



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 22

NEW YORK, MONDAY, MAY 2, 1949

TEN CENTS

BMB'S PLIGHT STILL REGARDED SHAKY

Each Member Of FCC May Employ Attorney

Washington Bureau of *RADIO DAILY* Washington—In a move speeded by the recent attack upon the Commission by Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee, the FCC has just decided to authorize the employment of lawyers by Commission members apart from the law department. Of the seven Commissioners, only one has a lawyer assistant today—Miss Frieda Hennock, herself a lawyer.

Budget problems are now being (Continued on Page 6)

McDermott Will Supervise Radio Activities At B&B

Tom McDermott, radio production supervisor at Benton & Bowles for the last year, has been named assistant to Walter Craig, vice president in charge of radio and television. McDermott will supervise all radio activities.

New appointment, effective immediately, follows the exit of Leslie Harris who left B&B as radio director to join NBC. McDermott came B&B in 1942 as a staff director for the agency's radio programs. A new (Continued on Page 2)

New Spot Business Reported Past Week

A new wave of national spot business in many of the major markets has been noted the past week with many of the products advertised regarded as seasonal business.

General Foods Corp., through Young & Rubicam, Inc., have been making one-minute announcements (Continued on Page 2)

In Tribute

In observance of Sir Thomas Beecham's 70th birthday, RCA-Victor has released six albums of music recorded by Sir Thomas and the Royal Philharmonic Orchestra of London. Included is a full length version of the opera, "Faust." On Friday, 110 stations throughout the country carried a 12-minute transcribed interview with the conductor.

Summer Series

The CBS Symphony Orchestra under the baton of Bernard Herrmann opens its 1949 summer concert series over the CBS network next Sunday, 3:00-4:30 p.m., EDT. The series replaces the New York Philharmonic Symphony, which will return to the air in the fall.

NBC Reports New High In Annual Revenue

NBC's total gross revenue in 1948 was the highest in the company's history, the NBC annual review said.

Although no revenue figures were disclosed, the review reported that commercially-sponsored programs occupied approximately 51 per cent of the total program hours on the nationwide radio network. The remaining 49 per cent were reported to have been broadcast at the net's own expense.

In pointing out the rapid growth of television, the review disclosed (Continued on Page 2)

Tom Lane Named V.P. Of McCann-Erickson, Inc.

Thomas H. Lane has been appointed by McCann-Erickson, Inc., as v-p with general executive duties and as a member of the agency's advisory committee on advertising plans, effective June 1.

Lane is v-p of Rexall Drug Co. in charge of sales promotion and advertising. He was formerly director (Continued on Page 2)

Improved AM Programming Recommended By Researchers

Radio programming can be modified to increase its morning women's audience by one-third, according to a report from the Bureau of Applied Social Research of Columbia University. The research group, headed by Dr. Paul Lazarsfeld and Mrs. Helen Dinerman, said that radio in general is failing to reach more than a third of its potential a.m. listeners because certain psychological characteristics are not taken into account

Campaign To Gather Cancellation Waivers Continues As Baker Sees Completion Of Second Study

UN Day Planned For Thursday Luncheon

Radio Executives Club of New York has designated its luncheon next Thursday, May 5, as United Nations Day. Sir Herbert Evatt, president of the UN General Assembly will be the featured speaker while Trygve Lie, Secretary General of the United Nations, will be another guest of honor.

NBC is arranging to broadcast a part of the luncheon. Web will make (Continued on Page 3)

Union Buys ABC Period For Special Broadcast

In commemoration of the tenth anniversary of the founding of the Textile Workers Union of America, CIO, the labor organization will sponsor a half-hour program titled, "From Where We Came" on the ABC network on Saturday, May 14. Union members throughout the (Continued on Page 2)

Rating Drop Noted On Network Shows

Latest program ratings in Hooper's "First Fifteen" (week of April 15-21) took a considerable drop, attributable in part to the usual season- (Continued on Page 6)

With a total of 300 subscribers of Broadcast Measurement Bureau having signed waivers of the 90 days cancellation clause to date, Kenneth Baker, acting president, Friday expressed optimism that BMB would be able to complete their Second Study. Baker's optimism, however, did not cause (Continued on Page 3)

Program-Popularity Stressed By Barnes

Basing the rating of radio program preferences on an analysis of surveys, Wade Barnes, manager of Thesaurus and Syndicated Sales of the NBC radio-recording division, Friday released a program popularity list. In releasing the list NBC capitalized on the fact that they had recorded programs available in all categories.

News ranks first in the ratings. Comedy programs are second and (Continued on Page 3)

Receiver Tube Sales Show Good Increase

Washington Bureau of *RADIO DAILY* Washington—March radio receiving tube sales increased 1.8 million over sales in February but were 3.7 million under March, 1948, sales RMA said Friday. March total was (Continued on Page 3)

Reminiscence

A special program for industry pioneers, including the founders of RMA 25 years ago, is slated for RMA "Silver Anniversary" meet in Chicago, May 16-19. Herbert H. Front, one of RMA's founders and its first president, will be present along with many former directors and officers who were prominent in the industry in its early years.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oider, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(April 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7	7	3/8
Admiral Corp.	18	17 3/4	17 3/4	3/8
Am. Tel. & Tel.	144 7/8	144 3/4	144 3/4	1/4
CBS A	18 1/8	17 5/8	17 1/2	1/4
CBS B	17 3/4	17	17	3/8
Farnsworth T. & R.	1/4	1/8	1/4	1/8
Gen. Electric	37	36 3/4	36 7/8	1/8
Philco	27 3/8	26 5/8	26 1/2	1
Philco pfd.	83 1/2	83 1/2	83 1/2	1/4
RCA Common	12	11 7/8	11 7/8	1/8
RCA 1st pfd.	70	70	70	1/8
Stewart-Warner	12 1/8	12 1/8	12 1/8	1/8
Westinghouse	22 3/4	22 3/8	22 1/2	1/8
Westinghouse pfd.	93 7/8	93 3/8	93 3/8	1/8
Zenith Radio	27 1/8	27	27	1/2

NEW YORK CURE EXCHANGE

Hazeltine Corp.	13 1/4	13 1/4	13 1/4	1/4
Nat. Union Radio	3 1/4	3 1/8	3 1/4	1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	11 1/2	13
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/2	8

Prudential Stays On

Prudential Insurance Company of America will continue a Sunday evening dramatic series of programs over CBS at 6 p.m., EDT, during the summer but the budget will be reduced considerably. The regular "Prudential Family Hour of Stars" will take its hiatus after May 29 but starting June 5 other dramatic talent will be used as a summer replacement. Agency is Benton & Bowles.

WEAV

PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S HIGHEST MARKET
JOSEPH HERSHEY McGILLVRA, Nat. Rep.

★ **COMING AND GOING** ★

FRANCIS LEVY, Australian broadcaster currently in the States, left New York over the week-end for Washington, D. C. After a short stay in the Nation's Capital he'll go on to San Francisco, from which point he'll sail for Sydney.

CARL HAVERLIN, president of BMI, and **ROBERT J. BURTON**, vice-president in charge of publisher relations, are expected back today from the West Coast, which they visited after attending the convention of the NAB in Chicago.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, spent last Thursday and Friday in New York on company business.

JACK BANNER and **ED GREIF**, publicists, are back in town following a business trip to Baltimore.

FRED HAGUE, sales manager of George P. Hollingbery Co., national representatives, is expected back at his New York headquarters today following a business trip to Detroit.

SPIKE JONES and the members of his CBS program company are appearing today and tomorrow in Des Moines, Iowa.

ROBERT E. KINTNER, executive vice-president of the American network, and **EARL MULLIN**, the web's publicity head, left Friday for the West Coast, where they'll attend inaugural ceremonies of KGO-TV, San Francisco. **ROBERT HINCKLEY**, the ABC veepee in Washington, D. C., also will make the trip to the West Coast.

H. SIDNEY VAUGHN, farm director of WTAG, Worcester, Mass., is in Washington, D. C., for a three-day conference of Radio Farm Directors sponsored by the U. S. Department of Agriculture. Included will be a meeting with President Truman.

JOHN DERR, assistant director of sports at CBS, left yesterday for Lexington, Ky., where he'll make arrangements for the network's coverage of the running of the Derby next Saturday.

BILL ROSEN, advertising manager of the magazine Seventeen, off to the West Coast, where he'll visit for three weeks.

DREW PEARSON, American network commentator, on Saturday was in Montgomery, Ala., where he addressed the members of the Blue and Gray Association at a luncheon meeting.

New Spot Business Reported Past Week

(Continued from Page 1)

for Swansdown Instant Cake Mix. The United Fruit Company, through BBD&O, are using a new series of singing commercials for the banana sales campaign.

Another newcomer is the Lite Soap Company who have been placing some business in key cities through the L. W. Ramsey Company.

The National Red Cherry Institute, through Western Advertising agency, are reported setting a four week campaign for May in metropolitan markets.

Union Buys ABC Period For Special Broadcast

(Continued from Page 1)

country will gather at dinners to hear the program which will be heard at 8:30 p.m., EDT.

"From Where We Came" will be written by Morton Wishengrad and directed by Martin Andrews. Bernie Green and orchestra will furnish the music. Melvyn Douglas will act as narrator and guest speakers will include Eleanor Roosevelt, Gov. Chester Bowles of Connecticut, Senator Frank P. Graham, of North Carolina and Emil Rieve, president of the TWUA.

Tom Lane Named V.-P., Of McCann-Erickson, Inc.

(Continued from Page 1)

of advertising, press and radio for the United States Treasury Department.

He began his career as a reporter for the New York Herald Tribune, after which he was associated with the WOR publicity department and with Young & Rubicam where he worked in publicity, radio production, copy-writing and as an account executive.

NBC Reports New High In Annual Revenue

(Continued from Page 1)

that 33 per cent of the network's TV program hours were commercially sponsored in Jan., 1948, compared to 50.5 per cent of the time sponsored in Jan., 1949. Television operations, although not yet self-supporting, "showed a substantial increase in earnings from commercial program sponsorship," it was stated.

McDermott Will Supervise Radio Activities At B&B

(Continued from Page 1)

addition to the staff of directors is Ralph S. Butler.

Robert Buckley continues as business manager for radio and television and Herb Leder remains as television program director.

Renew Musical Program

The Benson & Hedges Company, makers of Parliament cigarettes, has signed a 52-week contract renewing its sponsorship of the "Serenade To America" series, a half-hour musical program heard over WNBC on Thursdays at 7:30-8:00 p.m. The account was placed through the Kudner Agency, Inc., with Charles H. Philips representing NBC Spot Sales.

ADVERTISING - PROMOTION EXECUTIVE

10 years' experience in local station, network, agency and recording fields. Top level design, hard-selling copy, prolific ideas. Budget, campaign planning, administration. Present earnings \$12,000.

IMMEDIATELY AVAILABLE

Write Box 229, RADIO DAILY
1501 Broadway, New York 18, N. Y.



Strange Bedfellows

You wouldn't expect a monkey to pick out a bunny rabbit for a bunk-mate. But there they are—both as comfortable as can be.

There's a sure-fire way for time buyers to be comfortable, too about their clients' radio advertising in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the bargain buy in this rich market, sixth largest in the country. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means you can get BIG results or W-I-T-H for just a LITTLE money.

So if you're in the market for low-cost results, get the whole W-I-T-H story from your Headley-Reed man today.

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

See Future Of BMB As Not Yet Assured

(Continued from Page 1)

NAB to abandon plans to send a follow-up letter to the rest of the 40 paying subscribers asking that they return the signed waivers at once in order to insure the completion of the audience measurement survey.

Baker said that with the 300 signed waivers and assurances that three of the networks, NBC, ABC and CBS would come in, the Second Study would go forward toward completion. He added that some new subscribers to BMB have also strengthened the BMB picture considerably.

Enthusiasm Not Shared

The enthusiasm of Baker was not shared by some of the BMB members. One member stated yesterday that it was his understanding that signed waivers from the 540 paying subscribers were needed. He added that impression was gained by those attending the NAB convention in Chicago.

Right now BMB is operating on a \$75,000 loan from the NAB board. Their total indebtedness is said to be around \$200,000 and it is estimated that nearly \$800,000 has already been spent for administrative and sampling in connection with the Second Study.

NAB Finances Unsteady

The financial status of NAB is said to be such that an additional loan could not be given for completion of the Second Study. It was reported that the \$75,000 advanced was a part of the \$200,000 set aside for the establishment of the new Broadcast Advertising Bureau. This bureau is slated to begin functioning June 1.

The operational budget of NAB is being taxed at this time, according to reports, and Justin Miller, president, is giving consideration of trimming Harold Fair's program department in an effort to meet demands.

Bow Wow Ballyhoo Series With Commercial Flavor

A new series of 13 one-quarter-hour transcribed programs designed to make a dog's life easier and to help dog owners get more pleasure out of their pets were completed this week by Tom Farley, writer on canine care, and will be available without charge for use as sustainers or local dog club or humane society sponsorship.

The series is also available for commercial sponsorship over regional networks or individual stations for a fee equal to 10 per cent of the time charge. It will not be available, however, for sponsorship by manufacturers of any type of commercial dog food.

The shows were produced by Dog Tales through a grant of funds from the Dog Food Division of the American Meat Institute to encourage the keeping of dogs as pets and to improve their care and training.

Improved AM Programming Recommended By Researchers

(Continued from Page 1)

broadcasting industry as it is conducted today.

Dr. Lazarsfeld and his associates admit that radio cannot meet all the demands of the non-serial listeners, but their report adds: "Consideration of the psychological characteristics of the listeners indicates that many of these listeners could be attracted to morning listening or to additional morning listening by wholly feasible modifications of program policy."

Classify Women Audience

Women who make up radio's potential morning audience, says the report, can be classified into three groups of almost equal size. Slightly less than one-third make up the "story audience" which listens to serials regularly; slightly more than one-third never listen in the morning; and almost exactly one-third tune in regularly but not to serial stories. This latter type is known as "other listeners."

The following is a list of conditions upon which program modifications by station managers and producers could be based in order to

increase the size of radio audience:

(1) There is need for programs which cheer, soothe, and in general divert the listener's attention from her own troubles.

(2) "Noise" greatly annoys many "other listeners." Morning programs should thus provide no extreme aural stimuli, whether in tone of voice, type of music, or any other aspect of the program.

(3) Suspense and tension are strongly disliked by "other listeners." The producer of morning programs would do well to employ some device other than suspense to insure day-to-day listening. An outstanding personality, a distinctive program idea, or some new device might serve this function.

(4) Personalization and human interest are extremely attractive to women morning listeners, even though they may dislike serials.

(5) Many "other listeners" expect the radio to serve an informational and educational function. While some of these women would like real discussions of public issues and cultural topics, the majority are hungry for useful and concrete information relevant to their immediate daily life and social needs. Carefully planned and cohesive quiz programs would be greatly liked and would fulfill a real intellectual need.

(6) Music is the type of program most desired by women who dislike serials. Carefully planned scheduling of additional musical programs would undoubtedly attract many "other listeners" to additional morning listening.

Receiver Tube Sales Show Good Increase

(Continued from Page 1)

14,505,349 tubes, compared with 12,643,788 in February and 18,208,842 in March last year.

Tubes sold for new sets by RMA member-companies aggregated 9,847,090 and replacements numbered 3,420,843 in March. Another 1,143,855 tubes were exported and 93,561 were sold to government agencies during March.

Receiving tubes sold during the first quarter of 1949 totalled 40,658,043 compared with 51,311,230 in the first 1948 quarter. Of the first quarter total 29,227,024 tubes were sold this year for new sets, 8,378,900 for replacements, 2,817,851 for export and 234,268 to government agencies.

Will Continue With U.N. As Educational Consultant

Lake Success, N. Y.—Olive McHugh, supervisor of radio of the Toledo, O., Public School System, will continue to serve as consultant on radio education for the U. N. Radio Division, it was announced by Dorothy Lewis, Coordinator of U. S. Station Relations.

Miss McHugh has returned to her post in Toledo after a six-month leave of absence in order to contribute her services in the preparation of the Radio-Education Kit used, to date, by some 256 schools, colleges and radio stations in this country. A second kit is being sent to Australia and to the English-speaking colonies of the British Empire. Spanish, Chinese and Tagalog translations will take the kits' message into Latin America, Asia and the Philippines.

UN Day Planned For Thursday Luncheon

(Continued from Page 1)

a pickup from 1:45 to 2 p.m., EDT.

The luncheon is scheduled for the Grand Ballroom of the Hotel Roosevelt at 12:30 p.m. A capacity crowd is expected.

REC members will vote Thursday on the new slate of officers for the year 1949-50 as nominated by Bill Hedges' committee. While the by-laws call for a ballot vote, in past years a voice vote has been considered acceptable and this is the plan for May 5.

Official Name a Factor

Another question which REC must put to a vote on May 19 (last luncheon of the season) is whether or not to change its name to Radio and Television Executives Club of New York. There are two schools of thought on the subject, those opposing arguing that the club already encompasses all phases of electronic communications.

Program Popularity Stressed By Barnes

(Continued from Page 1)

quiz and audience participation shows rate third. Other programs were rated in the following order: 4—dance and pop music; 5—drama; 6—mystery; 7—talks and discussions; 8—semi-classical music; 9—sports; 10—daytime serials; 11—classical music; 12—religious programs and 13, hillbilly and western shows.

New Singing Team

Singing team of Betty Harris and Jeff Clark has been added to Henry Morgan's Sunday night NBC program. The vocalists made their debut last night.

facilities and the problem of flexibility in studio space. Lighting is also discussed in non-technical terms.

Fourth Chapter Published In NAB Television Study

Washington Bureau of RADIO DAILY

Washington—NAB on Friday published the fourth chapter of its television study, including information on the building of a TV plant.

Edited by Charles A. Batson, the new chapter contains a formula for calculation of space needed for any type or size station which may be elected.

Discussed in the new chapter are selection of sites for transmitters and studios, size and design of transmitter and programming plants, tower heights and locations, space for program nuclei, control, maintenance shops, mobile units, film

Among the Most Performed Songs!

CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

DUCHESS MUSIC CORPORATION

A BMI AFFILIATE



California Commentary . . . !

Freddie Fralick, agent and coordinator of the new "Lone Ranger" television series, is scouting around for a new character to play the title role and an Indian for the role of Tonto. Video series is slated for early June production. . . The William Keighleys are back home in Hollywood after a winter sojourn in Palm Springs, broken only by week-end trips to Hollywood for the Monday CBS "Radio Theater" broadcasts. . . Knox Manning today takes over his new post as director in charge of the KNX Housewives Protective League. . . Dick Joy is a busy boy since returning here full time from managing Palm Springs' KCMJ. He's handling five radio and video shows. . . Rudy Vallee dicker with NBC for a combination radio-television package of the Dick Tracy comic strip. . . Spade Cooley plans to organize his own transcription company to service hillbilly and popular music packages. . . John Gudel and Art Linkletter are on the last leg of their Spring tour of "People Are Funny" and "G.E. House Party," leading off tomorrow in Houston. . . Dick Haymes has been signed for four appearances on the Conti "Yours For a Song" airshow over Mutual. . . It was wedding bells Saturday for Ted Pittenger of Young & Rubicam and Gerry Carson of MBS. . .



KCMJ, Palm Springs, has demanded a retraction from Leonard Lyons of his recent story about a film director with a Palm Springs hangover who, according to Lyons, bought time on KCMJ to apologize to anyone whom he might have offended. Station says it ain't so in the first place and that such time-buying would violate broadcast codes. . . Carnation Company started shooting its video spot commercial films at the Chaplin studio last week. The initial plunge into TV is being supervised by Erwin, Wasey & Co. . . Ken Darby and the King's Men tees off June 7 as the replacement for the Fibber and Molly show for the summer. . . James Seward, CBS vice-president in charge of operations, is here for parleys. Mrs. Seward is with him.



First week of daylight saving in various parts of the country had little effect on Coast listening. Programs were heard on scheduled times, with a little re-shuffling here and there. . . KFI-TV has launched a new family series titled "Donna Rose in Hollywood." It's being directed by Derwin Abrahams of the flickers and written by Mark Kearney. . . Stuart Hamblen of KFVB, who holds some sort of an endurance record for a long-run radio program with the same sponsor, will go national with his "Lucky Stars" broadcast by means of transcriptions. Charles Kennedy, head of Teleways, is East with the waxings for sponsor confabs. . . Bernie Smith, veteran announcer, has been signed by Jerry Fairbanks to narrate a new series of video film commercials for Camel cigarettes. . .

Gets Lions Club Award

Chicago—On the April 26 broadcast of ABC's "Breakfast Club" program, Don McNeill, emcee, was awarded a Lions' Club medal in recognition of his "consistently constructive and enjoyable program over the air, contributing greatly to the public enlightenment and wholesome entertainment." McNeill is the subject of a six-page, illustrated article titled "Don McNeill, King of Corn," in the May 10 issue of Look magazine.

Winchell's Hiatus

Weintraub agency is casting around for a summer replacement series for Walter Winchell who will take a two months vacation starting in mid-July. The Sunday night quarter-hour on ABC probably will be filled with music and comedy programs. Weintraub is holding discussions now with such stars as Bin Crosby, Jack Benny, Al Jolson, Bol Hope, Burns and Allen, Miltor Berle, Frank Sinatra and Ton Martin.

BROADCASTERS PROGRAM SYNDICATE
Success Story...



Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee* equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-calibre programs. All current programs—plus every additional series produced by the Syndicate in the future.

Currently, for a single weekly fee* "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

ALABAMA WKAX, Birmingham WEBJ, Brewton WABB, Mobile WAPX, Montgomery	LOUISIANA WLCS, Baton Rouge KSIO, Crowley WDSU, New Orleans KSLA, Alexandria	TEXAS KBKI, Alice KFDA, Amarillo WRR, Dallas KISM, El Paso KEIZ, Fort Worth KXVZ, Houston KOLE, San Antonio
ARIZONA KAWT, Douglas KTAR, Phoenix KYCA, Prescott KDLJ, Safford KTUC, Tucson KYUM, Yuma	MICHIGAN WDFD, Flint WFUR, Grand Rapids WKMX, Saginaw	UTAH KUTA, Salt Lake City
ARKANSAS KVLG, Little Rock	MINNESOTA KROD, Rochester WDFC, Duluth WMFG, Hibbing WHLA, Virginia	VERMONT WSKI, Montpelier
CALIFORNIA KERN, Bakersfield KDON, Monterey KXOA, Sacramento KUSN, San Diego KCBS, San Francisco KXOB, Stockton KVCV, Ventura	MONTANA KANA, Anaconda KBNV, Billings KOPR, Butte KXGN, Glendive KOJH, Havre KXLO, Lewiston KPRK, Livingston KRIF, Miles City KQVO, Missoula	VIRGINIA WCYB, Bristol WGLI, Newport News WRNL, Richmond WLSL, Roanoke
COLORADO KFJX, Grand Junction KGHF, Pueblo	NEBRASKA KOLT, Scotts Bluff KOIL, Omaha	WASHINGTON KJR, Seattle KXLY, Spokane KIMA, Yakima
CONNECTICUT WTOR, Torrington	NEVADA KDN, Reno	WEST VIRGINIA WOAY, Oak Hill WLOH, Princeton
FLORIDA WFLS, Eustis WMBR, Jacksonville WCHQ, Quincy	NEW YORK WCSS, Amsterdam WINS, New York City KOIL, Omaha	WISCONSIN WHRB, Sheboygan
GEORGIA WOPC, Albany WFPC, Athens WON, Atlanta WBSO, Augusta WRBL, Columbus	OHIO WSAI, Cincinnati WCLE, Cleveland WWST, Wooster	WYOMING KVOC, Casper KFBC, Cheyenne KODI, Cody KPOW, Powell KWYO, Sheridan
IDAHO KRPL, Moscow KLIX, Twin Falls	OREGON KWIN, Ashland KOOS, Coos Bay KOIN, Portland	BERMUDA ZBM, Hamilton, Bermuda
ILLINOIS WSIV, Pekin	PENNSYLVANIA WLTB, Bloomsburg WCPA, Clearfield WSOR, Scranton	CANADA ALBERTA CFCA, Calgary CFRN, Edmonton
INDIANA WHBU, Anderson WEDA, Evansville WFBM, Indianapolis	SOUTH CAROLINA WMRA, Myrtle Beach	BRIT. COLUMBIA CJBC, Dawson Creek CKOW, Kelowna CKNW, New Westminster
IOWA KFJB, Marshalltown KWPC, Muscatine	SOUTH DAKOTA KDDJ, Deadwood KOTA, Rapid City	MANITOBA CJOB, Winnipeg
KENTUCKY WLEX, Lexington WINN, Louisville	TENNESSEE WTJS, Jackson WROL, Knoxville	ONTARIO CKOK, Hamilton CFPA, Fort Arthur CHUM, Toronto

*If your quarter-hour rate, for example, is \$25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for \$25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

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Under Direction Of

BRUCE EELLS & ASSOCIATES

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★ **THE WEEK IN RADIO** ★

25% Of Artists Earn Less Than \$900

By VAL ADAMS

ONE-FOURTH of the radio actors in 15 cities had radio earnings of less than \$900 in 1947, according to a survey by Bureau of Labor Statistics in co-operation with NAB. Of 3,742 announcers, actors, singers and sound effects artists returning questionnaires, a small percentage had earnings of \$20,000 or more for the year. Best paid of all groups were a small proportion of announcers employed on a freelance basis. Their median earnings were \$9,800.

Sharp pickup in network sales for ABC and CBS reported by the Securities Exchange Commission for fourth quarter of 1948. Upturn also seemed likely for NBC but figures were not separated from those of RCA. . . . Niles Trammell forecast total of \$25,000,000 in TV time sales in 1949. He told publishers convention that video eventually will stimulate all ad media rather than curbing them.

Groucho Marx show switching from ABC to CBS next fall. He'll be slotted just ahead of Bing Crosby. . . . Eddie Cantor going all the way in his television plunge next fall for Pabst on NBC. He will do a TV show every week on Tuesday night plus his radio program on Friday. . . . Bristol-Myers will use Major league baseball continues its ever-expanding business for radio. Total of 183 stations are broadcasting major league games this year, about 30 more than last year. . . . Chrysler-Plymouth dealers to sponsor "Sammy Kaye Showroom" in 260 stations beginning May 16. . . . A transcribed quarter-hour program on a three-a-week basis handled through McCann-Erickson. . . . William C. Gittinger, CBS network sales vice president, says "radio may be limited temporarily in a market like New York but radio will soon come back and find its proper place, just as phonograph records did."

National Theaters Corp., subsidiary of 20th Century-Fox, planning theater television in chain of movie houses. Outfit envisions five to 10 houses equipped within a year. . . . NBC's gross billings for first quarter of '49 hit new all-time high of 2,135,005.

Several personnel changes made by CBS. I. S. Becker expanding his activities to handle all talent deals and program package contracts with agencies. William W. Finckler, Jr., named director of operations. Gerald F. Maulsby appointed manager of broadcasts for CBS. Teenagers from 13 to 19 represent potential buying power of more than \$8,000,000, according to Gilbert South Research Survey released by NBC. Survey revealed about 64 percent of the boys and girls have idols of their own. . . . Procter & Gamble signed vocalists Jack Smith and Dinah Shore to new long term radio contracts. They're heard for the first time on CBS.

New series of ET public service programs being produced by Amer-

ica's Future, Inc., non-profit, non-partisan organization dedicated to preserving American way of life. Lawrence Hammond produces the 13-week quarter-hour series. Platters available at \$5 per copy and they can be aired sustaining or commercial. . . . Radio Features, Inc., Chicago, headed by Walter Schwimmer, opening branch office in New York.

NAB President Justin Miller told American Society of Newspaper Editors that "strong government boys" are responsible for precedents and techniques aimed at suppressing freedom of the press. He said such moves are being prepared and tested in the field of radio. . . . Duquesne University constructing non-commercial FM station for educational purposes. Call letters are WDUQ.

Canadian Broadcasting Corp. will have to reduce its services unless more money is provided from individual receiver license fees, said A. D. Dunton, CBC chairman. John Meck Industries, Inc., Plymouth, Ind., announced portable unit to provide reproduction of records at all three speeds. Retail price starts at \$19.95.

Noran E. Kersta appointed vice president and director of radio and TV for William H. Weintraub agency. Harry Trenner named a member of the agency's plans board and executive council. . . . Charles A. Batson, NAB television specialist, transferred to NAB's new Broadcast Advertising Bureau where he'll concentrate on TV advertising problems. . . . George Ellsworth Mellon Productions, Inc., established in Hollywood to produce new series of programs for children.

Fred E. Ahlert re-elected president of ASCAP. . . . Intensive jamming blacked out Voice of America's one and a half hour regular daily transmission to Russia. Transcriptions were repeated on a 24-hour basis in an effort to get through.

Schneider Gets Post With UNESCO Communications

Paris—Douglas H. Schneider has been appointed director of the Mass Communications Dept. of UNESCO, it was announced at the organization's headquarters here.

He was formerly chief of the public affairs Overseas Program staff of the Dept. of State, from which he only recently resigned. He was associated with the World Wide Broadcasting Foundation in 1940, first as editor for European programs and later as news editor and program manager of WRUL, Boston. He joined the OWI after the United States entered the war. In 1943 and 44, he directed the "United Nations Radio" in the Mediterranean Theater. At the end of hostilities, he worked in the Division of Control of German Information after which he was transferred to the American Embassy in Paris.

**BROADCASTERS PROGRAM SYNDICATE
Success Story...**

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee*, receives the Syndicate's entire program output. Aggregate fees already furnish you these *network-calibre* programs . . .

SERIES No. 1

**"PAT O'BRIEN
FROM HOLLYWOOD"**

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.



SERIES No. 2

"FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.



SERIES No. 3

**"The Adventures of
FRANK RACE"**

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.



Additional members mean additional funds to provide additional programs . . . without additional cost to you.

NEW BUSINESS

WIND, Chicago: Chicago National League Ball Club, through Arthur Meyerhoff & Co., "Cub News," from April 4 to October 1; Atlas Brewing Co. through Olian Advertising Co., "Musical Scoreboard," for 25 weeks; Frohman Motors, through Malcolm Howard, "Dugout Interviews" April 18 to October 2; Fox Head Brewing Co., through Weiss & Geller, a heavy 7-day a week spot campaign, April 18 to October 2; Robert Hall Clothing, through Sawdon Adv. Agency, the Monday through Friday 4:05 to 4:15 p.m. spot, on a 15 basis; Ray Motors, Inc., through Kaufman & Associates, Inc., the 11:30-11:35 p.m. news spot for one year from April 5; F. W. Fitch Co., through Campbell Mithun, Inc., a spot announcement contract for Jiffy-Rub-Up, Monday through Friday from April 11 to May 6, and a five-a-week spot announcements for general Fitch products from April 19 to October 2; Chicago Furniture Mart, Inc., the 1:15-1:30 p.m. spot, Monday through Saturday, from April 18 to October 2; Chicago Stadium (circus), through Schwimmer & Scott, a heavy Monday through Sunday schedule from April 13 to May 21; Publix Shirt Corp., through McCann-Erickson, Inc., a heavy Saturday and Sunday schedule from April 19 to October 2; Chicago's Last Sport Shop, the "Rey Blanco Show," Monday through Friday, for one year from April 11.

WJZ, New York: The Vincent J. Murphy Campaign Committee has purchased two 15-minute periods, May 2 and 9, at 6:15 p.m. for political talks by Mayor Murphy of Newark, N. J. who is running for reelection. The Plaza Advertising Agency, Inc., handled the contract.

Recent participations in Herb Sheldon's comedy show on WJZ include a Monday-through-Friday buy by Colgate Ajax. The contract runs from April 4 to Dec. 30. Sherman & Marquette is the agency. Super Suds purchased a Tuesday-through-Thursday participation in the show through William Esty on a contract running from April 19 to Dec. 29. Others are Silver Dust, Monday Wednesday and Friday, April 4 to June 24, through Sullivan, Stauffer, Colwell & Bayles; Nes' Cafe, Monday through Friday, April 25-July 22, through Doherty, Clifford and Shenfield; Colgate Dental Cream, Friday only, April 8-Dec. 30, through Ted Bates agency; and MacLevy Health Club, Monday through Friday, April 25-May 6, through Wilbur Sheffield Co.

TOP BUYER FOR TOP AM-TV ACCOUNTS WANTS NEW JOB

Young lady, for eight years buyer for largest national, regional and local accounts, 4A agencies. Experience editing film, promotion. Threw away slide rule and went tough, hard hitting challenging job with agency or TV station. Write Box 235, RADIO DAILY, 1501 Broadway, New York City.

HOOPERADE OF STARS

(NOTE: Following is the third annual Hooperade of Stars released by C. E. Hooper, Inc., showing the first, second and third place winners in each of 17 program categories. Each rating on this list is the average of the show's "Program Hooperatings" from last November through April. Only categories in which there are three or more programs are listed.)

NEWS COMMENTATOR

(1) Walter Winchell 25.7. (2) Louella Parsons 13.9. (3) Drew Pearson 10.8.

PLAYS

(1) Radio Theater 25.1. (2) First Nighter 11.6. (2) Curtain Time 11.5.

VARIETY

(1) Jack Benny 24.4. (2) Fibber McGee and Molly 23.1. (3) Bob Hope 20.4.

EVENING DRAMATIC SKITS

(1) My Friend Irma 19.9. (2) Amos 'n' Andy 15.9. (3) Dennis Day 14.7.

AUDIENCE PARTICIPATION

(1) Stop the Music 17.9. (2) People Are Funny 16.5. (3) Bob Hawk Show 13.8.

MYSTERY

(1) Mr. District Attorney 16.8. (2) Crime Photographer 15.2. (3) Suspense 15.2.

MALE SINGER

(1) Bing Crosby 14.3. (2) Music Hall (Al Jolson) 12.8. (3) Jack Smith 10.0.

EVENING POPULAR MUSIC

(1) Your Hit Parade 13.4. (2) Vaughn Monroe 9.9. (3) American Album of Familiar Music 9.3.

FEMALE SINGER

(1) Club 15 (Margaret Whiting—Tue., Thurs.) 10.1. (2) Supper Club

(Jo Stafford—Tue.) 9.7. (3) Club 15 (Andrews Sisters—MWF) 9.3.

NEWS REPORTER

(1) Edward R. Murrow 8.5. (2) Monday Morning Headlines 8.2. (3) Lowell Thomas 8.0.

CONCERT MUSIC

(1) Telephone Hour 7.2. (2) Voice of Firestone 6.8. (3) Harvest of Stars 5.1.

CHILDREN'S PROGRAM

(1) Lone Ranger 10.8. (2) Roy Rogers Show 7.6. (3) Let's Pretend 5.5.

