



Ford dealer in Wilkes-Barre recently sold 32 used cars as a result of weekly news show (cost: \$148 total) on WBRE-TV, Ch. 28. Customers saw show as far as 70 miles away



Single minute announcement on WKNX-TV, Ch. 57 in Saginaw-Bay City, Mich., sold \$2,364 worth of "Television Rockers" at a cost to the furniture dealer of \$86.34



How well can uhf sell?

In many markets the only television is uhf, but even in mixed vhf-uhf areas advertisers on uhf have gotten 30-to-1 sales returns

The case histories in this report indicate just how effective your tv advertising can be on uhf television stations. They give tangible evidence of success by many varied types of sponsors. Next issue will contain a report on the present-day status of uhf, including data on number of stations, conversion figures, type of competition, market sizes.

In recent weeks headlines out of Washington have painted an oft-dreary picture of ultra-high-frequency television.

Admen exposed to these stories about uhf problems often wind up with this impression: Uhf is itself the problem.

But the real problem which faces uhfers and the one which concerns admen the most is actually not one of "frequency" or "conversion" or "picture quality." As stations themselves see it, uhf's biggest headache today centers around the sort of competitive situation in which uhf station operators find themselves. How uhf stations solve competitive problems within

their markets, if they face them, is often the key to that station's usefulness in a tv station lineup.

As far as advertisers and agencies are concerned, the present hassle over uhf can be boiled down to just four main points:

Point One: There's nothing "wrong" with uhf as a medium of tv transmission. It has its own special characteristics. Some are good; some are bad. It is more limited in its range than vhf, in most cases. In intermixed markets viewers must often be persuaded to convert their sets to pick up uhf. But uhf is just as much "television" as is vhf.

Point Two: As an ad manager or

timebuyer you're on shaky grounds when you make any sweeping "don't buy" rules about uhf. According to the FCC, eventually some 20,000,000 people will look to uhf as their *only* form of tv. You can't even generalize about uhf in intermixed situations. Too many uhf stations are winning their uphill battle for audiences and high conversion rates in the face of stiff vhf competition.

Point Three: You have a bigger stake in uhf than you think. Statistics show that competitive tv markets nearly always show a lower cost-per-1,000 tv homes for advertisers than do non-competitive markets. Uhf is still the only way by which the time-clearance logjam in one-station vhf markets can be broken.

Point Four: Few uhf operators want special favors or expect advertising charity. But they do ask to be examined on their own merits. The national advertiser who fails to examine the uhf-only and uhf-vhf markets one at a time is taking a chance, the tv broadcasters in the upper spectrum say, on missing a good tv time slot or a good "growth opportunity."

This is not an idle broadside on the part of uhf operators hankering for tv business. Uhf stations feel they are in a good position to help advertisers like the ones described below:

- The lately arrived network advertiser who has had to take some bad time slots on jam-packed vhf outlets in what used to be big one-station markets. Advertisers will often find that their network tv ratings in these markets, due to the fact that they are on the air in margin slots because of general crowding of network shows, are barely as good as the national average rating. Sometimes they are several notches below the national level. Uhf stations in these intermixed markets can sometimes offer time slots with a better audience potential—and at lower cost.

- The national spot advertiser who wants to establish good franchise slots. It was the willingness to pioneer, back in 1948 and 1949, that enabled advertisers like Bulova, Benrus, General Foods and the cigarette companies to move in on nighttime Class A tv spot periods and stay there. As network programs next to these slots grew in

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UHF STATION RESULTS

Winston-Salem, N. C. (WTOB-TV; Ch. 26): Twin City Packing Co. bought a 15-minute segment of locally produced tv barn dance show, "Hoedown Party," opposite CBS TV's "Jackie Gleason." Show boosted sausage sales 60%, over-all sales 30%. No other advertising was used.

