youngster of today who buys the rec-

ords is also the adult of tomorrow who elects the legislators. KGHF, Pueblo, Colo., turns over the entire station to students on "High School Radio Day." The boys and girls sell, write, announce, engineer, and manage the station. The KCKN, Kansas City, Kan., "Youth Speaks" program is one of many forums around the country where high school students discuss teen-age problems. KHEN, Henryetta, Okla., brings local young-

sters into the act as disc jockeys and is one of countless stations that sponsor booster clubs supporting high school athletics. WOIC, Columbia, S. C., sponsors a high school choir contest; KMNS in Sioux City, Iowa, lends announcers to the grade school PTA to help promote contests; KGFV, Kearney, Neb., is pushing a school-zone safety campaign and a bond issue for a new high school; KYW, Cleveland, recently raised \$3,000 for a station wagon for the Cleveland Society for Crippled Children.

Men on the Street

When the local citizen can get his opinions aired, that's good promotion as well as good civics. New York's WRCA has reporters roving throughout the city gathering news and views on tape for its Pulse shows. Paragould, Ark., citizens talk about pet peeves and projects over the KORS "Back Fence" every weekday morning. From Kingman, Ariz. (KAAA) to Liberty, N. Y. (WVOS), the "man on the street" can comment on local issues.

Philanthropy is a duty of a community leader, and here local radio has done a big job, raising money for specific emergencies (like the \$7,300 collected by WPCT, Putnam, Conn., for flood relief) and general charity drives (like the \$250,000 raised by

DISC JOCKEYS HAVE NOT TAKEN OVER RADIO

It's annoying to the many talented and conscientious people in radio broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio. It's presumptuous of newspaper and magazine reporters to add that this is typical of all radio. This attitude may be typical of some stations—certainly not radio in general—definitely not WJR.

Good radio programming is an art. It consists of careful blending of information, entertainment and public service. WJR backs that belief with a program payroll of a million dollars annually. This represents the highest program budget of any radio station in the country. Many stations, like WJR, practice the art of good programming with great success. Others, either lacking the art or the resources, play the safe game of popular songs, old favorites, western and folk songs.

WJR's recorded musical programs include the latest hits. However, WJR is not in the record promotion business. It is in the business of satisfying the listening preferences of people at every social, economic, age and educational level. This has been our sole aim for 35 years. Proof of our success is the fact that more people listen to WJR than to any of the other 196 radio stations heard in the Detroit-Great Lakes area.

WJR
The Great Voice of the Great Lakes

MANY STATIONS agree with WJR Detroit newspaper ad

KLAC, Los Angeles, with six annual Hollywood Bowl Charity Shows).

Everyone Benefits

Promoting the local area as a market is another civic service that stations perform. For example, WESO, Webster-Southbridge, Mass., celebrated its second anniversary by renting all parking meters in both towns and inviting listeners to come downtown and park free. In one of the biggest shopping nights in local history, everyone — merchants, shoppers, and radio — benefited.

And listeners from coast-to-coast have learned to depend on radio for public service features such as traffic news. WNEW has supplied New Yorkers for years with information about conditions on all highways leading to and from the city in regularly scheduled broadcasts. And KFVB will shortly have 135 mobile "Freeway Traffic Reporters" operating in the Los Angeles area. As Cecil F. Clifton, general manager of WAVL, Apollo, Pa., states it: "We major in public service."

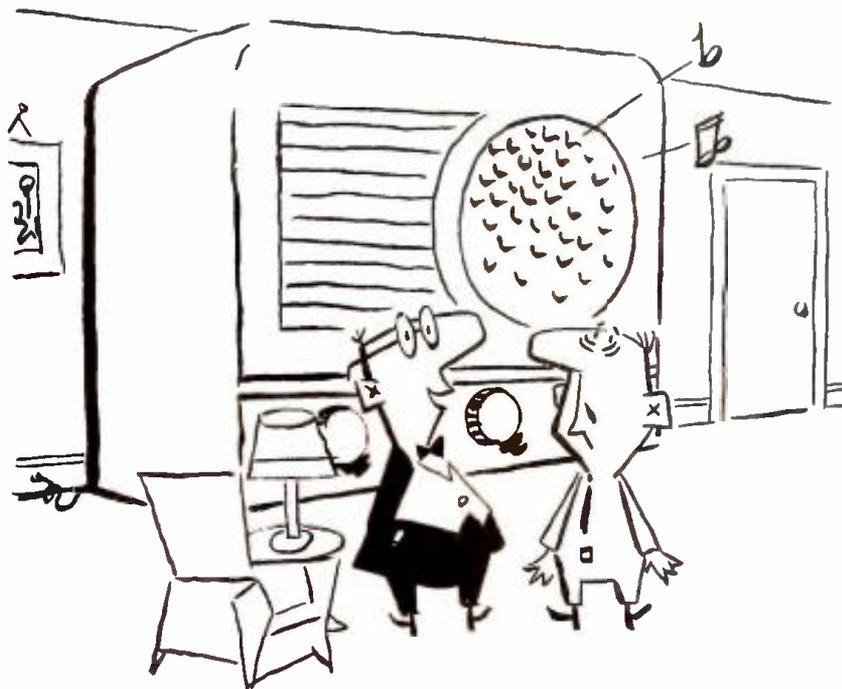
Gimmicks and Stunts

Gimmicks and stunts are a staple of the promotion diet among many stations. Quizzes, contests, beauty pageants, free offers and various species of animals are currently used by local radio throughout the country.

Stations select "Miss Bronze Beauty" (WOIC, Columbia, S. C.) and "Miss Colorado" (KGHF, Pueblo. She became "Miss America 1957"). "Easter Egg Hunts" are annual events from Maine (WFAU, Augusta) to Oregon (KORE, Eugene). Young women dressed only in their messages say "All I have on is KBHS" in Hot Springs, Ark., and "All I have on is WNOE" in New Orleans, La. In Metropolis, Ill., they hunt for the WMOK \$200 Mystery Tune; in New York for the WRCA "finders-keepers" \$1,000 bill; in Woonsocket, R. I., for the WNRI Thanksgiving turkey.

WBKH, Hattiesburg, Miss., broadcasts Lucky House Numbers 10 times a day with a jackpot up to \$1,000.

Local promotion—whether in the interest of general welfare or just general fun—has caught the eye, and subsequently the ear, of the general public. The basic ingredients are "ingenuity, ideas and follow through." • • •



"Of course. Radio has grown."



The ELLIOT STATIONS

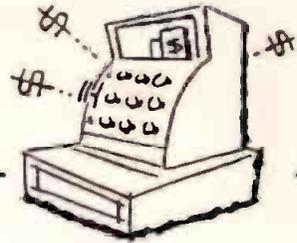
great independents • good neighbors

TIM ELLIOT, President

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

National Representatives The John E. Pearson Co.

radio registers



**Lucky
Strike
is
buying**

program

pm

**the
sound
difference
in
nighttime
radio**

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

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



Appliance Store

Manly's, local B. F. Goodrich store, used R.O.S. schedule of 25 announcements per day for nine days over KMHT, Marshall, Texas. Purpose to overcome general tv sales slump. Copy all ad lib with exception of taped jingle intros. Total campaign cost \$375 — half the cost of previous newspaper campaigns. Result: Radio moved \$8,600 worth of tv sets. Manly's immediately contracted for another similar campaign on KMHT built around New Year's party theme.

Drive-In Theater

Boulevard Drive-In Theater decided on three-day campaign over KCKN, Kansas City, Kansas. Tag line one night to regular spot announcing names of current movies was that any driver would be admitted free that night who said he "heard it on KCKN." Result: 233 automobiles responded to the commercials. Boulevard Drive-In now regular advertiser on KCKN.