WEEKDAY SERIAL

(1) Ma Perkins 8.5. (2) Our Gal, Sunday 7.6. (3) When A Girl Marries 7.5.

DAYTIME DRAMATIC SKITS

(1) Grand Central Station 8.1. (2) Theater of Today 7.5. (3) One Man's Family 7.0.

WEEKDAY VARIETY

(1) Arthur Godfrey 7.8. (2) Breakfast Club 5.2. (3) Herb Shriner 4.5.

SPORTS

(1) Bill Stern 7.8. (2) Boxing Bouts 5.1.

DAYTIME AUDIENCE PARTICIPATION

(1) Grand Slam 7.0. (2) Give and Take 6.6. (3) G.E. House Party 5.0.

Each Member Of FCC May Employ Attorney

(Continued from Page 1)

studied, RADIO DAILY learned exclusively, with reasonable certainty that there are sufficient vacancies in the law department today to make the new appointments possible without asking for more funds from Congress.

The new lawyers would be in no way accountable to the law department, and probably would not be drawn from the department. There is apparently no flat ban, however, on taking lawyers from the law department where that seems desirable.

Senator Johnson charged on the Senate floor that Commissioners are prisoners of the law department, which has been able to run Commission business just about as it wished because it is both prosecutor and judge in proceedings before the Commission and because the Commissioners, individually and as a body, rarely have the time or legal knowledge to challenge the law department on strictly legal matters.

Assignment of lawyers to Commissioners, answerable only to them, would enable Commissioners to act with considerably more confidence resulting from legal advice within their own offices in cases where they might differ with law depart-

Terry Accepts Invitation To UNESCO Conference

Hugh B. Terry, manager of KLZ, Denver, and a director of the NAB board, has accepted an invitation from UNESCO to meet with radio leaders from 17 other countries in a radio-program directors conference at Paris, May 3-6, it has been announced by the U. S. National Commission for UNESCO.

Terry is expected also to take part in another UNESCO radio conference in Paris next October at which the same major subject will be the UNESCO World Review, the weekly radio program now being distributed to U. S. stations in script form.

Gets Safety Award

Chicago—FM station WOAK has been voted the National Safety Council's Public Interest Award for 1948 for exceptional service to safety. In presenting the award during a special safety program over WOAK, R. L. Forney, secretary of the National Safety Council, cited as some of the outstanding work that WOAK has done in the safety movement.

ment recommendations, it is believed.

A definite decision on the matter is due this month, but the move is already believed to be certain.

AGENCIES

MAX PAULI, manager of McCann-Erickson branch office in Frankfurt a/M, Germany, flew back to Germany on April 27th following a five-week stay in this country. Pauli is optimistic about the immediate business future of Western Germany and reports a wide interest here on the part of leading American industrialists.

ROBERT MEEKER ASSOCIATES, INC. have been appointed exclusive national sales representatives for WGKV, Charleston, West Virginia, the NBC affiliate in that market. The appointment, announced by John S. Phillips, general manager, is effective immediately.

JAMES R. CONNOR, formerly sales manager of the Chicago mid-west division of Forjoe & Company, Inc., national station representatives has been appointed general manager.

Rating Drop Noted On Network Shows

(Continued from Page 1)

al decline. The holiday Easter season, however, may have had a heavy impact in breaking up the regular listening routine. Walter Winchell fell off seven points while Jack Benny dropped 6.5 points below his previous rating.

Rated at the top of the late Hooper are Lux Radio Theater (21.9), Walter Winchell (19.8) and Fibber McGee and Molly (19.8). A side light on the sudden break in ratings is that Arthur Godfrey's Talent Scouts decreased 0.2 but actually improved its position from 8th to 5th place. "Truth or Consequences" moved up from 41st place to 14th position, the rating jumping 2.2 points. "Mystery Theater" increased its rating 3.4 points and hopped from 45th place to the 12th slot.

The other programs in Hooper's "First Fifteen" are as follows:

(4) My Friend Irma 19.4, (5) Arthur Godfrey's Talent Scouts 18.8, (6) Jack Benny 16.0, (7) Crime Photographer 15.6, (8) Bob Hope 15.2, (9) People Are Funny 14.0, (10) Suspense 14.0, (11) Stop the Music 13.9, (12) Mystery Theater 13.8, (13) Inner Sanctum 13.7, (14) Truth or Consequences 13.7, (15) Duffy's Tavern 13.7, (16) Mr. District Attorney 13.7.

Midwest Motor Company Buys Heavy Sports Skee

Omaha—Sale of a sports package involving approximately \$59,000 in time, talent and production cost was announced Friday by KOD Omaha. The sponsor is Webber Motors, midwest automobile firm, at their sports broadcast schedule will include University of Nebraska football games, baseball games, midwest auto races, swim meets and fishing contests.

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

WEBS STUDYING CABLE FUTURE

TELE TOPICS

THE WEEK'S WASH: NAB's quest for a tele expert to head up the industry organization's new TV department so far has failed to uncover a man who measures up to the \$25,000 salary okayed by the board of directors. Most of the so-called experts, according to reports, lack practical experience in the field of operations. . . . Canada Dry, through J. M. Mathes agency, has extended its sponsorship on behalf of ABC's "Super Circus" to 52 weeks. An initial 13-week pact went into effect April 3. . . . Happy Felton is packager of "What's New In The News," not Ted Corday, as stated in this space last week. . . . J. C. Brown Distributing Co. and Philco will split the tab on all Atlanta Crackers games picked up by WSB-TV. . . . Emerson Drug, for Bromo Seltzer, has started a summer spot campaign before and after sports remotes on WABD, New York, and WMAR-TV, Baltimore. BBD&O is the agency.

FIVE SHOWS are on the top ten Pulse lists for New York, Philadelphia and Chicago. They are: Texaco Star Theater (on top in all three cities), Broadway Revue, The Goldbergs, Godfrey and His Friends and Kraft Theater. Among multi-weekly shows, Howdy Doody is first in New York and Philly, with Kukla, Fran and Ollie first in Chi. . . . Cast for the Players Club production of Macbeth on NBC last nite would have been one of the highest priced group of performers ever assembled—if they had been paid. Based on their current Broadway salaries, it would have cost a producer over \$25,000 to cast the show. Included were Walter Hampden, Joyce Redman, Bobby Clark, David Wayne, Ralph Bellamy, Walter Abel, Leo S. Carroll, Philip Truex and Sidney Blackner. . . . Dashiell Hammett's "The Glass Key" will be the first "Studio One" production under Westinghouse sponsorship, May 11.

TWO NEW SHOWS bow over CBS Sunday nite, back-to-back between 7 and 8. "Hold It Please," a charade stanza with telephone gimmick will be produced by Gil Fates for the first half hour. The 7:30-1 seg will be filled by "Wesley," a situation comedy by Sam Taylor. Frank and Mona Thomas will play the leads with Donald Devlin in the title role. Worthington Miner is producer and Frank Schaffner will direct. . . . Charlotte Stern and Job Leder have set up National Television Associates, a sales and releasing organization for package producers. Packagers already associated with the firm include Alexander & Beck, Steve Howard, Lampighter Productions and Dorothy Waring. . . . "Fashions In The Air," full-dress fashion seg, bows over WBZ-TV, Boston, onite. Sponsor is Coleman's. Stanza is Trudy Richmond production for the Arnold agency.

ABC Makes Pitch For Thurs. Nite Audience

An all-out pitch for the Thursday night audience will be made by ABC this week, when the web debuts three new shows and couples them with its top dramatic series and a sports pickup.

Backbone of the schedule will be the hour-long "Stop the Music," from 8-9 p.m., followed by the "Crusade In Europe" film series. Former will be sponsored by Old Gold and Admiral and the latter by Time and Life.

At 7:30 p.m., the web will premiere "Blind Date," with Arlene Francis. The five-minute "Pal Headliners," will follow "Crusade" at 9:25, bankrolled by Pal Razor Blade Co. "Actors' Studio" will be moved to the 9:30 spot and will be followed at 10 by the Roller Derby pickup.

The entire schedule will be fed to the midwest.

Bevis Named By NBC

Charles C. Bevis, manager of WNBK, Cleveland, has been named director of owned and operated stations for NBC-TV, it was announced Friday by Carleton D. Smith, director of TV operations for the web. Appointment is effective immediately.

Bevis has been manager of WNBK since July 8, 1948. Previously, he handled tele matters for the web's station relations department and had been executive assistant to veepee John Royal.

TV Box Score

On the Air.....	61
CP's	58
Applications	321

NBC Drops D. C. Plan For Color Transmitter

Washington Bureau of *RADIO DAILY* Washington—NBC has cancelled plans to move a color transmitter down here to send from the same tower now used by WNBW, its TV station here at the Wardman Park Hotel. Confirmation was not to be had here Friday, since vice-president Frank Russell and manager William McAndrew of WRC and WNBW were both in New York, but the information came from unimpeachable sources.

Similar to Last Year

It was planned that the color transmitter be brought down for simultaneous transmission with the black and white WNBW signal. NBC would probably have spotted receiving equipment in several homes and other spots within the area, probably in an operation similar to that of last year, when it broadcast its programs on UHF as well as its regular channel for several months. A number of converters for use with commercial TV sets were made available here for that period, it is recalled.

It is said that the new plan was dropped because of dissatisfaction with the results thus far obtained in color transmission.

Coast Repeats And Costs Will Be Big Problem

Although the opening of a coaxial cable from Chicago to the West Coast is regarded in some quarters as the answer to all of TV's problems, calmer and more foresighted execs in the networks regard such a link—now expected by 1952 at the earliest—as merely another headache.

Cost Is Paramount

Prime reason for this is cost. If the present cable cost from New York to Chicago—\$35 per telephone mile per month for an eight-hour day—is continued, charges for a coast-to-coast link might well be prohibitive, especially in view of the fact that for the first few years after the hookup there probably will not be much of an audience in vast areas between the mid-west and the Pacific. In addition, certain sections that must be crossed by the cable never will have any television audience.

To further complicate matters, AT&T has asked for an increase in cable rates. These are scheduled to go into effect June 1, although the FCC may order new hearings on the question before that time.

Another problem that is certain to arise is the three-hour time differential between New York and the Coast. Even if problems of cost and line and station availability were eliminated, programs originating in New York before 9 p.m. local time would have to be repeated in some way.

Live Repeats 'Out'

Since live repeats are out of the question because of production costs, the method undoubtedly will be kinescope recording. There are two schools of thought on the procedure to be followed. One favors recording off the cable in Chicago or Hollywood and then airing the film at a later hour the same day.

The more prevalent feeling, however, is to record in New York or Chicago and fly the film to the coast for use on a delayed basis of one week. Quality and cost are the main reasons behind this thinking.

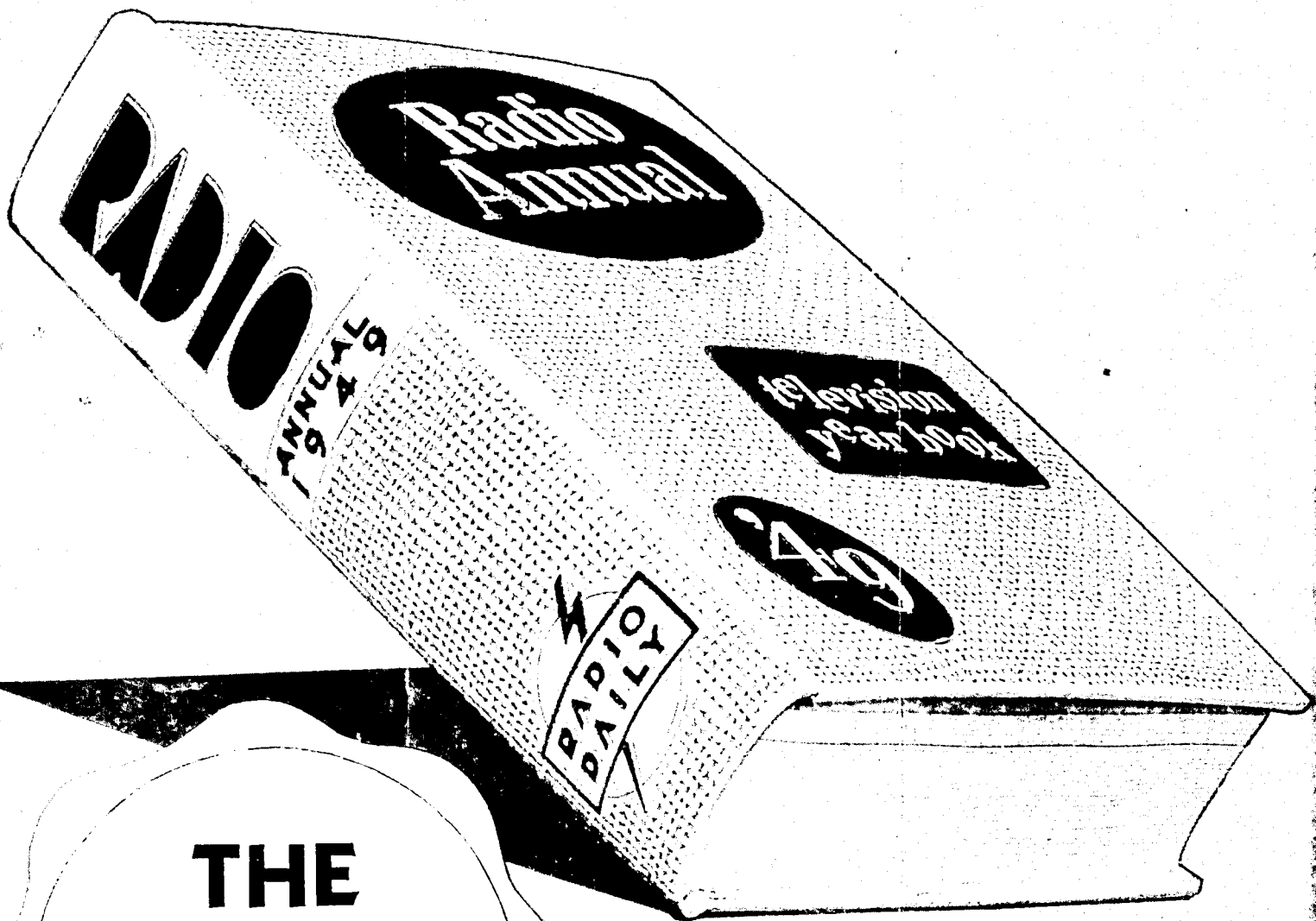
Those who favor the latter course do not maintain that the link will not be of any use, however. For major special events and sports, it would be invaluable, they say, and when not in use by the webs, the cable could carry telephone conversations. But for day-to-day commercial program use, it is said, the cable will not come into its own until there are enough channels and stations to carry the shows and sufficient audience to justify the high cost.

The Week In Television

\$25,000,000 For Time Sales In '49 Seen

Total TV time sales for 1949 will amount to about \$25,000,000, NBC president Niles Trammell predicted in a speech before the ANPA convention in New York. He said also that TV will stimulate rather than curtail other ad media. . . . As the nets planned shows as summer replacement for folding commercials they were swamped with program ideas from package houses. . . . CBS planning a revival of color tele experimentation, according to informed sources. . . . Bureau of Labor Statistics reported that hundreds of specially trained tele men will be needed within the next year or two. . . . Permanent facilities for coverage of United Nations sessions were installed at UN headquarters for use by NBC and CBS. . . . National Theaters Corp., subsidiary of 20th-Fox set plans for regular theater tele in five to ten theaters in the Los Angeles area within the next year. . . . Full affiliation between producers' organizations in N. Y. and Hollywood was completed. . . . Networks decided to ban all music for five Warners publishing subsidiaries from kinescope recorded shows because of firm's demand for special fees. . . . Pabst beer will sponsor a weekly half-hour over NBC this summer with time to be taken over in the fall by Eddie Cantor. . . . Formation of a new writing staff to create a number of original programs was announced by CBS.

The Treasury of Information

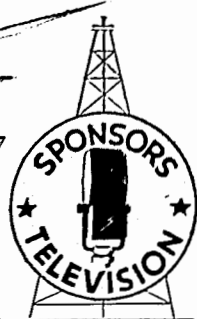


**THE
BOOK**
of the
YEAR



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 23

NEW YORK, TUESDAY, MAY 3, 1949

TEN CENTS

NETWORKS NEGOTIATING WITH NABET

FM Association Planned In Chicago

Chicago—FM stations of Chicago and vicinity took preliminary steps toward the formation of a Chicago-land FM association at a meeting at Toffenetti's restaurant. Five FM station officials were named to a steering committee to work out a program for the proposed association. They include Edward Wheeler, WEAW, Evanston; Bernard Jacobs, WOAK, Oak Park; Ted Lietzell, WEFM (the Zenith station); Walter Meyers, WFME, and Ralph J. Wood, Jr., WMOR. A report will be made

(Continued on Page 6)

Pearson's News Prediction Suffers Slight Setback

Drew Pearson's news and predictions of things to come received a slight setback Sunday night when WJZ, New York, doing a repeat transcribed broadcast played the recording of a week ago, April 24, instead of the current news report. The recording remained on the air for around 11 minutes before the mistake was noticed. William Weintraub agency handles the Pearson program for Lee hats.

Religious Radio Workshop Plans Are Completed

Chicago—The fourth annual Religious Radio Workshop designed to give religious leaders the opportunity to work in groups and individually to develop major policies and programs to make American broadcasting effective will be held again at the University of Chicago, August 1-26.

The workshop, sponsored jointly

(Continued on Page 6)

Gift To School

Plainview, Texas—FM outlet KHL is to be on the air here at Wayland College in about three months. The broadcasting facilities designed for a limited area will be devoted principally to education and religious purposes. The outlet is a gift from Mrs. Iva M. Lambert of Dallas in memory of her son, H. B. Lambert, who was killed in World War II.

TV Ban Continues

Plans to ban the televising of the circus when the show visits Boston, Washington and Philadelphia following the Madison Sq. Garden engagement, was announced by Ringling Brothers-Barnum & Bailey officials in New York yesterday. The circus, which last year allowed CBS to televise the whole show at the Garden, has restricted television this year to only studio visits of a few feature acts. Business at the Garden is running ahead of last season and circus officials are of the opinion that the ban on television may have helped the box office this year.

White Takes Office As MBS President

Frank White, who succeeds Edgar Kobak as president of the Mutual Broadcasting System, took office at Mutual headquarters in New York yesterday.

President White was introduced to the home office executive staff and at an informal meeting stated that he did not contemplate any changes in personnel or policy.

White resigned as president of

(Continued on Page 2)



WHITE

ABC And NBC Discuss New Contract With Engineers And Technicians; Union-WOR Also Negotiating

F. Lewis Sponsors Reach 750 On MBS

The record number of 750 sponsors of the Fulton Lewis co-op program over 306 MBS stations has been reached with the signing of 32 additional contracts.

The Mutual stations to sell most recently the Washington commentator's show are: KXOA, Sacramento, Calif.; WTAL, Tallahassee, Fla.; WNAC, Boston; WIBC, Indianapolis; WKBR, Manchester, N. H.; KSET,

(Continued on Page 2)

Named Program Director For FBS In No. America

Mrs. Marie Whiteside has been promoted to the position of program director for the French Broadcasting System in North America, replacing Edward Gruskin who resigned to accept the post of director of radio and cinema for the ECA in Europe. Mrs. Whiteside's former position

(Continued on Page 5)

WIBW Staffers Killed In Kansas Plane Crash

Wichita, Kan. — T. V. "Gene" Shipley, 49, farm service director of WIBW, K. G. "Pug" Marquardt, 36, chief engineer and pilot for WIBW,

(Continued on Page 5)

Intensified contract negotiations by ABC and NBC with the National Association of Broadcast Engineers & Technicians got under way yesterday after last Saturday's pact expiration was extended for one week. The union also is negotiating with WOR (Mutual's flagship) and

(Continued on Page 7)

Plan Three Awards For Syracuse R-Day

Syracuse, N. Y.—The awarding of three citations, a panel discussion, auditions and interviews will highlight the second annual Radio Day to be held at the Radio Center of Syracuse University, May 4.

The three awards for "meritorious achievements by graduates of the Radio Center" will go to Marty Glickman, WMGM sportscaster; Simon Goldman, v-p and manager of WJTN and WJTN-FM, Jamestown,

(Continued on Page 5)

List Featured Speakers For Ga. Radio Conference

Athens, Ga.—ABC news commentator Elmer Davis and Charles H. Crutchfield, v-p of the Jefferson Standard Broadcasting Co., are among the featured speakers scheduled for the fourth annual Georgia

(Continued on Page 2)

Broadcasters' Responsibility Stressed By FCC Chairman

Washington Bureau of RADIO DAILY
Washington, D. C.—The primary responsibility for the American system of broadcasting rests with the licensees of the stations and not with the government, FCC chairman Wayne Coy told the audience of the New York Philharmonic Symphony Orchestra on CBS during the intermission period last Sunday.

In referring to 'indignant letters blaming the FCC for programs

which writers believe to be prejudicial to the American way of life," Coy declared that "it is to the stations rather than the federal regulation that listeners must look for the standard of American radio service. They hold in trust your interest in the radio frequencies. These men and women—the broadcasters of America—are of America itself. They know they must meet the

(Continued on Page 6)

Without DiMaggio

Now that Madison Square Garden is no longer big enough to hold Mary Margaret McBride, WNBC has rented Yankee Stadium so MMM fans can help celebrate her 15th anniversary in radio on May 31. The Garden was used for her anniversary party five years ago but this time attendance is expected to triple. Admission is free.



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JOHN W. ALICOATE : : : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : : : Business Manager

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WEST COAST OFFICES

Al Stoen, Manager
 6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
 Suite 905 139 No. Clark St.
 Phone: State 2-2332

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FINANCIAL

(May 2)

NEW YORK STOCK EXCHANGE

	High	Low	Closc	Net
ABC	71 ⁸	67 ⁸	67 ⁸	- 1 ⁸
Admiral Corp.	175 ⁸	171 ²	171 ²	- 1 ⁴
Am. Tel. & Tel.	145 ¹	144 ⁷	145	- 1 ⁸
CBS A	175 ⁸	171 ²	171 ²	- 1 ⁸
CBS B	17	17	17	+ 1 ⁸
Farnsworth T. & R.	11 ⁴	11 ⁸	11 ⁸	- 1 ⁴
Gen. Electric	373 ⁸	371 ⁸	371 ⁴	- 1 ⁴
Philco	265 ⁸	251 ²	253 ⁴	- 3 ⁴
RCA Common	12	11 ⁷	12	- 1 ⁴
RCA 1st pfd.	70	70	70	- 1 ⁴
Stewart-Warner	121 ⁴	121 ⁴	121 ⁴	+ 1 ⁸
Westinghouse	227 ⁸	221 ²	221 ²	- 1 ⁸
Westinghouse pfd.	93 ¹	93 ¹	93 ¹	- 1 ⁸

NEW YORK CURB EXCHANGE

Hazeltine Corp.	131 ⁸	131 ⁸	131 ⁸	- 1 ⁸
Nat. Union Radio	31 ⁸	3	31 ⁸	- 1 ⁸

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	133 ⁴	143 ⁴
Stromberg-Carlson	111 ²	13
U. S. Television	12	3 ⁴
WCAO (Baltimore)	20	
WJR (Detroit)	71 ²	8

White Takes Office As MBS President

(Continued from Page 1)

Columbia Records, Inc., to take the Mutual post. It was reported that he has a three-year contract with a salary of \$75,000 a year.

First news of White's plans to become president of Mutual was carried in the RADIO DAILY edition of March 31.

Fulton Lewis Sponsors Now Reach 750 On MBS

(Continued from Page 1)

El Paso, Tex., and WWOD, Lynchburg, Va.

The program was the first co-op to be aired on a network basis and started over Mutual in 1937. It is currently broadcast Monday through Friday, 7-7:15 p.m., EDT.

Kobak Will Be Speaker At OSU Annual Dinner

Columbus, Ohio — Edgar Kobak, consultant and former president of Mutual, will be speaker at the annual dinner on Sunday, May 8, of the 18th Institute for Education by Radio which opens here May 5 under auspices of Ohio State University. His speech on "Education at the Crossroads" is expected to be a mixture of "Swan Song," since he resigned recently as Mutual's prexy; commencement, mirroring views with which he approaches his new job as consultant, and challenge to educational radio people.

Kobak has been an active participant and long-time favorite at the institute. Two years ago he served as toastmaster at the institute's annual dinner.

CAB Plans Meeting

The Canadian Association of Broadcasters' annual meeting will be held at The Algonquin Hotel, St. Andrews-by-the-Sea, N. B., Monday, June 13th through Thursday, June 16th, 1949.

List Featured Speakers For Ga. Radio Conference

(Continued from Page 1)

Radio Institute, sponsored by the Henry W. Grady School of Journalism, University of Georgia, May 12-14.

Irvin G. Abeloff, general manager of WLEE, Richmond, Va., will speak on the subject of "Radio Production and Writing." Gov. Herman Talmadge will deliver an address at a dinner to be sponsored by WGAU and WRFC, of this city, and Di Gamma Kappa, honorary radio fraternity.

Kaltenborn Honored

H. V. Kaltenborn yesterday completed ten years of sponsorship by the Pure Oil Company on NBC and in special observance presented, "Decade of Destiny," a review of the 10 most important events of the past 10 years. Commercials were suspended last night and Kaltenborn was honored by Francis Marling, advertising director of the sponsor, who paid tribute to the commentator's accomplishments.

"Herman" Switching Time

The "Little Herman" program switches its day and time from Saturdays at 9-9:30 p.m., EDT, over the ABC network, to Tuesday at 8 p.m., EDT, over the same network starting with the May 10 program.

COMING and GOING

EDWIN BUCKALEW, manager of the station relations department in the western division of CBS, today will leave Hollywood for San Diego, where he'll spend three days conferring with officials of KCBQ.

WILLIAM FAY, vice-president of Stromberg-Carlson and WHAM, Rochester, N. Y., a visitor yesterday at NBC, with which the station is affiliated.

KERMIT J. MOSS, account executive at WNEW, yesterday returned from a two-week vacation at White Sulphur Springs.

DAVID McKAY, owner of KOLO, Columbia network outlet in Reno, Nev., is back at the station following a week spent in Hollywood on business.

TEX BENEKE and the members of his band have returned from Athens, Ga., and will open an engagement today at the Meadowbrook in Cedar Grove, N. J.

HENRY GLADSTONE, morning newscaster on WOR, is vacationing in Bermuda. He'll be back May 15.

JOE PALMER, racing broadcaster for CBS, will leave today for Lexington, Ky., where on Saturday he'll handle the CBS-TV coverage of the running of the Kentucky Derby.

RAY C. SMUCKER, manager of WYUM, Yuma, Ariz., an affiliate of NBC, is spending a few days in Gotham on station and network business.

C. ROBERT THOMPSON, station director of WBEN, Buffalo outlet of NBC, has joined the executive contingent currently in town on business.

FRANCES HOLMGREN, promotion copy writer at WOR, is back at her desk following a week in Virginia.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.



Tom Tinsley, President • Represented by Headley-Reed

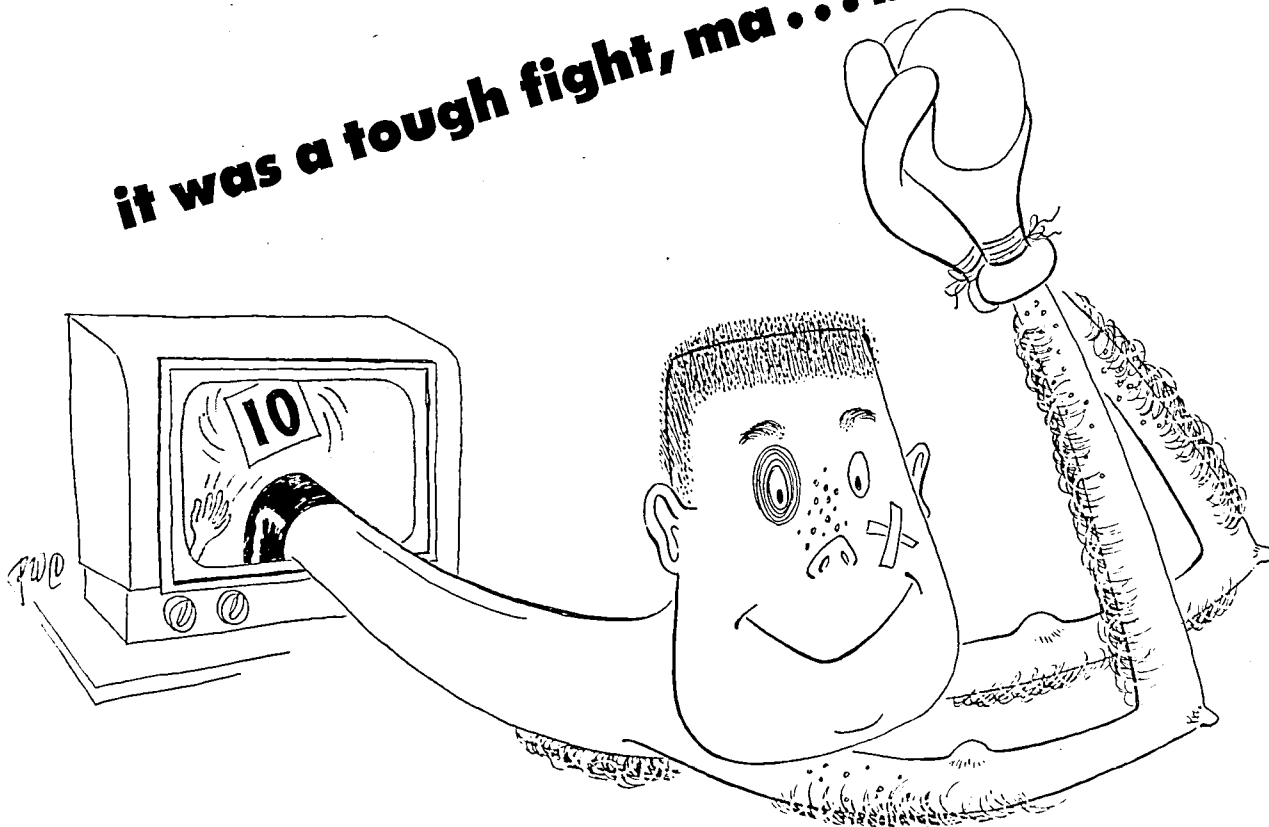
Among the Most Performed Songs!

CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

DUCHESS MUSIC CORPORATION
 A BMI AFFILIATE

it was a tough fight, ma... but we won!



pardon us for taking a bow on our 10th birthday

Ten years ago this week, Franklin D. Roosevelt made his first TV appearance at the opening ceremonies of the New York World's Fair, and, as W2XBS, we began regularly scheduled high-definition video programs.

That made us the first station in the country to get going.

And today, after lots of distinguished firsts in programming, we're a pretty husky ten-year-old. For example, you might see these firsts, too, on our birthday cake:

In America's FIRST market—New York—WNBT is:

FIRST in size of audience

—highest average evening program Hooperating.

FIRST in loyalty of audience

—57% of set owners report viewing WNBT the most... 3 times as many as the next station.

FIRST in national advertisers

—39% more than the next station.

LAST in the cost column

—lowest cost per thousand homes, based on average evening rating.

WNBT

Channel 4 New York

NBC Television

A SERVICE OF RADIO CORPORATION OF AMERICA

SOUTHWEST

PAUL W. MIFSUD, sportscaster and announcer for KYFM, San Antonio, will be seen in the forthcoming San Antonio Little Theater production of "John Loves Mary" in a supporting role.

Bob Shelton, Texas Barn Dance emcee heard over WFAA, Dallas, will also emcee a new hillbilly record show to be heard each Saturday morning over WFAA and WFAA-FM, Dallas, titled the Saturday Morning Jamboree.

The first anniversary of the re-establishment of the Jewish State of Israel was observed with a special half-hour program last Sunday over K TSA, San Antonio. Rabbi Sidney Guthman conducted the program with music furnished by Cantor Emanuel Barkin and the Choir of the Agudas Achim Synagogue.

A series of 25 records of instrumental and choral music, from boogie to Bach is being made by seven Dallas and Highland Park high schools for shipment to Europe. WFAA, Dallas, is transcribing all the records which will be part of a section of 1,000 albums of recorded American school music being prepared for distribution to overseas schools.

In the spirit of the times, Charles Balthrope, manager and owner of KITE, San Antonio, has announced that two half-hours each week will be devoted to the "Square Dance." Airings feature Lillie Lee Baker, said to be one of the few, if not the only regular women square dance callers, with Henry Hudson on the violin and Jiggs Hibbler on the guitar.

Robert Lawrence, familiar to the Metropolitan Opera radio audience over the ABC network in the intermission interludes of the opera broadcasts, attended the recent Met Opera performances staged at the State Fair Park Auditorium in Dallas.

KBRZ, Bryan, has been granted a power increase by the FCC and will boost its power from its present 500 watts to 1,000 watts.

The first 24-hour outlet for San Antonio is KONO. Eugene J. Roth, owner and manager, has announced that the outlet will now air around the clock becoming the first outlet to render such a service.

Linkletter To Tour East Next Month

Houston, Tex.—Art Linkletter's "G. E. House Party," broadcast Mondays through Fridays, 3:30 p.m., EDT, over ABC, has begun its next transcontinental road tour with a one-week stand here, May 2.

The audience participation show will move to New Orleans, La., on May 9 for another week's stand, followed by two days in Newark, N. J., May 16 and 17, and three days in New York City, ending May 20. The program will return to Hollywood for the May 23 broadcast.



Mainly About Manhattan. . . !

• • • The 52 episodes now being prepared for the Lone Ranger's entry into TV will also be used as part of a feature length film. . . . Vaughn Monroe signed for the Staller's Cafe Rouge in Oct. . . . Hank Booraem giving up active interest in his air shows (Experience Speaks, etc.) to become exec producer with McCann-Erickson. . . . What's this talk of Ted Mack's "Original Amateur Hour" switching to ABC? . . . Selznick reportedly nixed a huge offer to join CBS top echelon. . . . Jerry Lester insists that television is wonderful in the house. You meet so many interesting repairmen. . . . Staffers of a local indie readying a strike. Part of the staff walked out Friday before strike notice. . . . Milton Berle and Ed Sullivan will receive the '49 Jewish War Veterans Awards at the JWV all-star show at Madison Sq. Garden May 18th as the entertainer and newspaperman who have done the most to aid hospitalized vets. . . . Expect several resignations from top personnel in the "Voice of America" organization. . . . "Winner Take All" to use big name performers when it switches to a new time slot Saturday. . . . Morton Downey with Axel Wenner-Gren, Swedish financier, promoting new match which can be used repeatedly. . . . Bill Bertolotti contends that the average actor is a seasoned performer—a ham who thinks he's worth his salt.