* * *

Wilkes-Barre, Pa. (WILK-TV; Ch. 34): This outlet, one of two uhf outlets in city, does strong local program job in addition to ABC TV, DTN service. Grant Tool Co. averages 150 orders for Gay Blade per announcement. Popular "Carousel" show sold 1,000 pairs of socks in one week for Hub store. Tv drive for "The Robe" brought second biggest day's gross in local Paramount theatre's history.

* * *

Columbia, S. C. (WCOS-TV; Ch. 25): This ABC TV affiliate competes with both a uhf and a vhf station in its area, but has racked up some good sales results. Last winter, one spot announcement for Hillman's Sporting Goods store sold 18 English bicycles at \$64.95 apiece. Winter business for the firm was generally 10% higher. Hillman's now rates uhf over newspaper, direct mail media.

* * *

Baton Rouge, La. (WAFB-TV; Ch. 28): Although market is due to become intermixed in September, uhf outlet has had a good chance to establish itself, build an audience. Local Admiral dealer used a full-page ad in local paper, sold one range. Then, he tried one five-minute show on WAFB-TV, sold 14 ranges. Dalton's Department store used one live minute spot, promptly sold 400 dozen sets of glassware to uhf viewers. Kean's Laundry sponsors filmed "I Led 3 Lives," soon rolled up 20% increase in fur storage business.

* * *

Muncie, Ind. (WLBC-TV; Ch. 49): Station serves over 71,000 uhf homes in its market, is affiliated with all four networks, says "there's nothing wrong with uhf technically." Uptown Tire Sales, sponsor of late news show, showed third highest percentage of increase in sales of Armstrong tires in entire U.S. Chevrolet dealer sold six new cars as the result of one 15-minute d.j. telecast.

HAROLD STORM RESIGNS KMBC - KFRM - KMBC-TV

Harold Storm, veteran radio and television department head has resigned his position as Director of Promotion, KMBC-KFRM-KMBC-TV of Kansas City. Storm is seeking a new connection.

In addition to a background of 14 years of radio and 8 years of television, Storm has had excellent business experience. Prior to entering radio fulltime in 1940, he was director of radio and assistant advertising manager for a chain of grocery stores. He has had experience also as an assistant traffic manager and as credit manager for both wholesale and retail credits.

Station experience includes WNAX, Yankton, S. D., KSO and KRNT, Des Moines, WOW and WOW-TV, Omaha, KFAB, Omaha and KMBC-KFRM-KMBC-TV, Kansas City. Well versed in all radio and television sales, promotion, program and managerial problems. Storm is seeking a position that will fully utilize his talents and experience. He is 43 years old. He is steady and moderate in all things. He and Mrs. Storm have a son and a daughter. Both the young people are in college. Mr. Storm is an expert at sales presentations, publicity and advertising. He has produced several industrial and documentary films.

Among 1953 accomplishments were ten national awards for KMBC. Storm is also experienced in publication work and was recently named "Editor of the Year" by the Kansas City Industrial Editors.

Storm can be reached at 5635 Locust, Kansas City 10, Mo. Telephone JAckson 1243 or by writing care of

SPONSOR,

40 E. 49 St., New York 17

CAN UHF SELL?

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quality and ratings, and as the number of tv sets in the U.S. increased, these slots became the envy of other advertisers. Uhf operators feel that a new pioneering cycle is in operation on uhf outlets. Already advertisers like AnSCO (films), Fritos (a corn snack) and Mogen David Wine are moving in on what is likely to be a series of well-rated uhf spot periods.

- Syndicated film advertisers who spot their tv film shows in a number of markets. As film advertisers are fully aware, networks have lately been striving to recapture more and more "station option" time in which to air late-night and afternoon network programs. This puts the squeeze on vhf stations in many areas. With more available time in many cases than a competing vhf outlet, uhf stations are in a position to offer some prime half-hour evening time slots to multi-market film advertisers—and will guarantee the slot for at least a year and the rate for at least six months.