Drive-In Restaurant

Wil-Mar Drive-In Barbecue ran package of 45 spots in one week offering special on sandwiches over WEGO, Concord, N. C. Although thought to be equipped to handle large volume, Wil-Mar reported "completely and hopelessly swamped" with customers. Final result: Business up 200% during week. Same package ran following week over WEGO. Tremendous success repeated. Wil-Mar now regular advertiser on weekly basis.

Grocery Store

Stroud's Grocery bought three spots on afternoon Robins Nest show over KGOS, Torrington, Wyoming. Had 480 bushels of peaches to sell. Stroud's is off main highway with very little walk-in trade. KGOS ran only two spots before Stroud's called to ask that last announcement be cancelled. Entire stock had been sold in 2 hours and 15 minutes. Stroud's had been using newspaper advertising with little success. Now is regular advertiser on KGOS, and business is on increase.

**Omaha's Number 1
Fulltime Independent
Station**



**"My Mommie
Listens to
KOIL"**

"Our Miss KOIL"

The Station Most Omaha-Council Bluffs Mommies Listen To!

Avery-Knodel Rep.

**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 22, NEW YORK

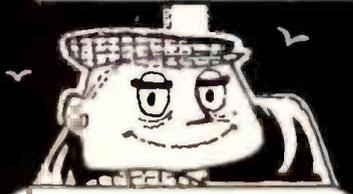
You're headed in
the right direction with
Plough, Inc., Stations!

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

report from RAB

National Advertisers

Speak up at NRAC

Radio success stories were one of the features of the third annual National Radio Advertising Clinic of the RAB held in New York, October 8-9. Representatives of national advertisers told the Clinic why they had chosen radio and why they were sticking with it.

"With almost 100 million radio sets in homes and almost 40 million radios in automobiles, we certainly have the opportunity of reaching practically every potential customer in the United States with our advertising messages," said R. W. Testament, advertising manager of Grove Laboratories. "This year our campaign on Kromo-Quinine is 100% radio.

"We can't lose sight of the fact," Mr. Testament continued, "that we have an opportunity to reach 92% of all U.S. radio homes every week. In that average home the radio is tuned in 2 hours and 14 minutes per average day, and much of the listening occurs just before the customer goes into a store to shop."

"The real reason we (advertisers) switch our affections," revealed Albert Brown of Best Foods, "is that from time to time one medium or another does an outstanding job of overhauling itself, of adjusting itself to the changing times and offering the advertiser new and better values." He went on to say that the size of radio's audience "is

greatly under-rated" by the rating services. "To be sure, the slide rule boys are making an effort to measure out-of-home listening, but in my opinion many millions are being missed."

Milton Wolff, advertising manager of the No-Cal Corp., disclosed that "radio is the spearhead and backbone of all campaigns for No-Cal." Since 1952, when No-Cal decided that "women were our targets and that they used radio extensively in their chores around the house" and that "a new product had an educational job to do," No-Cal has "turned to the airwaves."

Anheuser-Busch's director of advertising declared that "the public's reaction—and enthusiasm—for these non-irritation commercials has been most gratifying. But equally important to us," R. E. Krings went on to say, "is the fact that Budweiser has proved that radio commercials can be pleasant listening and hard-selling at the same time."

"Spot radio," said Henry G. Riegner, TWA's assistant general advertising manager, "is the most personal, the most direct, the most intimate way of asking the customer for the business." When TWA first experimented with spot radio, according to Riegner, it decided that "if radio could cure a critical problem in two weeks it seemed logical

(Cont'd on p. 10)

**RAB Awards for Eight Most Effective
Radio Commercials**

National judging panel selected eight radio commercials as most effective of year. Sponsors and their advertising agencies received gold-plated transcription on mahogany base. The winners and their agencies were:

Commercial

- Beech-Nut Gum
- Dodge Automobile
- Marlboro Cigarettes
- Budweiser Beer
- Ford Automobile
- Texaco Gasoline
- Pepsodent Toothpaste
- Winston Cigarettes

Agency

- Young & Rubicam, Inc.
- Grant Advertising, Inc.
- Leo Burnett Co., Inc.
- D'Arcy Advertising Co.
- J. Walter Thompson Co.
- Cunningham & Walsh, Inc.
- Foote, Cone & Belding
- William Esty Co., Inc.

WXYZ Radio IS Detroit

AND DETROIT IS WXYZ! What makes it so? Simply this: WXYZ personalities are out with the people of Detroit—in mobile studios at busy intersections, at permanent booths in shopping centers and all kinds of special-event remotes.

During the years Detroit and WXYZ grow even closer, reflecting each other's tastes and preferences. Combine famous WXYZ local personalities with the American Broadcasting Network's new LIVE-FUN broadcasting and you have more reason than ever for WXYZ's solid leadership in the Detroit market!

LIVELY WXYZ Radio 1270

Detroit's Personality Station

a

American Broadcasting Network
*Represented Nationally by
John Blair & Co.*





If you're serious about selling your product (if you're not, send your name to Ripley) you don't just say it's home-coming and see who shows up. You send your clarion call where it'll be heard. In Central Ohio that's WBNS Radio, rated first by Pulse 315 out of 360 quarter hours, 6 a.m. to midnight, Monday through Friday. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

that it could do us some good 12 months around the calendar. Particularly in our major competitive areas where we go in all directions . . . around the seasons."

The ability of radio personalities to sell products was also discussed at the RAB Clinic. "We chose radio, too," No-Cal's Wolff pointed out, "because of its low cost per thousand and the belief that participation in radio personality shows could give it (No-Cal) the greatest initial impact to help move it off the dealers' shelves. The idea of using the radio biggies," he added, "was an immediate success. The audiences of these radio personalities were easily convinced by their idols and took their suggestions about trying No-Cal. With the followers of radio personalities as a consumer nucleus, sales soared."

RAB launches new projects

The Radio Advertising Bureau will launch several projects in the next six months in the realms of market information, sales and audience research, and sales promotion.

The market information studies will concern the Negro market, the farm market, the gasoline and household appliance markets, and the grocery and drug markets. They are designed to cover all currently available statistics on the size and importance of these areas, and will give potential advertisers a clearer picture of the immediacy of radio—and of its ability to deliver the "last word" to prospective customers before a shopping trip.

Complete background information on 90 different national products is being gathered into a booklet for the use of time salesmen, and RAB will include as a companion piece a study of "Fight Points Why You Should Use Radio." The booklets will be of value in preparing for sales calls to manufacturers of merchandise ranging from automobile insurance to phonograph records.

Four package mailings will soon go out to the RAB membership to assist in selling radio to department and men's stores, appliance dealers, and banks. They will contain pamphlets listing promotion ideas, co-op data, reviews of merchandising problems, and success stories. Also, RAB is revising its Co-op Booklet, which will include manufacturers' policies toward co-operative advertising in virtually every significant business in the nation.

RAB has added four account executives to its "Sales Barrage" staff, making a total of 10 who call on advertisers in major markets throughout the country to sell radio as an effective advertising medium. • • •

THE ORIGINAL "MY MOMMIE" GIRL SAYS:

"MY MOMMIE LISTENS TO KXOL"

AND, NO WONDER, with PERSONALITIES LIKE THESE

BOB BRUTON Midnite-6:00 AM	BILL ENIS 3:00 PM-6:00 PM
JIM TUCKER 6:00 AM-9:00 AM and 12 Noon-3:00 PM	BILL NOBLE 6:00 PM-9:00 PM
BOB MITCHELL 9:00 AM-12 Noon	JOHNNY LAN 9:00 PM-12 Midnite

News Editor, **BILL HIGHTOWER**
Newsmen **BRUCE NEAL** **ROY EATON** **BOB SHAEFER**

CONGRATULATIONS TO "U. S. RADIO"
KXOL FORT WORTH, TEXAS
1360 kc — 5,000 watts day, 1,000 watts night
SOLD IN COMBINATION WITH WRR, DALLAS
ASK YOUR AVERY-KNODEL MAN
24 HOURS A DAY 7 DAYS A WEEK
HOME OF THE "BIG TEN"



BUYS

ATN BUYS WVDA

BOSTON, Sept. 24—Radio Station WVDA, Boston, Massachusetts, was bought this week by Air Trails Network, subject to approval by the Federal Communications Commission.

