

own words.

"Although we're using only radio personalities now, we will expand to tv in certain markets."

Did Dow have any other comments about radio?

"There's one thing wrong with radio," he said. "Radio people generally should spend more time listening to their own radio stations."

By this time I'd been in B&J several hours. But I hadn't seen any impeccably dressed Ivy League graduates transporting mail from office to office.

"We don't follow the mail room the-

ory of training people," Dow said. "We don't want people fresh out of school. We'd rather hire a man after he's had two or three years of good, solid background in media. The agency business is too hard for youngsters to pick up when they're right out of school. Some of our people come from newspapers, some from radio or tv. We have 56 employees in Omaha now. There are 197 B&J employees altogether."

Sandy Woodbridge came back to Dow's office to see how Dow and I were getting along. "If you're about

through here," he said, "I want you to see Randall Packard and Henrietta Kieser. Randall is a v.p., handles the Storz beer account. Henrietta's also a v.p.; she's copy chief."

Storz and guts: "The big reason for Storz' success," said Packard, toying with a Storz can, "is that they've got advertising guts. They're not afraid to go into a market where there's a big competitor. And it has follow-through, which is just as important as the initial courage."

In spite of increased national competition, Packard says Storz has raised its output from 130,000 to 400,000 barrels annually. "This is a big increase for a regional product, when regionals have been dropping," he observes.

It was then I learned that to sell any beer in Nebraska is a tough job. "There's not the large off-sale of beer in this state that you have in, say, New York," Packard said. "For instance, out of some 500 to 600 grocery stores in this area, only 50 or 60 sell beer. They account for only 5% of all the beer sold.

"That means that you don't have the housewife buying beer at the store as an impulse item. If she's buying the family groceries, she has to get beer in a tavern—and most women think twice before popping into the neighborhood tavern.

"What we do is to get the man to buy beer when he stops by the tavern. We've found that over 50% of the men who buy tavern beer to take home buy it on impulse. You can see how important p-o-p displays in taverns are, then. One tavern owner was finally talked into putting in some Storz p-o-p material and he found—to his delight—that his sales were upped 31% as a result."

Packard has another problem in selling Storz. Lack of broadcast media.

"Up to a year ago," he said, "only two stations in this entire area would take local beer advertising. But even at that time, over 25% of the media budget went into air media. Now there are eight or 10 stations that take Storz advertising so the budget, airwise, is being upped."

Packard's phone rang. After hanging up he turned back to Woodbridge and me. "Meeting coming up," he said. "But if you have more questions, Henrietta will probably know all the answers. . . ."

P. r. and advertising: Henrietta

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