



"Hello . . . CBS? . . . Arthur Godfrey's on fire!"

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## RADIO SPOTS

### Six Advertisers Begin Short-Term Saturations

AS PART of a sweeping trend toward short-term saturation radio spot schedules, at least six major advertisers are joining the already active automotive companies in the use of that flexible type of exploitation.

Taking a leaf from the book of local advertisers, such as department stores, which for years have used short-term radio spots to promote special sales, national sponsors are flocking to the technique as a means of introducing new models and new products, supplementing TV coverage, and sparking special-offer drives.

Among auto companies using this concentrated means of promotion to introduce new models are: DeSoto, Lincoln-Mercury, Ford, Plymouth, and Kaiser-Frazer.

The six non-automotive firms known to be undertaking these short-burst campaigns are: Druggists Supply Co., Continental Oil Co., Rapid Shave cream, Swansdown, General Electric (TV sets) and Cashmere Bouquet.

Druggists Supply Co., through Ruthrauff & Ryan, New York, is promoting the local independent druggist in a two-week campaign starting Dec. 1 in 120 markets.

Continental Oil Co., through its present agency, Geyer Adv., New York, added a spot campaign starting last Monday and Dec. 1 to run until Jan. 1 in more than a half-dozen markets. Effective that date the account moves to Benton & Bowles, New York. The latter agency is understood to be recommending radio and TV spots but nothing will be decided upon definitely until after the first of the year.

Colgate - Palmolive - Peet Co., through William Esty & Co., New York, is conducting its campaign for Rapid Shave cream through Dec. 31 in about 10 markets.

General Electric Co. (television

sets), through Maxon Inc., New York, is carrying on a six-week campaign using 232 radio stations in 99 radio markets.

Cashmere Bouquet hand lotion, through Sherman & Marquette, New York, is starting today (Monday) a three-week campaign in 25 markets [B\*T, Nov. 10].

General Foods Corp. (Swansdown) also began on Nov. 17, for three weeks, a radio campaign [B\*T, Nov. 10] through Young & Rubicam, New York.

#### Among Advertisers

Among the auto advertisers, De Soto, through BBDO, New York, used a six-day campaign; Lincoln-Mercury, through Kenyon & Eckhardt, New York, varied its schedule from three days to a week and a half; Ford Motor Co., through J. Walter Thompson Co., used a two-week saturation schedule; Plymouth, through N. W. Ayer & Son, Philadelphia, employed one week while Kaiser-Frazer, which originally placed a two-week campaign to start today, has doubled its intensity effective this week, through William H. Weintraub Co.

Meanwhile, Mennen Products will expand its list of 65 markets, starting Dec. 1, with 52-week spot announcement contracts in at least 25 other markets. Kenyon & Eckhardt, New York, is the agency.

Kingan & Co., Indianapolis, will place a 13-week saturation radio campaign in Los Angeles, Seattle and San Francisco, starting Jan. 1, through Warwick & Legler.

## KMPC SALE

WITH details to be ironed out, sale of KMPC Los Angeles for approximately \$800,000 from the G. A. (Dick) Richards estate and other minor stockholders, to a group of eight stockholders, headed by Gene Autry and Robert O. Reynolds [B\*T, Nov. 10], was completed last week.

Application for approval of the transfer of the station to the new owners was scheduled to be filed with the FCC in about 10 days.

New stockholders will be headed by Mr. Autry, radio-TV-screen cowboy star and principal owner of KOOL Phoenix, KOPO Tucson and KNOG Nogales, all Arizona. KOPO last week received a grant for a TV station in Tucson.

Associated with Mr. Autry, who is expected to be 51% owner and president of the KMPC licensee, are the following known stockholders: Mr. Reynolds, present vice president and general manager of the station; Lloyd Sigmon, now vice president and assistant general manager of the station, both of whom will continue in those positions; Wesley Nutten Jr., attorney, secretary, and Orren Mattison, station auditor, treasurer.

#### Other Stockholders

Names of other stockholders and the exact breakdown of stockholdings were not available at the end of last week.

The Richards estate is the major stockholder. Among the other present owners is Frank E. Mullen, TV consultant and former NBC executive vice president, who owns 10% of the station.

KMPC was established in 1927 as "The Station of the Stars." It operates on 710 kc, with 50 kw day, 10 kw night. It recently turned back a five-year-old CP for 50 kw nighttime, directional, due to technical difficulties in staying within the conditions of the grant [B\*T, Sept. 22]. Non-affiliated, KMPC is represented by H-R Representatives.

## WTTM PURCHASE

### Peoples Co. Pays \$225,000

ACQUISITION of WTTM Trenton, N. J., by Peoples Broadcasting Co., wholly owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., for \$225,000 was consummated last Thursday, subject to customary FCC approval.

S. Carl Mark, WTTM president and general manager, sold 100% of the stock to the Murray Lincoln concern, which also operates WRFD Worthington, Ohio, and WOL Washington. Herbert Evans, vice president and general manager of Peoples, said the acquisition is part of a radio expansion program by the Lincoln interests. The station, which operates on 920 kc with 1 kw, is on NBC and is an applicant for TV Channel 41. The transaction was handled through Blackburn - Hamilton, radio-newspaper brokers.

## Autry, Reynolds, Others Pay Some \$800,000



Mr. Reynolds



Mr. Autry

... head buying group

## AIMS SESSION

Held in Chicago

MANAGERS from 13 stations met in Chicago Thursday for a three-day closed business meeting of the Assn. of Independent Metropolitan Stations at the Conrad Hilton Hotel. The group, headed by Todd Storz, KOWH Omaha, who was elected the first secretary of AIMS Thursday morning, discussed behind closed doors all phases of their independent operations, with stress on costs and revenue. A major function of the group, which comprises 32 independent stations in cities of more than 200,000 population, is to exchange ideas and working methods with other association members.

After registration, Mr. Storz was elected secretary, with Bill Ware, KSTL St. Louis, assistant secretary, each to serve one-year terms. Mr. Ware will automatically succeed as secretary next year. These are the only two offices.

#### Hooper Speaks

Luncheon speakers each day included C. E. Hooper, C. E. Hooper Inc., New York, Thursday; Alex Drier, NBC Chicago commentator, Friday; and Bill Evans, WGN Chicago disc jockey, Saturday.

Mr. Hooper outlined his system of measuring out-of-home radio audiences "accurately and completely." These figures, when added to at-home audiences, provide a total on which time sales can be made, he declared. Answering a charge which he said has been made of his at-home measurements in multiple-set homes, Mr. Hooper stated his service "comes closer to complete reporting on all home sets than any other method."

Mr. Storz presided at the semi-annual AIMS meeting.

Others attending were T. S. Marshall, WOLF Syracuse; Bob Enoch, WXLW Indianapolis; Charles Balhrope, KITE San Antonio; Rollo Bergeson, KCBC Des Moines; Dave Wilburn, WXGI Richmond, Va.; Jim Ownby, WJXN Jackson, Miss.; Bob Templer, KREM Spokane; Steve Ciser, KEAR San Mateo, Calif.; F. Eugene Sanford, WKYW Louisville; Ralph J. Robinson, WACE Springfield, Mass., and Tom Baker, WKDA Nashville.