WVDA is a 5,000 watt regional affiliate of the American Broadcasting Network, serving the New England area 24 hours a day.

Air Trails Network operates four radio stations, WKLO Louisville, Kentucky; WING Dayton, Ohio; WCOL Columbus, Ohio, and WIZE Springfield, Ohio.

BECAUSE

RADIO SELLS

ATN CURRENTLY SERVING AND SELLING



H-R REPRESENTATIVES
for WING • WCOL • WIZE

JOHN BLAIR & CO.
for WKLO

THE MOST
LISTENED TO
STATION IN
EAST TEXAS

KTRE radio

1420 kc

1000 watts fulltime



Richman Lewin
VP & General Manager

National Rep:
Vernard, Rintoul & McConnell

Regional Rep:
Clyde Melville, Dallas

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

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

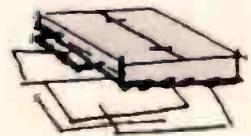
Radio Memphis
WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.

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

report from representatives



Adam Young Examines

Traffic Time Bias

Tendency of Spot Advertisers

The radio advertiser who banks on a "sure thing"—saturation buying of premium traffic times—isn't doing himself the favor he imagines, in the opinion of Adam J. Young, Jr. Mr. Young, station representative, is concerned with the tendency of spot advertisers to scurry around for premium-rated traffic times as the best means of hammering their message home. He believes they should take a long, second look at their traffic-time bias and see if it isn't sometimes their own worst enemy.

Mr. Young is busy right now trying to reeducate saturation advertisers to the advantages of spacing their spots throughout the day's programming. "Radio," he says, "is a good buy no matter what way you look at it, but in order to make the medium most productive you must know more about the listener's habits."

Using a recent Nielsen survey made for RAB, Young points out that the effectiveness of a spot campaign on one radio station will decline after 36 spots are aired. The Nielsen survey showed a steady, steep upward curve to the point where 36 announcements were given in a week on a given station. After that point, the rise continued but at a considerably slower rate indicating a leveling-off. Actually, Young thinks 20 spots on one station is the safest bet to insure maximum remembrance. After 20 or 21 spots no new people are reached—the same people are simply reached more often.

More for Ad Dollar

By buying every station in the 7-to-8 A.M. period, he says, some advertisers get the results they are after, particularly if the product is new or highly competitive. It is Young's contention, however, that the average advertiser with an appeal to make to the over-all audience can get more for his dollar by distributing his spots throughout the day.

He points to the fact that the advertiser preference for 7-to-9 A. M. and

4-to-6 P.M. has forced rates upward in these time periods. It is therefore wise for the advertiser to ask himself again whether the added costs justify this kind of time slotting or whether he couldn't get results at least as good at other times of the day.

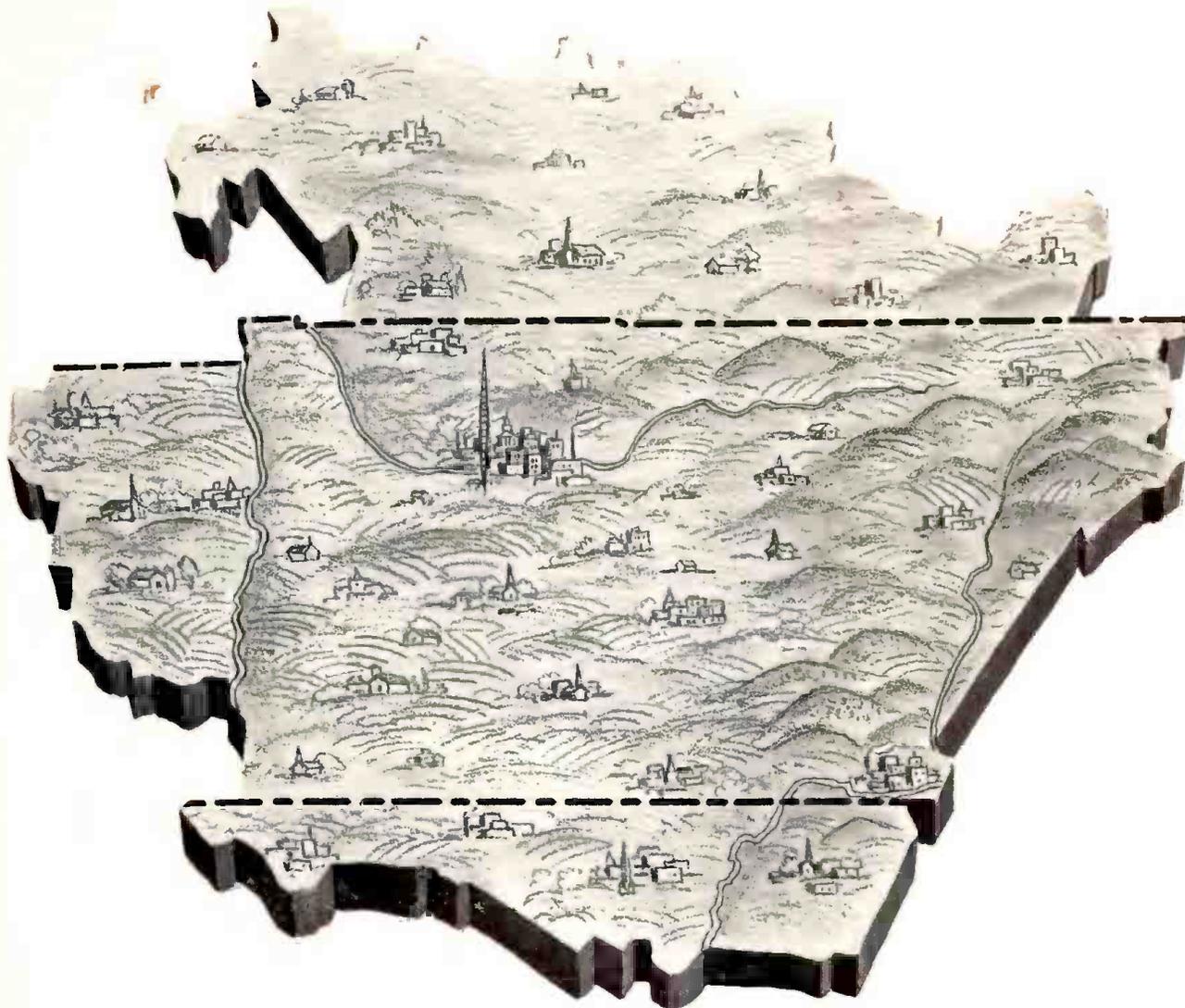
"There are three ways to saturate," Young says. "You can saturate small numbers of people with great frequency, or reach the greatest number of people with a small number of frequencies, or, if you have the budget, the greatest number of people with the greatest amount of frequencies."

Placing the Spots

Suppose you want to place about 100 spots. Do you place them on one, two, or three stations? Do you place them during certain hours only, or throughout the day? "I think," states Young, "it makes sense to buy 108 announcements divided evenly among three stations and spread the 36 weekly spots on each station over a 12-hour period, say, between 7 A.M. and 7 P.M. Ideally, your message would be placed between 7 and 8 A.M. on Monday, Wednesday and Friday; between 8 and 9 A.M. on Tuesday, Thursday and Saturday; between 9 and 10 A.M. on Monday, Wednesday and Friday, and so on through the week."

