

West Counsels Tele To Fix Clients Needs

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Artists at the opening luncheon meeting of the American Television Society at the Hotel Commodore. Because of the radical change in economy in recent years, in which costs of labor and production have reached their highest peaks, the advertising director is necessarily forced to be more selective in his choice of media, West asserted. As a result, he said, there is an ever-increasing competition for the advertising dollar, and a sharpening of the selection of media—a situation which "makes the going even tougher" for a new medium. "You must view television as a medium to the same ends, objectives and budgets of national advertisers if you hope not only to interest them but to retain their interest and make television a part of their overall strategy," he declared.

West raised several pertinent questions which he asserted must be answered by the industry if it is to compete with radio, newspapers and magazines—which even now present a staggering task of media selection.

Impressed by Progress

The ANA chief explained that he was impressed with the technical and entertainment progress made in the industry and its future potential but questioned whether it has "rounded the corner as an advertising medium." He asserted that video has a long way to go to prove itself in sales and profits columns, as every medium must and warned that "if television is to be paid for with advertising dollars it must pay in sales dollars." West pointed out that while many top advertisers are currently using television, on an "experimental" basis, the audience is still relatively small, particularly in the eyes of a mass product merchant. The question of how large will be television's potential audience, and whether it will be large enough to warrant the cost will have to be answered by the video industry itself as well as the advertiser, he said.

An important way in which television can establish alongside other major media is to provide the "maximum" of information about itself to the advertiser in order that he may use it with a maximum of effectiveness, West advised. "By performing this kind of service the medium helps itself in the competition for advertising dollars," he said. He suggested that television devise methods of measuring and distributing statistical information similar to that offered today by such organizations as the Broadcast Measurement Bureau, to newspapers and magazines by the Audit Bureau of Circulation, and to outdoor advertising by the Traffic Audit Bureau. "Television, of course, must expect the advertiser to scrutinize its audience and perhaps ask that television broadcasters provide certified statistics on a cooperative basis," West said.

Super-Power Plan Of CCBS Criticized By Web's Attorney

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loss in coverage which NBC might experience would result simply "because of NBC's preferred position at the present time." (WSM is an NBC affiliate.)

Margraf pointed out that in the plan advanced by the CCBS—calling for assignment of 20 stations to carry 750 watts power in an effort to provide better rural radio service—it was anticipated that in each of five regions four stations would carry the programming of the four major networks.

In the Far West, for instance, Margraf pointed out that the proposal of the clear channel group called for KFI, Los Angeles, and KPO, San Francisco, to serve as two of the four super-powered outlets in the region. This would mean that one of them would have to drop its NBC affiliation.

In the mountain region all four stations proposed are NBC affiliates: KOA, Denver (owned by NBC); WBAP - WFAA, Ft. Worth - Dallas; WHO, Des Moines, and WOAI, San Antonio. Three of these would have to shift their affiliation.

In the South the conflict would be between WSM, Nashville, and WSB, Atlanta, and in the Northeast it would involve WHAM, Rochester; KDKA, Pittsburgh, and WBZ, Boston.

Prodded by Margraf, DeWitt made no attempt to deny that the selection of stations for super-power was dictated in part—and an important part—by the interest of CCBS members. As for NBC, however, he pointed out that both KPO and KOA are owned by NBC.

Would Change Affiliates

DeWitt also insisted that NBC could make other network affiliation arrangements—although he could not assure the net that it would not lose in overall effectiveness.

Margraf dwelt at some length on the CCBS selection of stations, asking, for instance, about the selection of WLS and WGN, in Chicago. DeWitt said the Chicago stations were chosen because they were not owned by networks. As for service, he allowed, CBS-owned WBBM and NBC-owned WMAQ could probably do as well.

Margraf pointed out that WLS shares time with ABC's WENR, and

Margaret Arlen Address To Salesmen Tomorrow

S. W. Rodda, sales manager, eastern division, National Biscuit Company, has announced that the regular meeting of the company's New York sales staff, numbering about 75 salesmen, will be held in the CBS Studio Building Friday, Oct. 24, at 3:15 p.m. Margaret Arlen, over whose WCBS program Nabisco advertises, will address the salesmen, and then they will witness the "Winner Take All" program at 4:30 p. m.

that WGN is a key station in the Mutual net. DeWitt replied that "no one can accuse Colonel McCormick of not being independent." McCormick is publisher of the Chicago Tribune, which runs WGN.

CCBS Attorney Louis Caldwell, who is also attorney for the McCormick-Patterson interests, was quiet throughout this exchange.

DeWitt remarked also that KMOX, St. Louis, and WCCO, Minneapolis, could fit into the pattern but had not been chosen because they are not independently owned. Both are owned by CBS. He said CCBS was sincerely interested in providing maximum service and coverage through its proposal. When Margraf insisted upon his answering whether that was the CCBS prime interest in the proposal, DeWitt replied, "Within the limits of self-interest."

Spearman Voices Objection

Earlier in the day Paul Spearman, for the regional broadcasting group, had challenged the CCBS plan on the ground that it does not conform to Section 307 B of the Communications Act, which calls upon the FCC to provide "fair, efficient and equitable distribution of radio service among the states." Caldwell caused a flurry when he shot back with a demand to know if Ed Craney, Montana broadcaster and close associate of former Senator B. K. Wheeler, was behind the question.

Spearman, angered, said he was tired of having Caldwell make such sly references and denied having discussed the matter with Craney at all.

Adv.-Budget Record Predicted For 1948

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all are listed as planning larger advertising budgets for the coming year.

New automobile models making their debut in 1948 are expected to give a "big boost" to advertising by the motor industry, the Journal states. Packard has begun the "biggest new-car advertising program in the company's 48-year history," the report continues, and will return to the use of radio spots after an absence of six years.

Although, according to the Journal, cigarette manufacturers "don't talk" about their plans, the big three of the tobacco industry—American Tobacco, R. J. Reynolds and Liggett & Myers—are expected to step up their advertising in 1948.

New Name For Comedy Show

"Leave It To Bill" is the new name for the CBS comedy show heretofore known as "The Bill Goodwin Show." The program, which used to be heard Saturdays at 9:00-9:30 p.m., but was shifted last Saturday to 8:00-8:30 p.m. the same night, to make way for the Joan Davis co-op program, will have more comedy and less music under its new title and time spot.

Hubert Addresses WOR Staff

Charles Hubert, FCC regional attorney in New York, spoke to WOR staff members last night on FCC regulations and their effects on radio. WOR employes are being given a course, conducted by station execs and department heads, in all phases of broadcasting.

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