• • • Noro Morales, now the top-ranking rhumba band in the land, was telling WMCA's Joe Franklin about his early days pounding the ivories in a smoky night club, playing with tears in his eyes. "From the smoke?" queried Joe. "No," explained Noro, "from the salary."



• • • **AROUND TOWN:** Now that TV has made its dent in night time listening habits, many radio sponsors are scrambling for choice daytime segs figuring that video hasn't wormed its way into the affections of daytime listeners yet. . . . Alan Sands added to scripting staff of Hank Ladd's Arrow show. Also doing bits for the Lambs Gambol. . . . L. Wolfe Gilbert planing East to check on his new ASCAP duties. . . . Roger Brown, president of Earle Ferris Co., can take a bow for the great public relations radio and TV job he did for Chas. H. Percy, youthful Bell & Howell prexy. . . . Ma Holder, of the Youngs Gap resort, is looking for a smart young disc jockey. (Call the Art Franklin office). . . . His 15 years in radio top parts got James Van Dyk his current B'way assignment in "The Traitor." Now latter may get him his Big Break in H'wood. . . . Larry Lowenstein quitting as WINS publicity chief for agency post. . . . Jimmy Durante telling Gov. Dewey and publicist Walter Kaner, in former's Hotel Roosevelt suite, that he sails for that Palladium date in June. . . . Ezra Stone, radio's perennial Henry Aldrich, to be general director of the Olsen & Johnson weekly TV variety show which bows in on the 28th of June. . . . Billy Eckstine, the most terrific thing to hit the Paramount since Sinatra, is so hot on records that he's even leaving the disc jocks speechless. . . . Bill Todman and Mark Goodson coming out with a "Winner Take All" home quiz book. . . . Canadian born Alan Young got his final American citizenship papers.



• • • **TODAY'S QUOTE:** "I kissed my first woman and smoked my first cigarette on the same day. I have never had time for tobacco since."—Arturo Toscanini.



• • • **IMPressions:** Jack Benny: Incomedian. . . . Lisa Kirk: Kiss Me Kirk. . . . My Friend Irma: Love is Blonde. . . . Eddie Cantor: Ida chatter. . . . Peter Lorre: Televillain. . . . Frank & Anne Hummert: Soap Operators. . . . Norman Brokenshire: Spokenshire. . . . Morton Downey: Lark of the Irish.

CHICAGO

By NAT GREEN

GEORGIE GOBEL, "rural cosmopolitan" of the night clubs and stage, will make his fourth appearance on WGN-TV's "Club Television" today, May 3.

Everett Mitchell, NBC farm commentator, was recently given a gold watch by the Funk Bros. Seed Co., sponsor of a series of transcribed programs featuring Mitchell, at a luncheon marking the start of the third year of broadcast.

A special documentary dramatic program starring film actor Melvin Douglas was broadcast over WGN Saturday, April 30. In the program, titled "The Story of Cancer Research," several widely known doctors spoke on cancer research direct from their laboratories in various parts of the country.

Bob Elson journeyed to St. Louis over the week-end to broadcast the Chicago White Sox-St. Louis Browns baseball games on Saturday and Sunday for WJJD.

Mrs. Margaret Haugen, the 76-year-old grandmother who won a nation-wide contest on ABC's "Ladies Be Seated" program, was a winner again on April 22 on the first week's "Granny Be-Bop of Television" contest on WENR-TV.

Lou Cowan's "R.F.D. America" was broadcast from Cullman, Alabama, on Saturday, April 30, with Ed Bottscher of Hanceville, Ala., former emcee of the program, handling the emcee duties for the day. Broadcast was to kick off the ninth annual Cullman County Strawberry Festival.

The Community Chest and Council of Bridgeport, Conn., liked the WBBM public service series "To Be Continued" so well they are planning a similar series for broadcast.

Paul McCluer, NBC Chicago network sales chief, back from a business trip to Kansas City and Des Moines.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Win Three Awards For Syracuse R-Day

(Continued from Page 1)
 Y., and John Warren, sales manager of WNBC and WNBT, New York City. The presentations will be made at the homecoming luncheon at the Drumlins Country Club. Charles H. Wolfe, director of radio and television research at the R.D. & O. agency, will lead a panel discussion in Maxwell auditorium on the subject of "Training of Broadcast Personnel." Goldman and Wickman will participate.

Named Program Director For FBS In No. America

(Continued from Page 1)
 assistant program director has been filled by Shelley Dobbins, formerly a senior writer at WNEW. In addition to his programming duties, Dobbins is in charge of public relations for the FBS.

"Firebug" Program

The Advertising Council's annual campaign against timberland devastation gets an assist Wednesday, May 4, when CBS broadcasts a half-hour drama titled "The Firebug" at 8:30 p.m., EDT. Program will point out the big losses from forest fires caused by careless vacationers.

WIBW Staffers Killed In Kansas Plane Crash

(Continued from Page 1)
 and Parry C. Reed, a member of the Flying Farmers of Kansas, were killed here last Tuesday when the WIBW plane, "The Flying Rooster," crashed during a heavy storm fifteen miles north of Hutchinson.

Shiple and Marquardt were joined by Reed in Topeka late last Tuesday afternoon and had flown with them to Windom where Shiple addressed a 4-H club meeting. After the meeting the three took off and had planned to spend the night in Hutchinson.

Gene Shiple had been a member of the WIBW staff since 1939. Marquardt joined the WIBW staff as chief engineer in 1943. Prior to coming to Topeka he was chief engineer of WDAF, Kansas City.

WMGM Airs MBS Show

Now that WOR has dropped the "Air Force Hour" carried by MBS every week, the show will be heard in New York via independent WMGM starting Thursday, May 5, from 8-8:30 p.m., the same time it's aired live on Mutual. Until about a month ago WOR, Mutual's key station in New York, played back the program on Sunday morning. "Air Force Hour" originates from Bolling Air Force Base, Washington, D. C., and features a 70 piece orchestra.

"History in the Making"

See and Hear the Kingpins

At

UNITED NATIONS DAY

- ★ Sir Herbert Evatt, President of the General Assembly, head of the Australian delegation.
- ★ Trygve Lie, Secretary General, U. N.
- ★ Others of International Importance.

RADIO EXECUTIVES CLUB OF NEW YORK

THURSDAY, MAY 5, ROOSEVELT HOTEL

GRAND BALLROOM

If you haven't reserved your ticket or table please phone Claude Barrere, MUrray Hill 6-0238.

And you can tell your grandchildren you were there.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

Lp MICROGROOVE METHOD

Savings Like This!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side —
 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ©

Trade Marks "Columbia" and © Reg. U. S. Pat. Off. Marcas Registradas © Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-2759	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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Responsibility Rests With Stations—Coy

(Continued from Page 1)

needs of America. They know that the needs of America are dynamic. And the support given American radio by the people is assurance by and large they have met those needs."

The FCC chairman cited the CBS broadcasts of the symphony orchestra during the past 19 years as an example of a "distinguished achievement" in American radio. The network, he said, "richly deserves our praise" for the part it has played in bringing good music into the lives of the American people.



COY

Coy also handed bouquets to the Standard Oil Co. of New Jersey, the sponsors of the 26 concerts of the now-ended season, for what he described as "the high standards it devised and adhered to so scrupulously in the format of its commercial announcements. 'I found the chats by Deems Taylor so informational, interesting and enjoyable, and so in keeping with the mood of the program, frankly, I never did get to think of them as advertising. I am sure,' Coy continued, 'we all hope this example will inspire other sponsors to show the same understanding of and respect for the sensibilities of their listeners.'"

"They Must Serve You"

"If radio stations are not the voice of America, the voice of their state, the voice of the community, they have not fulfilled their promise to serve the public interest," Coy said, adding, "They must serve you. They do. And they never serve you better than by broadcasting such programs as the Philharmonic concert series."

Willard To Speak

Chicago—A. D. (Jess) Willard, executive vice-president of the NAB, will deliver an address before a joint luncheon of the Chicago Federated Advertising Council and the Chicago Radio Management Club on Wednesday, May 4. His address will be tape recorded and will be released over WGN Wednesday night. Title of the talk is "The Profession of Advertising—Sparkplug of Our American Economic System." The luncheon will be held in the Terrace Casino of the Morrison Hotel.

TV Producer AVAILABLE

4 years' well-rounded experience, live and film; visualizer and director.
I want to put it all to work for an agency or station. Write Box 237—RADIO DAILY, 1501 Broadway, N.Y.C.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of April 22-28, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
A Wonderful Guy.....	Chappell
"A"—You're Adorable.....	Laurel
Again.....	Robbins
Always True To You In My Fashion.....	T. B. Harms
Careless Hands.....	Melrose
Cruising Down The River.....	Henry Spitzer
Don't Cry, Cry Baby.....	Samly-Joy
Dreamer With A Penny.....	George Simon
Everywhere You Go.....	Lombardo
Far Away Places.....	Laurel
Forever And Ever.....	Robbins
Great Guns.....	Feist
Hurry Hurry.....	Dreyer
I Get Up Ev'ry Morning.....	Leeds
I Wanna Marry Mary.....	Cameron Music
If I Could Be With You.....	Remick
I've Got My Love To Keep Me Warm.....	Berlin
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
My Dream Is Yours.....	Witmark
My One And Only Highland Fling.....	Harry Warren
Once And For Always.....	Burke & Van Heusen
Once In Love With Amy.....	E. H. Morris
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Someone Like You.....	Harms
Story Of My Life.....	Massey
Streets Of Laredo.....	Famous
Sunflower.....	Famous
Three Wishes.....	Herbert Music
Underneath The Linden Tree.....	La Salle
You Broke Your Promise.....	Pic Music

Second Group

TITLE	PUBLISHER
Bali Ha'i.....	Chappell
Cabaret.....	Duchess
Candy Kisses.....	Hill & Range
Coca Roca.....	United
Comme Ci Comme Ca.....	Leeds
Don't Call Me Sweetheart Anymore.....	ABC
Galway Bay.....	Leeds
Have A Little Sympathy.....	Bregman-Vocco-Conn
Havin' A Wonderful Wish.....	Paramount
I Don't See Me In Your Eyes Anymore.....	Laurel
If You Stub Your Toe On The Moon.....	E. H. Morris
I'll String Along With You.....	Witmark
It's A Big Wide Wonderful World.....	Broadcast Music
Johnny Get Your Girl.....	Bourne
Little Old Church Near Leicester Square.....	Oxford
Look Up.....	Patmar
Portrait Of Jennie.....	Chappell
So Tired.....	Glenmore
Tulsa.....	Advanced
While The Angelus Was Ringing.....	Chas. K. Harris
Who Wouldn't Love You.....	Fremart
You You You Are The One.....	Campbell

(Copyright, 1949 by Office of Research, Inc.)

EM Association Planned In Chicago

(Continued from Page 1)

to the body in two weeks, at which time formal incorporation is expected to take place.

The meeting was called by WEAW for the purpose of devising provisional plans to sell FM and FM to the Chicago area. A survey of listening habits also is contemplated by the group.

Station managers or their representatives from the following stations were present: WEAW, Evanston; WOAK, Oak Park; WRB Brookfield, and WEFM, WFLM, WMOR, WGNB, WXRT, WFJL, WMBI, Chicago.

Religious Radio Workshop Plans Are Completed

(Continued from Page 1)

by the Federated Theological Faculty of the University of Chicago and Protestant Radio Commission, to be led by the following religious leaders:

Everett Parker, director of program and production, PRC; Hiller, director of radio, public schools, Pontiac, Mich.; Arnold Inquis, script writer and producer radio and television, Hollywood Calif.; Harold Quigley, radio chairman, and religious newscaster, Council of Churches, Troy, N. Y.; Ross Snyder, associate professor religious education, Federated Theological Faculty, University of Chicago; Clayton C. Griswold, director of radio, Presbyterian Church, U. S.; Albert Crews, author of "Practical Radio Writing."

Sharp Leaves BMB Post For Researchers

Ralph Sharp, analyst, last of old guard of Broadcast Measurement Bureau, resigned from organization last week-end. Sharp has accepted a position in the research department of the Crow Collier Publishing Company.

Fred Schilplin

Frederick C. Schilplin, 80, president and general manager of KFVS, St. Cloud, Minn., and publisher of the St. Cloud Daily Times, died suddenly in New York April 28 after suffering a heart attack. He attended the ANPA convention and in a taxicab bound for Pennsylvania Station when stricken. Schilplin survived by his wife, Mrs. Margaret Comfort Colgrove Schilplin, and son, Fred Schilplin, Jr.

OFFICE SPACE FOR RENT

RADIO CITY VICINITY
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor
ABBEY HOTEL
151 W. 51st St. New York City
Phone: Circle 6-9400

TELEVISION DAILY

tion of RADIO DAILY, Tuesday, May 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

WEBS, NABET TALKING CONTRACT

TELE TOPICS

WHEN A SPONSOR YANKS a program in favor of another, it is logical to assume that the replacement will be an improvement. This is not the case, however, with "The Benny Rubin Show," which Bonafide Mills premiered on NBC last week in the spot formerly occupied by "Stop Me If You've Heard This." The new show, as an entity, was so bad that it was almost painful, and it reached a professional entertainment level only in its few brief spots. Program basically is a talent showcase, although it is in Benny Rubin's office, with the comic as the star with gimmicks. Rubin has been a comic for a long time, but he deserves better material (he wrote the script, incidentally) and better surroundings. . . . The offender on the program was Vinnie Monte, an obnoxious nine-year-old with a strong inclination toward members of the opposite sex. He also sang, natch. Probably would have done better had he not tried to imitate Al Jolson. When he wasn't around there were acts by the news Twins, attractive blonde dancers, Lou and Lillian, a harmonica team, and an involving Rubin, Edith Fellows and Eddie Coogan was terribly unfunny. . . . The sponsor has an effective living trade mark in Bonnie Maid, a very pretty young lass, who could do very well without those two off-offensive characters labeled Wear and Tear.

FROM THE RIDICULOUS to the near-sublime, we go to the Players Club production of Macbeth. This was an accounts an outstanding program. Especially noteworthy was the production, directed by Otis Riggs, lighting by Henry Schuch and the judicious selection of recorded music combined to make the atmosphere truly one of horror and impending doom. The large cast of top-name actors was excellent, although Walter Catton, in the title role, was at times a bit to the staggers and lurches more often seen on the stage of the Met. Joyce Kilmer was highly effective, though understated, as Lady Macbeth, and Walter Catton was fine as Macduff. . . . Occasional use of film was an effective gimmick although one or two of the spots were notably poorer in quality than the live portions. Superimposition of the outline of a dagger for the "Is this a dagger I see before me?" soliloquy seemed unnecessary. Harold McGee produced for the Players Club Owen Davis, Jr., for NBC. Directors were Anthony Brown for the club and Garry Simpson for the web. Stage manager was Walter Wagner. . . . With both aired one hour after the CBS broadcast of Julius Caesar in modern dress, it was a great nite for W. Shakespeare, and both webs should be commended for bringing his works to the screen.

DuMont First Quarter Net Up 200% Over 1948

Net income for Allen B. DuMont Laboratories, Inc., for the first quarter of 1949 was nearly three times that earned in the corresponding period last year, Dr. Allen B. DuMont, president, reported yesterday at the firm's annual stockholders meeting. Sales were two and a half times greater than the 1948 period, he said.

Net income for the period from Jan. 3 to March 27, 1949, was \$1,481,000, equivalent after preferred dividend requirements, to 70 cents per share on 2,047,592 shares outstanding. This compares with \$553,000 or 27 cents a share on 2,031,040 shares for the corresponding 1948 period.

Sales for the quarter totaled \$11,092,000 against \$4,549,000 for the same period last year.

DuMont told stockholders that the accelerated rate of production of receivers and cathode ray tubes is due to the firm's new and enlarged plant facilities.

Pimlico Racing Films Sponsored Over ABC

A series of 15-minute films highlighting the Pimlico Races, will be aired by ABC-TV for 10 successive evenings starting Friday, May 6, sponsored by A. Sagner's Son, Inc., on behalf of "Northcool" suits and "Englishtown" men's clothing. The agency is I. A. Goldman & Company of Baltimore, Md.

Films of the races will be seen over WJZ-TV, New York; WFIL-TV, Philadelphia; WMAL-TV, Washington; WNAC-TV, Boston; WEWS, Cleveland and WENR-TV, Chicago.

Rehearsal Camera Invented As Aid To School TV Shows

Omaha—A TV rehearsal camera designed to encourage program development and experimentation by colleges, little theaters and other amateur groups has been invented by the Rev. R. C. Williams, S. J., of Creighton University here.

The school and radio outlet WOW have been carrying on teleproduction experiments on campus for more than two years with the station's electronic equipment. Father Williams realized that few universities could afford to purchase and maintain such equipment.

Going Down

Several major manufacturers, including RCA and Sylvania, have issued a price reduction on cathode ray tubes. Price of ten-inch tubes to manufacturers has been cut from \$24.95 to \$22.50. Sylvania and National Union, among others have reduced the price of twelve-inch kinescopes from \$38.50 to \$34.95.

Indianapolis Station To Scan Auto Classic

Indianapolis—The first station in Indianapolis, WFBM-TV, is scheduled to go on the air by May 30 when it will scan in its entirety the running of the 500-mile auto race classic here.

Transmitter and tower of WFBM-TV are located in the Merchants Bank Building. Station expects to put a test pattern on the air by May 15.

For the pickup of the race, cameras will be placed in the paddock stands and atop the grandstand on the southwest turn, and will be able to cover straightaway, turns and backstretch as well as pit action. Fred Mullen and Gene Starbucker, recently added to the outlet's staff as producer-directors, will direct the pickup.

WNBT Sells "Guess Who"

Sheffield Farms Company has signed a 52-week contract to sponsor "Guess Who?" with Happy Felton, over WNBT starting Sunday, May 15th, 6:00-6:30 p.m., it was announced yesterday by John C. Warren, sales manager of the station.

Discuss Pay Rates, Work-Hours Of TV Engineers

(Continued from Page 1)

its Washington television station, WOIC, but these discussions are separate from ABC and NBC.

The chief demand by NABET, according to Clifford Gorsuch, national eastern representative of the union, is for a 15 per cent increase in wages. Gorsuch said an adjustment is sought because the contract which expired last Saturday midnight had been in effect two years. Another demand, the union official disclosed,

CBS Negotiations

CBS, which has a contract with the International Brotherhood of Electrical Workers, is not a part of NABET discussions but its two-year agreement with Local 1212 of IBEW expires May 28. Negotiations are scheduled to start May 16. It's reported that IBEW's international headquarters in Washington already has proposed that CBS pay engineers an increase ranging as high as \$35 a week.

"is aimed at correcting television employment conditions." Gorsuch said some engineers in television work 14 hours a day and that some have not had a day off in a full month's period. They are paid for overtime, however.

Discussions with the two networks and WOR began April 3 but last Saturday, when the contracts expired, ABC and NBC were prepared to meet a walkout by the engineers. Late Saturday afternoon, however, it was agreed that contracts would be extended until next Saturday midnight (May 7) and negotiations resumed this week.

Although negotiations hit a snag last week, when the union suddenly broke off discussions with ABC and NBC, NABET did not make any direct threat of a strike. Gorsuch told RADIO DAILY that NABET has said nothing about "union strategy." He added, "We just let the situation speak for itself."

While demands by NABET on WOR are the same as the two networks, the discussions, at least technically, are on a slightly different level. The main reason is linked to the fact that a representative of the Federal Mediation and Conciliation Service, Bernard Forman, is on the WOR scene. For this reason NABET is not likely to invoke as much strategy against WOR as it does on ABC and NBC. Meetings involving the WOR case resume this morning, Tuesday, at 1440 Broadway.

PROMOTION

KYW Coverage Pattern

A new sales promotion gimmick of KYW, Philadelphia, currently being mailed out to prospective sponsors and agencies, is a take-off on the pattern envelopes of the McCall Corp. "McCall's New Pattern" is the description on the outside of the envelope, appended with the words, "Size. . . Substantially Larger." Two-thirds of the envelope-front is made up of a picture of a man holding a cut-out pattern of the station's coverage area. The take-off on the McCall Pattern is further emphasized by an enclosed "Memo from Harvey McCall, Jr., sales manager, KYW, Philadelphia." The enclosed pattern itself is an enlarged map of the broadcast area plus a separate design of the station's two new transmitter towers to explain KYW's stronger signal.

"C-Day" at WSNY

Monday, April 25, was designated as "C-Day" (Cancer Control Day) at station WSNY, Schenectady, N. Y. The entire facilities of the station were turned over to the local cancer fund drive by WSNY's president and general manager, Winslow Leighton, from 7:15 p.m. until 1:00 a.m., when the station signed off. During this five-hour stretch, a total of \$1,270.00 was pledged to the cancer fund, in return for musical requests on the station's special disc jockey show. Well known Schenectady civic leaders were heard during the evening, airing appeals for funds.

WNAX Trip Award

A Sioux City, Iowa, high school senior is looking forward to a 10-day trip to Washington, D. C. and New York as the all-expense-paid guest of WNAX (Yankton-Sioux City). He is Bill Kruse, who has been awarded first place in WNAX's third annual Spring Workshop, a forum competition in which approximately 80 high school students from Nebraska, Minnesota, Iowa and South Dakota took part. Kruse, who plans to visit Congress and the United Nations on the trip, will be accompanied by WNAX news director Art Smith.

Opposes REC Change

Opposition to a proposal that the name of the Radio Executives Club of New York be changed to Radio and Television Executives Club, was voiced by Julian F. Skinnell of WLBR, Lebanon, Pa., in a letter to Carl Haverlin, president of the club. Skinnell wrote: "To attempt to superimpose television on radio, when television is already in radio and a part of it, is psychologically, economically, grammatically bad."

Hogan To Speak

John Hogan, inventor of the Hogan facsimile system, will speak on "Recent Advances of Facsimile" at the New School for Social Research in New York on Wednesday at 8:20 p.m.

COAST-TO-COAST

Fellowship Forum On WHAT

Philadelphia, Pa.—The Philadelphia Fellowship Commission of Philadelphia sponsors an interesting program each Wednesday evening over WHAT entitled "Fellowship Forum." The format consists of discussions revolving around vital issues of the day with leading authorities discussing issues which affect human relations and rights. Max Franzen of the International Institute is moderator.

WRNL Aids Family In Distress

Richmond, Va.—When a Virginia farmer with a family of seven was made homeless by fire, Polly Daffron, WRNL's women's commentator, and Mike Novello, emcee of the station's "Mailbag" program, heard of the family's plight and devoted their shows to telling listeners the story. As a result, on-the-spot broadcasts were aired and a "Parade of Pennies" started. Food, clothes, skilled labor, materials and tools were donated, and with volunteer workers the family was provided with a new start.

Bill Drawn To Commend WKBN

Youngstown, Ohio—Baseball and its broadcasts are taken seriously by the people in Youngstown. It has worked its way into the legislative branch of the city government. During a recent city council meeting a councilman asked the city law director to draw up a resolution commending WKBN for carrying broadcast games of the Cleveland Indians and the Youngstown Athletics.

Humbert, Jr., Is KYMA Manager
Magnolia, Ark.—Chester Alynn "Bill" Humbert, Jr. was elected to serve as general manager of KYMA. He succeeds Louis C. Byrne, who resigned. Humbert served several stations, including WOPI, WSAP, WMON, WSAZ and WCHS.

Balfour Leaves WBBC

Flint, Mich.—Bob Balfour, manager station WBBC, moves to the Chicago and Mid-West regional offices of "Forjoe" radio reps. Eldon Garner, commercial mgr., WBBC, moves into the vacant managerial slot created by Bob Balfour's resignation. . . . WBBC adds six hours to its daily operation, now broadcasting 24 hours. Pfeiffer Brewing of Flint and Detroit purchased the entire six-hour segment across the board.

Will Broadcast Baseball

Mobile, Ala.—WAAB will broadcast all out-of-town baseball games of the Mobile Bears this season. The play-by-play will be by Jack Bitterman, station's sports reporter, who will bring to the homefolks activities of the local nine in the Southern Association. First game with the New Orleans Pels was fed into the station over a direct wire from the Pel Stadium.

Dean Program Head At WIBC

Indianapolis, Ind.—William L. "Bill" Dean has been appointed program director of WIBC. He has been associated with the radio industry for 19 years, starting his work with a Dakota network. He served as announcer, promotion-

BEHIND THE MIKE

ROGER BROWN, president Earle Ferris Co., can take a bow for the great public relations and TV job he did for Chas. Percy, president of Bell & Howell. Frances Kish has exited the Wendy Barrie video show.

Geo. Schreiber's youngster, Ron, copped 4th prize in a N. J. essay writing contest on "What Makes Democracy Work."

Vic Damone was crowned King of the Baritones in the grand ballroom of the Henry Hudson Hotel with 1,000 fans on hand to greet him. He was voted King in annual contest conducted by WINS disc jockey, Joe Davis.

Conrad Thibault's pinch-hitting for ailing Christopher Lynch on the Firestone program Monday night brought him a lucrative radio-TV offer.

Phil Hanna a tremendous success in England as star of "Brigadoon." He'll make two pictures while in England.

Credit some fine trouping by Patricia Wheel and John Raby, plus John Haggard's scripting, for D. Mont's decision to give its lone soap opera, "A Woman To Remember," a night time airing.

Dennis James is rapidly becoming the TV spokesman for Old Gold. Already doing the Amateur Hour, he'll also handle the commercial chores on OG's portion of "Stop Music" and is expected to resurge his wrestling stunts for them.

publicity director and program director of WDAY, N. Dak. He is prospective member for radio's "2 Year Club."



A WOV ADVERTISER REPORTS...

A 15 minute program on WOV, 5 days a week, pulled 15,090 replies on a \$4.00 unit sale—Two weeks, March 28 to April 9, 1949. This is added proof that on WOV. . . .

RESULTS IS THE BUY-WORD

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

WOV

NEW YORK

SARNOFF SEES INDUSTRY ADVANCING

USSR Extends 'Jam' To Europe's Signals

Washington Bureau of RADIO DAILY
 Washington—Russian jamming activities are currently being extended to block out not only the Voice of America and BBC but also European signals, it was reported here yesterday in FCC and State Department circles.

The State Department has asked that the International Telecommunications Union, of which the USSR is a member, protest the jamming as in violation of existing international agreements.

It was said here that the Russians
 (Continued on Page 8)

Miller Fills Committees, Names AWB Web Aides

NAB President Justin Miller yesterday named seven active members, four network advisers and two ex-officio members of the executive committee of the Association of Women Broadcasters, with Katherine Fox of WLW, Cincinnati, as chairman.

Serving as committee members will be Marjorie Christopher, WQAM, Miami; Martha Gaston, KFOX, Lon Beach, Calif.; Anne
 (Continued on Page 2)

Seek Applications For WNYC Program Position

Job of assistant program director at WNYC, New York's municipally owned station, is now open to applicants through the Civil Service Commission. Applications will be received until May 18 for the \$4,450 a year position.

Another job open is that of radio operation assistant which pays \$2,100
 (Continued on Page 2)

Lincolnia

Actor Walter Hampdon will read excerpts from four different Lincoln speeches tomorrow at the Radio Executives Club luncheon in New York which is designated as United Nations Day. Excerpts were called by Roy Basler, Lincoln scholar, and are said to make perfect continuity particularly fitting for the occasion.

Hollywood's TV Fear Bars Pic Promotion

Most of the major film companies are allowing their fear of television as a competitive medium to stand in the way of effective exploitation of their product by video means, in the opinion of Mal Boyd, Television Producers Association president.

Boyd, who has been in New York from the West Coast for several weeks, maintains that the major companies have boycotted television in the belief that the appearance of film personalities in the homes of
 (Continued on Page 7)

Say FCC Asks NARBA For Superpower In U. S.

Washington Bureau of RADIO DAILY
 Washington—There was apprehension in Capitol Hill yesterday that the State Department has received from the FCC proposals to present at the forthcoming NARBA conference which would call for the granting of superpower to a small group of United States stations. Confirmation of the report was to be had
 (Continued on Page 2)

RCA Board Head Tells Stockholders Television Is Economic Safeguard Against Threat Of Recession

Declaring that television is one of the safeguards against a serious economic recession, Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, in a report to the stockholders yesterday revealed that RCA net profits for the first quarter of 1949 amount to \$5,932,083, compared with \$5,764,498 in 1948.

Six hundred stockholders who gathered in studio 8H of the RCA building yesterday, heard General Sarnoff report on the company's progress and answer questions on policy as they related to the radio, TV and recording industry. They expressed satisfaction over RCA's administration and displayed their confidence by re-electing four directors, John T. Cahill, Gano Dunn, Edward F. McGrady and Edward J. Nally to serve for new three year terms.

"Television is too powerful a force to be stopped by any misleading propaganda," General Sarnoff said. "No one can retard its advance any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies."
 (Continued on Page 3)

CBS Adopts Mass Football Coverage

Columbia's wholesale coverage of college football, which got an extensive try out last fall, will become standard procedure next season, it is announced by Davidson Taylor, CBS veepee and director of public affairs. Budget for "Football Round-up" each Saturday afternoon, which reports on upward of 30 games in a three-hour period, is said to be about \$5,000.

To assist in the pigskin coverage, Red Barber is adding Connie Desmond, Ernie Harwell and Warren Brown to his football staff. Brown
 (Continued on Page 2)

Webs, Stations Plan Religious Pickups

Three national networks, one regional network, one television station and eight Buffalo, N. Y., area radio outlets will cover the 161st General Assembly of the Presbyterian Church, USA, Buffalo, N. Y., May 18-25, it has been announced by Dr. Clayton Griswold, director of the department of radio.

The retiring moderator of the General Assembly, Dr. Jesse Hays
 (Continued on Page 8)

Scare Broadcast On WJXN Costs Disc Jockey His Job

Jackson, Miss. — Because "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area," WJXN disc jockey Bob McKee has been dismissed from his job, it was announced by James T. Ownby, station manager.

McKee had reportedly made the terse three-and-one-half minute announcement on his 9 p.m. Sunday night program on his own initiative

in an attempt to make his disc jockey show "different." He said that he announced the program "as fictitious."

The YWCA here reported that several of the girls living there went into near hysteria. A Baptist minister dismissed his Sunday evening prayer service and told the 350 worshippers to return home and warn their neighbors. The weather bur-
 (Continued on Page 2)

Reunion

The annual stockholders meeting of RCA took on the semblance of a reunion yesterday as Niles Trammell, the president of NBC, shook hands with Frank Folsom, president of RCA; Gen'l Sarnoff greeted Edward Nally, 90-year-old director, and Charles R. Denny was seen chatting with engineers from the Princeton laboratories.

German Visitors

Columbus—Attending all sessions of the 18th annual Radio Institute opening Thursday in Columbus will be a group of German radio specialists. They will be special guests, sent to the Institute to study the workings of a phase of democratic life in the U.S., through co-operation of the U. S. Military Government for Germany.

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FRANK BURKE : : : : : Editor
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WASHINGTON BUREAU
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Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	17 7/8	17 1/2	17 1/2	+ 1/8
Am. Tel. & Tel.	145	144 1/2	144 3/4	+ 1/8
CBS A	17 1/2	17 1/2	17 1/2	0
CBS B	17 1/8	17 1/8	17 1/8	+ 1/8
Farnsworth T. & R.	1 1/8	1	1	+ 1/8
Gen. Electric	37 1/2	37 1/4	37 1/4	+ 1/4
Philco	26 5/8	25 3/4	26 3/4	+ 1/8
Philco pfd.	83	81 3/8	83	+ 1/2
RCA Common	12	11 3/8	11 7/8	+ 1/4
RCA 1st pfd.	70 1/2	70 1/4	70 1/4	+ 1/4
Stewart-Warner	12 1/4	12 1/4	12 1/4	0
Westinghouse	22 7/8	22 1/2	22 1/2	+ 3/8
Westinghouse pfd.	93 1/4	93 1/8	93 1/8	+ 3/8
Zenith Radio	27 3/4	27 3/8	27 3/8	+ 1/8

	Bid	Asked
NEW YORK CURB EXCHANGE		
Nat. Union Radio	3 1/4	3 3/8
OVER THE COUNTER		
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	8
WJR (Detroit)	7 1/2	

WJXN Scare Broadcast Costs Dee-Jay His Job

(Continued from Page 1)

eau, newspapers and radio stations in this area were deluged with telephone inquiries by frantic residents. Ownby ordered the program stopped as soon as he heard it and issued the formal regrets of the station for the incident. Corrective announcements were broadcast by WJXN during the remainder of the night.

CBS Web Adopts Mass Coverage For Football

(Continued from Page 1)

is sports columnist for the Chicago Herald American. The trio will be assigned to three different games every week for on-the-spot pickups.

Columbia's football schedule was aired on a sustaining basis last year but already there is a possibility it may be commercial next season. CBS is making a pitch for the U. S. Army and Air Force account which has had a football budget for the last several years.

Mass coverage will be given every Saturday afternoon except when one game overshadows all others. It's expected that 80 per cent of Columbia's football reporting will be done via the multiple coverage idea.

Boos, Crosley Veepee, Dies After Long Illness

Cincinnati—Elmer J. Boos, vice-president and treasurer of the Crosley Broadcasting Corporation, died yesterday at Bethesda Hospital after an illness of several months. He was 60. Born January 27, 1889, he was a native of Cincinnati and began his business career while still in his teens in the accounting department of the Cincinnati, Hamilton and Dayton Railroad. In 1917 he left to become auditor of the Cincinnati Street Railway Company, resigning shortly thereafter.

In 1941 Boos returned to the Cincinnati Street Railway Company as executive assistant to the president. In 1942 he resigned from the Street Railway Company to join the Crosley Broadcasting Corporation as comptroller. He was named a vice-president in 1946.

Boos is survived by his wife, the former Edna Hummel of Cincinnati, and two children, Katherine, born in 1929, and Julian, born in 1926.

Mobile FM Service Inaugurated In Mass.

Boston—Transcast Radio has inaugurated FM radio broadcasting service to some 220,000 daily riders on 300 buses of the Salem, Lynn, Medford and Malden divisions of the Eastern Massachusetts Street Railway Co. with 7 a.m.-9 p.m. programming supplied by WLYN-FM, Lynn.

Mayor Stuart A. Tarr of Lynn and WLYN manager A. M. Morgan were the principal speakers at the dedication ceremonies last week.