Young is convinced of the good results that can be obtained with this system. To get advertisers to revamp their saturation buying concepts, he offers a guarantee to purchasers of a 36-spot package that every effort will be made to get traffic time availabilities for 12 of the 36 spots.

"It's only common sense," says Young, "to think twice about traffic time buying. There are only between 7 and 5 1/2 hours of it (depending on the market) available in a broadcasting day. The rates are higher because of the greater demand. Buying several stations at prime rates, in the same time period, means sharing the same pie. Sometimes it makes sense. Sometimes not." • • •



Here's the Most Effective Way to Sell This \$2 Billion WSMpire!

Within the 81 County \$2 billion WSMpire, 50% of the one-half million homes are tuned to WSM on an average day.

In order to partially approximate this daily unduplicated WSM audience, you must buy at least 38 leading, local Tennessee, Kentucky and Alabama stations. How about cost? Here are the facts:

	UNIT	OPEN RATE	312 RATE
38 Stations	1 Min.	\$164.00	\$122.00
WSM	1 Min.	\$ 50.00	\$ 38.00

In short, WSM can deliver more audience, at less than one third the cost, in one of America's most significant markets. And — WSM also delivers a bonus day-time audience outside the WSMpire which is even larger than the audience for which you pay.

There is a difference...it's WSM radio

50,000 WATTS, CLEAR CHANNEL. NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

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
Area Pulse—May, 1957 QUARTER
HOURS

RADIO:

LEADS IN HOMES
DELIVERED BY **55%**

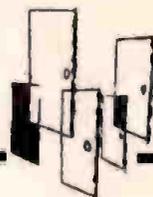
Day or night monthly. Best buy
day or night, weekly or daily, is
WRBL—NCS No. 2.

WRBL

AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

report from agencies



A good 5-second radio spot could very well be the happy answer to some of the problems confronting advertisers with a wide-coverage problem—is what William L. Wernicke, vice president and radio-TV director for Morey, Humm and Warwick, thinks and he's in a good position to know.

Wernicke is one of the masterminds behind the Sinclair Safety Spot Campaign, heaviest saturation buy in radio history, estimated at between \$1.5 and \$2 million. The experience of his staff in trying to line up some 10,000 5-second availabilities each week, to the end of 1957, left him wanting to give bouquets for the fine cooperation tendered by most stations and their representatives. As might be expected, there were thorns among the roses.

Occasionally Thwarted

The Sinclair campaign utilizes some 900 radio stations in 150 cities across the country to air its spot announcements, none of which is longer than 15 words (most are only 12 words)—an ideal 5-second length. Despite this fact, the agency found its efforts to buy time occasionally thwarted by a long-standing condition: radio's somewhat scrambled rate structure, on one hand, and instances of broadcaster resistance on the other.

The lack of uniformity in rate cards is, in Wernicke's mind, a hurdle that the industry should overcome. Primarily, because it would allow the agency to present a more accurate estimate to the advertiser. In the booming economy of today's spot radio, spiralling or even indeterminate costs can terminate a campaign long before its normal expectancy.

Apart from the many stations which don't even publish rates for the 5-second spot, a casual glance at the rate-book points up the confusion of classifications among the stations that do. Such varying designations as "time signals," "public service announcements," "weather checks," "headlines," "shorts," "quickies," "flashes," "briefs," etc., leave the advertiser "not knowing where he is," Wernicke argues. Where the breakdown is confined to length, some stations list 5 seconds, some 8, some 10; others compute costs by verbiage, with classifications for 10 words, 12 words, 15 words, etc.

In many markets there appear obvious inequities in station rates for the same short segment. Although the campaign

idea was to "try to saturate every station in town," the agency executive reports instances where, with much reluctance, a station was by-passed, even though it published a "quickie" rate, because "it was so obviously out of line with the others in the same area." In this connection, he points out that he "ignores ratings entirely," basing his concept of a fair price on such factors as the number of years a station has been in business in a market, its wattage, general programming structure, its local reputation, "a certain loyalty factor," and "other invisibles."

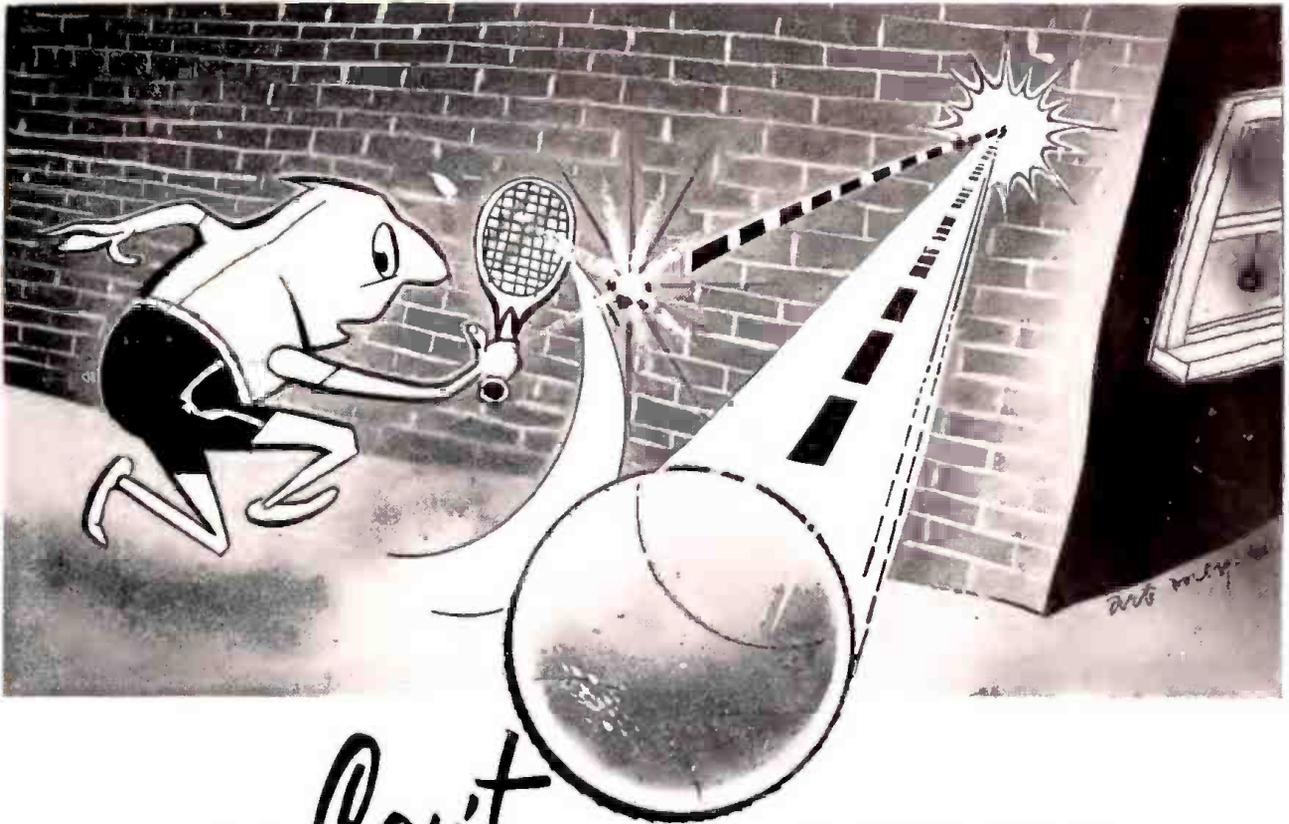
The agency wasn't the only one being selective, however. The turn-downs received from broadcasters make interesting reading. Although he makes it clear that he has no quarrel with any station's right to maintain policy, he does question the thinking behind some of the rejections. "To be absolutely fair," says Wernicke, "there were comparatively few of these—much to our relief, since these chaps really chewed up our time when every minute counted toward our target date time-table."