Meanwhile as a reminder that uhf stations perform like other tv stations—that is, they can sell merchandise and services successfully—SPONSOR presents several uhf tv success stories. These reports were gathered as part of a SPONSOR survey of the 122 uhf outlets now on the air.

Admen will note the wide variety of both advertised products and air advertising vehicles.

Wilkes-Barre, Pa. (WBRE-TV, Ch. 28): One of the most common faults admen like to find with uhf television is usually stated as "uhf doesn't reach out as far as vhf and can't really do a job." This, however, doesn't take into account the fact that the FCC has granted uhf stations higher power to push the signal out to limits that resemble vhf. WBRE-TV, for instance, has installed a 12.5 kw. transmitter which gives the station (because of antenna design) an effective radiated power of 225,000 watts and a signal out to about 70 miles. The station reaches over 157,000 tv families.

Although WBRE-TV carries almost all of the NBC TV commercial network shows, it also produces many well-rated shows for spot advertisers. One such show is *News Review*, sponsored by Motor Twins, a local Ford dealer. The program costs \$148 weekly, in-

cluding time, talent and production.

Said Russell W. Frantz, president of the auto firm:

"*Motor Twins News Review* has never failed to produce tangible sales results—usually the day after the telecast—and, in some instances, the results have been amazing. Recently the sale of 32 used cars was directly traceable to one Sunday evening telecast. Many customers have come from distant points which we do not normally serve.

"Franklin Coslett's handling of the news and our advertising messages has been 'big league' all the way. Our customers have told us, time and time again, that they were attracted to us by his sincerity concerning us. Our salesmen swear by him as a producer of leads that are easily converted into customers."

Fresno, Cal. (KJEO-TV, Ch. 47): This central California market is a competitive market—but it's all uhf. Two other stations, KBID-TV (Ch. 53) and KMJ-TV (Ch. 24) serve between 85,000 and 125,000 tv homes, depending on the station's power. In such an area, uhf is the only major source of tv; there is really no problem of "conversion."

Sales results are what you'd expect in a new tv area—striking.

On 3 May 1954, for instance, a real estate development named Highland Village bought uhf tv to promote a new Fresno subdivision. First commercial went on the air in the 2:30 p.m. to 4:00 p.m. *Del Gore* show on KJEO-TV. By the following morning Tom Roberts, general manager of the subdivision, called the station to report that the single commercial had sold three \$9,000 homes directly. Total cost of the announcement on the uhf outlet: \$31. This was a return on the advertiser's investment of around 900 to one.

Portland, Ore. (KPTV, Ch. 27): Portland, hub of the nation's wealthy Northwest section (apples, salmon, lumber, mining and so on), was the country's first post-freeze uhf market and as such has closely been watched by everyone from agency men to tv manufacturers.

Portland is also proof of another fact: You can't make snap judgments about intermixed markets—particularly if uhf gets on the air before vhf outlets. Two stations serve Portland today—KPTV, a uhf outlet, and KOIN-

TV, a vhf station. KPTV went on first. Results: Since the station had a head start in which to line up spot and network business, 100% of the sets in the KPTV market are equipped to get both vhf and uhf. The two stations therefore compete on an equal basis, each airing about half the top network shows.

Reported Russell K. Olsen, manager of KPTV:

"According to our most recent analysis, our station has considerably more total dollar volume of business than the vhf station in Portland. Our local volume, our analysis showed, is more than twice as much as the local volume on the vhf station. This is significant because it shows the strong acceptance of uhf by the local people who know the situation best. Our national business lags somewhat behind that of the vhf station, probably due mostly to the adverse publicity that uhf has been getting nationally. However, national sponsors are gradually beginning to realize that Portland is the outstanding uhf exception."

