

Power of Re-Runs

BROCHURES pointing up the power of television films on their re-runs and the effectiveness of television as a sales medium for super markets were issued last week by ABC Film Syndication. Entitled "Lightning Strikes Twice" and "Tv, a New Super Sales Force for Super Markets," they are the first presentations of the new client service department of ABC Film Syndication. The new department, according to George T. Shupert, ABC vice president in charge of ABC Film Syndication, is designed to supply advertisers with pertinent facts about tv and tv films and was created primarily for new advertisers and the stations that service them.

ton revealed, for Interstate to distribute several other "top caliber" half-hour packages under its new expanded program in addition to 26 feature films.

FILM PRODUCTION

Guild Films Inc., Hollywood, has started six more half-hour films in color for its syndicated *Liberace* series. First three films are built around Cuba, Mexico and Latin America with **Luisa Triana**, Flamenco dancer, appearing in the Mexican film. **Duke Goldstone** is producer-director.

Screen Gems Inc., Hollywood, is completing "The Unlocked Door" for NBC-TV *Ford Theatre* with cast headed by **Diana Lynn**, **Fay Bainter** and **Phil Carey**. Former dialogue director **Jason Lindsey** is directing the film, written by **Mel Dinelli** from an original **Mary Roberts Rinehart** story.

Robert Maxwell Assoc., Hollywood, plans May 15th production on the remaining 24 half-hour films in *Lassie* tv series, to be completed in five months, which **Television Programs of America** will distribute. Two films in color have already been shot in U. S. and Canada, starring the canine personality and **Tommy Rettig**. **Ruby Abel**, formerly associate producer with **Screen Televideo Productions**, has joined Mr. Maxwell in that capacity.

Kling Studios Inc., Hollywood, has started shooting half-hour institutional film for **Marietta Concrete Corp.**, Marietta, Ohio (silos), under the supervision of **O. Gail Papineau**. Film, being shot in Eastman Commercial Kodachrome, is utilizing location in 25 industrial areas in U. S. and Canada. Completed is "Public Relations—Its Story," new color industrial film for **Aluminum Co. of America** to be used as part of Alcoa's training program for sales personnel.

RANDOM SHOTS

Television Programs of America is set to syndicate the half-hour tv film version of *Halls of Ivy*. Producer **Edward Small** is readying production plans with **Ronald** and **Benita Colman**, who will re-create their former radio roles. Shooting is scheduled to start in April for a fall release of the series.

Consolidated Television Sales, Hollywood, recently bought by **Shull Bonsall**, investment and real estate broker, has worked out an arrangement for **George Bagnall & Assoc.**, Beverly Hills, to handle world-wide distribution of nine **Jerry Fairbanks Productions'** tv film properties and new product to be added.

Daytime Radio's Punch Told in ABC Booklet

Comparison made between nighttime television and daytime radio, with the network citing factors to be considered in evaluating the ratings.

THE STORY of daytime radio and its ability to deliver programs and sponsors' messages a lot of times into a lot of homes at a little cost is spelled out in *Millions of Numbers*, a booklet issued last week by ABC Radio, which might well have subtitled the opus *How to Read a Rating Report*.

Comparing nighttime tv and daytime radio and using the Nielsen pocket-piece for January-February 1953 as its source, the booklet reports that the average daytime radio program has a Nielsen rating of 4.5 to a 27.7 for the average evening tv show, or a one-to-six proportion. But ABC points out, the radio rating is based on all radio homes, the tv rating on tv homes only, so most people translate the ratings into the number of homes reached.

This shows the average daytime radio program to reach 2,014,000 homes, the average nighttime tv show to reach 4,621,000 homes, reducing the ratio from one-to-six to one-to-two. But ABC again points out, this is not yet the full story. These are per-broadcast figures and advertisers seldom buy a single broadcast. Taking the Nielsen complete analysis books, ABC evaluated the daytime radio strips (five quarter-hours a week) and the nighttime tv shows (30 minutes once a week) for a full month. The report summarizes the comparison as follows:

	Daytime Radio	Nighttime Television	Difference
Nighttime television reaches an average of 23% more different homes in a month	8,479,000	10,441,000	+ 23%
Daytime radio reaches its homes 113% more often per month	5.1	2.4	+113%
With its greater frequency, daytime radio creates 89% more home impressions per month	46,860,000	24,764,000	+ 89%
The average nighttime television advertiser has to invest 83% more money per month than does the daytime radio advertiser ..	\$86,000	\$157,000	+ 83%
Because it costs 83% more to reach only 23% more homes, nighttime television costs 48% more per 1000 different homes reached	\$10.17	\$15.01	+ 48%
With greater frequency, less cost and almost the same size audience, daytime radio creates 244% more home impressions per dollar than nighttime television	544	158	+244%

Moreover, ABC pointed out, those figures are for home reception and leave out entirely the 29 million auto radios and 9 million other out-of-home sets in use today, so that the analysis understates the case for radio by 38 million sets.

Pre-Easter Slump

DECREASED pre-Easter advertising by department stores this year is probable, according to the latest issue of Department Store Studies, which also notes that millinery, toys and other typical Easter merchandise are not the kind of items that radio does the best job for.

"What department stores will do this Easter on radio is push their credit terms, especially upon books or similar plans. This should start about the third week of March. . . . If the store wants items advertised, stick to home furnishings, notions and cosmetics."

Storz Hits at Pulse, Hooper Differences

DIFFERENCES between the Hooper and Pulse reports of radio audience behavior in New Orleans have created a situation that "if it continues will adversely affect our future and the earnings of a business in which we have invested a considerable amount of money," **Todd Storz**, general manager, **WTIX** New Orleans, stated in identical letters sent March 3 to the heads of the two audience measurement firms.

To rectify this situation, Mr. Storz wrote: "We propose to ask the five major advertising agencies in New Orleans to appoint two girls each from their offices to make a total of 2,000 telephone calls (per agency), such calls to be divided approximately between the hours of 7 a.m. and 6 p.m., each hour receiving the same amount in total calls. The purpose of these calls, of course, is to determine whether a person called is listening to the radio, and if so, to which station are they listening."

"When these calls have been made and the girls have completed a written record of the calls, they will be instructed to mail their tabulations to a reputable firm of certified public accountants in the city of New Orleans to be mutually agreed upon between the various agencies involved."

C. E. Hooper, president, **C. E. Hooper Inc.**, last week released Mr. Storz' letter to the press, together with his reply, which approved the proposal and offered to furnish "our normal tabulation procedure instructions" to the accounting firm handling the tabulation of the proposed survey.

No comment was available from Pulse, whose head, **Dr. Sydney Roslow**, was away from his New York headquarters last week.

Radio Homes Up 25%, Sets 63% Since 1947—Flynn

INCREASE in radio homes of 25% and in radio set ownership of 63% in six years (1947-53) in 14 of the nation's top markets was reported last week by **Henry Flynn**, general sales manager of **CBS Radio Spot Sales**.

Mr. Flynn based his observations on a presentation released last week by the **CBS Radio Spot Sales** promotion department. The 14 markets and stations covered in the presentation are those represented by **CBS Radio Spot Sales**: **WCBS** New York, **WBBM** Chicago, **WEEI** Boston, **KMOX** St. Louis, **KCBS** San Francisco, **KNX** Los Angeles, **WCAU** Philadelphia, **WTOP** Washington, **KSL** Salt Lake City,