The commercial was short (12 words), with fully half the spot geared to a public-service plea for careful driving: "Driving today? Remember to drive with care—and buy Sinclair—Power-X gasoline." Despite the copy and the week-in, week-out schedule, there were such responses as "We couldn't do justice to any commercial in 5 seconds," and "We can't be bothered with such a small account."

Completely Sold on Radio

He's completely sold on radio: "I feel that Sinclair's expression of confidence in radio is reflected in this tremendous tribute—in 1957 the largest single slice of the Sinclair ad budget went into spot radio." As to the effectiveness of the campaign itself, he indicates that there is "every expectation it will be extended throughout 1958."

On the subject of a standardized rate structure for the "quickie" announcement, he pleads for the acceptance by the industry of a simple, straight forward formula. "After screening and signing some 900 contracts, our people at Morey, Humm and Warwick have a birds-eye view of what seems acceptable to most of the radio stations. Generally speaking, a 5-second, or 'quickie' spot hovers in the area of one-third of the cost of the canned one minute rate." ●●●



YOU *Can't* HIT A TENNIS BALL THROUGH A BRICK WALL

AND THE ROCKY MOUNTAINS, splitting Colorado down the middle from North to South, are a brick wall to radio signals, no matter how powerful.

You can't buy effectively in the Colorado market with one station—for you only buy fringe-area reception across the Rockies.

The **POWER-HOUSE** buy is the Colorado Network with strong, **PRIMARY-SERVICE** signals on both sides of the Rockies. Check the Colorado map for location: KVOD on the Eastern Slope, KUBC and KRAI on the Western Slope, and KSLV in the San Luis Valley, combine in the Colorado Network to give

The Best Coverage at the LOWEST COST

Any Combination is Available on One Order to the
COLORADO NETWORK

KVOD, Denver, 5000 watts, 630 k.e.

KUBC, Montrose-Delta, 5000 watts, 580 k.e.

KSLV, Monte Vista, 250 watts, 1240 k.e.

KRAI, Craig, 1000 watts, 550 k.e.

National Rep. Bolling Co., Inc.

NATIONAL SALES OFFICE. MIDLAND SAVINGS BLDG., DENVER 2, COLORADO

Phone: TAbor 5-2291 TWX: DN 483



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

**SPECIALIZED NEGRO
PROGRAMMING**

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

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

For availabilities call Humboldt 3-3100

Represented Nationally by—
John E. Pearson Company

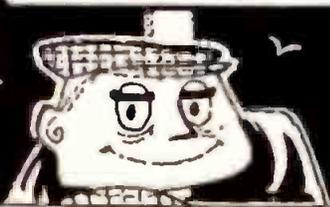
**You're headed in
the right direction with
Plough, Inc., Stations!**

**Radio Baltimore
WEAD**

**Radio Boston
WCOP**

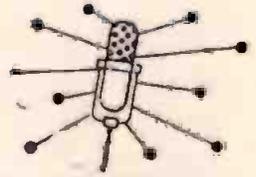
**Radio Chicago
WJJD**

**Radio Memphis
WMPS**



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

report from networks



There are as many approaches to network radio this season as there are networks, and, among network executives, more opinions on the subject than that.

At Mutual, it's music-and-news, with a particularly heavy accent this year on news, thanks to an expanded broadcast day, a new coast-to-coast live news coverage setup and acquisition of some new "name" commentators.

At American Broadcasting Network, the cry is "down with music-and-news." In its place network brass are going all-out for live music programming—some 32 hours of it weekly—along "Breakfast Club" lines, and, to make way for that impressive load, they are "bumping" dramatics, including some time-honored and still-lucrative soap opera billings.

At NBC, the key word is still "Participation." Full network support continues to go to "Monitor," "Nightline," "News of the Hour" and the entire service feature concept. Star names this year are being sought more stringently, perhaps, than in the past, for sprinkling through the weekend programming. Otherwise, the thinking at NBC, as voiced by Vice President Matthew J. Culligan, is that jukebox programming is due to level off.

CBS, which has its own weekend service feature in "Impact," its own network stars of the Godfrey-Lookletter variety and an abiding faith in daytime serials, will have its novelties (like the Stan Freberg and "Sez Who?" shows), but there is nothing about them intended to prove any revolutionary programming thesis.

"Operation Newsbeat"

The Mutual spot news setup, called "Operation Newsbeat," puts on tap to affiliates throughout its 17-hour broadcast day some 486 newsmen, a key reporter for each affiliate. It already has scored some newsbeats thus far. The setup will enable the network to keep close tabs on Queen Elizabeth during her American visit. Mutual's president, Paul Roberts, a former newspaperman, compares the function of "Operation Newsbeat" to the service performed for newspapers by AP or UP. He'll have a chance to prove this point when key men in Ottawa, Detroit, Washington, New York and other cities on the Queen's route provide spot coverage of her travels.

Further proof, as Mutual executives see it, of the wisdom of its "accent on news" policy is found in the fact that Tint 'n Set, Inc., recently diverted a \$1,000,000 spot budget from daytime tv, which the cosmetic firm characterized as "too static," to a series of 21 five-minute MBS network newscasts under way as of October 1. Among news commentators lately snared by the network are Henry Mustin, Paul Sullivan, Charles Warren, Steve McCormick, Walter Compton and Westbrook Van Voorhis.

Live Music-Variety Shows

At American, Vice President for programming Stephen Labunski enunciates the new thinking in no uncertain terms: "Frankly, we think there's a real hazard in the sameness that is growing up in radio. Long-range, you can't survive with music and news." The result of this thinking, American's high-budgeted trend to live music-and-variety shows, most of them full one-hour programs, and six of them—or a total of 27 hours weekly—brand new shows.

Apart from the high production costs, the departure isn't too radical. Actually, the stress is on currently popular music and a strong personality to tie things together—the staples of disc jockey programming. The network is frankly hoping the stars of these new shows—Herb Oscar Anderson, Jim Reeves, Jim Backus, Merv Griffin and John Pearson—will project a network equivalent of the disc jockey's local appeal, a mixture of familiarity, persuasiveness and companionship which the ABN brass call "gazinkus."

The way Labunski sees it, as things stand now, two local stations with similar music-and-news policies are dividing the same audience. "We're trying to furnish our affiliates with a slight degree of difference. We're competing on their behalf with their own local competitors, not with NBC or CBS."

Says ABN President Robert F. Eastman: "We have a commodity and the immediate targets to build the radio industry into a billion dollar industry. As this develops, the station representatives will get their share and we will get ours—and the stations associated with each of us will prosper." • • •



AUDIENCES THAT MEAN BUSINESS IN ST. LOUIS . . .

Russ David's "Playhouse Party" last year drew more than 23,000 women to its kitchen studio. Figures for '57 indicate more than 25,000 will attend.

Each organization attends for a reason . . . to have fun. They leave with a purpose . . . determined to return next year. In the meantime, they make up the big daily air audiences. For five years that's been the pattern for "Playhouse Party" . . . the most merchandisable radio program in St. Louis.

Sponsors enjoy the audiences, too. One, a packing company, wrote, "our ham sales have

doubled since joining this program," Another writes, "Thanks to the excellent job Russ did . . . and the opportunity to sample his live audiences, the job was accomplished."*

Check KSD or your nearest NBC Spot Sales office on Russ David's "marketing bonanza for grocery product sales."

