

# 1100 Attend AAAA Eastern Meeting

## 7 Closed Panels Held; Chairmen Review Discussion

MORE than 1100 agency representatives met last Monday in New York at the Waldorf Astoria for the 1946 Eastern Annual Conference of the American Assn. of Advertising Agencies.

The meeting, termed by Robert M. Ganger, New York council chairman, "the most successful and largest conference we've had," consisted of seven panels, all closed to the press. At the evening banquet in the grand ballroom, *Time-Life-Fortune* Editor-in-chief Henry R. Luce made the principal address, speaking on "U. S. Foreign Policy."

Panel chairmen, meeting with the press at the close of the sessions, outlined briefly the topics covered during the closed group meetings. Of particular interest to broadcasters was the panel on radio production, of which William B. Lewis, Kenyon & Eckhardt vice president and radio director, was chairman.

"Major Problems Facing Radio Production Men Today" was the subject of the two-hour panel over which Mr. Lewis presided. "We discussed the Bing Crosby show at length," said Mr. Lewis. The general consensus throughout this discussion was that it is difficult to judge the merits of transcription by the Hooperating which the Crosby show received.

"Only under controlled conditions could an accurate rating be obtained," said Mr. Lewis. "If Crosby had gone on with a live program for several weeks prior to releasing his transcribed show, then the ratings could be compared and clear results could be determined. A recent survey showed that only 7 per cent of Crosby listeners could detect that his show was recorded and not live."

### Says New Ideas Needed

Mr. Lewis summarized the constructive criticism which Harry Ackerman, vice president of program operations at Young & Rubicam, leveled at radio and agencies. Mr. Ackerman said that there is a great need for new ideas in radio. "He thinks that the networks haven't created enough new programs," said Mr. Lewis. "In our panel he blamed the advertising agencies for producing proven shows instead of trying out new ideas. He thinks networks should use free time for new and arresting ideas, and as an example of what he meant, he cited ABC for the development of a new idea in originating the Henry Morgan show."

Mr. Lewis said that the Young & Rubicam executive believes talent agencies should develop new talent. "Mr. Ackerman," he said,



AT AAAA convention in New York last week H. W. (Tex) Roden, president of American Home Foods Inc., and William C. Gittinger, CBS vice president in charge of sales, enjoy a meal together.

"also thinks advertising agencies should develop systems to bring in new ideas. He thinks advertisers should give serious thought to presenting local and regional radio shows, adding them to their budgets along with their regular network presentations."

Talent costs and musicians' fees for both recorded and live shows were discussed by the radio panel. "In our discussion on packaged programs," said Mr. Lewis, "we stuck to such topics as who should have control of the packaged shows, proper pricing of the shows, and whether or not they should be restricted to stars . . . since in a packaged program, nobody gets much chance to use creative imagination."

### BMB Efforts Praised

BMB was the subject of Wick Main, vice president of Ruthrauff & Ryan, who spoke at the research panel meeting. "BMB has already made a tangible contribution to radio research—its 1946 survey of radio station and network audiences," he said. "BMB has made this survey thoroughly, objectively and efficiently according to specif-

### Pans Economy Set-Up

A THRUST at both Western Union and FCC was made last week when J. A. Payne, national president of the Commercial Telegraphers Union (AFL), accused Western Union of impairing service to the public under an "ill-advised and false economy program." He stated that Western Union is closing many offices and reducing working hours of others. The accusations, in a letter addressed to FCC Acting Chairman Charles R. Denny Jr., claimed FCC is hastening "disintegration of proper service" by giving Western Union's applications routine approval to cut down on service in branch and district offices. Mr. Payne demanded more complete investigation of the applications.

cations which called upon BMB to find out how many families listen to stations and where those families live.

"Specifically, the findings represent the number of radio families that listen to each subscribing station once a week or more in those counties and measured cities where at least 10 per cent of the radio families listen to the station at least once a week. (Daytime and nighttime are measured separately.)"

Mr. Main said that this first BMB survey "does not attempt to show how often these families listen to a station or to what programs they listen. As a result, its findings do not indicate audiences to individual programs. I should like to warn against the misinterpretation of the current BMB findings or their use for purposes for which they are not intended.

"The projection of program ratings to station or network BMB audiences is as invalid as the projection of program ratings against so-called coverage. In spite of this fact, I predict that this abuse will be commonly practiced. Yet a Hooperating applied to a network's BMB figure merely indicates ability to multiply; it signifies nothing else."

### Talks on Timebuying

William B. Mailefert, of the media department of Compton Advertising, spoke at the media panel on radio timebuying. He suggested that agencies should be more careful in their studies of timebuying now that increased costs are becoming more important in their effect on advertising budgets.

CBS furnished entertainment at the evening banquet. Arthur Godfrey was featured as m.c., while music was presented by Phil Spitalny and his all-girl orchestra.

## CROSLY RECEIVES TWO VIDEO GRANTS

FIRST "double grant" in television went last Thursday to Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) for new video stations in Cincinnati and Columbus, Ohio.

FCC Comr. Clifford J. Durr voted for hearing in each case.

Crosley was authorized to operate its Cincinnati video station on Channel 4 (66-72 mc) with visual power of 34 kw and aural power of 17 kw, and antenna height 603 feet.

The Columbus grant was for use of Channel 3 (60-66 mc) with visual power 48 kw, aural 24 kw, and antenna height 546 feet.

Commission spokesmen said that although other companies have grants for more than one video station, Crosley was the first to receive two in a single day.

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