Shoer Joins Andrea Sales

Frank A. D. Andrea, president of the Andrea Radio Corp., manufacturers of Andrea "sharp-focus" television sets, announces the appointment of Harry Shoer to the sales staff of the Andrea Sales Corp. Shoer will be in charge of the Nassau and Queens County sales area for Andrea. Shoer has been associated with the sales end of radio and television for many years, and has been connected in the past with Bruno of N. Y. and Majestic Radio Corp.

Miller Fills Committees, Names AWB Web Aides

(Continued from Page 1)

Hayes, KCMO, Kansas City, Mo.; Elinor Lee, WTOP, Washington, D. C.; Kaye Witmer, WKBO, Harrisburg, Pa., and Sally Work, WBEN, Buffalo.

The four network advisers are Doris Corwith, NBC; Elinor Inman, CBS; Dorothy Kemble, MBS, and Ruth Trexler, ABC.

Ex-officio members of the executive committee are Ruth Crane, WMAL, Washington, D. C., past president of the AWB, and Linnea Nelson, of J. Walter Thompson Co., New York, representing associate members of the AWB.

The function of the new committee, Miller pointed out in his letter of appointment, will be to "coordinate AWB plans and policies with those of the NAB."

Seek Applications For WNYC Program Position

(Continued from Page 1)

annually. Duties involve the scheduling of programs and arranging for remote broadcasts. At the present time, both jobs are being filled by provisional appointment.

Applicants for the position of assistant program director will be graded on oral and written examinations plus their background in radio. Detailed information is available at the Civil Service Commission, 96 Duane Street.

Say FCC Asks NARBA For Superpower In U. S.

(Continued from Page 1)

neither at the FCC nor the State Department, and it was difficult to tell what the source of the report was.

The State Department is to circulate the United States proposals for the new North American Regional Agreement to other participating nations some time this month, it is said.

Summer Hiatus Planned For Hallmark Players

Original plans to continue "Hallmark Playhouse" throughout the summer months without "name" players have been abandoned in favor of a hiatus to begin after June 2nd program.

Narrator-host James Hilton, producer-director Dee Engelbach and music director Lyn Murray have scheduled some mountain climbing stunts during the interlude before returning with the show the first week in September.

Bob Siegel To U. S. Tele

Bob Siegel, formerly program director of WGYN-FM in New York City, has transferred his activities to the United States Television Mfg. Corp., where he is currently engaged in advertising and sales promotion.



"Hey, Mom, we're hungry!"

These new-born robins want just one thing — food. And they're doing all they know how to satisfy their hunger by letting their mama hear about it.

Lots of advertisers are getting a little hungry these days, too — hungry for profitable sales. And lots of them are doing the smartest thing they can in Baltimore by telling their story on W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H is the bargain buy in this rich market. It regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money does a BIG job on W-I-T-H.

You ought to hear the whole W-I-T-H story. Call in your Headley-Reed man and let him tell it to you today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

AGENCIES

McCANN-ERICKSON San Juan office, under the direction of Sherwin Helms, has taken the initiative in forming an advertising association in Puerto Rico entitled "Asociacion Publicitaria de Puerto Rico," to be made up of advertising agencies and representatives of the larger commercial firms on the Island. The object of the new association is to improve advertising in Puerto Rico and to work in closer harmony with the various advertising media by sharing mutually in various advertising studies and marketing surveys. Alberto Pillado, assistant manager of McCann's San Juan branch, was elected president of the new association at the initial meeting.

NATIONAL BISCUIT COMPANY is planning to spend more than \$250,000 during July and August to plug Ritz crackers and iced tea. Radio, magazines and posters will be used in the campaign which is being laid out jointly with the Tea Bureau.

JAMCO COMPANY, manufacturing chemists, will use radio, newspapers and direct mail in a drive for Dentammo, ammoniated tooth powder.

FRED WOOD, general manager of WWBZ, Vineland, N. J. announces the appointment of Continental Radio Sales as national sales representatives.

Add Dance Band Leaders To Reviewing Stand Panel

Benny Goodman and Dick Jurgens, dance band leaders, have been added to the panel which will discuss "What Is Happening to Music in America?" on the Northwestern University's Reviewing Stand over the Mutual network next Sunday, from 10:30 to 11:00 a.m., CDST. Others who will participate will be Louis G. LaMair, president of the American Music Conference; Josephine Antoine, soprano, and Dr. Rudolf Ganz, conductor, pianist and music educator. Program is being staged as a feature of National Music Week.

Public Utilities Firm Sponsors WHLI Program

Hempstead, N. Y.—The Long Island Lighting Co. and its two subsidiaries, the Queens Borough Gas & Electric Co. and the Nassau & Suffolk Lighting Co., have begun sponsorship of a daily quarter-hour musical and historical show, "This is Long Island," over WHLI.

The contract, which marks the first time that the utility company has sponsored a radio program, was handled by Joseph A. Lenn, v-p in charge of sales at WHLI, and Kenneth R. Walters, advertising manager of the power company.

Electronic Progress Forecast By Sarnoff In Annual Report

(Continued from Page 1)

is bright," he continued. It is continually gaining in popularity with the public, and as a new industry, it is one of the safeguards against a serious economic recession for it promises to be a vital factor in the nation's economy.

Discounts 'Talent Raids'

Turning to the operation of National Broadcasting Company, the RCA chairman took cognizance of recent reports of "talent raids" on the networks. He said:

"Doubtless you have read of recent 'talent raids' on NBC. We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interest of our stockholders, artists and clients.

"We believe that time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling.

"Leadership," Sarnoff said, "built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians. Leadership is not a laughing matter."

Defines NBC Policy

Defining the policy of NBC, General Sarnoff declared that "it has been and continues to be to provide the highest variety of entertainment and the best informational, cultural and educational programs. At the same time, we seek to maintain program costs at an economical level that will pay off to the advertiser, the affiliated station and the network. This means the constant production and addition of new, high quality, dynamic programs; the encouragement of new talent, new program ideas, and new personalities. In all these respects your company intends to lead, not to trail, competition."

Sees Keener Competition

While General Sarnoff does not view the 1949 business picture with alarm, he anticipates that competition will be keener this year. On this point, he said: "In the return to more normal business conditions where the law of supply and demand is in operation, to a buyer's market in which competition is keener—it is clear that 1949 will be a more difficult year than 1948."

Figures for the first quarter of 1949 released yesterday by General

Sarnoff showed a substantial increase in business over the same period last year. The consolidated gross income of RCA during that quarter—January, February and March of 1949—amounted to \$92,327,827, compared with \$88,053,297 for the same period last year.

During this quarter, profit before Federal income taxes amounted to \$9,804,083. After providing \$3,872,000 for taxes, the net profit for the quarter amounted to \$5,932,083, compared with \$5,764,498 for the same quarter last year.

After providing for preferred dividends, earnings per common share were 37.1 cents, compared with 35.8 cents per share for the same quarter in 1948.

Sees Radio Not Doomed

General Sarnoff doesn't see radio doomed by the advent of television. He said:

"The radio industry is particularly fortunate in being closely allied with science and invention. This alliance always holds the promise of new products and new services. Scientific research is as vital a function in the RCA manufacturing and broadcasting. Radio has been, and will continue to be, a broad field for new developments and expansion. Even in this day of television, we believe that we are only on the threshold, for radio is still a fertile field for invention, discovery and progress."

'Displays' for Stockholders

The 30th annual stockholders meeting yesterday was a colorful one. Attractive displays of RCA merchandise lined the halls approaching the studio and live models were used when the latest types of RCA receivers were demonstrated in room-like settings. Demonstrations of NBC television transmission were also included and at one point large screen theater television was displayed.



SARNOFF

COMING and GOING

OSCAR KATZ, Columbia network's director of research; ROBERT HUDSON, director of education and opinion broadcasts, and LEON LEVINE, director of discussion broadcasts, are en route to Columbus, Ohio, where they'll attend the 19th Institute for Education by Radio to be held at the Deshler-Wallick Hotel.

DON CAMERON, of CJAD, Montreal, disc jockey on the Canadian counterpart of WNEW's "Make Believe Ball Room," has arrived in New York for a short visit. He will return to Canada tomorrow.

MARY PHELAN, radio and stage vocalist, off to Chicago, where tomorrow she will open an engagement at the Empire Room of the Palmer House.

JAMES CLARK, account executive for CBS is visiting WRVA, Richmond, Va., on station and network business.

FRANCIS H. HOGE, JR., vice-president in charge of sales at United States Television Mfg. Corp., is in Atlantic City on a business trip. From there, he plans to go on to Baltimore.

ROBERT Q. LEWIS, comic heard on CBS, on Friday will go up to Syracuse to be guest at the annual Spring Festival of Syracuse University.

VAUGHN MONROE and the members of his CBS program company are preparing to leave for Troy, N. Y. They'll broadcast next Saturday's show from the campus of R. P. I.

Stork News

Henry Cooke and Hugh Downs, Chicago NBC announcers, have been passing out cigars. On April 21 Mr. and Mrs. Cooke celebrated the birth of a daughter, Margaret Ann, at the Evanston, Ill., Hospital; and on April 26 Deirdre Lynn Downs was born to the wife of Hugh Downs at St. Elizabeth Hospital, Chicago.

New BPS Members

Seven additional stations have signed with Broadcasters Program Syndicate, a cooperative group directed by Bruce Bells & Associates. New members include KSWO, Lawton, Okla.; WIP, Philadelphia; WBBW, Youngstown, Ohio; KSOO, Sioux Falls, S. D.; CJAV, Port Alberni, British Columbia; KXIT, Dalhart, Tex.; WPAY, Portsmouth, Ohio.

Among the Most Performed Songs!

CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

DUCHESS MUSIC CORPORATION
A BMI AFFILIATE



**ARE YOU POURING IT ON
IN THE RIGHT PLACES
ON THE PACIFIC COAST?**

IN THE HOTTEST sales territory in the country (the Pacific Coast), be sure you're pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

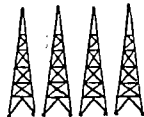
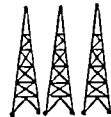
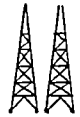
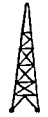
Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts *from within* the buying markets, where people listen to their own *local* network station rather than to out-of-town or distant ones.

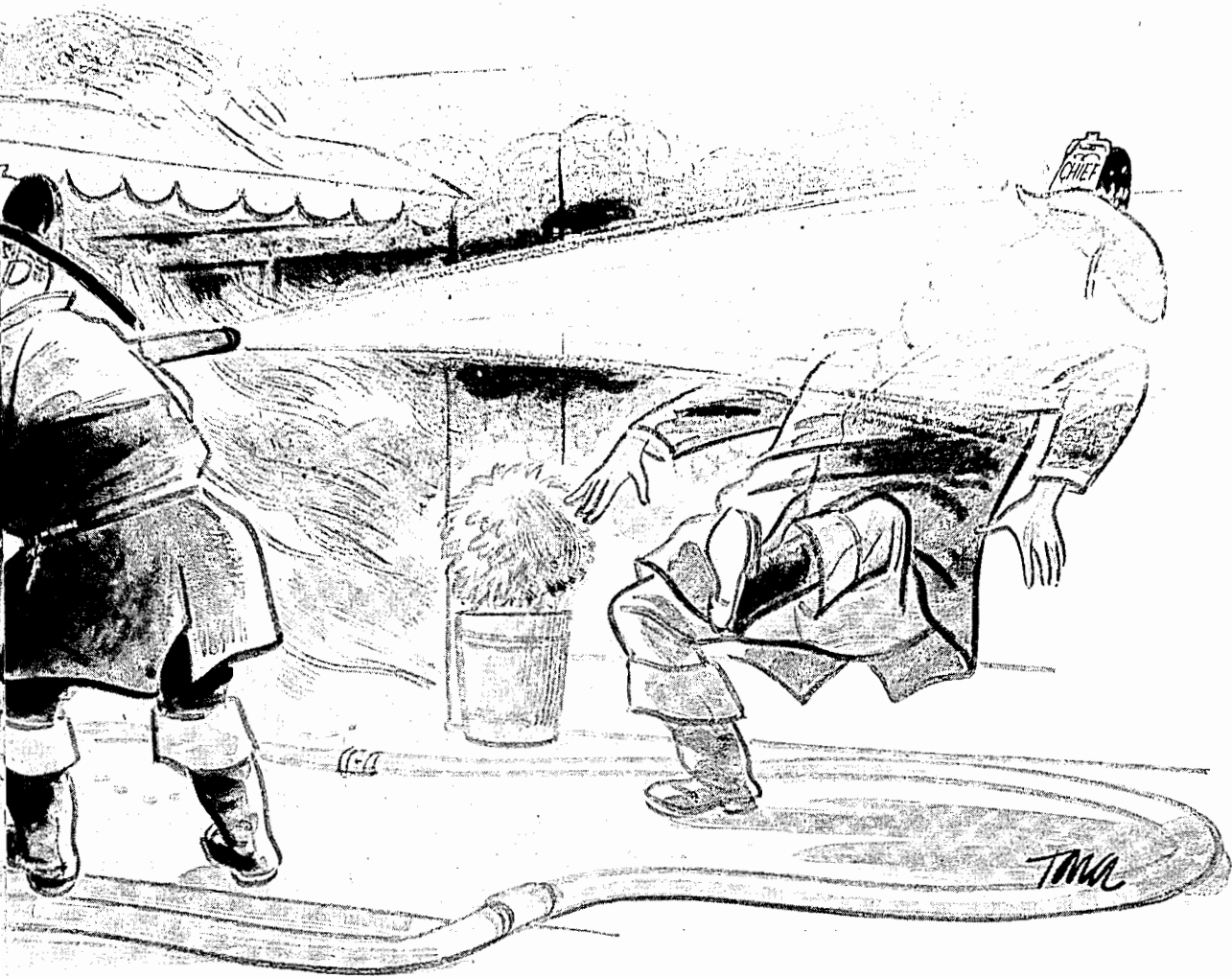
Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* • WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

<p>ONLY 10 have stations of all 4 networks</p> 	<p>3 have Don Lee and 2 other network stations</p> 	<p>6 have Don Lee and 1 other network station</p> 	<p>26 have Don Lee and NO other network station</p> 
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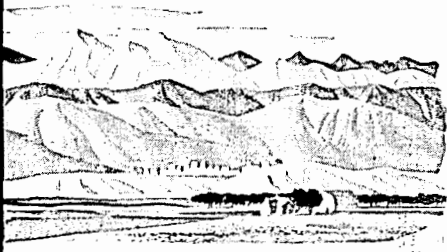
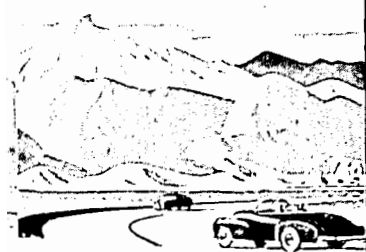


Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

Don Lee Stations On Parade: KORE—EUGENE, OREGON

Eugene is the bustling trade center of Lane County, which, with retail sales in excess of \$87 million, is Oregon's largest market outside of Portland. The "First Station in Oregon's Second Market," KORE has been on the air continuously since 1927 and is the only station in the area serving both Eugene and Springfield with fulltime offices and studios. 45 network stations offer 45—and more!—opportunities for local dealer promotions when you buy Don Lee to cover the Pacific Coast.

The Nation's Greatest Regional Network



SAN FRANCISCO

By NOEL CORBETT

MILT SAMUEL, Young & Rubicam press head has returned to Hollywood after beating a path through every news outlet in town (including some which the local pa's don't know about). Milt is an erstwhile KGO-KPO-NBC-Blue-ABC publicist who started talking up KGO twenty odd years ago when that station worked out of two rooms in the St. Francis Hotel.

Bill Shea, onetime NBC publicity man and Chronicle reporter, now represents Adolph Wendland's long list of give-away stuff in the Bay Area.

Now that Bill Baldwin has definitely decided to cast his lot Hollywood-way, speculation along Radio Row is just who will take his place as the town's leading disc jockey. Bill incidentally will commute to Pleasanton (a few miles from Frisco) for his Sunday Dude Ranch Show. After all, a commercial's a commercial.

The Wiere Bros. (They were with Hope and Crosby in "Road to Rio") helped Garry Moore pep up KGO-TV's initial telecast from the Golden Gate. Video can use more of their nonsensical patter.

ABC v-ps Robert E. Kintner, Robert Hincley and Frank Marx, with Frank Samuels, ABC coast head and publicity director Earl Mullin, along with Gayle V. Grubb, ABC's top man here, were introduced May 4 over KPIX in a special welcoming to KGO-TV program.

Robert E. Hansen has been appointed program director of KSFO, succeeding Keith Kerby who recently resigned.

Here 'n' There . . . Ken Langley, local AFRA actor commutes to Hollywood regularly for Lux and other film town emanations . . . Myron Elges, KCBS sales mgr. is in the market for a new car. He likes the Ford, but confides he might settle for a DeSoto . . . KPIX will carry CBS television programs. The first is "The Fred Waring Show" telecast Sunday nights . . . H. Rudy Gontha, rep of the Federal Radio Network of Indonesia, is here to study American Radio, and KFRC's Dink Templeton has him in tow . . . Dink, who coached track at Stanford for many a year spoke at a rally at that college last week.

Wedding Bells

Jeanne Olsen, of the television department at Batten, Barton, Durstine & Osborn, was married Saturday, April 23, to Edward J. Remusat, of Decca Records.

OFFICE SPACE FOR RENT RADIO CITY VICINITY

Desirable 1- and 2-room offices with telephone switchboard service on 4th floor
ABBEY HOTEL
151 W. 51st St. New York City
Phone: Circle 6-9400



Mainly About Manhattan. . . !

● ● ● Gen'l Sarnoff, asked at the stockholders' meeting yesterday what truth there was to the report about changes in NBC's exec staff, retorted that if there were any changes contemplated, he knows nothing about it. . . . Out-of-work actors in H'wood, who collect relief checks, refer to their status as being with Earl Warren Productions. . . . Toni hopes to come up with a big sex appeal guy via their new "That Wonderful Man" stanza they're preeming on CBS-TV next month. . . . Love Earl Wilson's crack about democracy being wonderful. Once every Italian wanted to be Mussolini—now he just wants to be Rossellini. . . . NBC still hasn't decided what to use for payoffs on its upcoming give-away—prizes or actual cash. . . . International Harvester to sink a wad of money in spot radio re their price cuts on refrigerators. . . . Ted Husing has turned his magic touch to songwriting. It's tagged "Swing Low, the Moon," with melody by Joel Herron. . . . Wonder what would happen if someone replied to Dunninger that he HAD met him before. . . . Ted Steele and his wife, Doris, are going the Mr. & Mrs. stanzas one better. Not only are they introducing their two young daughters on the program—but they're putting their respective mothers-in-law on as well. A regular Mr. and Mrs. and Mrs. and Mrs. program.

★ ★ ★ ★

● ● ● George Jessel wanted Milton Berle for the lead in his remake of "Having Wonderful Time," which he's titled "Moon Over the Catskills," but Berle won't leave his teleshow. Phil Silvers, who may get the nod instead, used to be a Catskill social director at Ma Holder's Youngs Gap where many other stars (Garson Kanin, Dore Schary, Henny Youngman, etc.) got their start.

★ ★ ★ ★

● ● ● **AROUND TOWN:** In order to combat the increasing inroads of TV, execs of the four major radio nets are banding together to prepare a huge promotion campaign on the advantages of AM and FM radio. . . . Al Bernie's "Let's Play Games" switching to Sat. p.m. on Mutual. . . . CBS' "Life with Luigi" close to a sponsor deal and if it's set will move into Wed. nights next fall following Bing Crosby. . . . Colgate-Palmolive-Peet readying new soap opera for 3:30 slot on CBS. . . . Judy Canova taping her shows through June so she can take off on personal appearance tour. . . . So many horror shows on the air, points out Winnie Garrett, they oughta be called 'chiller-cycles'. . . . Movie man Bill Gargan in town to tie up details for a new TV'er in which he'll star. . . . Lena Horne rating \$8500 per at the Blackstone in Chi when she opens on the 14th. . . . Takes more than two weeks for "Stop the Music" researchers to track down one mystery melody. They've already created a 2-year backlog. . . . Willie Bryant and Ray Carroll (the WHOMsome twosome) present a juke box to the Holmes P.A.L. Center tonight. These lads are knocking themselves out for this worthy outfit. . . . Bill Harrington, who was just signed to replace Sinatra on the "Hit Parade," was a staff singer for WLW with Doris Day just a few short years ago. Doris hasn't done badly either.

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** Backstage at the Fulton, Madeleine Carroll autographing her picture for a disabled vet—the same photo she gave him in a French hospital where the medics didn't think he'd make it. . . . Kate Murtagh, the Glass Hat-traction, feeding sugar to a mountie's nag outside of Sardi's. . . . Dr. Gaylord Hauser, sans Garbo, dining at Le Chambord with Jessica Dragonette. . . . Ginger Rogers and Richard Conte a cozy twosome at Tony's Cafe Trouville.

★ ★ ★ ★

The Mailbag

Rehabilitation Series

The Federal Security Agency Office of Vocational Rehabilitation has just produced a transcript containing eight public service announcements. Bill Stern, J. Falkenburg and Tex McCrary, P. Whiteman, William L. Shirer, D. Pearson, Al Capp, Kate Smith, Lawrence Spivak of *Meet the People* make the announcements.

These people donated their time for the announcements, which are designed to tell employers and the public why it's good business to employ handicapped men and women who have been rehabilitated through State-Federal vocational rehabilitation services for disabled civilians.

The announcements are open for local tie-in with vocational rehabilitation agencies. Overall broadcast time is 60 to 75 seconds.

The transcription is available all radio stations free of cost for State Divisions of Vocational Rehabilitation (usually located in State's capital city) or through the Office of Vocational Rehabilitation, Federal Security Agency, Washington, D. C. A second series of public service announcements is in production.

We will greatly appreciate *RADIO DAILY* carrying a notice of the above in the earliest possible issue.

Sincerely yours,
W. Oliver Kincaannon
Chief, Information Service
Federal Security Agency
Washington, D. C.

WNEW Will Dramatize 1st Anniversary Of Israel

WNEW will mark the first anniversary of the State of Israel with a live dramatization, "Year of Dainty," starring Melvyn Douglas, including a specially-recorded message from Israeli president Chaim Weizmann, May 8, 5-5:30 p.m.

The story was written by S. Selden, WNEW script editor, with research done by Henry Morgenthau, III, assistant program director. Jack Grogan, the station's production manager, will direct the dramatization. Max Helfman, authority on Jewish music, has scored traditional themes for the show.

1906 **Henri** 1949

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, May 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

DU MONT PLANNING OPERA SERIES

TELE TOPICS

IN THE PAST FEW MONTHS, "People's Platform," on CBS, has been attempting to utilize more fully the possibilities of the medium through the presentation of a brief documentary, at the beginning of the show outlining the background of the issue to be discussed. Mainly this has made the program more interesting to watch, but if it has not been completely successful, it is only because current affairs topics cannot be adequately covered in such a short time. It is amazing, however, how much information they manage to cram into less than 15 minutes. Another gimmick is the asking of questions to the participants by a well-known man-on-the-street. These are filmed in advance and smoothly worked with the live production. . . . Remainder of the show is occupied by discussion between two experts with not too divergent viewpoints on the subject. Seldom at the extremes of any subject covered is seldom does the discussion become heated. Latter is due mainly to time restrictions, as moderator Quincy Howe usually cuts off debate to throw an anchor question on film. . . . Program is produced by Robert Allison and directed by Fred Rickey.

PLAN TO HELP stimulate production of TV films in New York through financing of audition reels in a manner similar to the procedure followed in Hollywood by indie producers was unveiled yesterday by Les Hafner & Co., controllers of Grand Stages, Inc. Hafner said that his company is working in cooperation with indie producers would split the cost of production films and help market the finished program, in return for a 50 per cent interest in the show. Packages, Hafner said, would be subject to approval of script, cast and crew. . . . Dr. Sydney Hooper, head of The Pulse, will speak at the American Marketing Association luncheon tomorrow at the Shelburne, while Dr. Hooper will unveil his first network ratings on Friday at a special press conference.

A VICTOR has decided not to take the 8-9 p.m. Wednesday seg on NBC. Majority of the top agencies are expected to kinescope shows on the West Coast for network use because of the quality of the film, according to Dr. Boyd, who queried the agencies on behalf of Hollywood packagers. Most, however, said that if quality is improved there should be no objection to the planned budget and other vital matters being satisfactory. . . . Procter & Gamble has begun work on its second series of commercials, through Compton agency. Advertising is being done by Special Purposes Films, Inc. . . . Latest switch from NBC to CBS involves several TV directors.

Color Video In UHF Still Far Off—Sarnoff

Predicting that it would be some years before electronic color television will be developed in the ultra high frequencies, Brig. General David Sarnoff of Radio Corporation of America told RCA stockholders yesterday that there was no indication that receivers of the 1949 design will be obsolete in the near future.

General Sarnoff's comments on color TV and set obsolescence came when stockholders sought answers to questions from the floor. Most of the questions, predicated on trade rumors, followed a showing of RCA television receivers and demonstration of transmission.

"Two years ago during the black and white-color controversy I predicted it would be five years before electronic color television would be developed," Gen Sarnoff said. "Now I believe it will be more than three years before color arrives."

The RCA board chairman said that the future of color rests in the experimentation to be conducted in the ultra high frequencies. He added that little is known about the upper spectrum now and until the UHF channels have been charted color television will not be practical.

Spikes Obsolescence Rumors

On the subject of receiver obsolescence, Gen. Sarnoff declared:

"In recent months you have probably read some of the dire predictions about quick obsolescence of television receivers. Many facts have been omitted. No one need hesitate to buy a present-day type of television receiver, for there is no indication that receivers of 1949 design will become obsolete in the future;

Hollywood's TV Fear Bars Pic Promotion

(Continued from Page 1)
video set owners would have a harmful effect upon the boxoffice. He disagrees with this attitude, pointing out several of the smaller companies and independent producers have utilized television with advantageous results.

Most of the major studios not only ban the appearance of screen personalities upon television but extend the barrier to non-players as well, Boyd said. Paramount recently denied permission to Edith Head, designer, and Jay Livingstone and Ray Evans, songsmiths, to appear on tele programs, and have not permitted appearances on their wholly-owned subsidiary K T L A, according to Boyd.

Sole exception among the majors in using tele as a promotion medium thus far is Universal. The studio has consistently made tailored material available for shows about Hollywood, but refuses to permit contract players to appear on live shows.

Boyd believes the ban will end eventually, but only after the studios are made aware of video's exploitation value for their players and product.

It is interesting to note that RCA Victor television receivers, first introduced to the public in 1939, are still in use and give satisfaction, although more than 10 years have passed."

Engineers of RCA present at the stockholders meeting said that electronic color experimentation is still progressing at the Princeton labs. They confirmed the Sarnoff statement that the future of color rests in the UHF band.

Mozart To Menotti In Wide-Scope Group Of 57

DuMont's television network will offer soon a live series of 57 grand operas being specially tailored for 50-minute TV programs, it was announced yesterday by Mortimer W. Loewi, director of the network. Programs will be produced at DuMont's Adelphi Playhouse.

Web has bought full rights to the operas produced for video by the HRH Television Features Corp., New York production firm. Gustave Haenschen is president of the corporation.

Each opera will be telecast in English with authentic costumes and settings. No date has been set for the premiere performance.

Composers Listed

Artists scheduled to appear in the series come from the Metropolitan Opera Association, the New York City Opera Association, the Chicago Opera, and the Detroit Light Opera. Among the operas being readied for production are works of Mozart, Verdi, Donizetti, Offenbach, Bizet, and others. Modern composers include Menotti, Strauss, Gianinni, Britten, and Arthur Benjamin.

DuMont plans to telecast one opera each week and has rights to such programs to last for more than a year. According to HRH Television Features, careful cutting of the full operas will eliminate unimportant and sometimes tiresome parts of the score but all important music will be retained.

Haenschen and two other partners who are the principals in HRH Television Features have worked for two years to build a series of operatic programs for the masses via television. Since the beginning of radio, Haenschen has directed many of the most popular programs on the air.

Paul Rosen is general production director of HRH and believed to be one of the world's youngest opera producers. He is a former student at Columbia and Western Reserve and has produced operas in English throughout the midwest as well as jazz concerts at New York's Carnegie and Town Halls.

Delores Hayward is HRH's talent director.

NBC Promotes Jenkins

Cleveland—Appointment of Joseph A. Jenkins as manager of WNBX was announced yesterday. Program director since February 14, Jenkins succeeds Charles C. Bevis, Jr., who has been named director of O. & O. stations for NBC-TV.

Press-Time Paragraphs

WCAU-TV Announces New Rate Card

Philadelphia—Rate increase to \$450 per class A hour was announced yesterday by WCAU-TV. New rate card, the station's third, is based on an increase in receivers of 130 per cent, from 65,000 when the previous card was issued Sept. 1, 1948 to the present total of 150,000. Commercial manager Alex Rosenman said present advertisers would be protected until Oct. 31.

CBC Appoints Regional TV Coordinator

Montreal—Dr. Augustin Frigon, CBC general manager, announced appointment of Alphonse Ouimet, assistant chief engineer, of CBC, as TV coordinator for Newfoundland during "preliminary stages preceding actual television operations in Canada." William F. Galgay, former general manager of the Broadcasting Corp. of Newfoundland was named regional representative.

USSR Extends 'Jam' To Europe's Signals

(Continued from Page 1)
are using a quantity of German equipment developed during the Hitler regime for jamming foreign broadcasts.

The State Department protested that jamming has been going on within the USSR for more than a year, and that official protests to Moscow have brought no improve-

Jamming Sample

An actual recording, made at the American embassy at Moscow, demonstrating how the Russians are "jamming" the Voice of America broadcasts, was played on "Mutual News-reel," yesterday, 6:45 p.m. George V. Allen, Assistant Secretary of State, explained via tape recording the "interference" methods currently employed by Russia.

ment. Last week, it continued, "a new wholesale and particularly intensive jamming campaign was undertaken again from the Soviet Union, which interferes not only with U.S. relay transmitters in Europe but also with originating transmitters operating within the United States."

The Voice of America has begun to pierce the Soviet jamming blockade which for the last 10 days has attempted to blot out American broadcasts beamed to Russian listeners. This was announced here yesterday by George V. Allen, Assistant Secretary of State for Public Affairs. Allen, in New York to consult with "Voice" officials about the intensive jamming campaign which began April 24, issued the following statement:

"The Voice of America has succeeded partially in overcoming the concerted effort of Soviet jamming transmitters to prevent the Russian people from hearing our Russian-language broadcasts. Despite jamming by an estimated 60 transmitters, our broadcasts to the Soviet Union, now on a 24-hour, round-the-clock basis, could be heard yesterday for two periods, one of two hours and the other of 30 minutes.

"The partial success in breaking through the jamming curtain was due in part to technical facilities developed by Voice of America engineers. The new devices serve to multiply the effective signal of the 'Voice,' with some small sacrifice in tonal quality. The Voice of America will continue its 24-hour Russian-language schedule and will utilize all other methods at its command in a determined effort to break through the jamming blockade."

Davis To Be Honored

Elmer Davis, ABC commentator, will receive a special award from the University of Missouri on May 8 during the University's 40th annual Journalism Week celebration.

COAST-TO-COAST

Meston Editor Network Programs
Hollywood, Calif.—John Meston, CBS western division editor, has been appointed editor of network programs. His appointment becomes effective May 15, when he replaces John Dunkel who resigns at that time to finish a novel and play now in preparation.

Mickel With MBS Outlet

Durham, N. C. — A. E. (Bill) Mickel arrived recently at WHHT to take over his new duties with the one-kilowatt MBS outlet. They had more than the welcome mat out for him. His way was blocked by miscellaneous office furniture until painters had finished giving the new general manager's office the new look. Mickel has been active in broadcasting since 1924 and has served with stations in the midwest, southwest and northeast.

Farm Station's First Birthday

Wadena, Minn.—On May 1st, Minnesota's only full-time farm radio station, KWAD, celebrated its first year of broadcasting. Celebration was in the manner of a special program heard at 3:30 p.m. that day when the past year was reviewed and future plans disclosed to listeners.

WIMA Has Open House

Lima, Ohio — Mutual affiliate WIMA held a week-long open house celebration and to start the festivities, Mutual's Dick "Two Ton" Baker originated his net show April 25th from WIMA's studios before a group of 30 station clients. Baker headlined the WIMA Radio Revue from South Auditorium during the same evening before an audience of 1,500, supported by station staff, talent and music majors from nearby Bluffton College. Studios were open to public from 2 to 5 and from 7 to 9.

Richfield Oil Plans Co-op Radio Campaign

B. N. Pollak, sales promotion manager of Richfield Oil Corporation of New York, announced yesterday the inauguration of a co-operative advertising plan for independent Richfield Distributors.

Under the new plan, Richfield will reimburse its distributors for one-half of the cost of local newspaper and radio advertising in 1949. Distributors are free to select their own newspaper and radio programs and will make their own contracts locally, with the company supplying newspaper mats and commercials without charge.

The 1949 Richfield 50-50 Advertising Plan was explained privately to all Richfield Distributors at a series of closed meetings held in Boston, Philadelphia and Syracuse last week. The plan will be in effect throughout all Richfield Oil Corporation of New York's marketing territory.

WNLK Installing Second Tower

Norwalk, Conn.—Work has commenced on WNLK's second tower installation, which is required for nighttime broadcasting. Completion on the installation is expected around July 1st. The purpose of the nighttime installation is to directionalize the station's powerful signal and keep it from interfering with other stations on same frequency, such as WORK in York, Pa.

"Parent" Program On WHAT

Philadelphia—WHAT recently inaugurated the first in a series of programs for the planned parenthood association of Philadelphia. The program is entitled "Planned Parenthood on the Air" and will be heard each Friday presenting human interest stories and information for parents.

"Labor Mediator" On WCKY

Cincinnati, Ohio—This is the story of a fair spring day and a desire to go fishing. During the "Are You Blue" portion of Bill Dawes "Make Believe Ballroom" heard on WCKY devoted to listeners who feel depressed, out of sorts, etc., call was received from one Robert Young, delicatessen employee who aired the complaint. Another listener, customer of Stang's delicatessen, where Young is employed told Mr. Stang—Result: Young got the afternoon off to go fishing!

The Weitzels On WJBK

Detroit, Mich.—Detroit's only Mr. & Mrs. radio team, Tony and Dorothy Weitzel, returned to the airwaves on May 2nd via WJBK. The team was inaugurated in 1946 and will now be heard Monday, Wednesday and Friday from 10:05 to 10:30 a.m. in a streamlined version of their informal chatter, gossip and interviews.