*Sponsors names on request

THE ST. LOUIS POST-DISPATCH RADIO STATION



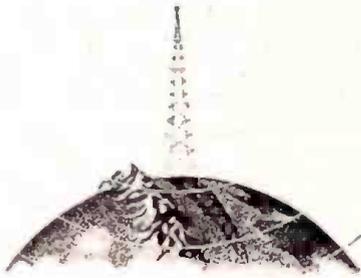
SPOT SALES
National Representative



BASIC AFFILIATE

KSD

550 ON EVERY RADIO



a giant's voice

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

GIGANTIC RESULTS—

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

Represented by Henry I. Christal Company, Inc.



KOA Radio
DENVER

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

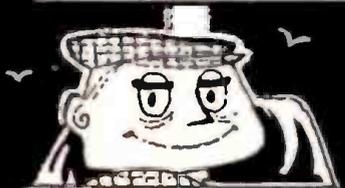
You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

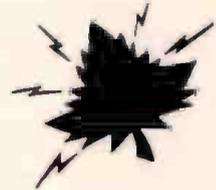
Radio Chicago
WJJD

Radio Memphis
WMPS



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

report from Canada



Recent Trends Expected To Boost Expenditures In Canadian Radio

"Radio is unlimited in Canada," according to Donald Cooke, of Donald Cooke, Inc., station representatives, who credits much of radio's vitality to the fact that "Canadians are a home people and a thrifty people. When they buy a radio they stay home and listen to it. It gets cold up north in the winter and radio becomes a necessity, because it means contact for people who can't get out." The Montreal-born Mr. Cooke points out also that "Canada has no Sunday editions of newspapers as we know them in the States. People have to rely on radio to provide them with weekend news.

"Canadians are loyal and steady listeners," says Mr. Cooke. (Latest BAB report on listenership bears him out.) "They will usually stay with a product, whereas Americans tend to switch loyalties. Even on the American border they stick to Canadian stations. All recent surveys show there is not more than a 5% overflow to American stations."

Changes Due

Mr. Cooke reports that the next few years may see revolutionary changes in Canadian broadcasting. "Now that the Conservatives are in power, I think they will be loath to have CBC continue to operate at such a tremendous deficit. Most people in Canadian broadcasting feel that they'll make CBC a paying operation. This might include divorcing CBC from its regulatory powers and setting up a sort of FCC to govern both the independents and CBC. This kind of change would really keep things moving in Canadian radio."

Broadcast Advertising Bureau—Radio Division—reports Canadian listeners now serviced by 168 independent stations plus 22 operated by CBC. Seven new AM stations joined the radio line up this year.

Set sales continue to climb—up nearly 1% over same period last year. Manufacturers estimate year end figure will be 15% higher than 1956. Total number of sets is at 6,800,000, giving radio greatest potential circulation of

any Canadian medium—96% of homes have at least one radio.

Latest BAB survey, undertaken to determine Time Period Audience, offers agencies and advertisers complete breakdown of listening habits in metropolitan, non-metropolitan and 11 specially selected non-metropolitan areas. The report includes graphs and figures on listening trends, number of listening households and time spent listening to radio.

Listening Time Average

Average listening time in radio-only households, 5 hours, 11 minutes; average time for radio and television homes, 3 hours, 7 minutes; average for all homes, 3 hours, 36 minutes.

BAB concludes from available evidence that advertisers must spread their announcements throughout the day or run risk of missing large segments of total audience: 40% are listening in the morning hours, 36% in the afternoon and 24% in the evening. Significant fact is that listening habits do not vary significantly from day to day.

Radio rates moving up—slowly. In terms of Class "A" time the flash rate has increased 5.2%, one-minute announcements are up 2.3%, and the one-hour rate has climbed 7.6% since July 1, 1956. Important to note—radio one-minute rate increase represents only 72% of the total increase in the number of radio homes since 1946.

Material contained in the BAB report is the first of this type to be made available. Conducted by the Bureau of Broadcast Measurement, it offers vital information on the scope of radio broadcasting in Canada today. Agencies and advertisers find it a valuable tool in planning broadcast strategy.

Although optimism persists throughout the Dominion, BAB's figures estimating total radio expenditures show 1956 income at \$52,000,000, down slightly from 1955 and down sharply from peak year—1951. Latest CBC statement reports network radio income down 22.7% from last year. • • •



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

**Texaco
is
buying**

program

pm

**the
sound
difference
in
nighttime
radio**

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

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



radio ratings



Pulse Approach to Gauging 'Out-of-Home' Listening

No matter what the old adage says, along Radio Row "out-of-home" is where the heart is. Just as the automobile radio has come to loom larger and larger in the AM picture during the last few "resurgence" years, the nation's ever-widening "out-of-home" listening habits have come to play a bigger part in industry thinking and planning.

Over at *The Pulse*, for instance, Dr. Sidney Roslow, the man who rings doorbells to get his ratings, is coming up with more discoveries about the out-of-home factor in radio. *Pulse* has reason to be interested in the subject since "it was our 'out-of-home' ratings that brought us the new ABN radio contract."

All interviewing is done at home on the day after the day being measured. The *Pulse* interviewer establishes what the family normally does: Who is home at what times, what is the normal dinner hour, who has special meetings to attend, etc. On the basis of this information, checked always with more than one member of the family present, the interviewer proceeds to find out who was listening to radio, when they were listening and where they were listening during a given part of the preceding day.

The first *Pulse* report for ABN, incidentally, which is due in November, will also show audience composition and a weekly cumulative rating, weekly total non-duplicated audience for "cross-the-board shows and monthly total non-duplicated audience for weekly shows.

Baseball Audience

The "out-of-home" factor showed up significantly in a recent *Pulse* survey undertaken on behalf of WCFL, Chicago. During a crucial three-game series between the Yankees and White Sox, aired locally on radio exclusively by WCFL, the rating service measured the station's share-of-total radio audience in the Windy City and a six-county area. Two night games were played, with no tv coverage, and one afternoon game, with tv competing.

During the two night ball games, WCFL dominated the picture with ratings of between 17.3 and 21 for the

first game and between 9.3 and 20.7 for the second, which had a delayed start because of rain. Share of total audience never went below 63%, and most often was around the 75% mark.

However, for the third game, tv got the lion's share of over-all audience, although WCFL still made a strong showing in radio, with a share-of-audience hovering consistently around the 20% mark, which constituted dominance for half the game's playing time.

