

hands of stations for corrections, still unanswered.

"The 96 bills in dispute caused 100 times the trouble of the 360 correct bills—endless letters, phone calls, explanations and arguments and many times the cost of handling, because clerks quickly handled the 360 while timebuyers had to argue and settle the cost of the disputed bills."

Whose fault was all this trouble? Of the 96 errors, the agency found itself in the wrong four times, the stations 92 times. "If this happens to August spot billings, what must it be in more active months when we run many times the number of spots?" the agency asked, commenting: "If anyone is looking for one cause of agency delays in payment, it will be found in this record."

Retail Use of Television Explored at Chicago Meet

Retail Advertising Conference hears talks on color tv, film and spots for retail selling.

WAYS of utilizing television to attract retail store customers were explored during the closing sessions of the second annual Retail Advertising Conference at the Sheraton Hotel in Chicago Jan. 23-24.

Robert B. Johnson, sales promotion manager of the Merchandise Mart, told retail executives that "it is the responsibility of the retail advertising manager to be in the forefront of revolutionary developments like color television and to be ready to use it advantageously when the time comes." He said color tv "could revolutionize our whole field" and urged study and experimentation.

Speakers included Budd Gore and Ralph Heineman, co-founders of the conference, and Clyde Bedell, retailing copy specialist. Conference theme was making retail advertising "more persuasive, productive and profitable."

Mr. Gore noted there are several fine film shows on the market for potential retail tv advertisers, and suggested they "buy spots like crazy, particularly at the start." He recommended that, "when tv comes to town," the retail advertiser embark on a huge cooperative effort with various civic groups.

An Indianapolis-Lafayette executive reported that 75% of the budget for his store goes into tv and that "sales have gone up leaps and bounds" by use of a five-minute home decorating show at a cost of \$1,000 per month. But he claimed it is difficult to obtain data from stations on the type of market, and that "ratings mean nothing unless we know who we reach."

Nearly All Space Set For NARTB Exhibit

NARTB announced Friday it had allocated nearly all the space for heavy equipment exhibits during the annual convention to be held May 24-27 at the Palmer House, Chicago. In a letter to exhibitors, the association sent a layout of exhibition hall plans and other convention information.

No exhibitor will be allowed to display unless he is an associate member in good standing as of April 23, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager. This revives an old NAB custom. Exhibit arrangements are in charge of Arthur C. Stringer, exhibition manager.

Mr. Arney said an adequate supply of sample rooms for display of light equipment and services has been optioned.

BARTLEY CITES FCC ALLOCATION TASKS

Industry's bid for radio frequencies creates a 'difficult allocation problem,' Comr. Bartley tells Georgia Radio & Tv Institute. Other speakers featured at three-day session.

FCC faces "difficult allocation problems" in trying to meet a "phenomenal demand for radio in industrial uses," FCC Comr. Robert T. Bartley said Friday in an address to the Georgia Radio & Television Institute during its Thursday-Saturday seminar at Athens. The Institute is jointly sponsored by the Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia.

With progress made in cutting down the tv backlog, Comr. Bartley said, the Commission still faces the problem of adopting rules to stimulate fm (a favorite target of frequency-seeking industrial radio users). "We still have with us the mis-named daytime skywave rules," he said, terming them "transition interference." He mentioned the clear-channel problem and NARBA among other "loose ends."

The three-day session heard representatives of broadcast groups, consultants, station repre-

to film or tape," he said. He urged broadcasters to provide forum programs on public issues. He backed up this stand by reading provisions of the NARTB standards.

Ed Sellers, B•T southern sales manager, predicted the television industry will be "far along" in the transition to color by the end of 1954, with about 100,000 color sets in public hands. He said color will substantially increase transmitting equipment costs but in the end "advertisers are going to pay for it."

He predicted color "will come faster than some of the manufacturers are saying," snowballing once it gets under way.

Radio, too, faces an expanding future, Mr. Sellers said. He listed the annual B•T survey [B•T, Jan. 25] showing net time sales for 1953 were only a shade below a half-billion dollars. "If radio advertising volume can expand at such a rate in a year of tremendous television growth, it seems evident that the co-existence of radio and tv is assured," he said. "If radio continues to exert the imaginative selling effort that has been made in the past few years, it will continue to earn substantial rewards."

Victor C. Diehm, head of the Diehm station group in the Northeast, told the Thursday dinner that television is influencing radio by bringing about better coverage of local news



KEY FIGURES at Georgia Radio & Tv Institute, meeting at Athens, included (l to r): Victor C. Diehm, head of Diehm station group; John W. Jacobs Jr., WDUN Gainesville, institute committee chairman; Prof. John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; John M. Outler Jr., WSB Atlanta; Morgan Beatty, NBC news analyst. FCC Comr. Robert T. Bartley was the featured speaker.

sentatives and others, with John W. Jacobs, WDUN Gainesville, institute committee chairman, presiding.

Comr. Bartley discussed the role of broadcast media in contributing to world peace by keeping people informed. "Remove censorship from the totalitarian and his regime will crumble," he said.

Scoffs at 'Traffic Cop'

He scoffed at the "traffic cop" theory of radio regulation, citing the Supreme Court ruling in the chain broadcasting case as upholding FCC's control over composition of broadcast traffic.

Investment interests are showing new interest in broadcast media as channels become scarce, he said, warning of the dangers of investment manipulation. He said multiple ownership of stations is designed primarily to permit networks to have necessary key stations and the rule must be made general because of legal complications.

Cost of line charges, especially in tv, "may well tend to drive more and more programs on-

and public events. He said it is up to the broadcaster to decide if a public service should be sponsored or sustaining. He urged stations to accept public service responsibilities, sell hard and combat recession talk.

Morgan Beatty, NBC news analyst, urged broadcasters not to be "rip and read newsmen." Todd Storz KOWH Omaha, said his station recently had cut its news staff, using the money to buy remote equipment and three wire services plus starting a weekly news-tip contest with a \$25 award to tipsters.

Mr. Storz said 40% of his station personnel make over \$10,000 a year. "The audience is your product; develop it," he urged. At KOWH, he said, popular music is featured, without race or hillbilly numbers. Pitched to the housewife, the station will repeat hit tunes many times a day if requests justify. Personality shows have been developed, augmented by contests and gimmicks, according to Mr. Storz.

Ralph W. Hardy, NARTB government relations vice president, described the Politz study showing radio's firm hold on the public.

T. F. Flanagan, managing director of Sta-