Operatic Series Planned For TV Presentation

Five famous operas streamlined for video in half-hour adaptations by Rene Maison, for ten years under contract to the Metropolitan Opera Company, will be auditioned this week for ad-agency and network executives by television's first repertory operatic stock company, according to Sherling Oliver, package-producer, who is offering this attraction for sponsorship.

All in English

Operas thus far readied in the series include "Faust," to be auditioned first, "Cavalleria Rusticana," "Romeo and Juliet," "Rigoletto," and "Don Giovanni." Each will be sung in English, and general policy will be to present the operas in costume with appropriate sets, except where they lend themselves to modern dress. Maison's adaptations provide complete story instead of excerpts, thus assuring essential musical value and plot structure.

Webs, Stations Plan Religious Pickups

(Continued from Page 1)

Baird, will conduct the "Columbus Church of the Air" on May 22, 10 a.m., EDT, over CBS. Dr. Griswold will review the "Highlights" of assembly over NBC, May 25, 11 p.m., EDT. A panel discussion "What Can I Do About the War Situation?" will be carried coast-to-coast by ABC, May 22, 11:15 p.m. EDT. All three network shows originate and be carried by their filiates, i.e., WGR (CBS), WF (NBC), and WKBW (ABC).

The Rural Radio Network (E) and its affiliate, WFNF, Wethersfield, N. Y., have scheduled a roundup of assembly activities May 21, 5:55 p.m. and a special program, "Religion on the College Campus," to be presented by the Westminster Foundations, May 21, 7 p.m.

WBEN-TV has been supplied the Presbyterian Church with a film drama, "Salt of the Earth," produced by the United Luthera Church. The religious film will be televised by the Buffalo station May 22, 4-4:45 p.m., in connection with the Presbyterian meetings.

Other stations scheduled to carry special programs in connection with the assembly meetings are: WE WXRA, WWOL, and WBNY. Approximately 40 different programs have been arranged to-date, with additional schedules still under consideration. The shows range from music and drama to individual panel discussions and services from various Buffalo churches.

Newspapermen To Debate On Forum Of The A

Radio will be utilized for the first time by the Society of Silurians when Mutual's "Forum of the A" will originate from the 51st semi-annual session of the veteran newspapermen's organization, The New York Athletic Club, May 16, 10 p.m. EDT.

The Silurians, whose active members must have at least 25 years experience as New York "working" newspapermen, will participate in the from-the-floor, question-answer session on the broadcast. Debaters on the topic, "Can Don't an Air Power Give Us Security?" will be one of the Silurians, Col. Ernest Dupuy, former War Department public relations chief, and Mr. Alexander de Seversky.

Decca Dividend

Consolidated net earnings of Decca Records, Inc. for the quarter ended March 31, 1949 amounted to \$2,098, after provision of \$171,673 for income taxes. This equals 36 cents per share on 776,650 shares of capital stock outstanding at the end of the quarter and compares with net earnings of \$388,399, or 50 cents per share, in the corresponding period of 1948.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 25

NEW YORK, THURSDAY, MAY 5, 1949

TEN CENTS

1,000 TO REGISTER FOR OSU INSTITUTE

Re-Appoint Webster As Member Of FCC

Washington Bureau of RADIO DAILY
Washington — President Truman yesterday sent to the Senate the name of Edward Mount Webster for re-appointment to the FCC, calling upon the Senate to confirm the 60-year-old former Coast Guard communications chief for a full seven-year term. Webster was named to the Commission March 7, 1947, to serve out the unexpired term of the former chairman, Paul A. Porter, which ends June 30 of this year. Webster, listed as an "independent," is not expected to have difficulty winning Senate confirmation.
A native of Washington, D. C.,
(Continued on Page 5)

Plans European Tour For Program Background

Pauline Frederick, ABC commentator, will leave on a two weeks tour of Europe tomorrow, for the purpose of gaining background for her new series of news commentaries which will be launched on ABC, Monday through Friday, 8:50 to 9 a.m., starting June 6. Miss Frederick will travel on U. S. military aircraft and will leave from Westover Air Base in Massachusetts on Friday. Her first stop will be Frankfurt, Germany.

AVCO-Rule Replacement Draws CBS Comment

CBS told the FCC yesterday it will be happy to see the AVCO rule pass into discard, but that the proposed new rules requiring advertising of all applications for substantial changes in existing licenses
(Continued on Page 8)

Visitors

Two hundred U.S. Senators and Representatives will be guests of the "Clubs Service Band of America" broadcast in the NBC studios tomorrow night at 8:00 p.m., EDT. Before the broadcast the visiting lawmakers will be guests at a buffet dinner which will be served in the Rainbow Room atop the RCA Building at Radio City.

National FM Network Reported Organizing

Washington—Preliminary plans are being made by a group of FM broadcasters to establish a national FM network in the fall, according to reports. If the plans develop it is probable that the Continental FM network operating in the East will be first group of stations to join the proposed web.

Radio-TV Gets Slice Of Crosley Budget

The current combined advertising budget of Avco Manufacturing Corp. and its distributors totals about \$9,500,000, of which between \$800,000 and \$1,000,000 may be channelled into the radio and television media, it was announced by William Bles, Avco v-p and general sales manager of the Crosley Division, at yesterday's press preview of five new Crosley television receivers at the Plaza Hotel.
Approximately \$3,500,000 of the
(Continued on Page 3)

Video's "Superficiality" Criticized By Educator

Schenectady, N. Y.—"The curse of the visually superficial in picture-papers, movies and television" is one of the main threats to clear thinking by young people about international affairs, Dr. Harold A. Larrabee, head of the Social studies division at Union College, charged
(Continued on Page 3)

Eight Major Reasons Given To Back AM In TV Turmoil

Syracuse, N. Y. — Eight major reasons why AM radio will continue indefinitely were revealed yesterday by Charles Hull Wolfe, radio and television research executive with BBD&O, who said "I cannot find facts or figures to support predictions that radio will be dead in three to five years."
Wolfe, author of the recently published "Modern Radio Advertising," was a featured speaker at the An-

18th Institute For Education By Radio Gets Underway Today At Ohio State University In Columbus

Army Radio Budget Goes To Gardner Co.

Washington Bureau of RADIO DAILY
Washington—The Army and Air force announced yesterday that the Gardner Agency, St. Louis, has been retained for another year to handle recruiting advertising for the two services. Budget is expected to approximate two million dollars in the year beginning July 1, compared with estimated expenditure of \$3,500,000 in the fiscal year now coming to a close.

JWV 'All Star Show' Plans Gets N. Y. Station Support

Transcribed one-minute jingle-announcement platters, publicizing the "All Star Show" of the Dept. of New York, Jewish War Veterans of the U.S.A., at Madison Square Garden, May 18, have been distributed to all New York stations, it has been announced by Walter
(Continued on Page 2)

FCC Petitions Court To Drop WJBW Matter

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday advised the Supreme Court that there is no reason for that body to accept jurisdiction in the appeal of
(Continued on Page 2)

(By Staff Correspondent, RADIO DAILY)
Columbus — Approximately 1,000 leaders in educational and commercial radio are expected to register for the 18th annual Institute for Education by Radio, sponsored by Ohio State University, which opens here today. It is anticipated that an additional 500 men and women from stations and
(Continued on Page 8)

Godfrey's \$258,450 Tops CBS Pay Scale

Highest paid employe at CBS for the year 1948 was Arthur Godfrey, who received \$258,450 for his services as a radio artist, according to the network's annual report filed with the Securities Exchange Commission. In addition, Arthur Godfrey Productions received \$123,623 from CBS for program services and another \$58,440 for royalties earned from sales of records.
Second highest remuneration at
(Continued on Page 3)

Defense Group Hits Adv.: NAB's Willard In Rebuttal

Chicago — NAB's vice-president, Jess Willard, told the Chicago Radio Management Club and the Chicago Federated Advertising Club yesterday at a luncheon meeting that the
(Continued on Page 5)

Public Service

Medford, Wis.—WIGM is sponsoring a tree planting project on vacant land adjacent to their studios in Medford. Two hundred fifty elm trees were purchased from nursery stock by the MBS station and an additional 500 white spruce seedlings were furnished by Trees for Tomorrow, an organization interested in reforestation in central Wisconsin.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7	7 1/4	+ 3/8
Admiral Corp.	17 3/4	17 5/8	17 3/4	+ 1/8
Am. Tel. & Tel.	143 1/4	143	143 1/8	- 1/8
Farnsworth T. & R.	1 1/8	1	1
Gen. Electric	37 7/8	37 1/4	37 7/8	+ 3/8
Philco	27 1/4	26 3/8	27 1/4	+ 5/8
RCA Common	12 1/8	12	12 1/8	+ 1/4
Stewart-Warner	12 3/8	12 1/4	12 3/8	+ 1/8
Westinghouse	23	22 3/4	23	+ 1/8
Westinghouse pfd.	93 1/2	93	93 1/2	+ 1/2
Zenith Radio	27 1/2	27 1/4	27 1/2	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13	13
OVER THE COUNTER		
DuMont Lab.	14	15
Stromberg-Carlson	11 1/2	13
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/2	8

Tincher Named President Of So. Dakota Broadcasters' s

Sioux Falls—Robert Tincher, vice president and manager of WNAX, Yankton, S. D., was elected president of the South Dakota Broadcasters Association at a meeting held here last week. He succeeds A. A. Fahy, former vice president and manager of KABR, Aberdeen. Other officers elected are Robert Dean, KOTC, Rapid City, vice president and Irving Merrill, KUSD, University of South Dakota, secretary-treasurer.

OFFICE SPACE FOR RENT
RADIO CITY VICINITY
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor
ABBEY HOTEL
151 W. 51st St. New York City
Phone: Circle 6-9400

★ COMING AND GOING ★

GEORGE NIXON, manager of engineering development in New York for NBC, and **E. DUDLEY GOODEAL**, of the engineering department, leave today for Lancaster, Pa., where they'll visit the RCA tube plant.

RICHARD PACK, director of publicity and special events at WNEW, leaving for Columbus, Ohio, to attend OSU's Institute for Education by Radio. On Saturday he'll participate in the session on "How Educators Can Use Radio Effectively."

DENNIS JAMES, video star, on Saturday will go up to Poughkeepsie to address the annual Sports Trophy Dinner for International Business Machines employees at the IBM Country Club. He'll also be in there swinging during the afternoon golf tournament.

CHESTER RACKEY, manager of audio-video engineering in New York for NBC, left yesterday on a business trip to Cleveland and Chicago. He'll inspect television operations in those cities.

K. T. STEVENS, co-starred on "Junior Miss" over CBS, has returned to the West Coast following six days in New York.

ELSIE DICK, director of education and children's programs for Mutual, and **DOROTHY KEMBLE**, director of continuity acceptance, leaving for Ohio to attend the meeting of the Institute for Education by Radio. Miss Dick will participate in several panels. Miss Kemble will address the Business and Professional Women's Club of Columbus.

D. L. PROVOST, program manager of WNBC, will leave over the week-end for a two-week holiday in Bermuda.

WILLIAM ELWELL, manager of program operations for WCBS, is vacationing with his parents in Freedonia, N. Y.

ROBERT STONE and **KOLIN HAGER**, of Sasc, left yesterday for Ohio State University in Columbus. They'll attend the annual Institute for Education by Radio.

New Sales Feature Added To TBS Plan

Ray Green, executive vice-president of the Transcription Broadcasting System, yesterday announced an additional feature of the sales program of the ET service which now includes 142 radio stations. TBS now guarantees, he stated, that if any member station has not sold one of its 8 3/4 hours of TBS programs after 120 days of membership, the network will send a salesman into the territory and keep him there until all of the shows are sold. This arrangement, he continued, is being written into all contracts being signed with new stations.

FCC Petitions Court To Drop WJBW Matter

(Continued from Page 1)
Charles C. Carlson from an FCC order revoking his license to WJBW, New Orleans, and assigning his power and frequency to his ex-wife, Louise Carlson. The Commission earlier was upheld in this action by the U. S. Circuit Court of Appeals.

There is no new question of law involved, the Commission said. Carlson had been found by the Commission to be guilty of 118 separate violations of the Communications Act over a period of six years, it was pointed out, and Carlson conceded during the previous litigation that most of the charged violations occurred.

CBS Dividend

CBS board of directors declared a cash dividend of 35 cents per share on its Class A and Class B stock. Dividend is payable on June 3, 1949, to stockholders of record at the close of business on May 20, 1949.

Backfire

Network song favorites published in RADIO DAILY May 3 inadvertently omitted one song in the "Second Group." Title is "I Didn't Know the Gun Was Loaded." Lewis is the publisher.

JWV 'All Star Show' Gets Station Support

(Continued from Page 1)
Kaner, publicity director for the veterans organization. Milton Berle and New York Daily News columnist Ed Sullivan will be presented with 1949 Jewish War Veterans Awards at the benefit performance. Berle will be honored as "the year's outstanding performer" for his humanitarian activities and Sullivan for "his untiring efforts in the field of journalism to aid hospitalized veterans and in terfaith programs."

Arrangements have been made for 1,200 hospitalized veterans to witness the performance of scores of Hollywood and Broadway stars. Some of these stars have already and others will, appear in local radio and TV shows with special plugs for the JWV show. Station-break announcements, which were sent out two weeks ago in mimeographed forms, are currently being used. WEVD will broadcast the 10 p.m. midnight portion of the show. The transcribed platters, delivered yesterday, consist of announcements by Arthur Godfrey, Kate Smith, Jinx Falkenburg and Martin Block and jingles rendered by the Song Spinners.

Bakery Co. Buys Time On Zeke Manners Program

Hollywood—Sale of five quarter-hours a week of "Music in the Zeke Manners" over the ABC Pacific coast network to the Langendorf United Bakeries, Inc., of San Francisco, was announced yesterday at ABC headquarters here. The purchase by Langendorf of the 7:30 to 7:45 a.m., period makes the Manners' show a sellout.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear. Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost! W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money. So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.

W.I.T.H.
AM Baltimore, Md. FM
Tom Tinsley, President • Represented by Headley-Reed

Radio-TV Gets Slice Of Crosley Budget

(Continued from Page 1)

total budget will be borne by the distributors with the manufacturer bending the greater portion. It was pointed out that the greatest part of the advertising expenditure would go to newspapers on the grounds that Avco "believes in point-of-sale advertising."

Avco v-p John Craig pointed out, however, that the company has not set any plans for allotting specific portions of the advertising budget for radio or any other medium. "We keep our advertising flexible to meet changing market conditions," he added.

Officials for both Avco and its New York area distributor, the Crosley Distributing Corp., reported record sales, with business prospects for the remainder of the year excellent even though conditions would become "tougher" as the market returns to normal. Bert Cole, v-p and general manager of the Crosley Distributing Corp., announced that the combined sales volume of radio and television during the first four months of the 1949 fiscal year were up 400 per cent over the same period of last year. Even though sales of ranges and freezers have fallen off, he said, the total sales volume of his company was more than double than that of the same period last year.

"For the past five months, Crosley Distributing Corp. has delivered almost \$1,000,000 per month in television alone," Cole declared. "With the five new television models being shown here today, this record volume should be surpassed in June."

New 16-Inch TV Model

The 16-inch "Master Showman" console, providing a total picture area of 142 square inches and featuring complete FM reception, is one of five new TV receivers at the three-day showing at the Hotel Plaza. The suggested price list is \$569.95 plus federal tax.

The other models shown for the first time included a new two-door console with 12½-inch direct-view picture tube, complete AM and FM radio reception and three-speed automatic phonograph; a table model with 12½-inch picture tube and independent FM tuning; and two new console receivers with 10-inch picture tubes and dual television-FM radio reception.

Meston Named Editor

John Meston, CBS western division editor, has been named editor of network programs, Hollywood, effective May 15. He replaces John Dunkel who is resigning to complete work on a new novel and play.

WWRL Skeds Fritzi Scheff

Fritzi Scheff, stage star in the original Victor Herbert operettas, will make one of her rare personal radio appearances on WWRL's "Viennese Music Preferred," May 9, 11:30 p.m.-midnight.

Eight Major Reasons Given To Back AM In TV Turmoil

(Continued from Page 1)

the odds are in favor of radio because its economy advantage compared with television will be even more pronounced. He added: "Radio first became a major factor in advertising as a low-cost medium and will continue to win favor in the cost-conscious postwar period for economy reasons. It should prove superior to TV on a cost-per-listener basis even if not on a cost-per-sale basis."

Cites Rise In Budgets

For AM broadcasters who are fearful of losing out to video, Wolfe had this to say: "Even though television will take advertising revenue from radio on a percentage basis this does not necessarily mean that radio will lose drastically in actual billing since total advertising expenditures in the U. S. continue to grow."

Wolfe said that from the viewpoint of AM broadcasters who want to stay in business despite TV's encroachments, the new medium is like a great flood. "First the television flood will fill the valleys, then it will cover higher and higher hills, until finally it reaches its maximum level." The BBD&O exec added: "Everything will be covered except for the tall mountains and the AM stations built on those mountains will survive."

To build on such a foundation and withstand the TV onslaught, Wolfe said AM stations must offer certain advantages to listeners and advertisers which video cannot provide;

Video's "Superficiality" Criticized By Educator

(Continued from Page 1)

yesterday at the fifth annual foreign affairs conference sponsored by the Schenectady League of Women Voters and the Union College International Relations Club.

He told a meeting of high school students that "television seems likely to populate our society with people who have seen everything, but who have understood nothing. Students confuse 'seeing a picture of Tito' with achieving a real understanding of Balkan politics."

Sees Lecture Important

Dr. Larrabee admitted that visual education is "a fine thing" when it supplements the understanding achieved by the study of books and discussions. But the "visually superficial and exciting has come to take the place of the hard work demanded by the lecture and the printed page.

"Pictorial essays, with a little fine print at the bottom of the page, are substituted for the tough meat of statistics. . . No subject is considered worth studying, even by looking at a few pictures, unless it brings in some unclad Hottentots or a gruesome brain operation in full color.

the AM outlet, he said, must provide greater physical coverage, greater advertising economy and a type of programming — including shows aimed directly at specific groups in the population—conceived to win audiences in the face of TV competition.

Here are some other points made by Wolfe in backing the future of AM radio:

(1) Sound alone is almost completely adequate for two basic types of radio programming—news and music. (2) There will always be some tradition minded radio advertisers who will prefer radio to TV simply because they have had successful experience in radio. (3) Radio by its very nature is an all-day and even all-night medium while TV is primarily an evening entertainment medium, secondarily an afternoon and morning device. (4) Television still must run a gruelling obstacle race before it is thoroughly established commercially. (5) Radio continues to improve—with better programs, more effective commercials, clearer reception (through FM) and the possibility of sight-plus-sound without television (through facsimile).

Godfrey's \$258,450 Tops CBS Pay Scale

(Continued from Page 1)

CBS last year (for officers, directors and employes) went to Frank Stanton, president, who got a total of \$109,798. This included a bonus or share of profits amounting to \$39,702. Stanton was the only officer receiving a bonus in excess of \$30,000.

John Rood King Third

The third highest income went to John Reed King who collected \$95,795 as a radio artist.

Remunerations exceeding \$20,000 during the year paid directly or indirectly to persons other than employees included the following:

For Program Services: Lowell Thomas \$420,300; Tom Howard \$213,751; Frank Cooper Associates \$165,275; William S. Todman and Mark Goodson \$82,040; Ed Sullivan \$53,550; Wolfe Associates, Inc. \$53,427; William Todman \$32,312; Mark Goodson \$31,862; Patricia Carrington Productions \$23,400; Martin Gosch Productions \$22,424; VIP Service, Inc. \$20,947.

Paid Well For Surveys

For listener surveys CBS paid Broadcast Measurement Bureau \$44,013. C. E. Hooper collected \$51,206 and A. C. Nielsen received \$135,938. Paul Kesten got \$25,000 as a consultant.

Up to 42% Savings on your Recording Costs!

By The Sensational New **COLUMBIA**

Ⓛp Microgroove Method

See How You Save!

- *Substantially Lower Cost Per Record
- *More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

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A Division of Columbia Records, Inc. Ⓞ

Trade Marks "Columbia" and Ⓞ Reg. U. S. Pat. Off. Marcas Registradas Ⓞ Trade Mark

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LOS ANGELES

By AL STEEN

JACQUES GRINIEFF is dickering for the screen rights to the CBS program, "Life With Luigi," starring J. Carrol Naish, who also would play the top role in the picture. Production is slated for Summer, if deal is consummated.

Larry Finley is in Chicago to close deals on his "Smiths of Hollywood" and "Diary of Fate," 15-minute transcribed serials.

Two film studios are flirting with CBS' "Crime Photographer" as a motion picture property.

It now looks as though ABC won't launch its KECA-TV station until next Fall. A June start had been scheduled.

"Lum and Abner" may do one television show a month starting in the Fall, in addition to their CBS Sunday stint.

Pamela Herbert, daughter of F. Hugh Herbert, becomes the bride of Joseph Lawrence Kaufman on Sept. 10.

Reed Browning is the new announcer on "Breakfast in Hollywood," replacing Carl Pierce, who will devote his full attention to production.

Gordon Levoy has signed Teleplay Productions and Ace Pictures to produce the 26 video subjects which General Television Enterprises is to produce for Procter & Gamble.

Citizens National Trust and Savings Bank is sponsoring the 13-week series of filmed concerts by the Vienna Philharmonic Orchestra over KTTV. The series started Monday.

Judy Canova will tape her NBC programs scheduled for June in order to be free for personal appearances in the East.

KTTV starts General Eisenhower's "Crusade in Europe" on Sunday. In other areas, the video program will be on ABC.

John Meston becomes editor of network programs for CBS on May 15, replacing John Dunkel, who is resigning on that date.

Michael Watson, KMPC account executive, has been passing out cigars for the usual reason. It's a baby girl named April Gay.

Virginia Maley, former society editor of the Evansville, Ind., Courier and editor of "College," has joined the publicity and promotion department of KFI and KFI-TV. Allan Bruce has joined the art department of the same outlets.

Eddy Howard is whipping up a new half-hour audience participation musical show, "Sing and Be Happy" for Fall entry on a network.



Windy City Wordage . . . !

• • • "Meet Your Match," new WGN-Mutual quiz show, makes its debut this week with Tom ("Ladies Be Seated") Moore as quizmaster. The program will originate from the WGN studios each Thursday from 8 to 8:30 p.m., CDST, will be fed to the Mutual

Chicago

network and heard transcribed over WGN from 9:30 to 10 p.m. . . . Jack L. Cooper, disc jockey, emcee, actor, and former newspaper editor, moved into the emcee spot on WENR-TV's "Happy Pappy" show last week-end. Cooper is heard 40 hours a week over various Chicago stations. . . . Charlie Agnew, trumpet virtuoso who toured his own band for many years, has joined the music staff of WBBM. . . . Jim McGuinn, local publicist, back in Chicago after doing a publicity job in St. Augustine, Florida. . . . Bob Hansen, news editor of KTRI, Sioux City, Iowa, has been appointed program director to succeed Shel Singer, who resigned.

★ ★ ★ ★

• • • Several Chicagoland FM stations, notably WEAW of Evanston, Ill., have been doing a bangup job of programming that has won them a rapidly growing listening audience. The results are showing in the large number of commercial accounts they have garnered. The proposed association of 10 local FM stations is expected to result in improved programming and promotion for all.

★ ★ ★ ★

• • • General Mills, Inc., which has been sponsoring the first 15-minute segment of ABC's "Breakfast Club" since August 16, 1948, has renewed for 52 weeks, effective May 30, over 239 ABC stations. . . . "Professor Quiz," WBBM Saturday night show, begins a summer hiatus after the May 28 broadcast, and expects to be back in the fall. . . . Carl Greyson, recently associated with WSM, Nashville, has joined the WGN announcing staff. . . . Jim Ameche Productions placed their "Story Telling Time" series with WOW and WFTW, Fort Wayne, Ind., under sponsorship of a Fort Wayne firm. . . . First television press conference in history, according to John H. Norton, Jr., vice-president of ABC in charge of the midwest offices, was set for Tuesday of this week for a preview showing of ABC's "Crusade In Europe" television program, which debuts on the ABC video network today (May 5). . . . NBC Chicago producer Bob Wamboldt is in New York for a series of talent auditions.

★ ★ ★ ★

• • • Jim Hurlbut, NBC newsman, believes in getting first-hand experience for his human interest stories. At various times he has clowned in the circus ring, filled the role of dishwasher in a cafe kitchen, and done sundry other jobs to get the "feel" of them. Last week Jim got a job as a super in the opera "Rigoletto"—a non-speaking part in which he portrayed a medieval soldier—and got through it without splitting his tights, which hadn't been designed for a man of his heft.

★ ★ ★ ★

• • • Sherry Spring, secretary to Everett Holles, WBBM news editor, is directing a modern version of the comedy "A School for Scandal," to be presented in Oak Park May 12, 13 and 14 by the Posiades Playhouse. Assisting in production and design is Barbara Mastrud of the WBBM program department. . . . Two hundred five-foot Puncho clowns are to be awarded viewers of ABC-TV's "Super Circus" in a letter-writing contest.

★ ★ ★ ★

PROMOTION

WBAL Aids Campaign

More than \$20,000 was raised for the American Cancer Society's campaign in Maryland last Saturday when WBAL and WBAL-TV held an all-day radio and television auction. One hundred and nine items, including three 1949 automobiles were auctioned off during the day, with Nick Campofreda, WBAL star, acting as master of ceremonies.

Professional auctioneers, models, local entertainers and George P. Mahoney, chairman of the Cancer Drive, combined efforts with Campofreda in making the sale a success. Actual auctioneering started with the commencement of the day's television program at noon and continued until early Sunday morning.

Sixty-four items still remain to be sold and WBAL and WBAL-TV will devote another hour starting at 4:00 p.m., tomorrow in order to dispose of them. The \$20,000 raised for cancer Saturday was entirely separate from the \$50,000 WBAL-TV raised for the Cancer Fund in conjunction with the Milton Berle marathon show.

New WPJB Program

Using jovial Ed Pearson's birthday, as the kick-off day, WPJB, the FM station of the Providence Journal Company, Providence, Rhode Island, inaugurated an "Uncle Eddie Club" program in the 5:15-5:30 p.m. slot Monday thru Saturday.

Rhode Island youngsters have become staunch supporters of Uncle Eddie Pearson in the months he has been reading the Journal-Bulletin funnies; and the Uncle Eddie Club is an outgrowth of the interest shown in this program.

Colorful buttons are appearing all over Rhode Island, witnessing membership in the "Uncle Eddie Club," and each member receives a membership card, entitling him to share in special events and other benefits.

SELL OR EXCHANGE

Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

BEHIND THE MIKE

ISHEL PIASTRO, conductor and violin virtuoso currently heard on CBS Sundays for Longines-Tennauer Watch Co. and weekday nights over WOR, has been signed an exclusive contract with Concert Management Division of Alpha Music Inc., (BMI affiliate). Piastro will make transcriptions and records as well as go on a nationwide concert tour under the Alpha aegis.

Ferry Strong, WENX disc jockey and singing star June Christy entertaining patients at Walter Reed Army Medical Center.

Fortune Pope's WHOM wrapping plenty of new business. A N. Y. Stock Exchange brokerage house recently bought time for a regular series in Italian. Now Modern Industrial Bank has just come in with Sunday night Jewish news series featuring Arnold Jaffe.

Stan Freeman guesting on NBC's "Fun at the Piano."

Nat King Cole and his trio into New York City this week.

Frankie Laine begins his one-nighter at theater tour next month which takes him throughout the east and mid-west.

At Garrison's actress Meg Mundy using a waiter to hum "Sunday, Monday and Always."

Television Row talking about the great job Charlie Prince, Norman Jackburn's assistant, is doing at WC-TV.

Georgia Gibbs headlines the opening show of the season (Decoration Week-end) at the Steel Pier in Atlantic City.

Realtor Walter Shirley readying intensive radio drive for his Mastic Acres Realty Development after several years absence.

WWRW, disc jockey, Fred Barr, gathering bios of platter stars for a tome to be called "This Waxy World."

Tom Kennedy representing Jack Brworh for television.

The Dick Mooneys have moved to Westport, Conn., the plutocrats.

Howard Signed By CBS

Cy Howard, producer-creator of "My Friend Irma" and "Life With Luigi" on CBS, has been signed to a new long-term contract. Hubbell Robinson, Jr., vice-president in charge of programs at CBS, announced yesterday. Under terms of the contract, which contains exclusive rights in both radio and television, Howard will continue to produce his two current shows on the west coast and develop other CBS properties.

Webster Re-Appointed Commission Member

(Continued from Page 1)

Webster is a graduate of the U. S. Coast Guard Academy. He retired from the Coast Guard in 1923, was recalled to active duty until 1934, and then recalled again during the last war. He joined the FCC's engineering staff in 1938 and served as assistant chief engineer for a time.

The appointment retains the Commission's political balance, with Chairman Coy and Commissioner's Hennock and Walker Democrats, and Commissioner's Hyde, Sterling and Jones, Republicans.

Congress Favorable

Congressional reaction to the re-appointment was favorable, with Webster being praised by Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee as "an excellent man."

For many years Webster has been active in co-ordinating communications activities within the Government and is one of the original members of the inter-department radio advisory committee. He has assisted the State Department in preparing for 16 international conferences dealing with all phases of communications, most of which he attended as a representative of the United States by designation of the President or by the Secretary of State.

Wide Technical Knowledge

Because of his knowledge of maritime problems, Commissioner Webster was a member of a technical committee created by the Senate in 1935 to investigate the "Morro Castle" and "Mohawk" steamship disasters. As a result of that inquiry, he drafted legislation which placed in operation the radio provisions of the international convention for the safety of life at sea.

"Mike" Huber Appointed New KTRI Manager

E. J. "Mike" Huber, commercial manager of KTRI, Sioux City, Iowa, has been appointed general manager to succeed Dietrich Dirks who has disposed of his interest in KTRI to operate a new station in that city. Mr. Huber, before going to Sioux City last December, was general manager of WGIL, Galesburg, Illinois. Previous to that a partner in Schoenfeld, Huber & Green, Chicago advertising agency; before that advertising and sales promotion manager of the American Broadcasting Company. Prior to going with ABC he was with BBD&O, and for many years assistant advertising manager of the Kellogg Company, Battle Creek, Michigan.

Wedding Bells

Carol Cross of ABC's station relations department will be married to James T. Leftwich on Saturday, May 7, in St. Luke's Church Montclair, N. J. Her fiancee is with Marsh and McLennan of New York City. Following a honeymoon in Bermuda, they will set up residence in New York City.

Defense Group Hits Advg.; NAB's Willard In Rebuttal

(Continued from Page 1)

Advertising Council is "a new weapon in the arsenal of democracy." He said it was strange that the military still need to be educated to the value of advertising — "The spark plug of our American economic system."

Willard said this misunderstanding was "shockingly spotlighted" in the recent proposed statement of the joint Army-Navy audit co-ordinating committee, which would have disallowed all advertising expense except employment ads and necessary public notice as a proper cost of doing business with the government in "cost-plus" contracts. He added that the military men sometimes "forget that such a principle enunciated by Government lends authenticity to the current Communist propaganda line that advertising is 'an economic waste'—added to the cost of the product—and 'a burden upon the purchaser and taxpayer alike'—a party line aimed directly at the destruction of the American economic system—the only real barrier to Marxist domination in all the world."

Wedding Bells

Janet Wallum, daughter of Jack Wallum, manager of CBS Playhouse No. 3, will be married to Kenneth Kilar of Eastern Airlines, Saturday, May 7, at the Epiphany Church, Cliffside, N. J.

AGENCIES

HENDRIK BOORAEM will join McCann-Erickson, Inc., as executive radio producer on Monday, May 9, it has been announced by Lloyd O. Coulter, vice-president in charge of radio and television.

WALKER GRAHAM has joined Geyer, Newell & Ganger, Inc., in Detroit as the Nash Motors account executive, H. W. Newell, executive vice-president, has announced. Graham was formerly associated with Grant Advertising, Inc., in Detroit, where he was copy chief and account executive on Plymouth and other accounts. During the last war, he served as a lieutenant in the U. S. Naval Reserve and saw active service in the Pacific.

McCann-Erickson Buenos Aires Office has been appointed by Georg Jensen, S.R.L., of that city to handle the advertising of Georg Jensen Danish silverware, porcelain, crystalware, etc.

JACK C. GRIFFIN will join the Chicago office of Sherman & Marquette May 15, as account executive for their newly-acquired client, Oscar Mayer & Co. For the last four years Griffin has been a sales and marketing executive with Booz, Allen & Hamilton, prominent firm of management consultants. He previously was with Wilson & Co.

Amsberry

To catch Pacific Northwest listeners at an early hour, let Bob Amsberry tell your story on KEX's popular "Early Bird Program" . . . 6:00 to 6:45 AM Mondays thru Saturdays.

To catch Pacific Northwest listeners at an early age, hire Bob and his "Squirrel Cage" at 4:30 PM weekdays . . . the sensational juvenile show of the year. Heavy mail-pull proves that kids and their parents consider this show tops! Whatever type of listeners you want, count on KEX for a program that really reaches them. Check Eldon Campbell at KEX, or Free & Peters.

**50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.**

KEX

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV,
for WBZ-TV, NBC Spot Sales

RCA INSTITUTES, INC.
The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.
Our graduates have
1st Class Telephone License.
We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
350 W. 4th Street, New York 14, N. Y.

PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

On Records
 A SENSATIONAL BANG!
"I DIDN'T KNOW THE GUN WAS LOADED"
 LEWIS MUSIC PUB. CO., INC.
 1600 Broadway 6406 Sunset Blvd.
 New York City Hollywood, Cal.

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)
 ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

CABARET

DUCHESS MUSIC CORPORATION

IT'S A HIT IT'S A HIT IT'S A HIT
 LOVE ME! LOVE ME! LOVE ME!
 (Or Leave Me Alone)
 COLUMBIA
 BUDDY CLARK
 JACK FINA M-G-M
 JAN GAMBER Capitol
 VIVIANE GREENE Mercury
 EDDY HOWARD Mercury
 SAMMY KAY RCA Victor
 BENNY LEE HAY TEMPLE London
 LAWRENCE WELK Decca
 MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINEY HERMAN

Musical Levy-athan...!

