

Co-op Sales Boosted by Network Aid

American Sales Staff Cooperates With Local Men

By BRUCE ROBERTSON

THE OTHER DAY Stanley C. Florsheim, director of American's cooperative program department, called the manager of one of the network's affiliate stations to let him know that a co-op salesman would be passing through his city and if the manager liked he'd stop over for a few days to call on some of the station's prospects for co-op shows with the station's salesman.

"He started to hem and haw," Mr. Florsheim said, "and I couldn't figure out why. Then it came to me that he was trying to find out what the catch was, what it was going to cost him. When I told him that

it was strictly a no-charge proposition and just part of American's service to our stations he couldn't say yes fast enough. So our man

AMERICAN Network is doing nicely with its co-op selling plan. Like most good ideas, it's simple. The network makes its co-op salesmen available to affiliates. Backed by experience of local sponsors in other cities, these network salesmen help stations sell new prospects and help the present sponsors with their merchandising.

stopped off and before he left Baukhage had another sponsor."

To this plan of helping the stations sell their own time—and of course American's co-op shows—Mr. Florsheim gives much of the credit to the fact that his depart-

ment's billings in the first week in July were two-and-a-half times the total for the same week a year ago. "Better than that," he said, "they were well ahead of the first week in June. And August is going to be even better than July. The curve is up. We've licked the summer slump."

Announced early in July, the idea of placing the network's co-op salesman at stations disposal had been thoroughly tested in advance. Barney Cragston, co-op sales manager, and his associates, Larry Surlis and Frank O'Connell, made calls with local station salesmen in more than a dozen cities, where station managers reported many traceable co-op sales and sponsors were grateful for the merchandising help they had received.

"Our men aren't equipped to do



NORTHWESTERN National Bank of Minneapolis, a Swing sponsor, advertizes his program on its billboards. Small insert at upper left of this sign mentions Swing and gives program time.

pressure selling," Mr. Florsheim said, "but they can give advertisers the benefit of their experience of many calls in many cities and towns. And they can pass along merchandising ideas used by similar advertisers in other cities."

The promotion given by many sponsors to the co-op programs is another major factor in their success, Mr. Florsheim believes. He cited Gimbel Brothers, who bought Raymond Swing to increase the prestige of the men's departments of their Philadelphia and Milwaukee stores. Blowups of Swing were in the store windows; newspaper ads carried his picture with the line "brought you exclusively in Philadelphia (Milwaukee) by Gimbel's"; merchandise stuffers plugged the broadcasts.

Promotion

Another Swing sponsor, Northwestern National Bank of Minneapolis, advertizes the program on its billboards, on newspaper radio pages, by enclosures in its monthly statements, by postage meter on its envelopes, with five-foot blowups in window and lobby displays and with counter cards in the main bank and all its branches. "Merchandising like that," Mr. Florsheim declared, "helps build the program and so helps it to do a better job for the sponsor. And when our salesmen can pass along examples like those to other advertisers in other cities, they are benefited also. And we and the stations benefit, too," he added, "because advertisers who have embarked so wholeheartedly on a campaign wouldn't dream of dropping it for the summer."

Local advertisers are encouraged to discuss their problems with him and his staff, Mr. Florsheim said, adding that his department frequently benefits as much as the clients. For instance, when Neusteter's, Denver women's specialty shop, assumed sponsorship of Constance Bennett in that city, the store's head, Ed Neusteter, and his advertising manager, E. K. Shelton, called on Mr. Florsheim in New York to discuss promotion.

At that time, Mr. Florsheim said, Miss Bennett each day described her costume or accessories as filler material in her broadcast for those stations which did not have sponsors for the program. At the sug-

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AGAIN IN 1945!

According to Hooper . . .

Manchester Listeners Prefer WMUR

In the last analysis, we have only "listeners" to sell. Since the first Manchester Listening Report in 1944 by C. E. Hooper Inc., we've known that Station WMUR enjoys strong preference in this area.

We were proud to merit this preference—promised ourselves to do even better programming and production. That led us to look forward to the second Hooper Report—the Station Listening Index for 1945. Knowing that you, too, as a buyer of "listeners", would like to see which way the audience is going, we present the final tabulation—*



1819 ELM STREET, MANCHESTER, N. H.

BASIC AMERICAN NETWORK

610 C.C.



* Period: Spring, 1945 Station Listening Index City: Manchester, N. H.

SHARE OF AUDIENCE

INDEX	WMUR	Station B	Station C	Station D	All Others
8:00 AM-10:00 AM Mon. thru Fri.	64.7	13.4	9.7	3.4	8.8
10:00 AM-12:00 N Mon. thru Fri.	71.9	9.2	9.6	1.9	7.4
8:00 AM-12:00 N Mon. thru Fri.	68.5	11.2	9.6	2.6	8.0
12:00 N-3:00 PM Mon. thru Fri.	42.4	9.9	19.2	7.0	21.5
3:00 PM-6:00 PM Mon. thru Fri.	33.5	17.8	27.4	10.2	11.1
12:00 N-6:00 PM Mon. thru Fri.	37.7	14.1	23.6	8.7	15.9
6:00 PM-8:00 PM Sun. thru Sat.	34.2	34.7	20.9	3.6	6.6
8:00 PM-10:00 PM Sun. thru Sat.	30.9	43.7	10.3	5.9	9.2
6:00 PM-10:00 PM Sun. thru Sat.	32.4	39.7	15.1	4.8	8.0

Total Coincidental Calls—6,231

If New Hampshire is part of the territory you plan to "capture" call us or our national representatives—Weed & Co., Inc., New York, Chicago, Detroit, San Francisco, Hollywood, and R. C. Foster, Boston.