Saginaw-Bay City, Mich. (WKNX-TV, Ch. 57): Like Portland, Ore., the Saginaw area of Michigan (the state's fourth largest population area) is now an intermixed market, but the uhf station had a head start and is holding its own against newcomer WNEM-TV, a vhf outlet. According to the station, there are some 100,000 uhf-equipped homes in the WKNX-TV area. In the near future, the station expects to go from its present ERP rating of 19,000 watts to 207,000 watts, thus intensifying and expanding its signal.

Among WKNX-TV's success stories is this one for the John Schmelzer Furniture company (see photo page 42). Late in April, the firm contracted for three one-minute announcements featuring a stock of "television swivel rockers." A live announcement, produced by the station, was used. Result: with the first announcement the entire stock of 24 rockers was sold (\$59.50 each) and an additional dozen rockers for \$79.50 each were also sold. Thus, for an investment of \$86.34 the store sold \$2,364 worth of merchandise. Sales cost: about 3% of the total sales return. The sponsor had to shift his other two announcements to one-minute films featuring Simmons Mattresses, which in turn again boosted product sales. At this time, the market was intermixed between vhf

and uhf.

At another time, also after the vhf station started, a local auto dealer bought a live show featuring local amateur and semi-pro talent. Last January, the first program in the series produced 3,300 letters as part of the voting (it later rose to 7,000 weekly). On the second program, the sponsor advertised five used cars, even though it was the height of winter. Three hours later, all five cars were sold and by the following morning two new cars were sold as well.

West Palm Beach, Fla. (WIRK-TV, Ch. 21): This famous resort market is still a uhf-only area, although a vhf station is expected soon and some fringe vhf reception comes into the area. Station Manager Arthur L. Gray, however, is confident about the outlet's future. He told sponsor:

"Channel Two through 32 is television. It should not be separated by the trade into a giant and little brother. Some operators opened a uhf tv station as if they wanted to go into competition with WNBT, not like a sound business. If some operator wants to open a tv station as a majestic symbol to his ego, that's fine—but don't holler

when the dough coming in isn't equal to the dough going out."

Typical of the local success stories enjoyed by the station is that of Holness Motors, a local Ford dealer, who recently told the station:

"We contracted for a spot on your opening night with a certain amount of misgiving. However, from the telephone calls and personal contacts that we made as a result of that spot, we are happy to be in a position to contract for spot announcements that will run for the next year. This advertising medium has opened a new potential with us for customers. Keep up the good work."

Pittsburgh, Pa. (WKJF-TV, Ch. 53): This important industrial metropolis, home of Gulf Oil, Westinghouse and U. S. Steel, has long been a problem market for tv advertisers. The one vhf station on the air, Du Mont-owned WDTV, has been jammed with network shows for several years. But two uhf outlets, WKJF-TV and WENS, have recently been a factor in creating new competition in this area.

WKJF-TV, however, recently suspended tv operations (although it did not return its c.p. to the FCC). Rea-

WORDS TO THE WISE

MICKEY SCHWARZ, president of A.T.V. Film Productions, has been assigned by Compton Advertising, Inc.,—for the Second year —to produce and direct Procter & Gamble's "Fireside Theater" formats and commercials, featuring screen star Gene Raymond, for the 1954-55 season.



A. T. V. FILM PRODUCTIONS, INC.
1600 Broadway • New York 19, N. Y. • Circle 7-6434

"Creative Motion Pictures for Television"

son: not enough advertising support from either network or spot advertisers. Most sponsors, it appeared, preferred to crowd onto the local vhf outlet somewhere rather than take a chance on uhf, even though the conversion rate was over 30% in a million-tv-home area.

Not that WKJF-TV didn't produce results. It did. Here is a typical local success:

Penn Baking Co., which runs a chain of eight stores, bought three 15-minute segments on the locally produced *Ernie Neff* show, which featured organist Neff playing request numbers. After the second set of three segments, the owner of the Penn Baking chain reported that his business had doubled, with many people daily asking for Ernie Neff specials.