• • • The music dynasty, built by Lou Levy in the past decade, is proof indeed that a combination of hard work, vision, persistence and tenacity of purpose, applied with determined vigor and ingenuity, definitely pays . . . the Levy organization, consisting of Leeds Music Corp., Duchess Music Corp., Peter Maurice Ltd., Blossom Music, Am-Rus Editions and Pickwick Music, with a combined repertoire including operatic and classical selections, educational, folk, hillbilly, western, race and popular works, is today recognized all over the world as one of America's great music publishers . . . Levy is unique in that he doesn't worry about his own annual business turnover but rather, feels strongly that steps to improve the music industry as a whole would prove gainful to respective music firms and affiliated industries and that a united effort by music executives to find ways and means to develop music appreciation and national sympathies towards the Art of Music by the American people, would arrest the decrease in sales of music, records, etc. . . . Lou also feels that an organization such as ASCAP can render a great service to itself and the American songwriters by sponsoring about a dozen successful songwriting teams to entertain and conduct musical forums at Universities and Colleges. . . . Levy concluded his theorizing with the statement and we quote: "There is an enormous public relations job confronting the music industry if it is to thrive and the sooner concerned executives recognize and apply themselves to this task, the better." unquote. . . .

☆ ☆ ☆ ☆

• • • TIN PAN ALLEY OOPS:—Feist's smash hit of 1925, "Five Foot Two (Eyes of Blue), composed by Sam Lewis, Joe Young and Ray Henderson, is getting a revival by the Harry Link faction of the Big Three . . . with several major records already on the market, this ditty can't help but repeat. . . .
 • Jester Music comes up with a timely and interesting number in "It's Summer Again," with words and music by Les Barry. . . .
 • Sammy Fain and Bob Hilliard have been pacted to write the score for Walt Disney's forthcoming production, "Alice In Wonderland." . . .
 • Aside to Eugene Thomas of WOIC: A talented young singer, currently in a Government job in Washington, is a great bet for TV . . . we told you first. . . .
 • Harry Pearl, Mac Nieparent and Ben Ostrow, formerly with Ashley Music, have established their own music jobbing firm, Coronet Music Supply Co., and start operations next week with offices at 1585 B'way. . . .
 • The New Mohawk Carpet series of NBTelecasts, starring Morton Downey and Roberta Quinlan respectively on alternate days, bowed in. . . . The Irish lark's tee-off Monday nite was a breezy and informal quarter-hour of songs and chatter with lovely Roberta Quinlan taking over Tuesday and maintaining the show's even pace, informal charm and listenable music. . . .
 • Roy Harlow's BMI Newsletter to station program directors is chockful of helpful programming hints. . . .
 • Lee Stewart is now Producer-Director of the three-hour Eddie Newman series aired daily over WPEN, Philadelphia. . . .

☆ ☆ ☆ ☆

• • • Parent-Teacher Associations, Safety Councils, P.A.L. units and Radio Stations throughout the country are doing a fine public-spirited service in promoting thoughts on safety for children . . . 9-year-old Richard Coleman, nephew of Maestro Emil Coleman, has an idea which can very well sound like music to millions of American Parents . . . Richard wants Mayors of large cities to approve the construction atop large apartment houses of playgrounds which would keep children off the streets . . . a brilliant suggestion which can and should be adopted. . . .

☆ ☆ ☆ ☆

• • • ON AND OFF THE RECORD:—Johnny Mercer, supported by the Starlighters and Paul Weston's Ork, turns out a mediocre platter of "Missouri Walking Preacher" backed with "Candy Kisses" . . . the latter side will get most of the deejay play.

PLUG TUNES

A H-I-T!
"A"—You're Adorable
 (The Alphabet Song)
 LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

7
 D
 I
 S
 K
 S
 Tony Martin Says:
COMME CI, COMME CA
 (Come See, Come Sah)
 LEEDS MUSIC CORPORATION

To You, You and You!
"MY BEST TO YOU"
 FORSTER MUSIC PUB., Inc.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

"JANIE and ME"
 by Thomas G. Meehan
 JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

Open your program with
IT'S SUMMER AGAIN
 Be in spirit with the season
 JESTER MUSIC CO.
 Room 606
 1674 Broadway New York 19, N. Y.

On Records and Transcriptions
The Lively and Sparkling
"MADEMOISELLE HORTENSIA"
 RYTVOC, Inc., 1585 Broadway, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 5, 1949 — TELEVISION DAILY is fully protected by register and copyright

THEATERS MAY GET NBC PROGRAMS

TELE TOPICS

AN UNUSAL FACULTY is possessed by those who are able to captivate and entertain a large group of housewives by showing the women how to make fools of themselves. Strangely enough, the women present during such a demonstration enjoy themselves immensely and apparently so do those who can see the show at home. One of the foremost exponents of this strange art is Johnny Olsen, who conducts his "Rumpus Room" every morning on DuMont. From beginning to end of the half-hour stanza, Olsen has the 50 or 60 women who fill the studio each day in the palm of his hand. Aided by his wife, Penny, he conducts silly little contests and games, and offers orchids and household merchandise as prizes. He sings to them and sometimes has them sing, usually off key. All in all, everyone has a fine time. . . . An indication of the regard the women have for Olsen was seen on the program yesterday. Out of the blue, he asked the women for questions, any sort of questions, about anything. Some of the queries were: "Johnny, who dressed you this morning?"; "Are you and Penny married?"; "Who mends your socks?" In short, they love the guy. . . . Program is sponsored by Teldisco, Inc., through Elliott Nonas agency, and Olsen even had the gals help out with the commercials for DuM receivers. David Davis is director.

AFTER A FUTILE SEARCH for a replacement, Philip Morris has decided to string along with "Preview" for another 13 weeks. . . . Fred Coe is preparing a mystery series for NBC. He'll produce, but probably will turn directing chores over to Larry Schwab. . . . An error in credit listings here last week omitted Ray Nelson from the "Fashions on Parade" lineup. Nelson directs and stages the show. . . . Bill Lawrence opened at the Blue Angel last nite, joining another Talent Scouts winner, comic Will Jordan. Rose Murphy moves in next week. . . . Sunset Appliance, really enthused over Guy Lebow, has picked up the week-end tab for his "Sport of Call" stanza over WPIX. . . . Stromberg-Carlson's Rochester outlet has changed call letters from WHTM to WHAM-TV. Test pattern is on the air, commercial operation slated for June 11.

TONY PROVOST, program director of WNBC, says his Blue Cairn terrier drags a cushion into the playroom of the Provost home whenever the family gathers around the tele set. Seems the pooch doesn't like to sit on the linoleum floor. . . . General Baking has started time signals for Bond Bread on WNHC-TV, New Haven; WFIL-TV, Philadelphia, and WTTG, Washington. BDDGO is the agency. . . . 30th anniversary of Naval Aviation will be marked over ABC Sunday nite with a special film program on the history of the service.

ABC's \$3,500,000 For H'wood TV Facilities

West Coast Bureau, RADIO DAILY
Hollywood—ABC is spending \$3,500,000 on TV facilities here in Hollywood, executive vice-president Robert Kintner revealed at a press conference here. The old Vitagraph studios, recently acquired by the web, will be used as a film production center, and ABC's KIECA-TV, is slated to go on the air in August with a 50-hour weekly schedule, made up mainly of live shows.

May Sell to Prudential

The Vitagraph lot, Kintner said, probably will be sold by ABC to Prudential Insurance and leased by the net. Among the first shows to be filmed there will be "Bride and Groom," he added. The Hollywood installation is expected to be the web's largest, surpassing the New York setup, he said.

Kintner said also that flagship WJZ-TV will start daytime programming on May 17 and will be followed by WENR-TV, Chicago.

The web is in a good financial position, with billings up three per cent over last year, he said.

Correction

New AT&T tariffs pending before the FCC do not call for a rate increase, as stated on this page Monday, but instead are intended "to clarify and amplify the provisions under which the company furnishes channels for television transmission," AT&T said.

Change Entertainment Idea Of Video, Loewi Urges IER

Re-evaluation of the concept of tele so that the industry will emerge as "a motivating force, not merely an entertainment medium," was urged by Mortimer W. Loewi, director of the DuMont net, in an address today before the Institute For Education by Radio at Ohio State University.

"If we continue to think of television in the narrow confines of an entertainment medium, we do a grave injustice not only to



LOEWI

Gordon To DuM

Max Gordon, well-known Broadway legit producer and writer, joins the DuMont web on May 9 as program consultant, it was revealed yesterday. Gordon, who has been associated with many outstanding plays including the current long-run hit "Born Yesterday," will continue his theater activities.

L. A. Stations, Dealers Join In Set Sales Drive

Los Angeles—Local stations and the Southern California Radio and Electrical Appliance Association are cooperating in an industry-wide promotion to further the sale of TV receivers.

Theme of the campaign "Over 500,000 people are enjoying TV entertainment in Southern California . . . Is your home a Television Home?" will be carried over the six operating stations in Los Angeles, and in other media during the month of May. Participating stations are KFI-TV, KLAC, KNBH, KTSL and KTTV.

The two objectives of the campaign are to point out that 112,000 families are already enjoying tele entertainment in order to boost sales of receivers in non-TV homes, and to indicate to advertisers that over 500,000 viewers offer an immediate market.

our industry, but to the viewers as well.

"Advertisers will soon learn the ever-increasing program costs for established Broadway-Hollywood names do not necessarily pay off in increased sales, and I believe we, the broadcasters, should guide the advertisers to a new appraisal of our great medium," he said.

Loewi said that there is present in TV "an apparant race among advertisers to see which can provide the most free entertainment for use in the home." This, he continued, "will lead to serious economic repercussions."

He added, "We are selling television short when entertainment is allowed to dominate the schedule to exclusion of a sales message."

Denny Outlines Net Position In Note To TOA Chief

Three principal types of NBC-TV programs are potentially available for showing in theaters, it was revealed yesterday by Charles R. Denny, executive vice-president of the web, in an eight point letter to Gael Sullivan, executive director of Theater Owners of America, Inc.

Denny outlined the network's position, in answer to a letter from Sullivan, to assist the T.O.A. Television Committee in its planning for possible future theater televising of NBC programs.

The three types of programs mentioned by Denny were: 1) programs which NBC might build specially on order from the theaters for their primary use; 2) special event programs which form part of NBC's programming and are not normally sponsored, such as a Presidential inauguration or an important public address; and 3) NBC's regular programs which are sponsored or are carried on a sustaining basis.

Only the first category of programs, those which NBC might build on order from theaters, might be made available for exclusive theater use. In the other two categories, Denny explained, the broadcast use would be the primary use made of the material although where NBC controlled or could clear all rights, arrangements might be made in appropriate cases for simultaneous or subsequent showing in theaters.

Burgin Named Prog. Mgr. For NBC-TV In Wash.

Washington Bureau of RADIO DAILY
Washington — Appointment of Ralph L. Burgin, Jr., as program manager of NBC's Washington TV outlet, WNBW, was announced yesterday by NBC vice-president Frank M. Russell. Burgin, a former actor and announcer connectd with WSJS, Winston-Salem, and WPTF, Raleigh, came to Washington in 1942 with NBC as a staff producer. He served as an Armed Forces station manager, then rejoined WRC in 1947.

He succeeds Charles Kelly, who resigned last month to become program director for the AM, FM and TV affiliates of ABC here.

WNBT Sells Film Series

Macmillan Petroleum Corporation has signed a 13-week contract to sponsor WNBT's new "Roving Camera" series to debut Friday, May 6th, at 6:50-7:00 p.m. The agency for the program, a film series done in a pictorial magazine style, is Marketers Inc. of Hollywood.

Ohio Radio Institute Gets Underway Today

(Continued from Page 1)
universities will attend one or more of the panel meetings which will take place during the four-day conference session.

Television and its application to education will be one of the important subjects discussed during the conference, Dr. I. Keith Tyler, director, declared yesterday. He added that radio likewise will hold the interest of most of the educators with much emphasis being placed on programming.

An innovation this year, recommended by the National Advisory Committee, will be an Institute Discussion leader who will take part in each of the general sessions. He will be Prof. Kenneth Bartlett, Syracuse University, widely known in educational radio.

Bartlett's job will be to stimulate wider participation by the audiences, limit individual contributions to a "reasonable length," and try to hold the discussion to "relevant aspects" of the session topic. He will have the support of an official time-keeper.

TV Interest Runs High

Discussion of various aspects of television promises to keep interest high in virtually all the meetings. The '49 Institute will attempt to bring in all media of mass communication for consideration at the general sessions.

The annual Institute dinner on Sunday also will be a little different than in former years. Toastmaster will be a distinguished new addition to the Ohio State University top administrative staff, Dr. Harlan H. Hatcher, now completing his first year as vice-president in charge of curriculum and administrative functions. Dr. Hatcher is the author of three novels and made a scholarly contribution in his study and writing on the work of Robert Browning.

Ohio State this academic year is celebrating its Diamond Jubilee and in that connection its alumni secretary, John B. Fullen, now in his 21st year, will speak briefly about the university. A past president of the American Alumni Council, Fullen is nationally-known as an interesting speaker.

Award of life memberships to the co-founders of the Institute, Congresswoman Frances Payne Bolton, and Dr. W. W. Charters, also will feature the annual dinner.

Heads Canadian Group

Montreal—Allen B. Oxley has been elected chairman of the Canadian regional conference of the Institute of Radio Engineers, held at McGill University. The two-day convention brought together 120 radio engineers from many parts of Eastern Canada. Other officers are: Chester Soucy, vice-chairman, Henri Audet, secretary-treasurer. Retiring chairman was K. R. Patrick, O.B.E. The convention was arranged by a committee headed by Stanley Knights.

Agenda Of Radio Institute

(FOUR GENERAL SESSIONS, MAY 5-8)

— Today —

7:30 p.m.—THE FUTURE OF BROADCASTING: AM, FM, TV and FAX

Opening Address: Wayne Coy, FCC chairman
Discussion—For AM, John W. Sinn, F. W. Ziv Co., New York; For TV, Commdr. Mortimer W. Loewi, Director DuMont Network; For FM and FAX, William E. Ware, President FM Assn.; also manager KFMX, Council Bluffs, Ia.

— Tomorrow —

8:00 p.m.—WHAT WILL TELEVISION DO TO AMERICAN LIFE?

Presiding: James Lawrence Fly, former FCC chairman
Summary of Research on Effects of TV: Oscar Katz, CBS director of research

Discussion—For TV, Martin Gosch, President Independent TV Producers, New York; For Motion Pictures, Julien Bryan, Inter. Film Foundation, New York; For Other Media and Recreation, Dallas W. Smythe, U. of Illinois; For Education, Edgar Dale, Ohio State U.

— Saturday —

9:30 a.m.—CAN RADIO CONTRIBUTE TO WORLD PEACE?

Presiding: Forney Rankin, assistant to president in charge of international broadcasting, NAB

"Voice of America" and U.S. Foreign Policy, David Penn, Inter. Broadcasting Div., U.S. State Department, New York

What UNESCO Can Do, George Voscovec, Paris, Mass Communications Staff UNESCO

Discussion—Norman Luker, North American Director, BBC; Ira Dilworth, general supervisor, international service, CBC; Willard C. Wichers, midwest director, Netherlands Information Bureau, Holland, Mich.; Pierre Crenesse, director, North American Service, French Broadcasting System, New York

8:00 p.m.—HOW EDUCATORS CAN USE RADIO EFFECTIVELY

Presiding: Clifford J. Durr, attorney, former chairman, FCC

Findings of the VD Campaign Study of the U.S. Public Health Service—Erik Barnouw, Columbia U., and Earle O. Wright, Ohio State Department of Health

Implications for Broadcasters and Educators—Panel Discussion—Robert Saudek, ABC; Charles F. Church, KMBC and KFRM, Kansas City, Mo.; Morris S. Novik, public service radio consultant, New York; Woodrow Strickler, University of Louisville; Richard B. Hull, president, NAEB, also director, WOI, Iowa State College; James F. Macandrew, director of broadcasting, New York City Board of Education

— Sunday —

1:00 p.m.—ANNUAL INSTITUTE DINNER

Toastmaster: Dr. Harlan H. Hatcher, Vice-President, Ohio State University

Music by Columbus Boychoir School, Herbert Huffman, directing

Ohio State's 75 Years of Education Service, John B. Fullen, secretary, Ohio State alumni association

Presentation of Life Memberships to Co-Founders of Radio Institute—Frances Payne Bolton, Congresswoman from Ohio, and Dr. W. W. Charters, honorary director of Institute

Scheduled around these (above) meetings will be 28 Clinics, Work-Study and Special Interest group sessions; also meetings of allied groups

Finalists To Compete

The five finalists in the WOV High School Disc Jockey contest, two girls and three boys selected by listeners and station judges, will broadcast their own individual quarter-hour programs over the station tonight in an effort to win the grand prize of an eight-week contract for a personal disc jockey show on WOV.

New Motorola Line Out

A new line of four portable radios has been announced by Motorola, Inc., Chicago, manufacturer of radio and TV equipment. These portable radios are supplemented by a radio-phonograph, designed to play 45 rpm records, and a portable television set with a seven-inch screen, which was announced earlier in the year.

AVCO-Rule Substitution Draws CBS Opinion

(Continued from Page 1)
or control seem to be "unduly cumbersome and unnecessary." The w pointed out that the Commission has suggested a waiting period of 90 days on transfers and other applications, whereas the present rule calls for only a 60-day waiting period applied only to transfers and assignments.

CBS supported the general principle of establishing a cut-off date for the consideration of mutually exclusive applications and those involving interference with pending applications, with the network counsel, Julius Brauner, writing that "if a workable formula can be devised, it would probably serve to expedite the progress of cases hearing."

Brauner wrote that "it is difficult to see any material benefit to the listening public from the proposed advertising procedure. With a few exceptions it seems unlikely that the general listening public would be interested in any materials which the proposed rules would require to be advertised. It also seems improbable that the legal notice type of advertisement would be effective in calling to the attention of the general public the matter advertised. Whenever that is general interest in the matter to be advertised, it seems probable that the local press would call attention to it in its news columns.

"The proposed advertising requirements would, obviously, be little or no benefit to persons in the broadcasting industry, or would contemplate entering the broadcasting field, as such persons now have ready access to full information concerning all applications filed with the Commission. Such information is available to these persons through the Commission's daily releases and the extensive listing of such applications in the trade press and trade association reports."

Brauner suggested a 30-day cut-off period commencing with the issuance of the FCC release listing the application.

CBS commented also upon the proposal which would forbid the filing by anyone who dismissed an application later than 30 days prior to an original designated hearing date from filing "a like application involving service of the same kind to the same area by the same applicant," until after 12 months.

"In view of the rapidly changing nature of the broadcasting industry" and the frequent delays in proceedings before the Commission, CBS said, it might be well to qualify the rule by applying it "only where good cause is not shown for the dismissal of the application."

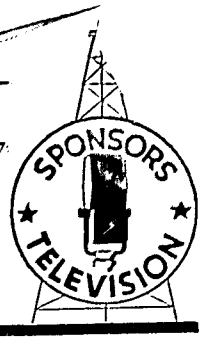
YMCA Elects Kenway

Ivor Kenway, ABC vice-president in charge of advertising, promotion and research, has been elected president of the Greenwich, Conn. Y.M.C.A.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 26

NEW YORK, FRIDAY, MAY 6, 1949

TEN CENTS

125 AWARDS ANNOUNCED AT COLUMBUS

Radio & TV Necessity To UN Says President

The radio and television industry is a vital necessity to the United Nations in making its activities known to the people of the nation and the world, Dr. Herbert Evatt, President of the UN General Assembly, told broadcasters yesterday at the Radio Executives Club luncheon in New York. His speech was broadcast by NBC.

The next-to-the-last REC luncheon of the season was designated United Nations Day. Trygve Lie, Secretary General of UN, had to cancel his appearance at the last (Continued on Page 3)

FCC Okays WINX Sale From "Post" To Banks

Washington Bureau of RADIO DAILY Washington—The FCC yesterday okayed the sale of WINX, Washington, by the Washington Post to William A. Banks for \$130,000. The station, which operates with 250 watts on the 1340 band full time, was bought originally by the Post in 1944 for \$500,000. Its FM affiliate was sold this year for \$160,000 to the new corporation, which now owns WTOP here. The Post is 55 per cent owner of WTOP, with CBS having retained 45 per cent.

ABC To Dedicate Program To New State Of Israel

A dramatic program titled—"Israel-Year 11"—will be presented on ABC on Sunday, May 15, at 4:30 p.m., EDT. The half-hour program, produced in cooperation with the 1949 United Jewish Appeal Campaign, will feature Quentin Reynolds as narrator. Program is being scripted by Arnold Perl.

Bowling Champs
McCann-Erickson won the 1948-1949 championship of the Advertising Agencies Bowling League which has just been concluded with a record of 52½ points won and 22½ lost. The McCann team defeated Federal Advertising Agency, 3 to 2. In the roll-off necessitated by the split season, Federal was the first half-season winner.

New Technique

Washington—A public relations man representing a national butter institute is reported using pressure tactics in an effort to get radio stations to play a recording on the butter versus oleo margarine fight. Technique is to call station managers and indicate that a prominent midwest Senator is personally interested in seeing that the record is played. Some stations, anxious to ingratiate themselves with the Senator, have fallen for the approach and agreed to carry the platter gratis. Others have tabled the request and may ask the attorney general's office to investigate the approach.

NAB Program Clinic In Chicago June 27-29

Washington—NAB announced yesterday that plans are nearly completed for the first program directors clinic, to be held June 27-29 at the downtown Chicago campus of Northwestern University. Harold Fair, NAB program department head, said the agenda will provide for the appearance of industry leaders in such fields as programming (Continued on Page 3)

AFL Radio Engineers Call Yankee Strike

Boston—Eighty radio engineers, affiliated with the American Federation of Labor, who went on strike against Yankee Network stations on Tuesday, yesterday were joined by (Continued on Page 2)

Improved Programming, FM Urged By Coy At OSU Meet

Columbus, Ohio—Greater emphasis upon improved daytime programming and "a very considerable readjustment of nighttime programming within the next five years" to meet the competition of television was predicted here last night by FCC Chairman Wayne Coy. "Vigorous efforts" to improve AM and FM service are certain, Coy said, with an intensification of efforts to meet local community needs. The FCC

19th Institute for Education By Radio Selects Winning Programs From A Total Of 761 Entries

(By Staff Correspondent)
Columbus—Reflecting improvement in the quality of programs heard in '48 on this continent, judges for the 13th annual American Exhibition of Educational Radio programs last night announced a list of 125 awards. This was the largest number of awards in history of the Exhibition, (Continued on Page 4)

Honor Mothers With Special Programs

Special tributes to the mothers of America in the form of music, drama, interviews, sermons and station-break announcements have been scheduled by both networks and indies. Mutual's daily "Queen for a Day" broadcasts, 2-2:30 p.m., EDT, is devoting the entire month of May to mothers. One mother, whose name is submitted to the program by her own or her neighbors' children, is (Continued on Page 3)

May Invoke FCC Rule In Hague Libel Action

Newark, N. J.—WAAT may stand upon the FCC ruling forbidding censorship of political broadcasts in the \$2,800,000 libel suit filed by Mayor Frank Hague of Jersey City against the station and his political opponent, James F. Murray, Sr., in the (Continued on Page 6)

Prudential Renews Series Of Dramatic Shows

Prudential Insurance Co. of America, Newark, N. J., has renewed its sponsorship of the CBS dramatic series, "Prudential Family Hour of (Continued on Page 2)

Appeals Court Critical Of FCC Procedures

Washington Bureau of RADIO DAILY Washington—In a sweeping indictment of sloppy procedures by the FCC, the Court of Appeals yesterday sent three cases back to the Commission with findings in favor of the appealing applicants. In each case the court did not find that the rejected application was more meritorious than that preferred by the (Continued on Page 8)

Stockholders Authorize Sale Of Farnsworth

Fort Wayne, Ind.—The dissolution and sale of the Farnsworth Television and Radio Corp. to the International Telephone and Telegraph Co. and the transference of Farnsworth's properties, assets and (Continued on Page 2)

Replacement

A mystery-detective thriller titled, "Call The Police" will be summer replacement for "Amos 'n' Andy" on CBS starting with the broadcast of Sunday, June 5, 7:30 to 8:00 p.m., EDT. "Amos 'n' Andy" will complete their current series on Sunday, May 29, and will return to the air on Columbia network, Sunday, October 2.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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 Andrew H. Older, Chief 6417 Dahlgren Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 Suite 905 139 No. Clark St.
 Phone: State 2-2332

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FINANCIAL

(May 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	73 3/8	73 3/8	- 1/8
Admiral Corp.	185 3/4	181 1/4	181 1/4	- 3/4
Am. Tel. & Tel.	142 3/4	142 1/4	142 1/4	- 1/4
CBS A	18	17 3/4	17 3/4	- 1/4
CBS B	17 3/4	17 3/4	17 3/4	+ 1/4
Farnsworth T. & R.	1 1/8	1	1 1/8	+ 1/8
Gen. Electric	38 1/8	37 3/8	37 3/8	+ 1/4
Philco	28 1/2	27 1/2	27 3/8	+ 3/8
RCA Common	12 3/8	12 1/4	12 1/4	- 3/8
RCA 1st pfd.	71	71	71	+ 3/4
Stewart-Warner	12 3/8	12 1/4	12 3/8
Westinghouse	23 1/4	22 3/4	22 3/4	- 1/8
Westinghouse pfd.	92 5/8	91 1/4	91 1/4	- 1 3/8
Zenith Radio	29	28 3/8	28 3/4	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13	13
Nat. Union Radio	3 3/8	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab	14	15
Stromberg-Carlson	11 1/2	13

New Sunoco Theme
 Washington—The interesting facts behind the rise of new political personalities on the national scene is now being brought Sunoco 3-Star Extra listeners by its national affairs editor, Ned Brooks, in a special one-a-week series broadcast.

In addition to his regular nightly broadcasts, on 3-Star Extra (WRC 6:45 p.m., EDT) Brooks each week makes a flying visit to a Governor who is making a name for himself in politics. After chatting with the State Executive, Brooks brings to the microphone a detailed analysis of what makes a political "comer" tick.

SELL OR EXCHANGE
 Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.

★ COMING AND GOING ★

FRIEDA HENNOCK, member of the FCC, has left Washington for Columbus, Ohio, and the Institute for Education by Radio.

VIRGINIA THOMAS, assistant to Clarence Worden, director of special events and public affairs for CBS, leaves Saturday for a vacation of two weeks in Florida.

VIRGINIA NUTTING, assistant to Bill Leonard, of "This Is New York" on WCBS, will return Monday from a two-week vacation in Macon, Ga.

JOE WEEKS, announcer on CBS, has returned from La Jolla, Cal., where he had spent three weeks.

JEAN HERSHOLT is in town, and plans to remain here for four weeks, during which time his "Dr. Christian" programs will be aired from the CBS studios.

IZETTA JEWEL, women's commentator on KCBQ, Columbia network affiliate in San Diego, Cal., is visiting in New York.

JAMES LAWRENCE FLY, radio attorney and counsel for the ITPA, is in Columbus, Ohio, to participate in one of the panels at the Institute for Education by Radio.

HERMAN GARIN, of the NBC development group, is in Summit, N. J., for a meeting of the New York Acoustical Society.

MORRIS S. NOVIK, public service radio consultant, is in Columbus for the sessions at Ohio State University.

NATHAN M. RUDICH, of Gainsborough Associates, is in Columbus.

ANDY ANDERSON, of the NBC engineering department, is in Baltimore on business.

Stockholders Authorize Sale Of Farnsworth

(Continued from Page 1)
 business to the newly-created Capehart-Farnsworth Corp. as a subsidiary of the I.T.&T. have been completed except for the final "tying of the knot."

The stockholders of the old company had voted earlier this week in favor of the sale on the basis of 12 Farnsworth shares for one I.T.&T. share. The formation of the F. A. R. Liquidating Corp. in place of the old firm was also approved. The stockholders are scheduled to meet again on May 25, according to Philo T. Farnsworth, v-p of the I.T.&T. subsidiary.

Prudential Renews Series Of Dramatic Shows

(Continued from Page 1)
 Stars," for another 52-weeks effective June 5, it was announced yesterday. Series is aired Sundays, 6:00-6:30 p.m., EDT, from Hollywood, with a regular repertoire of screen players including Bette Davis, Ray Milland, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor. Benton & Bowles, Inc., is the agency for Prudential.

10 YEARS AGO TODAY

From the Files of Radio Daily
J. H. Ryan, veepee of the Fort Industry Co., was elected as director of the seventh district NAB. . . NBC prexy, Lenox R. Lohr, expressed high hope that the new "rifle bullet" technique for transmitting television by micro-waves and the use of booster stations at intervals of 15 miles may solve the problem of how to achieve television networks. . . The principal decision handed down by the 10th Annual Ohio State University Institute for Education by Radio at its final session in Columbus, Ohio was that educational radio programs have at least "come of age."

AFL Radio Engineers Call Yankee Strike

(Continued from Page 1)
 radio newsmen and AFRA artists who declined to cross the picket lines. Engineers are striking against a proposed 20 per cent pay cut on stations outside the Boston area and management's proposal that Boston engineers realign their working schedules.

Stations Listed
 The strike was called against WNAC-TV, the television outlet and WNAC, key station of the Yankee web in Boston; WAAB at Worcester; WEAN at Providence, R. I.; WMTW at Portland, Me.; WICC at Bridgeport, Conn., and WONS at Hartford, Conn. The stations are owned by the General Tire and Rubber Company of Akron, Ohio.

Despite the strike, normal radio service prevails on all stations. Key executives of the station and office personnel have taken on the chores of technicians and announcers and are maintaining the stations' program schedules.

Stations not affiliated with Yankee in the New England area are not affected by the strike.

Public Service Groups Gain In New Allocations

The FCC's re-allocation of channels, affecting 200,000 mobile wireless telephone units and 50,000 authorized stations, has given more frequencies to public service organizations at the expense of specialized types of mobile wireless telephones. The new rules, which become effective July 1, are part of the general overhaul of the radio spectrum started in 1944. Holders of permits and licenses for experimental common-carrier service must apply for regular permits by Sept. 1.

Newspapers were taken out of the industrial radio service category and received in return four frequencies in the 162-174 megacycle range for spot news coverage. These frequencies will be shared on occasion with motion pix companies on location. After July 1, newspapers may use larger equipment including units in the cars of reporters.



Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-I-T-H you are indeed! W-I-T-H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W-I-T-H.

So get set for the tough, competitive days ahead. Get W-I-T-H on your schedule fast. Call in your Headley-Reed man and get the full story today.

AM  FM

W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

Radio & TV Necessity To UN Says President

(Continued from Page 1)

minute because of the sudden flurry of UN activity over lifting of the Berlin blockade.

Mrs. Eleanor Roosevelt, U.S. delegate to the UN, was another honored guest and she received a standing ovation when introduced. Later, in a short speech, she complimented broadcasters for the job they were doing in spreading UN information but said she didn't mean that the nation was thoroughly informed of UN proceedings.

It was observed that Carl Haverlin, REC president, got some motherly attention from Mrs. Roosevelt during the luncheon when she pushed his pie and coffee away so it wouldn't spot his attire. Another time when Haverlin frantically sought a certain paper, Mrs. Roosevelt dug it out from beneath a mass of copy.

Indefatigable Dorothy Lewis of the UN's radio division hustled around the Hotel Roosevelt's Grand Ballroom to fulfill her responsibilities.

Actor Walter Hampden came by to read specially prepared excerpts from four different Lincoln speeches which turned out to be amazingly appropriate for the UN. Once again dipping into his collection of treasures from the past, Haverlin presented Hampden with a first edition copy of the Lincoln-Douglas debates.

On the business side of the luncheon, REC members in a voice vote gave unanimous approval in the slate of officers nominated for the 1949-50 year. They are: President, John J. Karol, CBS; Vice-President, Gordon Mills, Kudner Agency; Secretary, Claude Barrere, program representative; Treasurer, Lewis H. Avery, Avery-Knodel, Inc.

Question of whether to change the name of REC to include the word "television" has been decided in the negative. Haverlin said that 95 per cent of the response was in favor of leaving the name as it is now.

Guests seated at the head table included Elliott M. Sanger, general manager, WQXR; Mrs. William B. Parsons, chairman, Women United for UN; Nathan Straus, president, WMCA; Peter Aylen, director of UN's radio division; Edward J. Noble, board chairman, ABC; Benjamin Cohen, Ass't Secretary General, Dept. Public Information, UN; Andrew Cordier, executive ass't to Secretary General, UN; William S. Paley, board chairman, CBS; Ben Cohen, U. S. delegate to UN; Theodore C. Streibert, board chairman, MBS; William S. Hedges, NBC vicepres; Clark Eichelberger, director, American Association for UN.

Wedding Bells

Lona Puschett of the WMGM recording department and Albert H. Tannenbaum of the Newark Star-Ledger editorial department were married May 4.

Mothers' Day To Be Saluted By Webs And Independents

(Continued from Page 1)

chosen daily as the "Mother of the Day." The daily winners will be eligible for the final selection as the "Mother of the Month" on May 31.

Guesting on "Hi Jinks"

"The American Mother of the Year" chosen by the National Mother's Day Committee of the Golden Rule Foundation, Mrs. E. A. Gillis of Fort Worth, Texas, will appear as guest on WNBC's "Hi Jinx" program, May 8, 12-12:30 p.m. Her son, Don Gillis, an NBC producer, will be a guest also of Tex and Jinx McCrary.

Special ABC Tribute

ABC's reporter and commentator Ted Malone will emcee a special Mother's Day program, "Calling All Mothers," today, 11:30 a.m., EDT, coast to coast, in connection with ceremonies planned nationally by the Fraternal Order of Eagles. Each of the 1,500,000 members of the organization have pledged to call at least five mothers to urge them to listen to the broadcast. Bouquets will be presented to Gold Star Mothers. After the broadcast, motorcades and luncheons have been planned by many communities as part of the organization's celebration.

Family Theater Broadcast

The "World's Greatest Mother," a special Mother's Day dramatization of the story of "Our Lady of Fatima," has been scheduled by the Mutual network, May 8, 8:30-9 p.m., EDT. Loretta Young will portray Sister Lucia, a Portuguese nun. Charles Boyer will be the host and narrator. Rev. Timothy Mulvey, who assists in the net's "Family Theater" productions, wrote the story for the broadcast. The specially composed background music will be conducted by Max Terr with Ann Jamison as soloist. Mutual's New York affiliate, WOR, will broadcast the program at a later time, Sunday: 11:30 p.m.-midnight.

