

## Open Mike

(Continued from page 48)

necessary, a federal statute having reference thereto . . .

*Alfred S. Landry  
Attorney at Law  
New Iberia, La.*

[EDITOR'S NOTE: Mr. Landry's legal eagle-eye spotted a sweeping statement. But though he is technically correct as to federal law in general, there is, as we said in the article, no decisive judicial history as to possible conflicts between Section 315 of the U. S. Communications Act and local or state laws.]

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## Semantics Lesson

EDITOR:

Thank you for . . . the publication in the Nov. 5 issue of an article on the research work I did on listener preference and radio programming in the state of Iowa.

Your rewrite man generally did a good job. It is unfortunate that he included in the next to last paragraph a statement which reads: "He (Starlin) said he interviewed over 68,000 listeners . . ." I did not say that I interviewed that many listeners. I said that "program preferences reports used for comparison in the study were based on the expressed likes of over 38,000 listeners reached by personal interview in Iowa."

The reference for this statement is the Iowa Radio Audience Surveys which was mentioned in a preceding sentence in the copy I sent you. These interviews were made by numerous interviewers who participated in the annual Iowa Radio Audience Surveys conducted by Dr. Forest L. Whan. I did personally abulate the quarter-hours of program offerings but the statement indicating that I said that I interviewed 68,000 listeners sounds somewhat far-fetched and makes me look a little ridiculous. . . .

*D. Glenn Starlin  
Director of Radio  
U. of Oregon*

[EDITOR'S NOTE: . . . And us look even sillier. For clumsily putting his foot in Mr. Starlin's mouth, a B•T rewriterman is boning up on the simple, declarative sentence.]

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## Likes His Work

EDITOR:

The following is my opinion of radio . . .

RADIO—serving the world with news, music, entertainment and information—has taken its rightful place in our way of life by working constantly to make that way of life better.

RADIO is electronics; RADIO is art; RADIO is the combined productive genius of the world's great talents, distilled into a pile of tubes, wires, metal and power. RADIO is PEOPLE—people who provide the wizardry that makes your daily habits more pleasant—wizardry that brings the world's great men and women into your living room—WIZARDRY that presents the pageantry of our

turbulent era in a form all can understand.

PEOPLE—who buy the most intangible thing on earth—TIME. PEOPLE—who buy the products these people advertise. PEOPLE—who listen—the unseen and unheard audience—without whom RADIO would cease to exist . . .

RADIO — ELECTRONICS — WIZARDRY — PEOPLE — all working together to forge a common destiny for the common good . . .

*Armine H. Wood  
Program Director  
WBHB Fitzgerald, Ga.*

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## Sporting Life

EDITOR:

We note your article on page 118 of the Nov. 26 issue on WPPA [Pottsville, Pa.] and its sport schedule.

We may not be the most pigskin minded station, but we would like to point out that we will have carried 58 high school, college and professional football games come Jan. 2, 1952 . . . and our basketball schedule calls for 112 games in addition to the state, regional, sectional and district tournaments this station carries in March.

In addition we carry major league baseball every summer and for the past two summers have also carried district, regional and state American Legion junior baseball tournaments. And in addition these past two years we broadcast the junior league games from Dickinson, S. D., Mitchell, S. D., and from Springfield, Ill. . . .

*Don C. Wirth  
Vice President  
WNAM-AM-FM  
Neenah, Wis*

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## Agency Recognition

EDITOR:

The Castro success story which appeared in your issue of Nov. 19 was received with great interest by us. . . .

However, there was one important point you omitted, and in all fairness, we feel it should be brought to your attention. The advertising agency for Castro is Newton, whose president, Mr. Bernard E. Karlen, has guided this account successfully in its television and radio ventures from its very inception.

Mr. Karlen, preparing and buying particular spots only after careful analysis, has succeeded in gaining valuable time franchises for Castro and thus getting the maximum result out of every advertising dollar spent. . . .

*Ted Bergman  
Director of Sales  
DuMont TV Network  
New York*

## Telecast 'Greatest'

PROGRAM *The Greatest Story Ever Told* (ABC Radio, Sunday, 5:30-6 p.m. EST) for first time in its five-year history will be seen on two special telecasts, Dec. 2 and 23, 7-7:30 p.m., on ABC-TV. Show is sponsored as public service by Goodyear Tire & Rubber Co. with no commercial announcements except sponsor identification. First telecast will be "The Story of Lazarus," and on Dec. 23 "No Room at the Inn," story of the Nativity that has been presented on the radio program in former years.

## Brazil Tests Begin

RADIO TELEVISAO PAULISTA, Sao Paulo, Brazil, inaugurated test programming Nov. 22 [B•T, Nov. 26]. First reports indicated "excellent coverage," according to those assisting in installation of equipment at the Sao Paulo operation. Two U. S. engineers have been supervising installation: Joe Herold, contractor, DuMont International Standard Electric, and Robert Alter, Federal engineer. Regular programming date has not been set.

## DuMONT TELECRUISER

Second Unit Sold for S. A.

SALE of the second Telecruiser for export to South America within three months was announced Monday by James B. Tharpe, sales manager of transmitter division, Allen B. DuMont Labs.

The completely equipped mobile television studio was sold to the Federal Telephone and Radio Corp., Nutley, N. J., for use in South America. The new unit is equipped with triple image orthicon camera chain, a 7,000-mc microwave relay, audio console with four channel remote amplifier, video distribution patch panel and eight-channel picture distribution amplifier and five motor-driven cable reels, each accommodating 250 feet of cables for cameras, relays and AC power.

## Grange Views TV

PUBLIC attributes of television were saluted by The National Grange at an annual meeting last week. It adopted a resolution, calling upon the telecast of legislative functions "wherever practicable . . . for the general public to hear and see." Delegates representing some 800,000 farmers, paid special tribute to TV because of its potentialities in providing entertainment, cultural development and general education to the rural population.

**A big  
boy  
for only  
two  
and a half**



KSL-TV is as up and coming as the booming market it serves. In the past year KSL-TV's staff has increased over 150% and at the same time plenty of valuable know-how has been gained by KSL-TV's personnel. It is this experience that's prompted many advertising executives to enthusiastically comment on a group of people who can and will do a television job the way you need it done — the staff at . . .

**KSL-TV**

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