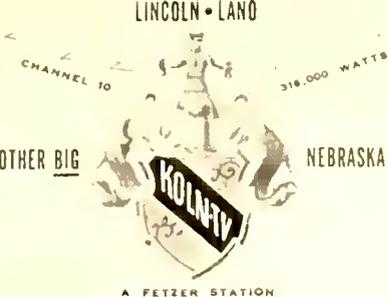


THE OTHER BIG

NEBRASKA MARKET



AGENCY EXECs, CLIENTS ENDORSE KOLN-TV'S EFFECTIVENESS

(The following comments by agency men and advertisers who have bought and used KOLN-TV were obtained in personal interviews by Sponsor Presentations, Inc.)

Milton J. Stephan, partner and radio-tv director, Allen & Reynolds, Omaha: "By moving its transmitter west last summer KOLN-TV created the rest of the worthwhile Nebraska market. Our regional accounts are reaching thousands of homes they had never reached before. The retailers of the three accounts we have on KOLN-TV—Fairmont Foods, Supreme Bakers and Peter Pan Bread—have found KOLN-TV's service tremendously effective. The station, as part of its solid local live programming blocks, provides kid shows that reach diverse age groups, which makes it very easy for the advertiser to pinpoint his audience."

Randall (Bud) Packard, Storz Beer account executive, Bozell & Jacobs, Omaha: "Since KOLN-TV has come under John Fetzer's management, moved its transmitter west and stepped up its power, we've had some eye-opening experiences. Our distributor in Lincoln, without any advance promotion, put on KOLN-TV's ace sportscaster, Bill King. The response by Storz dealers from the outlying, as well as the immediate Lancaster county, areas was a big surprise to us. They had, obviously, discovered there was a station in Lincoln. Now Storz is sponsoring King around the calendar. We're getting ready to promote his daily show with an aggressive, well-integrated campaign."

Joyce Ayres, president, Ayres, Swanson & Associates, Lincoln: "The Lincoln-Land market is a very choice segment in the six-state region we service for many of our clients and we have been very much impressed with the over-all job that KOLN-TV has been doing under the John Fetzer management. The station's people show a continuing interest in the welfare of the account, going all out in every case to build and sustain an audience, which to us, is just as important as any other step in media relationship. . . . The big upsurge in KOLN-TV's popularity with Lincoln viewers has been quite evident. Our clients, the First National Bank and First Trust Co., who alternately sponsor "Eddie Cantor" on KOLN-TV, are delighted with the business gains so far in 1955."

Ellsworth F. DuTeau, of the DuTeau Chevrolet Co., Lincoln: "In our sponsorship of the Eastern Parkway bouts we've been amazed at the tremendous area of influence over which KOLN-TV beams. To illustrate this influence—we've had people come from communities over a hundred miles away from Lincoln to see the used cars we had advertised on our program. As far as selling is concerned, we know we have been getting good results. KOLN-TV has done a dynamic job for us in every department of its operation."

Jerry Hunt, of Hardy Furniture Co., Lincoln: (Sponsors Lincoln-Land news nightly.) "By moving its transmitter and increasing its power KOLN-TV gave us coverage in an area where we've never used any media. The result has been a considerably expanded trading area for us. People come in from 80 to 100 miles from Lincoln asking for the livingroom suites they'd seen as advertised on KOLN-TV. The net result is we've had to increase our delivery days and trucks to outlying areas."



MILTON J. STEPHAN



RANDALL PACKARD



WARREN JOYCE AYRES



ELLSWORTH F. DUTEAU



JERRY HUNT

Buchanan-Thomas
ADVERTISING COMPANY

300 411 NORTH 16TH STREET LINCOLN 7, NEBRASKA

April 20, 1955

Mr. Ralph "Whitie" Peed,
Account Executive,
KOLN-TV,
Lincoln, Nebraska.

Dear "Whitie":

Congratulations to KOLN-TV: Your station has placed first, among fifteen television stations, in the Butter-Nut Flower Seed Offer on a cost-per-at-rip basis.

Buchanan-Thomas makes a very careful study of the pulling power of each station, breaking the results down on the basis of cost per order received.

Here is the final breakdown:

1. KOLN-TV - 28¢ per order
 2. Station B - 40¢ per order
 3. Station C - 45¢ per order
- Etc.

Your statement that approximately 30% of your mail came from the city of Lincoln and Lancaster County is extremely interesting to us. It would seem to me this is an excellent showing for Lincoln since only 10% of KOLN-TV's homes fall in the home county.

We trust KOLN-TV will continue to produce like this for Butter-Nut.

Sincerely,

BUCHANAN-THOMAS ADVERTISING CO.

◀ KOLN-TV SCORES AGAIN ON PULL, COST RESULTS

Butter-Nut Coffee offers also show KOLN-TV is getting the big audience in Lincoln's home county

Buchanan-Thomas Advertising Agency made a careful study of the pulling power of 15 top midwest tv stations carrying a special flower seed offer on a cost-per-order basis. To get the flower seeds, viewers were required to send in 25¢ plus a key strip from a can of Butter-Nut Coffee.

This was the acid test for both coverage and showmanship - the one and only objective was ORDERS!

HERE'S THE BOX SCORE ON THE TOP 6 . . .

- KOLN-TV—28¢ PER ORDER
- VHF STATION B—40¢ PER ORDER
- VHF STATION C—45¢ PER ORDER
- VHF STATION D AND E—53¢ PER ORDER
- VHF STATION F—67¢ PER ORDER