The "Mother of the Year," designated unofficially by army and air force personnel throughout the world, Mrs. J. L. Regan of Dallas, Texas, was the featured guest "copilot" on Mutual's "Air Force Hour" program, yesterday, 8-8:30 p.m., EDT. The program was fed to and broadcast by WMGM, a New York indie not affiliated with the network. MBS affiliate, WOR, did not carry the program. Mrs. Regan, who won

Interest In KIOX Sold

Dallas, Tex.—Okay is granted T. C. Dodd to sell his 1/3 interest and Harry L. Reading his 1/6 interest in KIOX, Bay City, to their third partner, John George Long. Dodd receives \$9,753.47 for his holdings while Reading receives \$7,125 for his interest. Long is also principal owner for KVIC, Victoria and KSAM, Huntsville. KIOX operates full time with 1,000 watts on 1290 kilocycles. Long stated his partner was selling due to the fact the station has been losing money since it has opened.

the honor on the basis of a letter written by her son, Pfc. Harold Regan, was given an all-expense-paid week-end in Wyoming, plus special celebrations.

Local Programs Planned

Special station-break announcements for use on Sunday have been planned by WOR. The announcement to be broadcast throughout the day will say: "From WOR, New York, to mothers everywhere — a very happy day."

"When Mothers are Invincible" will be the topic of a special Mother's Day sermon by Dr. William Ward Ayer in a broadcast to originate from the Calvary Baptist Church, over WMGM, May 8, 11:30 a.m. The sermon, to be transcribed at the morning church service, will be re-broadcast by WMGM at 8 p.m., the same day.

WNEW will salute the mothers of America with appropriate music on the "Vaudeville Isn't Dead" program, May 8, 12:15-12:30 p.m. Recordings of "I Want a Girl Just Like the Girl that Married Dear Old Dad" by Jolson, "Baby Your Mother" by Belle Baker, and "My Mother's Eyes" by George Jessel will be included in the musical tribute.

NAB Program Clinic In Chicago June 27-29

(Continued from Page 1)

for sales (with a full day devoted to this subject), news, use of music, copyright matters, public interest features, program promotion, research as a program tool, farm service programming, special events, sports, planning for television, experimental programming, engineering tools and how to use them and disc jockey program structures.

Justin Miller, NAB president, will be heard.

Arrangements have been made to accommodate several hundred program directors at Northwestern's Abbott Hall. Rates for sleeping accommodations average about 2-3 dollars daily, while meals may be obtained in Abbott Hall's cafeteria for a total of 2-3 dollars a day.

In addition, arrangements are being made to accommodate delegates who prefer to lodge at various rooms of the nearby hotels.

Registration fee for the entire clinic is \$15.

Interest in the clinic is so great that the original limitation of 400 delegates has been increased to take care of the program directors and station managers who desire to attend the three-day meeting, Fair said.

• faces • facts • figures • wins •



COST

\$1.52*

MARTIN STARR

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to bow in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

WINS

50KW NEW YORK

CROSLY BROADCASTING CORPORATION

OSU 'Institute' Opens; TV In Leading Role

Columbus, Ohio — Television extended its already considerable domain by commanding center of the stage at the opening of the general session of the 19th annual institute for education by radio here Thursday. Some 500 persons attended the opening meetings at which Dr. I. Keith Tyler, IER director, presided.

Theme was: "The Future of Broadcasting—AM, FM, TV and Fax." But after Wayne Coy, FCC chairman, had made his basic presentation, forecasting that in five years TV will be "the dominant medium of broadcasting," other talks and discussions centered more and more on the new medium.

Leonard Marks, FM Association general counsel, predicted that TV "will not replace aural broadcasting" because millions of listeners always will want to listen to radio. He said future of FM was bright and glowing brighter.

Urges School-Television

Speaking before work-study group on school broadcasts, Ruth Weir Miller, WCAU-TV educational director, Philadelphia, predicted that "television, wisely used, will usher in a new era in education." She based remarks upon experiences during last two months in bringing TV programs to 31 schools. Said she:

"The experiment has proved that TV has undreamed of potentialities as the teachers ally. Television is an intimate medium, it is a marvelous demonstration and teaching tool."

Discussion of television was included in virtually every one of 16 special interest and work-study group meetings scheduled for this morning and afternoon.

At the Institute's second general session tonight TV will have not only top billing but lone billing. The topic will be "What Will Television Do to American Life?"

James Lawrence Fly, former FCC chairman, will preside and the basic presentation will be made by Oscar Katz, CBS director of research.

Three principal speakers are scheduled: Martin Gosch, for TV; Julien Bryan, for motion pictures; Dallas W. Smythe for other media and recreation, and Edgar Earle for education.

WGUY Joining CBS

Station WGUY, Bangor, Maine, becomes the basic supplementary affiliate of the CBS network effective August 1. It replaces WABI as the Columbia affiliate in that city. S. G. Henderson is general manager of WGUY.

Joins WHLI Staff

Mrs. Dorothy C. Rieger, formerly associated with the news and sales promotion departments of WCBS and WCBS-TV, has joined the staff of WHLI and WHLI-FM, Hempstead, L. I., as assistant to Arthur E. Paterson, Jr., director of public affairs.



Mainly About Manhattan. . . !

● ● ● Martin-Lewis show on NBC having production trouble, with a new producer already taking over. One entire tape recorded show was thrown out last week and another cut the day before the broadcast. . . . Life mag. cooking up a plan to televise full page ads on local TV stations throughout the country, with time to be purchased by local merchants handling the product. . . . Big soap companies are carefully studying those daytime radio schedules—especially since that Fortune survey on listening habits at homes having both radio and TV. . . . Don't be surprised if the Strand suspends stage shows by the fall. The Capitol may follow suit. . . . Mutual building a show for Joan Edwards presenting her as a singing emcee. (Also have a co-op strip in mind for her). . . . Bill Slater will be the man who strikes back next week on WNBT's "Leave It To The Girls." . . . Jimmy Savo leaving the Crystal Ball airtel for a European tour, to be replaced by guest story-tellers. . . . WOR auditioned a Herb Polesie package, "The Nudnick," with ol' Herb playing the title role. Mendy Brown directed. . . . Metro is hoping to wrap up "Detective Story" for films. If deal goes through, Spencer Tracy will handle the Ralph Bellamy role. . . . Bert Wheeler may get the Phil Silvers role in "High Button Shoes" when latter bows out. . . . Rex Marshall doing a series of ET's for Coast Guard recruiting via Newell-Emmett. . . . Wonder whatever happened to my pyramid club.

★ ★ ★ ★

● ● ● Paul Denis, one of the ablest radio columnists this town ever developed, switches to the Broadway beat on Ted Thackrey's new daily tabloid, "The Compass," due to hit the morning breeze May 16th. Ironically enough, it was Thackrey himself, then head of the N.Y. Post, who dumped Paul's radio pillar on that sheet and who now has personally annexed his services for the new paper. An interesting situation now arises. Paul's radio column was dropped by the Post when Thackrey hired I. F. Stone and Albert Deutsch from the defunct P.M. With both Stone and Deutsch resigning from the Post now to rejoin Thackrey, we wonder if the Post will try and grab Denis back.

★ ★ ★ ★

● ● ● AROUND TOWN: Ansonia Shoe Chain may ink Fred Astaire to a TV contract if Metro officials okay the deal. . . . Martin Goodman has added Carl Ravazza to the group of stars he's now handling. . . . When Jimmy Durante goes to the Palladium in London, he'll revive the famous act of Clayton, Jackson & Durante, which may be a prelude to trio's entry into TV here. . . . "Ma and Pa Kettle," a film series, will be adapted as a five-times-weekly 15-minute stanza with the original stars, Marjorie Main and Percy Kilbride. . . . Starting date for Rudy Vallee's CBS airtel, "Dear Doctor," is July 6th. He'll move into the Radio Theater's vacated slot. . . . April pulse shows that the Ziv produced Guy Lombardo show has come up with a rating of 6—highest rated 7:30 p.m. period during the week. . . . Next spot in town negotiating for an all-night disc jockey is the King Edward Hotel who're trying to lure Jackie Cooper for the job. . . . The Theater Guild is trying to convince Joe E. Brown to replace Jose Ferrer in "The Silver Whistle," when latter leaves for the coast to do a picture. . . . They were discussing an advertising agency exec who's been gold-bricking on the job for years. He walked into the boss' office the other p.m. and handed in his resignation. "This business is through," he confessed. "I guess I've outlived my usefulness."

★ ★ ★ ★

125 Station-Awards Made At Columbus

(Continued from Page 1)

held in connection with the 19th annual Institute for Education by Radio which opened its four-day conference Thursday. Last year a total of 87 awards were announced.

Judges in this year's Exhibition gave a total of 57 First Awards, as compared with 50 a year ago; 59 Honorable Mention awards, compared with 32 last year; and cited nine programs for special honors as against three at the '48 Institute.

For the first time in history of the Exhibition, Television programs were judged, in the general classification of network presentations, and a total of five first awards were announced.

A total of 761 programs were evaluated in the Exhibition, following a new plan this year of breaking down the judging among committees in various metropolitan centers. Of the total number, 560 were submitted as regional, local and transcribed programs, while 201 national network programs were considered live by a New York judges' committee.

The awards in full follow:

National Networks

RELIGIOUS PROGRAMS

First Award—"Greatest Story Ever Told," planned-produced by Radio Program Production Co.: from Station WJZ, over ABC.

First Award—"Way of the Spirit," planned-produced by CBC; from Station CBM, over Trans-Canada Network.

Honorable Mention—"Catholic Hour," planned-produced by NBC, from Station WNBC, over NBC.

Honorable Mention—"Eternal Light," planned-produced by Jewish Theological Seminary of America; from Station WNBC, over NBC.

AGRICULTURAL PROGRAMS

First Award—"Columbia's Country Journal," planned-produced by CBS, from Station WTOP, over CBS.

Special Award—"Garden Gate," planned-produced by CBS, from Station WLAC, over CBS. Citation—" . . . particular appeal to the expressed needs of urban and suburban listeners . . ."

CULTURAL—LITERATURE AND ARTS
First Award—"Stage 48-49," planned-produced by CBC, from Station CBL over Trans-Canada Network.

First Award—"NBC University Theater," planned-produced by public affairs and education department of NBC; from Station KNBC, over NBC.

Special Award—"CBC Wednesday Night," planned-produced by CBC; from Station CBL, over Trans-Canada Network.

Special Award—"You Are There," planned-produced by CBS; from Station WCBS, over CBS.

JUDGES COMMENT: We regret that discussion programs could not be included. Special note is taken of the contribution offered by "Invitation to Learning." This board of judges urges further exploration into this type of programming.

CULTURAL—MUSIC

First Award—"Boston Symphony Dress Rehearsal," planned-produced by NBC; from Station WBZ, over NBC.

Honorable Mention—"E. Power Biggs," planned-produced by CBS; from Station WEEI, over CBS.

Honorable Mention—"Your Ballad Man," planned-produced by Mutual Broadcasting System; talent, Alan Lomax and guest stars; over Mutual.

PUBLIC AFFAIRS—DRAMA

First Award—"Living 1949," planned-produced by NBC; Ben Grauer, narrator; over NBC.

First Award—"V. D.—The Conspiracy of Silence," planned-produced by public affairs department of ABC; director, Martin Andrews; producer, Robert Saudek; over ABC.

Honorable Mention—"Mind in the Shadow"

(Continued on Next Page)

"Institute" Honors Stations From Coast To Coast

(Continued from Previous Page)

planned-produced by CBS; director, Werner Michel; from Station CBS, over CBS.

Honorable Mention—"Doorway to Life," planned-produced by CBS; director, William Robinson; from Station KNX, over CBS.

TALKS AND DISCUSSIONS

Special Award—"Child's World," planned-produced by public affairs department WABC; director, Helen Parkhurst; over station WJZ, on ABC.

Honorable Mention—"On Trial," planned-produced by ABC; from Station WJZ, on ABC.

Honorable Mention—"Cross-Section U. S. A.," planned-produced by CBS, producer, George D. Crothers; over CBS.

Honorable Mention—"Meet the Press," planned-produced by Martha Rountree Productions in cooperation with Mutual; for Mutual Broadcasting System.

Honorable Mention—"America United," planned-produced by NBC, AFM, CIO, U.S. Chamber of Commerce, Farm Bureau Federation, and National Grange; from Station WRC, over NBC.

CHILDREN'S PROGRAMS

First Award—"Mind Your Manners," planned-produced by NBC; script, Allen Madden; director, Robert DuFour; from Station WTIC, over NBC.

Honorable Mention—"Tell It Again," planned-produced by CBS; director, Ralph Case; from Station KNX, over CBS.

ONE-TIME BROADCASTS

First Award—"V. D.—A Conspiracy of Silence," planned-produced by ABC; script, Erik Barnouw; director, Martin Andrews; producer, Robert Sandek; over ABC.

First Award—"Between the Dark and the Daylight," planned-produced by CBS; script, Allen Sloane; producer, Lee Bland; from Station WCBS, over CBS.

Special Award—"One Great Hour," planned-produced by Church World Service; H. B. Humphrey Co.; script, Erik Barnouw; director, Albert Ward; over ABC, CBS and Mutual.

SCHOOL BROADCASTS

First Award—"We Build a Nation," planned-produced by CBC; director, Kay Severson; from Station CBL, over national network of CBC.

First Award—"Canadians at Work," planned-produced by CBC; direction and script, Frank Willis; from Station CBL, over national network of CBC.

Regional and CO Stations

RELIGIOUS: First Award—"Treasury of Swiss Folklore," planned-produced by Station WNEW, over WNEW, New York; Honorable Mention—"World Over Playhouse," planned-produced by Jewish Education Committee; over Station WNBC, New York.

AGRICULTURAL: First Award—"Rural Reporter," planned-produced by WNBC; script, Tom Page and WNBC staff; over Station WNBC, New York; Honorable Mention—"McClatchy Farm Review," planned-produced by McClatchy Broadcasting Co.; director, Hamilton Hintz; producer, Emil Martin; over Stations KFBC, KWG, KML, KERN, KBEE, in Calif., and KOH, Nevada; Honorable Mention—"WOW Farmers' Trip to Europe," planned-produced by WOW; over several stations in Omaha, Neb.

WOMEN'S PROGRAMS: First Award—"Martha Deane Program," planned-produced and over Station WOR, New York; Honorable Mention—"Keep Up With the Times," planned-produced and over Station WQXR, New York; Honorable Mention—"Especially for Women," planned-produced and over Station KOAC, Corvallis, Ore.

LITERATURE AND THE ARTS: First Award—"Student Writers' Workshop," planned-produced and over Station WFLA, Madison, Wis.; First Award—"Concert on Corn," planned-produced and over Station KMOX, St. Louis, Mo.; Honorable Mention—"Stories for Marmaduke," planned-produced by Westinghouse Radio Stations, Inc.; over Station WOWO and WOWO-FM, Fort Wayne, Ind.; Honorable Mention—"Author Meets the Critics," planned-produced by Martin Stone; over Station WNBC, New York; Honorable Mention—"Knowledge in Action," planned-produced by University of Denver and Rocky Mountain Radio Council; over Station KVOD, Denver, Colo.; Honorable Mention—"Natural Treasure," planned-produced and over Station WNBC, New York.

PERSONAL AND SOCIAL PROBLEMS: First Award—"It's Your Life," planned-produced by Chicago Industrial Health

Assn.; over Station WMAQ, Chicago; First Award—"Destination Freedom," planned-produced and over Station WMAQ, Chicago; Honorable Mention—"Keeping Well," planned-produced by Baltimore City Health Dept., and U. of Maryland; over Station WMBR, Baltimore; Honorable Mention—"Knave of Hearts," planned-produced and over Station KJZ, Denver, Colo.; Honorable Mention—"Tiger Kikare, Public Defender," planned-produced and over Station WOR, New York; Honorable Mention—"New World A-Coming," planned-produced and over Station WMOA, New York; Honorable Mention—"Inside New York," planned-produced and over Station WMOA, New York; Honorable Mention—"Man and Medicine," planned-produced by Colorado State Medical, Rocky Mountain Radio Council, and Station KFEL; over Station KFEL, Denver; Special Award—"H Prossimo Tuo," planned-produced by Institute for Democratic Education; over Station WOV, New York.

PUBLIC ISSUES: First Award—"Generation on Trial," planned-produced and over Station WLW, Cincinnati; Honorable Mention—"State of the City," planned-produced and over Station WCAU, Philadelphia.

NEWS INTERPRETATION: First Award—"Reporter at Large," planned-produced and over Station WMAQ, Chicago; Honorable Mention—"This Week in History," planned-produced and over Station GJOI, Vancouver, B. C.

FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"WOW Farmers' Trip to Europe," planned-produced and over WOW, Omaha, Neb.; First Award—"Destination Palestine," planned-produced and over Station CJOR, Vancouver, B. C.; Special Award—"Little Songs About U.N.," planned-produced and over Station WNEW, New York; director, Ted Cott. Citation—"For imaginative and astonishingly successful application of the techniques of commercial radio to the formidable problem of personalizing the United Nations and its agencies."

SPECIAL ONE-TIME BROADCASTS: First Award—"Malice Toward None," planned-produced and over Station WMAQ, Chicago; First Award—"Twenty-four Hours Under Communism," planned-produced by Detroit News; over Stations WWJ and WWJ-FM, Detroit, Mich.; First Award—"And Sudden Death," planned-produced by Don Lee Broadcasting Co.; over Station KHJ, Los Angeles, Calif.; Special Citation—"Thousands of Characters in Search of a University," planned-produced by McGill University; over Station CBM, Montreal.

CHILDREN'S—OUT OF SCHOOL: First Award—"Children's Bookshelf," planned-produced by Junior League of Pittsburgh; over Station WCAE, Pittsburgh; First Award—"Santa Claus Land," planned-produced and over Station WBNS, Columbus; Honorable Mention—"Children's Songbag," planned-produced and over Station WCOP and WCOP-FM, Boston.

TEEN-AGERS—OUT OF SCHOOL: First Award—"Record Rendezvous," planned-produced and over Station WPRF, Albany, N. Y.; First Award—"The Youth Forums," planned-produced by New York Times and WQXR; over Station WQXR, New York; Honorable Mention—"Mind Your Manners," planned-produced and over Station WTIC, Hartford, Conn.; Honorable Mention—"Youth Looks at the News," planned-produced and over Station KDKA, Pittsburgh.

IN-SCHOOL USE, PRIMARY GRADES: First Award—"Music Time," planned-produced by Kansas City Public Schools in cooperation with Stations KMBC-KFRM; over Stations KMBC and KFRM, Kansas City, Mo.; Honorable Mention—"Radio Express," planned-produced and over Station WFLA, Philadelphia.

IN-SCHOOL USE, INTERMEDIATE GRADES: First Award—"Standard School Broadcast," planned-produced by Standard Oil Co., of Calif.; over Station KNBC, San Francisco; First Award—"Healthy Living in Travis County," planned-produced by Radio House, University of Texas; over Station KTBC, Austin, Tex.; First Award—"Going Places," planned-produced by Iowa State University over Station WSUI, Iowa City, Ia.; Honorable Mention—"Journey Through Musieland," planned-produced by Junior League of New Orleans; over Station WWL, New Orleans, La.; Honorable Mention—"Music in the Air," planned-produced and over Station WFLA, Philadelphia.

IN-SCHOOL USE, JUNIOR-SENIOR HIGH: First Award—"Exploring the Bookshelf," planned-produced by British Columbia Department of Education, over Station CBR, Vancouver, B. C.; Honorable Mention—"Femitee!," planned-produced by British Columbia Department of Education, over Station CBR, Vancouver, B. C.

Local Organizations and Stations. RELIGIOUS: Honorable Mention—"Bible-gion Views the News," planned-produced by Troy, N. Y., Council of Churches; over Station WTRY, Troy; Honorable Mention—"Chapel Chimes," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse.

AGRICULTURAL: First Award—"Nontime Neighbors," planned-produced by Agricultural Extension Service, Floyd, Co., over Stations WRC and WBOX-FM, Louisville, Ky.

CULTURAL: First Award—"Behind the Scenes in Music," planned-produced by National Orchestral Assn.; over Station WNYC, New York; Honorable Mention—"Hands Across the Sea," planned-produced by New York Municipal Broadcasting System; over Station WNYC, New York; Honorable Mention—"Ray Zaner, The Poet Scout," planned-produced by Susquehanna Broadcasting Co.; over Station WSBA, York, Pa.

PERSONAL AND SOCIAL PROBLEMS: Honorable Mention—"City Rent Laws," planned-produced by New York Municipal Broadcasting System; over Stations WNYC and WNYC-FM, New York.

PRESENTING PUBLIC ISSUES: First Award—"The American Crisis," planned-produced by Radio Center of Syracuse University; over Station WFBL, Syracuse; Honorable Mention—"Crossroads of the Future," planned-produced by Lowell Institute Cooperative Broadcasting Council; over Station WEEL, Boston.

NEWS INTERPRETATION: Honorable Mention—"Views on the News," planned-produced and over Station KQVN, College of the Pacific, Stockton, Calif.

UN Awards Announced. FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"U.N. Proceedings," planned-produced by New York Municipal Broadcasting System; over Stations WNYC and WNYC-FM, New York; Honorable Mention—"Your United Nations," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse.

ONE-TIME BROADCASTS: First Award—"Estrellita, the Little Star," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse; First Award—"Election Day, 1948," planned-produced by news department of Station WJZ; over Station WJZ, Tuscola, Ill.; Honorable Mention—"Snatch-Cat and Tournepul," planned-produced and over Station KUSD, Vermillion, S. D.

CHILDREN'S—OUT OF SCHOOL: First Award—"Strange Adventures of Cuddles and Tuckie," planned-produced by Junior League of Kansas City; over Station WDAF, Kansas City, Mo.; Honorable Mention—"Saturday Morning Story Fair," planned-produced by New York Municipal Broadcasting System; over Station WNYC, New York; Honorable Mention—"Junior Journey," planned-produced by radio department, Northwestern University; over Station WEAW, Evanston, Ill.

TEEN-AGERS—OUT OF SCHOOL: Honorable Mention—"Junior Achievement Radio Workshop," planned-produced and over Station WICC, Bridgeport, Conn.

IN-SCHOOL—PRIMARY GRADES: First Award—"Tales from the Four Winds," planned-produced by New York City Board of Education; director, Dorothy Klock; over station WNYE, New York; Honorable Mention—"The Poetry Parade," planned-produced by Cleveland Board of Education; over Station WBOE, Cleveland.

IN-SCHOOL—INTERMEDIATE GRADES: Honorable Mention—"Lady Make Believe," planned-produced by Radio Council, Chicago Public Schools; over Station WBEZ, Chicago.

IN-SCHOOL—JUNIOR-SENIOR HIGH: First Award—"Grand Jury," planned-produced by New York City Board of Education; director, Dorothy Klock; over Stations WNYE and WNYC, Brooklyn; Honorable Mention—"America in Song and Story," planned-produced by New York City Board of Education; director, Marjorie Knudsen; over Stations WNYE, WNYC, and WNYC-FM, Brooklyn.

Transcribed Programs. RELIGIOUS: First Award—"All Aboard

for Adventure," planned-produced by Joint Religious Radio Committee; director, Frank Papp; producer, Everett C. Parker; over some 100 stations in U. S. and Canada; Honorable Mention—"The Ace Mark Hour," planned-produced by the American Frisco of the Atomment; director, Leonard Peterson; over Station WMOA, New York; also some 350 other stations. Honorable Mention—"Families Need Parents," planned-produced by Upper Room Radio Parish; script and director, Carlton S. Morse; over numerous stations.

CULTURAL: First Award—"The University Hour," planned-produced by University of North Carolina; director, Lane E. Gull; over 30 North Carolina stations; Honorable Mention—"Favorite Story," planned-produced by the Frederic W. Zeigler Co.; script and directors, Jerry Lawrence and Robert Lee; over numerous stations; Honorable Mention—"Songs of the People," planned-produced by Radio Workshop, University of Tennessee; over Station WBR, Knoxville, Tenn.

PERSONAL AND SOCIAL PROBLEMS: First Award—"Pride of Service," planned-produced by Army Air Forces Troop Information Service, OCS; over numerous stations; First Award—"Fellowship," planned-produced by Army Air Forces Troop Information Service, OCS; over numerous stations; Honorable Mention—"Stories to Remember," planned-produced by Institute for Democratic Education; over numerous stations; Honorable Mention—"Marriage for Millions," planned-produced by Family Service Association of America; over numerous stations; Honorable Mention—"The Inquiring Parent," planned-produced by National Committee for Mental Hygiene; over numerous stations; Special Award—"U. S. D. Radio Project—Dramatic Series," planned-produced by Columbia University Radio Bureau; series supervisor, Erik Barnouw; director, Frank Papp; over numerous stations.

PRESENTING PUBLIC ISSUES: First Award—"Citizen's Committee on Displaced Persons Series," planned-produced by Citizen's Committee on Displaced Persons; script, Mitchell Grayson and Ted Hudes; director, Mitchell Grayson; over numerous stations.

FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"Quaker World Service," planned-produced by American Friends Service Committee; director, Frank Papp; over numerous stations; Honorable Mention—"Operation U.N.," planned-produced by radio division of United Nations; director, Helen Dunlop; over numerous stations; Honorable Mention—"Stories of Today and Yesterday," planned-produced by CBC International Service; over Station CBM, Montreal, Canada.

ONE-TIME BROADCASTS: First Award—"Christmas in New York," planned-produced by State Radio Bureau, New York State Dept. of Commerce; over 46 stations in New York State.

Forecasting that business this year would probably increase over the 1948 level, Paul V. Galvin, president of Motorola, Inc., told an annual meeting of stockholders on Tuesday that the first quarter sales of television receivers for 1949 were three times larger than sales for the corresponding quarter last year. All officers of the company and the board of directors were reelected.

Hart On 'Wonderful Man' Walter Hart, CBS producer-director, has been named to handle the directorial chores on "That Wonderful Man," which starts on the CBS-TV network under sponsorship of Toni Company, Thursday, June 2, 9:00-9:30 p.m., EDT.

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Better Programming And FM Urged By Coy

(Continued from Page 1)

on television applications will be in effect throughout the summer. He said that his original guess that the freeze imposed last September 30 would last only six months was made "in an excess of optimism" and that the time required to study present VHF data has been "surprisingly long."

Pointing out that post-war AM operation has been profitable in spite of the vast increase in stations on the air, Coy said he thinks the important future participant in aural broadcasting will be FM. Three out of four FM stations today are using full power, he said, which means "far better coverage than most regional AM's."

While criticized here last night for damaging indecision by the FCC on the whole question of FM, Coy said FM operators have themselves "not done nearly enough to realize the full potentialities of this splendid new system." While FMA Counsel Leonard Marks pointed out that FMA had in October, 1947, urged a hearing on the question of duplication of AM programming by FM stations, Coy said, "too many FM stations are operating only the minimum number of hours per day."

"To overcome the lag in the growth of FM, I have suggested to the Commission that we now consider requiring the AM operators of FM stations to operate their FM the same number of hours as their AM. I have also suggested that the Commission consider requiring them to duplicate their full program structures."

Coy declared that FM is needed to improve broadcast service in small cities and rural areas, saying that "the overwhelming majority of American AM radio stations, excluding the 56 clear channel stations, could serve larger areas . . . with better signals . . . more days and more hours out of the year with FM. Millions of people can be reached by an adequate signal only with FM."

Texas Station Back On Air

Dallas—KRLD-FM, which has been off the air since its tower collapsed due to a cold wave last winter, has returned to the air following installation of a new antenna system.

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P R O M O T I O N

New TV Service

Kits which present to local and network clients of television station WNBQ (Chicago) a file of the entire promotional activities by the station on behalf of individual accounts will be mailed out for the first time this week, it was announced by Harold A. Smith, promotion manager. This first report will cover the period since the station has been on the air to March 31, but subsequent promotion kits will be prepared and presented to clients every two months. The new service for WNBQ clients is modeled after the promotion report service which has been rendered monthly to several hundred local and network clients of WMAQ, NBC's AM station in Chicago.

Comic Book Tieup

The first issue of "Crime Photographer," new comic book based on the popular CBS dramatic series, is now on the newsstands. Published by Broadcast Features, Inc., New York, the book has a guaranteed minimum circulation of 500,000. "Crime Photographer," aired over

Top Stars To Perform At One World Dinner

Jimmy Durante, Groucho Marx, Dinah Shore and Frank Sinatra are among the top stars who will participate in a show to be staged at the fifth annual One World Award dinner on May 11 at the Hotel Plaza, New York. George Jessel will emcee and Norman Corwin will produce the show.

Other stars scheduled to appear include Humphrey Bogart, John Garfield, Katherine Locke and John Huston. Huston, 1949 One World Flight Award winner, will outline his plan at the dinner for a full length feature film to be based on his trip around the world. Ira A. Hirschmann, president of WABF, New York, another One World Award winner, also will speak briefly.

Event will be broadcast over NBC's radio network and televised by CBS and DuMont.

Sale Of Sports Programs Announced By WMCA

WMCA has sold two sports' results programs to three sponsors: A 52-week renewal of "Racing Results" by Armstrong Publications and the 24-week baseball season period of "Musical Scoreboard" by F. W. Fitch Co. and Bressner's Brooklyn Appliance Dealer, jointly. The "Racing Results" program, which is now in its fifth year of sponsorship by Armstrong, was sold through A. Lewis King agency and Mort Fleischi, WMCA account executive. The Fitch deal was handled by Free & Peters of Chi-

Will Open Bottles, Wallets

With the summer picnic season approaching, a two-fold gadget is being given away to listeners of KITE, San Antonio. It is in the form of a hand with a pointing finger which can be used to open any type of bottled beverage. It is also a spinner to determine who pays for the morning's coffee. The legend tells the owner that "You never lose when you advertise on KITE-990 On Any Dial." It is handy pocket size made of a light metal.

Bumper Strips

KTSA, San Antonio, has made arrangements to have three-color bumper strips placed on all route trucks here of the National Biscuit Co. The strips are promoting NBC Bread and the Red Ryder program, sponsored by NBC Bread on KTSA, Saturday's at 7:30 p.m. The strips give time, station call letters, program title and sponsorship identification.

CBS, Thursdays, 9:30-10:00 p.m., EDT, is sponsored by the Toni Company.

May Invoke FCC Rule In Hague Libel Action

(Continued from Page 1)

race for one of the five seats on the Jersey City Commission.

The suit charges that Murray, of the Freedom Ticket, broadcast over the station on May 2 a call for the voters to "oust Mr. Hague and oust the Crown Prince, his nephew Frank Eggers, after a reign of thirty-five years of the protectors of racketeers and rackets in Jersey City."

Although the station had not been served with the papers by yesterday afternoon, it was understood that the plaintiff was suing Murray for \$2,000,000 and the station for \$800,000.

The FCC regulation upon which WAAT was expected to base its plea states: "No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate."

Martin Joins ET Firm

Frank Martin, formerly associated with the sales dept. of WOR and former general manager of WLCR, Torrington, Conn., has joined the sales staff of the Transcription Broadcasting System.

cago for the station and Campbell-Mithun, Inc. for the sponsor. Frank Best Co. represented Bressner's and Richard Brahm was the account executive for WMCA.

Charge Against CBC Heard In Canada

Montreal—George Drew, Progressive Conservative leader, charged in the Canadian House of Commons that employees of the CBC take an oath of secrecy which "prevent them from saying what abuses there are in the system."

He said that Joel Aldred, 28-year old CBC announcer, had been dismissed for violating that oath of secrecy through an article on him in The Montreal Standard this week. Mr. Drew said that in the article Aldred had told of ways in which the CBC could be improved.

Called "Fear Complex"

The oath was part of the "fear complex" that controlled the type of broadcasting produced by the CBC. Aldred, a native of Toronto, has been news and general announcer in Toronto for the last two years.

Drew made his statement while the House was discussing a resolution to a bill which would provide the Government with \$479,000,000 to cover administrative expenses until a new session can be called after the general election.

Mr. Drew said the Government had stated that a Committee on Radio Broadcasting would be established during this session.

Cites "Severe Restraint"

The Radio Committee should have been established, said Mr. Drew. The CBC was an organization which has supervision and control over all radio matters. The Corporation was not only a supervisory body, it was also a competitor of private stations. It was an unfair competitor being free of taxes private stations paid.

Employees of the CBC were under severe restraint, he said. Their oath of secrecy prevented them from disclosing abuses.

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TELEVISION DAILY

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ANNOUNCE FIRST OSU TV AWARDS

TELE TOPICS

IT AIN'T SAFE for any male animal to be around when "Leave It To The Girls" gets started. The girls—all five of them—are ready and waiting with stilettoes in one hand and mace in the other, and they use these weapons equally, with no abandon, on any and all men. The object of this onslaught is one lone male who tries, often in vain, to throw a few punches in his own behalf and for others of his sex. On the show over NBC Wednesday night were "moderator" Maggi McNeill (guess where her sympathies were), "Miss Kline Cassini, Ilka Chase, Dorothy Kilgallen and Faye Emerson. The brave and noble soul who upheld the honor of all men was Dr. Houston Peterson. This was a formidable array of beautiful, articulate and opinionated women—sorry, I mean girls—but Dr. Peterson, while he was hopelessly outdone in quantity, volume and velocity, displayed an incisive dry wit that cut as neatly and as deep as the surgeon's scalpel. . . . Main ingredient of the show is conversation. Most of it is entertaining, some of it approached brilliance. But it still is impossible to see conversation. Of course it's rather pleasant to look at the girls, but even Miss Emerson's extraordinary beauty cannot sustain a 30-minute show. A booming echo in the studio and poor camera work didn't help at all. Program is produced by Martha Wentz and directed by Dick Goode.

THE MORE THIS REVIEWER looks at television, the more convinced he becomes that the networks (three of which are supported by radio) are overlooking its and its very obvious advantages in that it appears to be a mad rush to get anything before the cameras. Programs like "Leave It To The Girls" in which the visual element is unimportant, are the radio. They are not especially enhanced by the presence of the ikes nor do they utilize the potential of combined light and sound. Why not, therefore, present them as they should be done, on radio, and develop for TV programs which are better suited for that medium. Music, especially the classics, is another form that is best received only by the ear, and tele is great, but there is no reason why it should encompass all entertainment and education. There is a division of labor between the two media. Both are equally important and both should be developed to their utmost.

KGO-TV, which went on the air in San Francisco yesterday, was saluted in a previous evening by a special program on competing outlet, KPX. On the show, KPX manager Philip Lasky played host to visiting AEC execs. Robert Kintner and Bert Hinckley and KGO manager Gayle Webb.

New Firms Qualified For TV, Says Para.

Washington—Attorneys for Paramount Pictures, Inc., yesterday told the FCC that the two new Paramount companies resulting from the "consent decree" concluded two months ago by the present Paramount organization and the Government "will be qualified in every respect" to hold television licenses.

"If it be held by the Commission—a conclusion which Paramount believes unlawful and contrary to public interest—that some taint or blemish of character attaches to anti-trust infraction, that conclusion would not be applicable to the new companies," said the petition filed with the FCC.