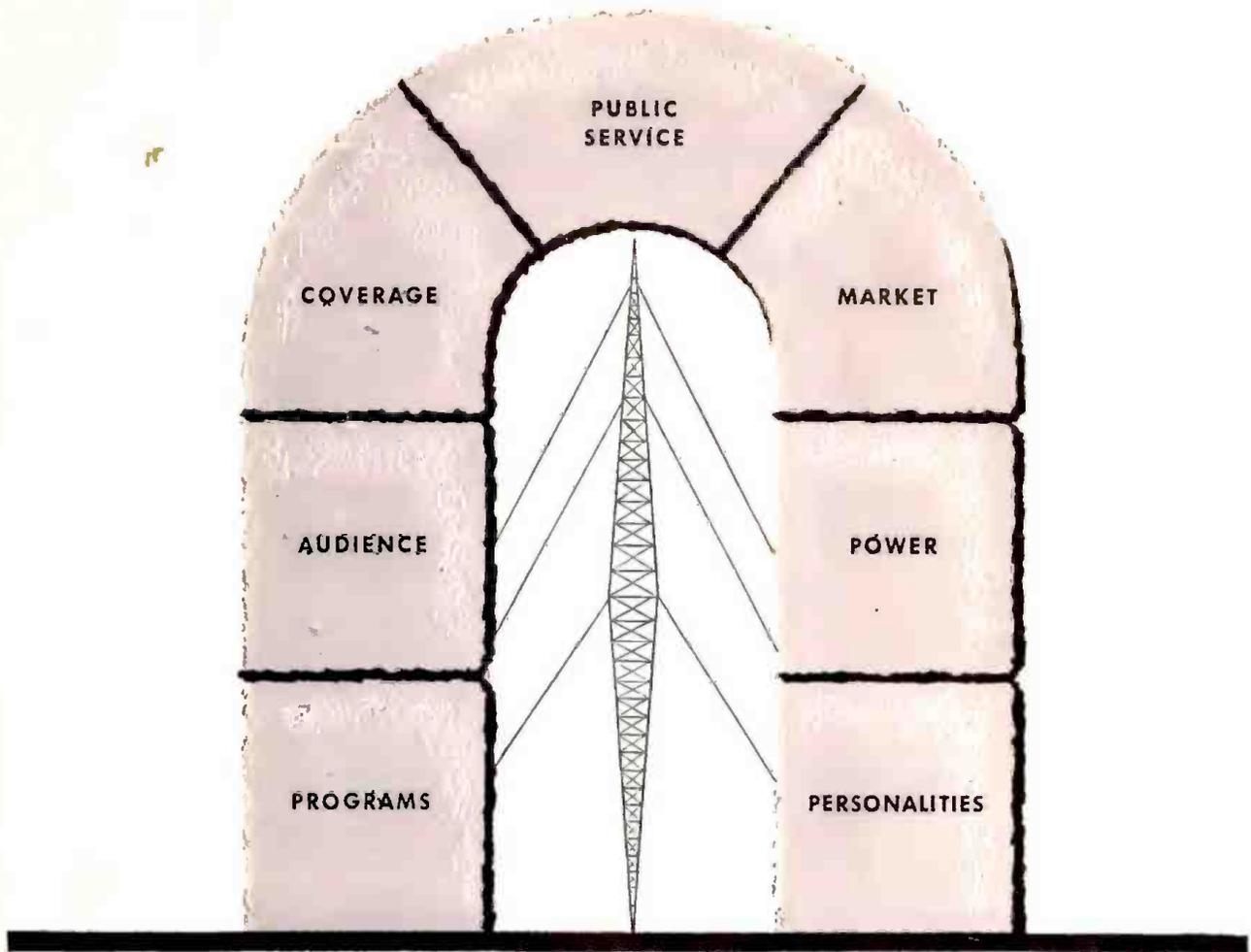
The out-of-home figures, though, tell a different story. During the two night games without local tv coverage, out-of-home listening accounted for between 10 and 15% of the total radio audience. But during the single day game, when WCFL, competing with tv for an identical audience, suffered a rating drop of more than one-third, its percentage of out-of-home listeners rose to between 50 and 51% of total radio audience. Meaning, says *Pulse*, that when radio is thrown into direct competition with tv, watch out for that out-of-home factor.

Where People Listen

Where do people listen to the radio when away from their homes? According to *Pulse*, automobiles draw the biggest percentage in both summer and winter. Two samplings, one taken in July-August, 1956, and one in January-February, 1957, showed little difference in this important category, motorists rating 70% of the average out-of-home audience in summer and 67% in winter.

Listening at work takes second place in winter with 16%, but is tied with outdoor listening (to portables, at beaches and parks, mostly) during the summer. Both work and outdoor share-of-audience registered 10% in July-August.

Retail places and service establishments—stores, bars, restaurants, etc.—come next, regardless of weather, with 10% of audience in winter and 8% in summer. Visiting and other forms of out-of-home radio listening account for the remainder—1% in summer, 2% in winter. • • •



Through a carefully built structure, WGAR gets advertising results in Northern Ohio

... how WGAR affects advertising results in Northern Ohio.

We believe there is a definite relationship between a radio station's devotion to public service and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability—of listener loyalty—of dependence on WGAR—which makes our advertiser's messages more effective.

There are many concrete examples of WGAR's selling power with the adult buying audience. For evidence of WGAR's leadership in public service—and advertising results—contact a WGAR sales representative.



Measure of a
Great Radio Station

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • Cleveland • 50,000 Watts • The Peoples Broadcasting Corporation • Statler Hotel • Cleveland 1, Ohio • PR 1-0200.

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
New York • Boston • Chicago • Detroit • San Francisco



U. S. RADIO . . . the aim and policy

FOR RADIO ONLY

With this issue, U. S. RADIO makes its debut.

We would not be human if we did not feel a degree of excitement and exhilaration. Yet this is confined under the weight of a more profound thought that no trade publication deserves the right of existence unless it fulfills a need, unless it can logically serve the industry to which it is dedicated.

The history of radio and of the broadcasters and advertisers who have had faith in it is truly one of the greatest success stories of our time. Radio is a separate and distinct advertising medium; it has its own place in the sun and certainly should not fall in the shadow of tv. Like magazines and newspapers in the print field, radio and tv are just as competitive for the advertising dollar. To those who have fought long and well for these recognitions, we now add for the first time since the advent of tv the voice of a *radio only* trade publication.

Today radio stands stronger than ever, and all indications point to a tomorrow that will dwarf today. Those of us who live too much subjectively must appreciate that though radio people know and understand radio's tremendous story, this same story constantly must be made known and understood by those who think less subjectively about radio. These are the people who use and consider radio in their advertising plans.

THE WHOLE OF AMERICAN LIFE

Is there any other medium of communication that so encompasses the whole of American life as does radio? We submit there is no other.

For all practical purposes, radio is in every home of our country, two or three sets in each more often than not. On the highways: Radio. On the beaches and at the resorts: Radio. And as we note in the transistor article (page 25), inexpensive transistor sets will become like "ash-trays" in the average household. And still the most tremendous development is yet to come . . . more correctly, it is here. When the Army Signal Corps releases the wristwatch radio to the American public, radio truly will be everywhere!

Radio is the mass medium to reach the whole of America. But in its very preponderance, radio is the most flexible of all media. Whether the advertiser uses spot radio or network, there are many, many different formulae that can be applied to reach all the population or any segment of it, according to the needs of the product . . . anything from "pop" to fine music, from soap operas to Shakespeare. Night or day. Whatever the need, radio stands ready to fill it.

