

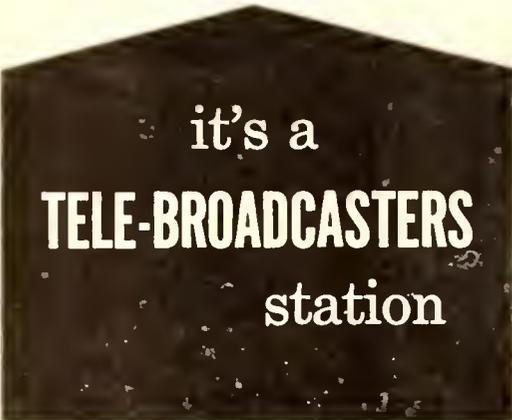


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Owners and Operators of

- WPOW**, New York, New York
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News and Idea **WRAP-UP**

ADVERTISERS

Pepsi-Cola's Pepsi-Please promotion is now hitting the smaller markets.

Latest to air the "identify your voice" gimmick is WFIW, Fairfield, Ill., with a potential audience of 6,000. Previously 35,000 was the smallest market used.

During the 18 February-9 March period a total of 8,513 voices were recorded, the majority by telephone; 109 people were able to identify their own voices broadcast on WFIW. Fairfield is the sixth town in the U.S. to stage the Pepsi promotion.

Eagle Pencil Co. is entering tv to underscore the quality difference in pencils. Commercials, both live and animated, are being screened in two test markets (see Spot Buys, page 54).

North American Insurance Companies, a pioneer user of air media in its field, will kick off its 1957 campaign on the NBC shows *Monitor* and *Today*. Republic Steel is offering its distributors and dealers a booklet explaining the secret of getting the "Hollywood" touch in their live tv commercials. The Nestle

Co., through the *Lone Ranger*, is offering a canine tv puppet as a premium on Quik.

Seaman Brothers (White Rose foods) has added "You-All" French dressing to its line and will use radio to promote the brand. Seaman also plans to introduce these new dressings under the "You-All" name, roquefort, Italian and a low-calorie dressing. Anderson & Cairns is the agency. Sheaffer Pen is considering further diversification and has hired a consulting firm to study possibilities.

New York's new Advertising Center at 285 Madison Avenue reports it has already rented 20% of the overall space available. The Center has been established to provide advertisers with a permanent trade fair and exhibition hall. Warner-Lambert, which last month became the first sponsor of NTA's feature film network (spending \$4 million gross for time and pictures), has sent the press a selection of W-L products for "cooperation in releasing the important news story."

Focus on personalities: At Lever Brothers, Howard Eaton, Jr. has been made media manager of radio



NAVAL BROADCASTING-TELECASTING ADVISORY BOARD MEETS (l to r) Rear Admiral Kenneth Craig, D. W. Thornburgh (WCAU), R. E. Dunville (Crosley), J. S. Hayes (Washington Post), Vice Admiral J. L. Holloway, Jr., E. M. Sanger, (WQXR), Harry Novik (WLIB), G. B. Larson (KDYL & KTVT), Todd Storz (Mid-Continent), Capt. M. J. Lousey