

## A Challenge!

**WE HAVE**

**NO**

**UNSUCCESSFUL  
SPONSORS**

*Your investigation  
of this fact  
is invited*

**You too will  
find that  
SPANISH  
RADIO IS  
EFFECTIVE**

*when you advertise  
in Southern  
California  
on*



L.A.—RYan 1-6744

S.F.—Theo B. Hall

Eastern Rep.—National Time Sales

## 49th and Madison

### **The gentle giant**

I had an opportunity to read through the article on J. Walter Thompson in the July 27th issue, and want to express my appreciation of the manner in which it was handled.

You may be interested in a piece of "fan mail" which I received yesterday from Mr. Les Biederman, President of Paul Bunyan Network, Traverse City, Michigan. It is not only evidence that SPONSOR is read, but also that it prompts immediate action!

*Norman H. Strouse, president  
J. Walter Thompson, New York*

● Reader Biederman's letter commented on the article appearing in SPONSOR and stated that despite the enormous size of the J. Walter Thompson agency their courteous treatment of media people is unmatched.

### **A lot of cooks**

I would like to state that those claiming to have organized a certain format of music and news should admit that it takes a few of everyone's ideas put together to come up with the type of format that continually gains the top ratings in markets where the format is in effect.

Sure, the Todd Storz stations, the Plough stations and David Segal stations are all using a format that came from the public's desire for music with tight production, top tunes and good air salesmen. But, for the records, Dave Segal will be the first to admit that he got a lot of ideas from Todd Storz and he, in turn, passed on these ideas regarding the format, in August of 1955, to Mr. Harold Krelstein and Mr. Charles DeVois of the Plough stations in Memphis when they drove to Kansas City, where David Segal had KUDL at the time. At the same time, the Plough station in Memphis, WMPG, being an ABC affiliate, was suffering rating-wise and switched to the so-called format after consulting with David Segal. In fact, Mr. Segal even gave some ideas to Mr. David Mendelsohn of WTAC, Flint, Michigan, regarding the stations with the format.

All of the so-called format stations today are Number One in their market, respectively, or close to it; so let's

stop bickering as to who originated the so-called music and news format and get out and sell radio the way it should be sold.

*James F. Brown  
National Sales Manager  
KOSI, Denver*

### **Semi-animation technique**

I've been reading your publication for the past few years. . . . I see quite a few articles about film production and much about how studios produce films, however, there is one article that I have never seen and I feel it would definitely be of service to agencies that produce tv films.

Why not an article about the inexpensive semi-animation technique of film production. I've been calling on agencies both in the Midwest and in the East for the past 10 years and very few agencies know this technique.

Most agencies feel that after a slide is produced the next thing is a live-action or fully animated spot that costs thousands of dollars. Very few know about semi-animation or the stop motion technique . . . and how semi-animated commercials can be produced for as low as \$10 a foot as compared to \$70 or \$80 per foot for full animation.

Agencymen should learn about these inexpensive film techniques, to not only improve the quality of their commercials over still slides, but also to help their tv film budgets.

*Don Mack, vice president  
Filmack Studios, New York*

● For analysis of production techniques and costs see the SPONSOR cost analyses, "Where does the \$ go?"; 2 March, page 33; 20 April, page 33; 22 June, page 36.

### **Back to nature**

The August *Advertiser's Digest* contains a condensation of your article "So you're going to meet in a wooded nook?" (20 August 1956). It appears on page 23 under the title "So you're having a meeting?"

Thank you for making this available to us and to our readers.

*Ed Brenner, editor  
Advertiser's Digest, Chicago*