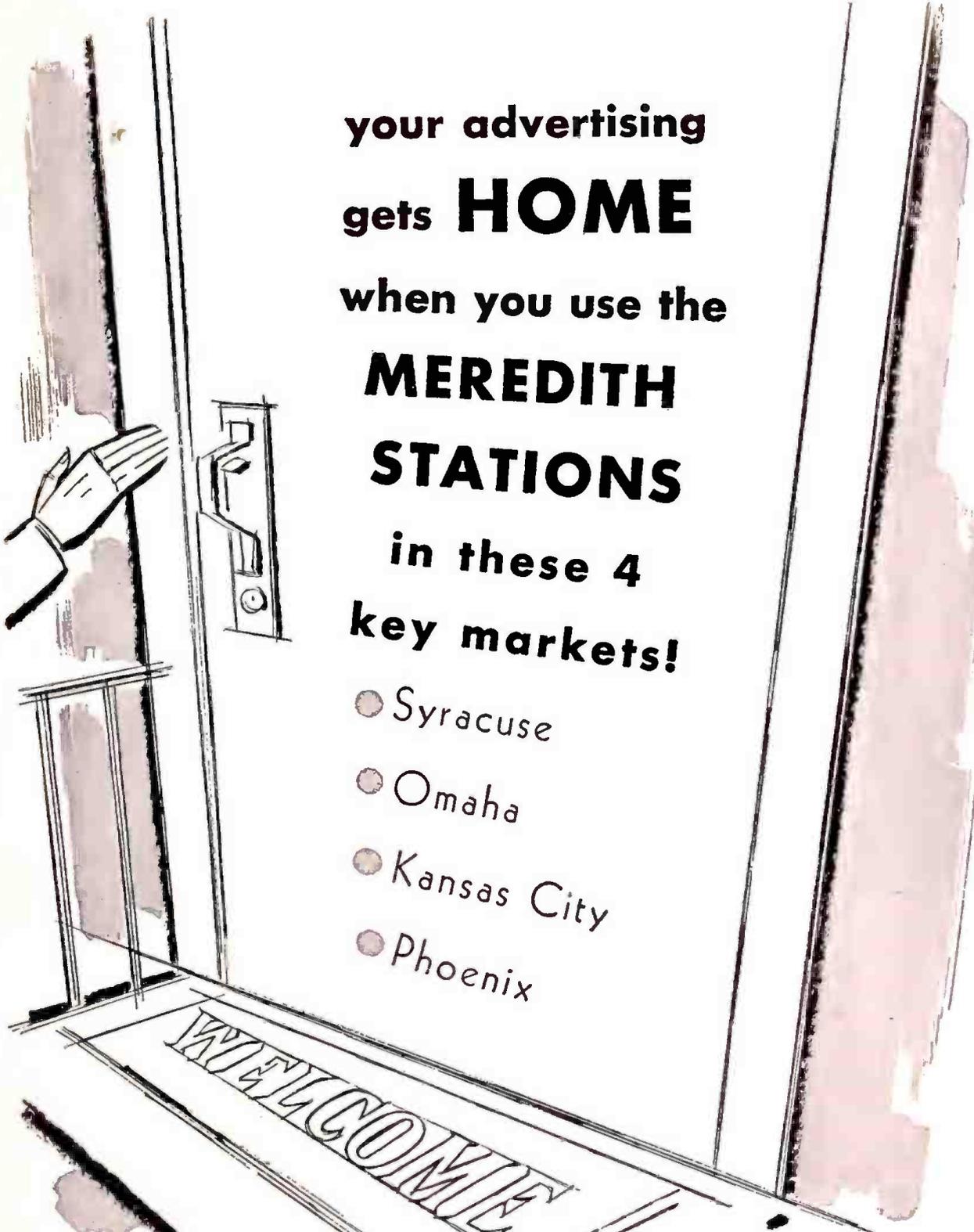
TO THIS WE ARE DEDICATED

U. S. RADIO, an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the successful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry. U. S. RADIO will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.

To this we are dedicated.

your advertising
 gets **HOME**
 when you use the
**MEREDITH
 STATIONS**
 in these 4
key markets!

- Syracuse
- Omaha
- Kansas City
- Phoenix



KANSAS CITY
 SYRACUSE
 PHOENIX
 OMAHA

KCMO
 WHEN
 KPHO
 WOW

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

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

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

around radio . . .



WHDH DISC JOCKEY Roy Leonard interviews Mrs. Henry MacKay at her home in Framingham, Mass., during his "Two and Eight Date" program. Leonard and other WHDH, Boston, personalities broadcast complete two-hour shows from listeners' living rooms and back yards. Listener-hostesses must be members of a civic-minded organization.



QUICK FIRE COVERAGE results as news car from KOL radio, Seattle, relays on-the-spot news bulletins to station from \$1,000,000 lumber mill fire. KOL's remote newscasts assure speedy and thorough coverage, and have attracted large audiences.

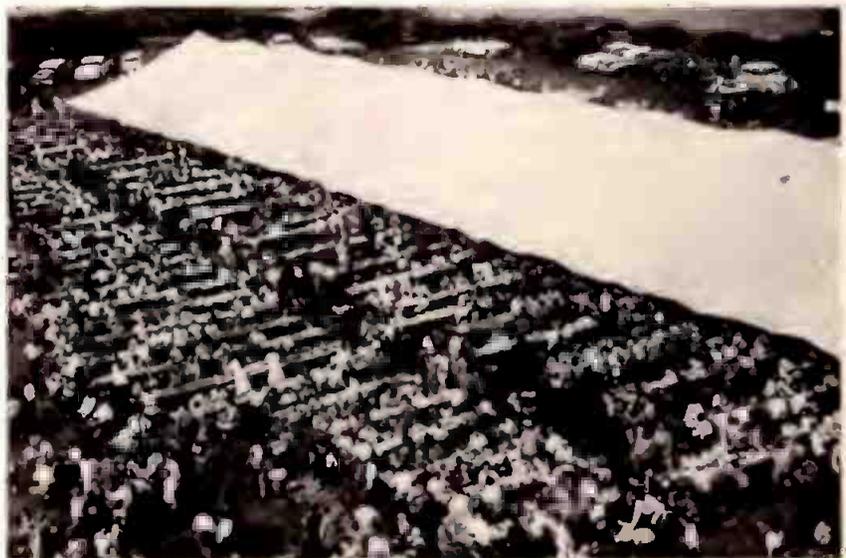
TALL TALES AND TRUE are told by 6'10" disc jockey Carl Bentley as he becomes an honorary commodore of the Port of Los Angeles. The award was presented by Harbor commissioners Charles Tanner (left) and Lloyd A. Henveg (right), to honor Bentley's work in publicizing the port during his daily seagoing radio show broadcast from the deck of the S. S. Catalina for KBIG, Los Angeles.



KEY FROM THE CITY is presented to a youngster representing the Cleveland Society for Crippled Children by Wes Hopkins, KYW disc jockey. Hopkins raised \$3,000 for the new station wagon by asking listeners to send in their Ohio sales tax stamps. The station wagon is to be used for transporting the children to the Society's medical center for treatment.



A REAL NICE CLAMBAKE it was, attracting 6,500 guests who put away 200 bushels HUNGRY GUESTS ARRIVE for the "World's Largest Clambake" held at Plymouth, Mass., by WBZ, Boston, and the F. H. Snow Canning Co. Political and civic figures from all over New England came as guests of the Westinghouse Broadcasting Co. while the public secured tickets by submitting labels from products of the sponsor.



of clams, 5,000 lobsters, 6,000 pounds of sweet potatoes, 5,000 ears of corn, 200 watermelons and 500 gallons of coffee. The complete affair was arranged and conducted by Dearn and McGrath, a Plymouth company that specializes in staging clambakes.

1000 FIRST GRAND SLAM IN RADIO HISTORY!

NEW YORK
SAN FRANCISCO
LOS ANGELES



October 1, 1957

111 WEST WASHINGTON STREET
CHICAGO 2, ILL. • State 2-8900

Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely covered by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

We'd love to tell you our story! Write for our new station list and market information.

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

Sidney Wolf
President

CHICAGO
111 W. Washington
Sta 2-8900

NEW YORK
527 Madison Ave.
Eldorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St
SUtter 1-7440



"LOOKS LIKE WE CAN'T ACCOMMODATE ANOTHER

SPOT*



PROGRAM PM...

PROGRAM PM, the daring nighttime programming concept of the Westinghouse Broadcasting Company, Inc., (you've seen it identified nationally as "Lateral Programming") is completely **SOLD OUT** in the Cleveland market . . . just three months after its inception.

Bud Wendell, host of the KYW, two hour-long, seven-nights-a-week radio spectacular deserves part of the credit . . . not only for his inquiring mind and dynamic delivery that add much to the program's adult appeal, but for his farsighted approach to nighttime radio that parallels the enthusiasm of the Westinghouse people. When Bud was approached by KYW to take over this assignment it wasn't "fashionable" for a radio entertainer to be scheduled in the p.m. Thanks to PROGRAM PM and Bud Wendell, nighttime radio in Cleveland has attained the high status it deserves among listeners and advertisers.

* But of course we look forward to spotting your client at some later date! For future availabilities, contact your nearest Peters, Griffin, Woodward "Colonel", or, Ed Wallis, KYW Sales Manager, at CHerry 1-0942.

KYW / RADIO
CLEVELAND, OHIO