

powerful sales medium that had advantages. He conceded the day will come when "everybody will have television." If he himself were an advertiser and had to choose between television and other media—and if television were "unlimited" in good time availabilities, etc., which he emphasized is not the case, then, he said, under those circumstances television would be his own choice.

But, he cautioned, at least four other facts must be considered too:

First, he said, television cannot perform "sales miracles." He pointed out that the *Ed Sullivan Show* is at the top of popularity polls but said that Mercury cars, one of its long-time sponsors, has shown little change in its share of automobile sales over the past few years (5.5% share in 1955, he said).

Second, he advised, advertisers should remember that "you can fail in tv." He asked his audience if they remembered, for instance, such tv shows as *Colgate Comedy Hour*, *The Betty Hutton Show*, and *Norby*.

Third point to be kept in mind, he continued, is that television can eat up your entire budget. He placed the cost of the Sullivan show at \$6 million a year, and of the *\$64,000 Question*—which he described as "a relatively inexpensive show," as today's tv prices go—at \$3.6 million. While tv's costs-per-thousand are low in comparison to print media, he continued, they still are far higher than radio's.

Fourth, Mr. Sweeney said, television's growth has reached a point where today's user can no longer look forward to "automatic increases." Tv hasn't stopped growing, he conceded, but its rate of development now "doesn't look so spectacular," especially when compared to radio set sales.

The presentation on tv, which RAB described as "our blood relative," concentrated its fire on marginal tv time periods—early and late evening hours and the daytime—and the "back-breaking costs that only the billionaires can afford."

Radio's ability to pile up "huge, television-like" audiences in a week's time also was stressed. A 25-participation radio network schedule, it was pointed out, created \$2,981,000 listener impressions in a week, while a single spot radio schedule was shown to have led the way to as many as 85.2% of the families in the top 29 tv markets.

Joseph E. Baudino, vice president of Westinghouse Broadcasting Co.—chairman of the RAB board, presided over the meeting. He pointed out that RAB presentation had added more than \$1 million to spot radio's billings in 1955, and that the Bureau's operating budget had increased by more than \$100,000 to its current rate of around \$750,000 a year.

Uhfs Contend Allocations Are Main U Stumbling Block

CHARGES that uhf service is a bad service were refuted at a meeting of about 100 representatives from over 40 uhf stations, held in Chicago just prior to the NARTB convention. The session was sponsored by the Committee for Competitive Television.

John G. Johnson, WTOB-TV Winston-Salem, N. C., CCT chairman, declared that "basically there is no uhf problem—rather it is an allocation problem. There are many successful uhf areas and uhf stations, which refute the claim that uhf is not a good service."

Mr. Johnson reported that 16 new members joined the committee—whose goal is to force the FCC to decide on an "effective, nationwide, all-channel television system" by June 1.

New members are, according to CCT:

KTAG-TV Lake Charles, La.; WTRI (TV)



THESE executives of the host film syndication companies presided over the joint cocktail party thrown by the firms for the NARTB convention Wednesday. L to r: seated, Arthur Gross, Guild Films; Carl Stanton, NBC Film Div.; Herman Rush, Official Films; Don Kearney, ABC Film Syndication; standing, Kurt Blumberg, Television Programs of America; Ralph Cohn, Screen Gems; Oliver Unger, National Telefilm Associates, and Frederic W. Ziv, Ziv Television Programs.

Albany, N. Y.; WGBS-TV Miami, Fla.; WBLN (TV) Bloomington, Ill.; WISC (TV) Springfield, Ill.; WTVO (TV) Rockford, Ill.; KSAN-TV San Francisco, Calif.; WJHP-TV Jacksonville, Fla.; WLBC-TV Muncie, Ind.; WCOV-TV Montgomery, Ala.; WKJG-TV Fort Wayne, Ind.; WHIZ-TV Zanesville, Ohio; WKNX-TV Saginaw, Mich.; WMSL-TV Decatur, Ala.; WEEK-TV Peoria, Ill., and WEHT (TV) Henderson, Ky.

SALES TECHNIQUES FOR RADIO CITED

Radio Day panel discusses 'Selling Your Salesmen.' Clay reaffirms faith in radio as best low-cost mass medium.

MONEY is one way to get salesmen to sell but it is far from the only incentive, according to motivation and sales management experts comprising a panel on "Selling Your Salesmen" presented at the Radio Day (Thursday) meeting of the NARTB Convention in Chicago.

Good salesmen are competitive, so give them a chance to compete; they like recognition when they've done a good job, so see that they get it; they want to meet the boss' expectations, so let them know what they are; they like a challenge, so give them one, and don't forget that the wife has expectations, too, that they want to meet to have peace at home.

Those were some of the other sales-producing incentives listed by Dr. Robert N. McMurry, senior partner, McMurry, Hamstra & Co., and concurred with by the other panel members: William T. Earls, general agent, Mutual Benefit Life Insurance Co.; J. C. Luhn, president, Easterling Co.; Robert Jones, WFBF Baltimore, Md., and Todd Storz, Mid-Continent Broadcasting Co.

Henry B. Clay, KWKH Shreveport, La., chairman of the NARTB Radio Board, told the session that "most of our troubles are behind us. We don't have to guess where we're going; we are there, firmly established as the greatest low-cost mass medium in the land."

Adherence to the NARTB standards of good practice was urged by Walter E. Wagstaff, KIDO Boise, Idaho, chairman, Radio Standards

of Practice Committee, who warned that over-commercialization in a qualitative sense can be as bad as overcommercialism in a quantitative sense. Compliance with the industry code is both good sense and good business, he said.

Mr. Wagstaff asked for ideas to help his committee in the preparation of symbols for use by stations adhering to the radio code—a visual symbol for stationery and promotion material and an aural symbol for use on the air, both combining emphasis with dignity.

Seven rules for promoting programs and sales were offered by Arthur C. Schofield, Storer Broadcasting Co. The Schofield seven: Don't rush, don't be different just to be different, don't be afraid to make mistakes, don't think it has to be the biggest, don't think you have to be the first, don't go to sleep and don't fail to do it again and again.

National Radio Week—May 13-19—will produce the "highest billings in radio history," Sherril Taylor, vice president, Radio Advertising Bureau, predicted in outlining what RAB has done, is doing and plans to do to help stations promote this radio-only week. John F. Meagher, NARTB radio vice president, reported that an NARTB promotion package for the week would be mailed to stations within the next few days.

E. K. Hartenbower, KCMO Kansas City, Mo., convention co-chairman for radio, presided at the Radio Day meeting.

Management Delegates Hear Talk by Kansas City Mayor

THE BROADCAST INDUSTRY is "doing more and more" to help Americans understand religion and can do more to "revitalize" the country "than any other means," Mayor H. Roe Bartle of Kansas City told NARTB management delegates Thursday.

Appearing as luncheon speaker, Mayor Bartle asserted broadcasters "hold in the palm of your hand" the future of the nation, dependent on "your vision, courage and intelligence."

Mayor Bartle presented NARTB President Harold E. Fellows and Henry Clay, KWKH Shreveport and NARTB Radio Board chairman, with golden keys to Kansas City and proclaimed them "honorary citizens." Host of the luncheon was E. K. Hartenbower, KCMO Kansas City and co-chairman of the convention committee.