

Mutual Profit

AN ARGUMENT that broadcast and printed media can profit mutually without hurting each other was given last Monday before the National Advertising Executives Assn. by Arthur E. (Red) Motley, president of Parade Publications Inc.

He said:

"Stop worrying about television. The more stations . . . the better. . . . They are going to have less coverage with more stations and less styles per program. . . . What does it mean? You are dividing up the pie.

"When Pillsbury . . . became No. 1 in the cake mix field, they used our circulations, three pages in one medium and six in another. Look at the record. When I was there a year or so ago . . . they didn't want to change a winning formula—Godfrey, Linkletter, et al. I said, 'Pardon me while I become ill.'"

"I don't care how good Godfrey is . . . he isn't big enough to do what Pillsbury has got to do, and they know it.

"My business is better with Pillsbury . . . in spite of the fact that Mr. Godfrey is taking more money than he did before.

" . . . When Procter & Gamble spent \$12 million one year in television, my guys were pretty upset. It cost us all a lot of dough. It didn't stick, did it?

"Television is a good advertising medium . . . but it won't put us out of business. . . . If you guys aren't looking at cigarettes, then you ought to be, because there's gold in them thar hills, and we're the guys who are going to do the job for them where they need it. . . ."

huge cost of time and shows. (See separate story.)

How newspapers can provide merchandising service for advertisers was recounted by L. T. Beman, Chicago chapter of the American Assn. of Newspaper Representatives. He told of the use of some 400 newspapers in an advertising campaign by Anheuser-Busch (Budweiser) in which merchandising supported the program. Budweiser spent \$2 million in newspapers last year. (See separate Budweiser baseball story on radio-tv allocations.) Newspapers have done an inadequate job of "advertising the promotional function they have performed" and an "excellent" one of promoting advertising, he said.

Other key speakers at the four-day meeting included Philip Graham, publisher of the *Washington Post* (WTOP-AM-FM-TV). He said he saw no need for "crawling into economic storm cellars." Mr. Graham reviewed the business and newspaper outlook for 1954 and surveyed needs in an expanding economy.

Donald M. Bernard, advertising director of the *Post*, was elected president of NAEA for 1954.

Color Competition

"IT WILL be no time at all before ROP color will compare favorably with color tv" and thus enable newspapers to meet competition of color television. That prediction was voiced Wednesday during the closing sessions of the 44th annual convention of the National Adv. Executives Assn. Newspaper color advertising of the ROP type—run-of-paper, or that printed on ordinary newsprint from relief prints—will parallel that used by magazines through use of a new and revolutionary plate, according to Frank Reilly, president of Lake Shore Electro-type Co.

Advertising Women Set New York Meet

EASTERN conference of the Advertising Federation of America's Women's Advertising Clubs will be held in New York Feb. 5-6, with discussion centering around the theme of "Showmanship in Advertising."

Following a welcoming party Feb. 5, the business part of the conference will start at the Savoy Plaza Hotel on Feb. 6 with a panel discussion on "Showmanship with Color," featuring Barry Wood, executive producer in charge of color coordination for NBC; Egmont Arnes, color consultant and designer; Suzanne Caygill, specialist in color research and design, and Roswell Fisher, director of production engineering for Time Inc. The luncheon meeting that day will present a guest speaker, as yet unannounced, on the subject of "Merchandising with Showmanship."

A banquet will be held the evening of Feb. 6 in the Rainbow Grill of Rockefeller Center at which Joseph A. Moran, vice president of radio and television for Young & Rubicam, will be the principal speaker. In addition, "Dr. I.Q." will conduct a full-scale quiz show with prizes for winning contestants.

The closing session on Feb. 7 will be a brunch meeting at the Hotel Pierre at which delegates will be greeted by Elon Borton, president of AFA; Mabel Obenchain, vice president of AFA, and Helen Holby, director of AFA Club Services.

Hulda Kloenne, chairman of arrangements for the conference, said record-breaking attendance for the eastern meeting is indicated.

Media Choice Discussed At RTES Workshop in N. Y.

PROBLEMS in selecting media for clients on the local and national levels were discussed Thursday evening by Joe Martin, director of research, Emil Mogul Co., and Donald B. Armstrong, director of research, McCann-Erickson, at a workshop session of Radio & Television Executives Society, held in the ABC studio building in New York.

The Mogul Agency has evolved an easy method of evaluating media used for Rayco auto seat covers, now advertised with local media in 85 cities, Mr. Martin said. When someone comes to a Rayco shop to have covers installed, he is there for a half-hour, a "captive audience" for a questionnaire which asks him why he came in and what advertising stimulus was involved. After collecting some 9,000 questionnaires a week for nearly two years, the agency has a pretty good idea of how to advertise Rayco covers most effectively, Mr. Martin said.

On the national level Mr. Armstrong pointed out, the approach is to determine what kind of person is the best prospect for the product and then to select the media that reach those people. As an example, he said that if the product is a dentifrice the obvious choice would be mass media. But research shows that 40% of the users of toothpaste buy 82% of all sold and further that this 40% comprises urban families with children and of better than average income. "Tv just yells at you," he commented.



CY CASPER (l), WBBZ Ponca City, outgoing president of the Oklahoma Broadcasters Assn., greets his successor, Frank S. Lane, KRMG Tulsa.

Oklahoma Broadcasters Forecast Prosperous '54

Oklahoma Broadcasters Assn. meets in Tulsa and considers salient business problems.

STATIONS in Oklahoma look forward to another high-income year after record billings in 1953, they reported at the Jan. 16 meeting of Oklahoma Broadcasters Assn. in Tulsa. Thirty-eight of the 46 stations in the state were represented.

Frank S. Lane, KRMG Tulsa, was elected association president to succeed Cy Casper, WBBZ Ponca City. Elected to serve on the board were Tom Raburn, KGYN Guymon; Pat Murphy, KWSH Wewoka; Rex M. Lester Jr., KTOW Oklahoma City; John Riesen, KVSO Ardmore and Frank Wimberly, KWHW Altus. Continuing on the board are Mr. Casper; Ray VanHooser, KNED McAlester, and Guy B. Farnsworth, KCRC Enid.

Topics covered included small market problems, tax-supported television, libel and slander legislation and the Brown-Dunkin department store study [B•T, Sept. 7]. Fred Stevenson, KGRH Fayetteville, Ark., past president of the Arkansas Broadcasters' Assn., spoke at the luncheon on the importance of state associations to the small-market operator. William G. Skelly, owner of KVOO Tulsa and president of Skelly Oil Co., welcomed broadcasters on behalf of Associated Tulsa Broadcasters.

Bartley to Address Georgia Radio-Tv Meet

COMR. ROBERT T. BARTLEY will head the list of speakers at the ninth annual Georgia Radio & Television Institute Wednesday-Friday at the U. of Georgia campus in Athens, it was announced last week.

Comr. Bartley will speak at noon Friday at the institute, sponsored by the university's Henry W. Grady School of Journalism and the Georgia Assn. of Broadcasters [B•T, Jan. 11]. Other speakers not previously announced will include T. F. Flanagan, SRA managing director; Todd Storz, vice president-general manager, KOWH Omaha and WTIK New Orleans, and Ralph W. Hardy, NARTB government relations vice president.