Sacramento, Cal. (KCCC-TV, Ch. 40): Operating in a uhf-only market, KCCC-TV's general manager, Ashley L. Robison, told SPONSOR of these local-level successes:

Mogen David Wine—This national spot advertiser uses the *Dollar A Second* show in Sacramento. The local distributor reported that after three

months on the air sales had increased 350% over the November-December-January level of the previous year.

Skin Deep—In six weeks, this new beauty product obtained over 90% distribution in the KCCC-TV coverage area and some \$5,000 in sales.

Kitchen Fresh Potato Chips—Sponsors of the locally produced *Casey and SiSi* program and using no other advertising, this firm in a few weeks extended its delivery routes and added two additional trucks as a result of tv-induced sales.

The station is affiliated with all four tv networks on a per-program basis.

STATE FARM

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agency force by supporting its sales efforts.

3. To obtain new sales by acquainting prospective members with State Farm and its advantages.

Previous to February 1951 (when the firm started in radio), State Farm used only magazines, headed by *Life* and *Time* and including science and farm publications. Feeling that its print schedule needed some supplementing and that it would also like to get its message across with greater urgency and frequency than the magazines allowed, the firm turned to network radio. This air medium was attractive because it not only offered the opportunity to reach a large audience but it also allowed the flexibility of "dealer cut-ins." The local State Farm agent could break into the network commercial and give his name, address and phone number. Since State Farm operates through its local agents, this would naturally be of inestimable value.

So in February 1951 State Farm began sponsorship of Cecil Brown on Mutual on a once-a-week basis. The firm's total ad budget then was \$450,000, with approximately \$200,000 going for the radio effort.

In December 1951, Cecil Brown was expanded to twice a week (five minutes per show). This continued till March 1954 when the Saturday night Brown show was supplanted with a 10-minute sportscast by Jack Brickhouse. The Brown show on Sunday was also expanded to 10 minutes.

In sponsoring a commentator like

Brown, State Farm is aware that he will often express controversial views and that its sponsorship might be construed as tacit endorsement. The company, however, looks on the editorial portion of the program as almost separate from the commercial aspect; it states that it is buying an audience, not Brown's views, and that its only endorsement of Brown is its approval of the size audience he makes available for the firm's commercial message. "We don't presume to have any deep-down philosophy on this subject," says Bischoff, "and feel that it's a problem for the networks and broadcasters in general to resolve."

The company tries to coordinate and retain a basic identity in both the air and print efforts. Currently, the copy theme is centered around careful driving. Print ads appear in *Life*, *Time*, *Popular Science*, *Popular Mechanics*, *Farm Journal*, *Successful Farming* and about a half dozen other farm publications.

Radio plugs are delivered by announcer Ted Malley on the Brown show, by Jack Brickhouse himself on his program. Here is a typical commercial by Brickhouse:

Do you think your auto insurance cost is too high? Would you like to cut it down—cut it down perhaps as much as 40%—without cutting down benefits? Well, if you're the kind of driver who's careful, uses good judgment and common sense when behind the wheel, it should be easy for you to do. For it should be easy for you to qualify for membership with State Farm Mutual—the famous "careful driver insurance company."

The cost of State Farm insurance is lower than the cost of ordinary auto insurance—in many areas as much as 40% lower—because State Farm deliberately aims to insure careful drivers only. This holds accident costs to a minimum. For full details—including the exact amount you can save if you qualify for membership, talk to any one of State Farm's 7,000 agents. There's no obligation, of course. And I'll be back at the end of the program to tell you how to contact the agent nearest you.

At the end of the program, local agents are identified on individual stations.

State Farm has made use of this local cut-in in another way. When states were passing safety responsibility laws

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Sample scripts of "The American Story" have been mailed to all broadcast licensees of BMI. Full details will be forwarded on request.

BROADCAST MUSIC, INC.
 NEW YORK • CHICAGO • HOLLYWOOD
 TORONTO • MONTREAL