The two companies, it was claimed, "will stand before the Commission in a status free from whatever inhibitions the Commission may have thought to exist by reason of prior anti-trust proceedings."

FCC Moves To Kill CP's Of Three More Stations

Washington—The Commission yesterday cracked down on three TV permittees it has found guilty of "apparent lack of diligence" in processing their permits. The trio was notified that hearings may be called for within 20 days, but otherwise the permits will be withdrawn from the City of Jacksonville, Fla.; WPDQ-TV, Jacksonville and WEEK-TV, Peoria, Ill. Commissioners Sterling, Walker and Hennock voted for the grant of extension of the completion date sought by the City of Jacksonville.

At the same time the Commission

Caution In Use Of Research About Tele Urged By Roslow

Extreme caution in the use of TV research findings was urged yesterday by Dr. Sydney Roslow, director of The Pulse, Inc., at a luncheon meeting of the American Marketing Association.

Referring to innumerable surveys purporting to show TV's effect on family life, Roslow said, "It is hard to accept a result which shows habits arduously built up over one's years change so quickly and so easily with the advent of a new device into the home. . . .

"Actually there should be no quar-

"Through Summer"

Columbus, Ohio—The present freeze on television will be in effect through the Summer, Wayne Coy, chairman of the FCC, declared here yesterday at the Institute for Education by Radio, conducted by Ohio State University. His original guess that the freeze would last only six months, said Coy, was made in "an excess of optimism."

FCC Grants 1st Permit For Experimental UHF

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday issued its first permit for experimental UHF operation, with a satellite of WNBTV, NBC's New York TV station, to be erected in the vicinity of Bridgeport, Conn. The new station will send the entire WNBTV program schedule for the benefit of a limited number of UHF receivers which will be spotted in the Bridgeport area to test home reception.

"In addition," the Commission said, "measurements will be made of the signal under varying conditions to obtain information concerning propagation in the UHF band."

NBC was asked to notify the FCC at once if it decides "to sell receivers in the Bridgeport area capable of receiving the UHF signal."

Commissioner Robert F. Jones, staunch advocate of an immediate commercial color TV service, dis-

sion granted an extension of completion date for the experimental TV permit of Don Lee in Hollywood.

rel about the research findings. The trouble has been in the use of these findings. . . . These findings should be interpreted on a descriptive level. These results obtain now. They should not be viewed predictively."

Pointing to various reports on tele's sales impact, Roslow said, "Soon we will all be chain smokers rotating around Camels, Old Gold, Chesterfields, Luckies, Philip Morris and others; or we may find it imperative to alternate our television viewing over Emerson, Philco, Admiral and RCA."

Cite Kukla, Caesar, Marshall, Operas And Vets Show

Columbus—"Kukla, Fran and Ollie," "The Nature of Things," "Operation Success," "Julius Caesar" and several short operatic presentations are recipients of the first TV awards of the Institute For Education by Radio. Awards were announced here yesterday at the 18th annual meeting of the Institute, which is sponsored by Ohio State University.

Judging was limited to shows seen in New York and did not include those "in the general classification of variety programs."

In announcing the awards, the TV committee expressed hope "that forum programs presenting current issues in lively and enlightening debate will grow in television, and that the start toward this exemplified by "The Court Of Current Issues," DuMont; "UN Casebook" CBS; "Peoples Platform," CBS, and "Meet The Press," NBC, will signal increasing excellence and frequency of such programs." Citations read as follows:

"To 'Kukla, Fran and Ollie,' charmingly whimsical yet so nicely balanced on the fine edge of fantasy by its creator, Burr Tillstrom, that it does not cloy, with broad appeal to children, livened with kindly humor to delight elders, gaining greatly by the presence of Fran Allison. Originating at WBBK in Chicago, seen on the NBC network."

"To 'The Nature Of Things,' Dr. Roy K. Marshall's program of infinitely varied exposition throughout the fields of science, presented with clarity, vigor and accuracy, avoiding the sententious, teaching as it pleases, availing itself of the full resources of sound and sight, presenting to advantage the compelling personality of Dr. Marshall. Originating at WPTZ in Philadelphia, seen on the NBC network."

"To 'Operation Success,' on which veterans who have disabilities but are by no means disabled for certain types of work show their skills and offer their services to employers while experts of the VA describe the points which will make them desirable workers. This program, originating at WABD in New York, seen on the DuMont network, has a record of placing in employment all the veterans who have appeared on it, and has stimulated the hiring of many more like them."

"To 'Julius Caesar,' as the Shakespeare tragedy was produced in modern dress on CBS-TV by 'Studio One,' an outstanding example of the potentiality of television drama, forceful, devoid of archaism, employing camera and microphone devices aptly, yet basically strong theatrical meat which would do credit to any medium of play presentation, full proof of the timelessness of great work."

"To the short operas 'The Medium' 'The Old Maid And The Thief' and 'The Last Act of La Boheme' as presented on the NBC network and 'The Medium' as presented on CBS, all high in quality of performance, sincere and stirring examples of a form which appears happily at home in television, certainly one of the best ways in which the home screen can present fine music in full."

The Institute's TV judging panel was made up of Dan Anderson, of the New York Sun; Fred Kugel, of Television Magazine, and Irwin Roslow, of RADIO DAILY.

BEHIND THE MIKE

MOOTHER Barbour, of Carlton E. Morse's "One Man's Family," has been chosen 'Mother of the Year' by the Telegraphic Delivery Service Florists organization. Minetta Ellen, who has played the role of 'Mother Barbour' since the famous program went on the air in 1932, will receive the award this week.

Roosevelt Raceway makes its seasonal debut at Westbury, L. I. with more than 30,000 patrons expected.

Sir Laurence Olivier of England did some lend-leasing in reverse for the U. S. Army and Air force recruiting program, "Theater, USA," the other week. The famed British actor helped deliver a message on the ANTA-Army show that helped recruit badly-needed doctors and dentists. Olivier rushed through a transcribed bit from his Academy Award film, "Hamlet," and had two copies flown to N. Y. only a few hours before the show went on the ABC network.

Fred Fassler, violinist and singer, is appearing nightly in the Raleigh Room of the Hotel Warwick. Tony Farrell has been holding nightly confabs with a new song writing team since he posted the notice on "All For Love."

Elaine Malbin, 18-year-old lyric soprano, makes her opera debut as Musetta in "La Boheme" at the Center Theater May 15th.

Jackie Coogan slated for his own TV show this fall.

Three Cases Back To FCC; Court Critical Of Procedure

(Continued on Page 2)

Commission, but that legally the Commission failed to justify its decision.

Unless rehearing is ordered and the favored applicants again given the nod by the Commission on firmer grounds, decisions might force the cancellation of existing permits for Lubbock, Texas, Allentown, Pa., and Birmingham, Alabama. All three decisions were written by Justice E. Barrett Prettyman.

In the Texas case the Commission had granted the application of Lubbock County Broadcasting Company for a new station, but specified that Lubbock must amend its application to call for five kilowatts daytime and one kilowatt night. The original application had been for only one kilowatt day and night on the 790 band, while competing with it was an application from the Plains Radio Broadcasting Company for a straight five kilowatt operation. The court found, as Plains charged, that in the hearing Lubbock had directed itself to evidence for one kilowatt operation and Plains for five kilowatt operation. Lubbock proposed to spend \$36,300 for its new station, while Plains proposed to enlarge KFYO, its present station, at a cost of \$144,400. KFYO is on the 1340 band with 250 watts.

Commission Action Criticized

The court found the Commission in error in that it assigned a grant to KVLU on which evidence had not been taken. It also found fault with the Commission's preference for KVLU on program grounds, in that insufficient explanation of these grounds was given. It also found that the Commission had ignored the holdings of KVLU partners in several newspapers and radio stations through Texas when it took into consideration in turning down KFYO that its owners also own the only newspaper in Lubbock. The Commission cannot, the court said, "select and assert as material the pertinent characteristics of one applicant and ignore the related gestures of the others."

In the Birmingham case the appeal was by the Johnson Broadcasting Company, licensees of WJLD, Bessemer, against the Commission's grant of a frequency shift to the 850 band for WTNB, Birmingham. WJLD is now on the 1400 band with 250 watts, while WTNB shifts from 1490 kc with 250 watts.

It was found that the WTNB application had been improperly filed, in that the engineering portion was prepared after the other parts of the application, and not formally sworn to by the applicant. Instead, it was sworn to by the engineer only. Thus, the court held, the application is clearly improper. The Commission, wrote Justice Prettyman, should perhaps be empowered to waive this requirement on occasion, but the fact is that under the law it does not have such power. "Congress did not leave it to administrative discre-

tion." On the other hand, it was implied that the Commission could have granted leave to WTNB to amend its application—and perhaps that is the way which may yet be taken. Clearly the court stated that it had no argument with the Commission's findings that the WTNB application should be preferred over that of WJLD.

The final case was the appeal of the Easton Publishing Company against the grant of a license to WHOL, Allentown, Pa., for 250 watt operation on the 1230 band. Here the Commission was found to have been lacking in its findings that Allentown's need for additional service was demonstrably greater than that of Easton. Allentown is about three times the size of Easton, and had at the time of the grant one AM station with unlimited time and two daytime stations, while Easton has one full-time station and gets primary service during the day from a New York station. The court said "we cannot tell from the findings what caused the Commission to say that Allentown's need was greater."

The applicant's claim that the Commission must also consider in such comparative determination the number of FM stations in the two cities was turned down by the court

AGENCIES

HIXON-O'DONNELL ADVERTISING, INC., of New York announced that on June 1 the agency's name will be changed Morey, Humm & Johnstone, Inc. The agency's change in name, which follows the retirement of Robert Hixson and Julian O'Donnell of Los Angeles as directors of Hixson O'Donnell of New York, will not affect the agency's personnel, service or location in the Empire State Building. Sylvester M. Morey will continue as president and Llewellyn B. Van Doren will become executive vice-president. Albert Humm will continue as vice-president in charge of the Home Appliance and Utility Division and Muriel E. Johnstone as vice-president in charge of the agency's Rockefeller Center Office specializing in accounts in fashion and allied fields.

LLOYD W. BAILLIE, vice-president of J. Walter Thompson has switched to SSC&B in the same capacity. He will concentrate products in the grocery store field.

on the ground that the Commission has not yet worked out any formula for such comparison. Until such pattern is worked out, it was held the Commission need not consider the question.

Send Birthday Greetings To—

May 7

Morton Bowe Bill Wyatt
Carlton Kelsey Georgie Stoll
Edmund MacDonald

May 8

Ralph Bowman Red Nichols
Tony Russell Ruth Gilbert
James M. Gaines
Sgt. Johnny Grant

May 9

Bill Adams Ray Clancy
Beatrice Lillie Paul Page
Carolyn R. Moser Della Orton
Eddy Manson William Franckey
Lou Strauss Lee Neal

May 10

Scotty Maclean Lee Reiser
Betty Shaffer Jack Sheldon
Ellen Fenwick John Clark
Alma Sandra Munsell
Maybelle Pringeville
Hal Simms

May 11

Irving Berlin Tommy Thomas
Robert Trendler Bob Purcell
Johnny "Scat" Davis
Vernon H. Pribble
Joey Lee

May 12

John Barclay Jack Jenney
Marie Keith Scrapy Lambert
Elayne H. Fox Harry Smith
Maurice Hershaff

Big To-Do..

This week the "Home Forum Program" on Fort Wayne's WOWO is celebrating its 13th birthday. Big doin's.. but every week, happy advertisers celebrate the heady sales results of this ever-popular show! In 59 BMB counties, women listen regularly (1:00 to 1:30 Monday thru Friday) for Jane Weston's welcome household hints, and for her neighborly suggestions about advertisers' products. To boost the sales of your product in this rich tri-state area, get in on this participation program! Check with Paul Mills at WOWO, or with Free & Peters.

FORT WAYNE
ABC
AFFILIATE

WOWO



WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • KEX • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

RADIO'S FUTURE AS MEDIA EMPHASIZED

Ascap-NAB In Bog; May End TV Music

Possible discontinuance of the use of Ascap music on tele after May 30 was seen in the trade over the weekend after negotiations between the society and the NAB's TV music committee were broken off on Friday.

Break in negotiations was made by the industry after Ascap had offered to submit the entire situation to arbitration, with one member of a three-man board to be named by NAB, a second by Ascap and the third, a representative of the public, by Attorney General Tom Clark.

Basic issue between the two

(Continued on Page 7)

Hays Named Vice-Pres. Of Washington Stations

John S. Hays, general manager of WTOP AM and FM, the Washington Post stations, has been named vice-president and a member of the board of directors of WTOP, Inc., Philip L. Graham, president of WTOP, Inc. announced Friday. He will continue as general manager of the two CBS outlets.

Hays came to WTOP in February, after 13-months as executive vice-president of WINX and WINX-FM, the former Washington Post stations.

BBC, Musicians Union Settle On Remote Terms

London—Action on the suggestions of the Ministry of Labor's Independent Committee, the Musicians Union has agreed to resume playing relays of public performances on the basis of 25 shillings (\$5) per musician for relays and an additional twenty

(Continued on Page 2)

New TBA President?

Wayne C. Coy, chairman of the FCC, may become a full-time paid president of the Television Broadcasters Association, succeeding Jack Poppele, WOR-Mutual executive, who is currently serving as president on a part-time basis. RADIO DAILY learned Friday. Chairman Coy, who is reported about ready to retire for a position in private business, is said to have been approached by manufacturer members of TBA and asked if he would accept the presidency.

Commission Revokes License Of Station

Washington Bureau of RADIO DAILY
Washington—Claiming many violations of Commission engineering rules, and complete non-attention to notices sent by the Commission, the FCC last week ordered the license and permit of WINZ, Hollywood, Florida, revoked. The station is on the 940 band with one kilowatt daytime, but has a permit for day and night operation and has applied for daytime power of 50 kilo-

(Continued on Page 8)

Commercial Opposition Welcomed In So. Africa

Lourenco Marques Radio, a commercial shortwave station in Portuguese East Africa covering the Union of South Africa, will welcome the commercialization of the government-owned South African Broad-

(Continued on Page 8)

Speakers At Ohio State Radio Confab Predict TV Will Not Replace AM And FM Radio

(By Staff Correspondent)

Columbus — Speakers at the closing sessions of the 19th annual Institute for Education by Radio belittled prophets of doom who were counting out radio and indicating their faith in radio's future despite the growth of television. Among the speakers who took up the cudgels

(Continued on Page 6)

Radio Spokesmen Hit AVCO Rule Substitute

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday received a series of comments on the new rules it proposed this spring to replace the controversial AVCO procedure for station transfers, with almost universal agreement that the advertising regulations suggested by the Commission are burdensome and unnecessary;

(Continued on Page 6)

Networks And NABET To Continue Discussions

Contract negotiations between A&E, NBC and NABET resume again today following a weekend recess agreed to by both sides. It's understood that considerable progress was made during discussions last week.

On Friday it was reported that the

(Continued on Page 2)

Fairbanks' Organization Announces Staff Changes

West Coast Bureau, RADIO DAILY
Hollywood — Rearrangement of branch managers of Jerry Fairbanks Productions was announced Friday as the producer put into work plans

(Continued on Page 3)

85% Of BMB Funds Raised For 2nd Study

BMB's financial requirements to complete and publish Study No. 2 are 85 per cent assured, according to Kenneth Baker, acting president of BMB. He said that this income is based on 90-day cancellation waivers from old subscribers plus additional business from new BMB subscribers.

Baker said that 345 BMB members have signed waivers to date

(Continued on Page 8)

Ed Gardner Is Released From Bristol-Myers Pact

West Coast Bureau, RADIO DAILY
Hollywood—Ed "Archie" Gardner (Duffy's Tavern) asked for, and was granted, a release from his contract with his current sponsor, Bristol-Myers, according to his attorney,

(Continued on Page 3)

Radio Given Five Years Before Tele Takes Lead

It will be five years before television becomes more important than radio, according to a survey released Friday by Batten, Barton, Durstine & Osborn, Inc., which included the opinions of 35 leaders in radio, television and allied fields.

Sixty per cent of the respondents see television forging ahead of radio by the end of 1954, while 77 per cent agree that it will be more important than radio by the end of 1957.

Television will not supplement radio, according to the leaders who are concerned with the future of both industries. Eighty-seven per cent said that radio will not die off as silent pictures did, while 10 per cent felt it will.

While most were of the opinion that radio will survive, almost all agreed "There'll be some changes made." Among the possibilities men-

(Continued on Page 3)

President To Talk

ABC and NBC will broadcast the full-hour program, featuring an address by President Truman and entertainment by radio and film personalities, in support of the U.S. Treasury bond drive. May 16, 10:30-11:30 p.m., EDT. MBS will carry the 10:45-11:30 p.m. portion of the show. The last half-hour will be aired by CBS.

Berlin Bound

Mutual news commentator Henry La Cositt has been assigned to cover the lifting of the Berlin blockade, it has been announced by A. A. Schechter, MBS v-p in charge of news and special events. La Cositt's broadcasts, "The Editor's Diary," will originate from Berlin on May 11, 12 and 13. He left New York yesterday by plane.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Sloan, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief, 6417 Dahlgrena Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 6)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes Net Chg. and Bid/Asked for CURB EXCHANGE.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, Bid, Asked.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit), Bid, Asked.

Will Cover Election

Newark—WAAT in cooperation with the Jersey Journal will broadcast complete coverage of the Jersey City election Tuesday night. Broadcast schedule will be direct from the Jersey Journal offices.

ATTENTION RADIO-TV STATIONS WITH SMALL ADV-PROMOTION BUDGETS!

Now you can have New York-Grade sales presentations, brochures, ads to fit your budgets. Send me the facts. I'll deliver your presentation (single copy) within 72 hours! C.O.D. of course. 14 years experience in radio adv-promotion are your guarantee of a top-notch job. Contact Box 239, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

TED COTT, vice-president of WNEW in charge of programming, is back at his desk following a three-week trip to Paris via Air France.

EDWARD STASHEFF, assistant program manager at WPIX, returning from Columbus, where he attended Ohio State's Institute for Education by Radio.

MARTIN A. GOSCH, president of the Independent Television Producers Assn., back from the OSU sessions at Columbus.

SYLVAN LEVIN, music director at WOR, leaves tomorrow by plane for Indianapolis, where on Wednesday he'll conduct the orchestra for Mutual's "Ayleshire Air Show."

TOM ELLSWORTH, promotion director of CBS Radio Sales; ALICE SANTI, of the clearance department, and BEN MARGOLIS, sales-service manager, are touring the Midwest for conferences with station sales department executives in Chicago, Minneapolis and St. Louis.

ROBERT Q. LEWIS, Columbia network comic, is broadcasting his program this week from the Traymore, Atlantic City.

SPIKE JONES and the members of his CBS program company are back in Hollywood following a coast-to-coast series of one-night stands.

J. KELLY SMITH, vice-president of CBS in charge of station administration, yesterday completed a vacation of six weeks on the Coronado Islands off the coast of California. Now he's in San Francisco on business.

HELEN SIOUSSAT, Columbia network's director of talks, was in Louisville Saturday for the running of the Derby.

KURT JADASOHN, general manager of SE-SAC, Inc., today is in Jacksonville, Fla., huddling with the radio boys of that town. He'll visit several other southern stations on his way back. He should be home in 10 days.

BARNEY BOYLE, traffic manager at WOR, is spending a one-week vacation touring New England with some of his relatives from Ireland.

JOHN DERR, assistant director of sports at CBS, and JOE PALMER, racing broadcaster on CBS-TV, are back from Louisville, where on Saturday they handled the web's telecasting of the Kentucky Derby.

MARGARET WHITING has arrived in New York from the West Coast.

HENRY WHITE, president of World Video, has returned from Columbus, where he attended the Institute for Education by Radio at Ohio State University.

BBC, Musicians Union Settle On Remote Terms

(Continued from Page 1) shillings (\$4) per musician if special rehearsals are held. Settlement means that BBC can resume the broadcasts of public concerts by leading symphony orchestras, opera, music halls and other theater performances as well as remote dance orchestra music.

Resumes Full Operation

Dallas—KRLD, CBS affiliate, has resumed full 50,000-watt operations. A storm on December 21 of last year damaged the KRLD antenna which resulted in curtailed evening operations on 10,000-watts power, non-directional.

WGUY Joining CBS

WGUY, Bangor, Maine, becomes the basic supplementary affiliate of Columbia, effective August 1, replacing WABI as the CBS affiliate in that city.

10 YEARS AGO TODAY

From the Files of Radio Daily

The State Alcoholic Beverage control board held a hearing when Muzak attempted to secure state approval of its sponsored music and news programs which are used by cafes, restaurants, etc. . . . The new NBC 'Interval Plan' and CBS 'Summer Hiatus Policy' is expected to give the two networks increased billings for the seventh consecutive summer. . . . FCC announced that hearings on suggestion of Mayor LaGuardia to amend Commission rules which would permit rebroadcasts by regular stations of programs of international broadcast stations would be held on June 7th.

Networks And NABET To Continue Discussions

(Continued from Page 1) engineering union and the two networks were concentrating on working conditions for TV engineers. However, an agreement has not been reached on pay scales. NABET originally asked for a 15 per cent increase.

The union's contract with ABC and NBC expired April 30. Just before the deadline, both sides agreed to a one week extension but apparently this extension is being continued indefinitely.

Harrington Will Join "Hit Parade" June 4

American Tobacco Co. announced Friday that singer Bill Harrington will replace Frank Sinatra on "Your Hit Parade" over NBC starting June 4. On that date the show switches its origination point from Hollywood to New York.

A new mixed voice singing group, "The Hit Paraders," is being added on the same date. Eileen Wilson continues as female vocalist and Mark Warnow remains as musical director. Program is broadcast Saturday at 9 p.m., EDT.

Will Appear At Dinner

The Andrews Sisters of CBS' "Club 15," sponsored by Campbell Soup Company, will make a personal appearance at the annual dinner of the Western Chain Grocers Association in Coronado, California, Wednesday, May 11.

CBS Slots Marx

The Groucho Marx quiz show, "You Bet Your Life," is scheduled for its CBS debut on Wednesday, Sept. 28, from 9-9:30 p.m., EST. Elgin-American continues as sponsor through Weiss & Geller, Chicago.



Mother's Little Helper

This pretty little fawn seems to have lost its mother. So the friendly dog helps out with the all-important bottle of milk.

Some advertising campaigns in tough competitive markets need a little help these days, too. In Baltimore the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience.

This will really be a help to your sales effort. For W-I-T-H provides you with more listeners-per-dollar than any other station in town. That means you get BIG results from a LITTLE bit of money on W-I-T-H.

So don't put it off another day. If you're not already using W-I-T-H, call in your Headley-Reed man and get the whole story right away.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Radio Given Five Years Before Tele Takes Lead

(Continued from Page 1)

There were fewer networks, greater use of regional and rural and local stations, and a definite future for radio as a daytime medium and one useful both to small advertisers and to those wishing to supplement their television coverage.

TV Costs To Be Higher
It was the consensus of opinion that television time and facilities will cost more than radio. Programs on television will also cost more, industry leaders believe, with 63 per cent agreeing that they would be higher than radio shows. Some 20 per cent thought the costs would be "about the same" while 10 per cent said they didn't know. Most respondents indicated that television programs would cost about 50 per cent more.

On the subject of how often advertisers would use TV, 58 per cent voted for "once a week," with 11 per

cent favoring once a month and eight per cent voting for twice a month.

Leaders Participating in Survey
Among those who participated in the survey were Niles Trammell, president of NBC; Frank Stanton, president of CBS; Mark Woods, president of ABC; Z. C. Barnes, vice-president of Mutual; Kenneth Baker, research director, NAB; Max F. Balcom, president of RMA; Frederick R. Gamble, president of AAAA; D. M. Stewart, advertising manager of Texas company; Ralph Austrian, television consultant; John Crosby, Herald-Tribune; George Rosen, Variety; Bruce Robertson, Broadcasting; Frank Burke, RADIO DAILY; Jerry Franken, Billboard; Jim Owens, Television, and Gardner Cowles, Look magazine. Key radio and television executives of BBD&O, also figured in the survey.

Ed Gardner Is Released From Bristol-Myers Pact

(Continued from Page 1)

Ed Gardner has been negotiating for his release for several weeks so that he could become a free agent, which would enable him to make a long term deal with one of the networks as well as a new sponsor. He has been bankrolled by same outfit since 1942. Show is currently broadcast every Wednesday over NBC.

Up Among Leaders
For past few years "Duffy's Tavern" has been among top 15 in coooper ratings. Gardner's deal with Bristol-Myers expires June 29.

It is a known fact that Gardner has had several offers from other networks and sponsors but could not act until he obtained his release from B-M. He is vacationing in Honolulu, having taped two shows prior to his leaving. When he returns to Hollywood May 15 he will consider offers for the Fall.

Gardner has also set independent production of his picture "Pigsfeet in Paris" to go before the cameras in Paris this summer.

Summer Replacements Set For 2 NBC Shows

"Behind the 8-Ball," George Hanlon-produced comedy show starring Lewis & Howe, will be heard Tuesdays on NBC from 8:30 p.m., as summer replacement for the Alan Young Show. The substitute will be on the air from July 12 to October.

A second replacement announced Friday by the network is "A Life in Our Hands," Earle Stanley Gardner production, which will be aired from June 7 to Sept. 13, substituting for "People Are Funny," sponsored by Brown & Williamson. This Tuesday show is heard from 10-11 p.m.

Fairbanks' Organization Announces Staff Changes

(Continued from Page 1)

for a greater concentration of company activities in the television and commercial film fields.

B. N. Darling, head of Fairbanks' Chicago offices for more than three years, now will be in charge of the New York staff as well, dividing his time between the two cities. Robert Coffeen will be Darling's assistant in Chicago, while Robert Lawrence will be his sales assistant in New York in addition to handling the producer's Manhattan production staff.

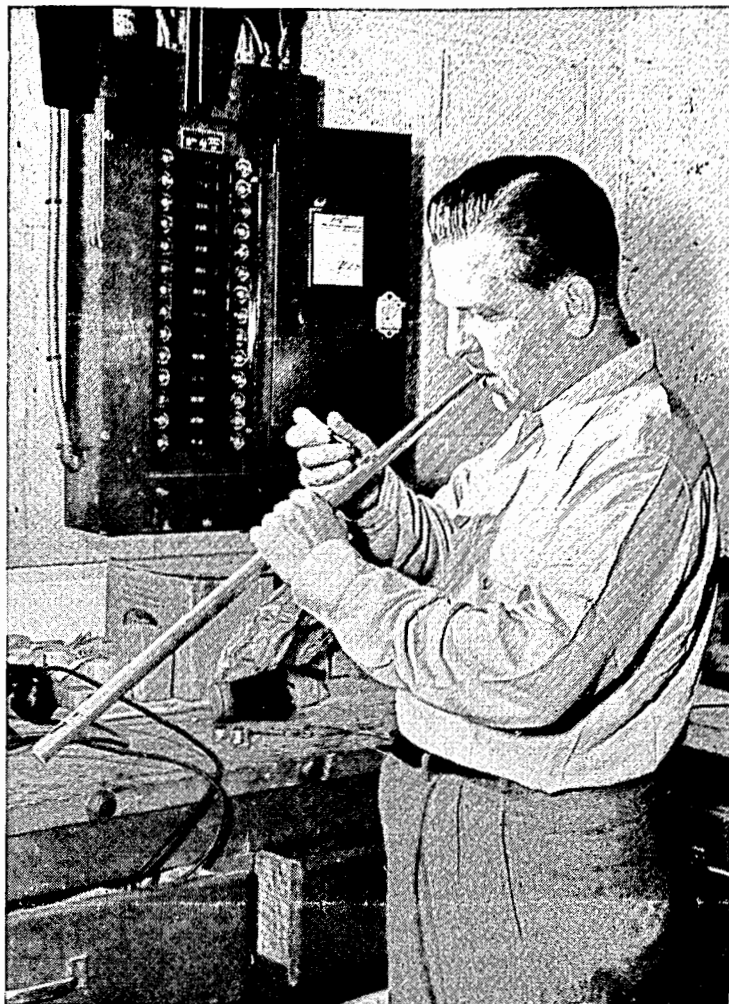
Pegler Now With Zoomar

Jack Pegler, who was in charge of the New York branch, now will be sales chief of the Zoomar corporation, a firm organized by Fairbanks recently for the manufacture and sale of Zoomar video and camera lenses. Increasing number of stations going on the air and expected jump in outlet applications when the current freeze is lifted necessitated the setting up of a separate organization, Fairbanks said.

No changes in the producer's other branch offices are expected at present, he said.

Sponsors Election Returns

Newark—The Howard Savings Institution of Newark has purchased the three hours from 9:00 p.m. to midnight on WNJR, Newark, on May 10th for the broadcast of election bulletins and results on the Newark city election. Broadcast will be made from the WNJR studios and the City Room of the Newark News where the results will be tabulated. Arrangements have been made to put successful candidates on the air if the returns by midnight are complete enough to indicate the results. The James Wapshare Agency of Newark is handling the account.



It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's heard—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine*.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

SOUTHWEST

SALUTING national YWCA week, Julie Benell selected the topic, "The YWCA—Your Window to the World" as she interviewed Mrs. H. C. Perry, vice-president of the Dallas YWCA board and LaVerne Houston, president of the business girls' Inter Club Council. Program was heard over WFAA, Dallas.

I wouldn't trade jobs with anybody!



My job is making people happy. I greet them with a smile, get acquainted with them, see that they're comfortable. When meal-time comes around, I bring them the most delicious food served on any airline.

Being a Mainliner stewardess is fun because the nicest people just naturally seem to choose United. Perhaps it's the little extra things we do to help them enjoy their trips. Perhaps it's because United takes them where they want to go and gets them there on time. Anyhow, I like them, and I'm sorry to say good-by.

I'm proud of my smart uniform, not just because it's becoming, but because it's a symbol. It means I'm a member of the team that serves the public over the Main Line Airway.

Mary Mainliner

P. S. I'm looking forward to welcoming you aboard some day soon! M. M.



© 1949 United Air Lines



California Commentary . . . !!

• • • Andy Wilson, formerly of KOY and KOOL, Phoenix, has joined the KMPC program staff as assistant to Jesse Butcher and John Baird. . . . With the addition of Langendorf Bread, the Zeke Manners early morning show on ABC here is now completely sponsored. . . . Bill Elliott's western transcriptions for Quality Bakers of America are expected to be on 200 stations by December. . . . Harry Ackerman, CBS vice-president and director of network programs here, returned Thursday from a month's vacation in Palm Springs. . . . ABC's new television center at the old Vitagraph studio will employ in the neighborhood of 500 persons. Most of the network's big tele shows will originate in Hollywood, according to Vice-President Robert Kintner. . . . KFWB has had to tack another half-hour on Bill Anson's disc spinning to satisfy increased sponsorship. He's now heard from one to four o'clock six days a week. . . . A 25-minute television show is being prepared for broadcast from the stage of Bill Gray's Band Box. . . . The "Sampson Slave" will be given a press preview this week. Developed by the Sampson Electric Co., the gadget will enable a person to have television in every room of a house or apartment, working off one TV set. . . . Dick Haymes will huddle with New York agency representatives on video and radio offers during his Roxy engagement in New York, starting next Friday. . . .



• • • Jack Smith and Frank DeVol will appear on six BBC shows during their visit to England in July to exploit their Capitol records. . . . Oddity: Lud Gluskin, musical director of "Suspense," has never seen the show. Gluskin and his orchestra work in a different studio from the dramatic cast and receive their cues by remote control. . . . D. W. Thornburgh will be one of the ten former residents of Indiana to be honored at the Indiana Foundation's Hoosier Homecoming Banquet at the Alexandria Hotel on May 12. D. W. will be honored for his contributions to "Americanism in Radio." Among the guests will be songwriter Hoagy Carmichael, Dr. Arthur Guedel, comic Red Skelton and Joan Wooden. . . . Jo Stafford has been practicing patriotic ditties for her guest appearance on the "I Am An American Day" program at the Hollywood Bowl, May 15. . . .



• • • Arch Presby has invented an auxiliary aerial that enables television set owners to bring in stations even when they are situated in what are called "dead areas." . . . Frank Bull, KFWB mikerster just back from Mexico City, reports that television is a long way off south of the border. "But the Mexicans are vitally interested in TV," he said. "and hope to watch bull fights in their living rooms, as we watch ball games, boxing and wrestling." . . . Phil Moore, whose "Ooh, Dr. Kinsey" sung by Martha Raye, is a best seller on record stalls, is prepping a Broadway musical with Lena Horne for starring role. . . . James M. Seward, accompanied by Mrs. Seward, left here May 6th for San Francisco. After conferences at KCBS, the Seward's will return to New York. . . . Jack McElroy, emcee of ABC's "Breakfast in Hollywood," has launched a one-man campaign to stimulate more correspondence to shut-ins, invalids and hospitalized persons across the nation. . . .



NEW BUSINESS

WOR, New York: The American Fruit Growers, Inc., has purchased a series of announcements for Blue Goose Frozen Peas on "Luncheon At Sardi's," Monday through Friday, effective May 16. Davis & Company of Los Angeles handled the contract. The Frank G. Shattuck Company has renewed its participations for their candy and ice cream on WOR's "Barbara Welles" program, Mondays through Fridays. The contract was placed through Cowan & Dangler, Inc. Through the C. Wendel Muensch agency of Chicago, L. C. Forman & Sons, Inc., has bought participations, Tuesdays and Thursdays, for their piccalilli, in "Prince Charming," effective May 10. The Elna Corporation has renewed its participation in two WOR programs for the Elna Sewing Machine: "The Barbara Welles Show," Monday through Fridays, and the "Dorothy and Dick" program, Mondays and Saturdays. Procter & Gamble has purchased a series of announcements on Mondays and Thursday for "Prel" in "The Answer Man." The new contract was placed through Benton & Bowles. Announcements in "Sunrise Serenade," Sundays, for various books have been renewed by Greystone Press through the H. B. Humphrey Company. L. Valle's beauty salon has purchased a series of announcements in "Luncheon At Sardi's," Monday, Wednesdays and Fridays. Contract was handled by Joseph F. Callo, Inc.

PAR Chapter Of AVC Holds Officers Election

Robert A. Low, ad manager of the Saturday Review of Literature, has been elected chairman of the Press, Advertising, Radio Chapter of the American Veterans Committee for the coming year. L. Griffith, WJZ announcer, was chosen a vice chairman along with Dr. Nathan Robbins.

Walter Pick, radio attorney, the group's new secretary. Victor Sack, director of "Grand Slam" on CBS, is treasurer. The PAR Chapter is a professional group composed of World War II vets engaged in the press, advertising and radio fields.

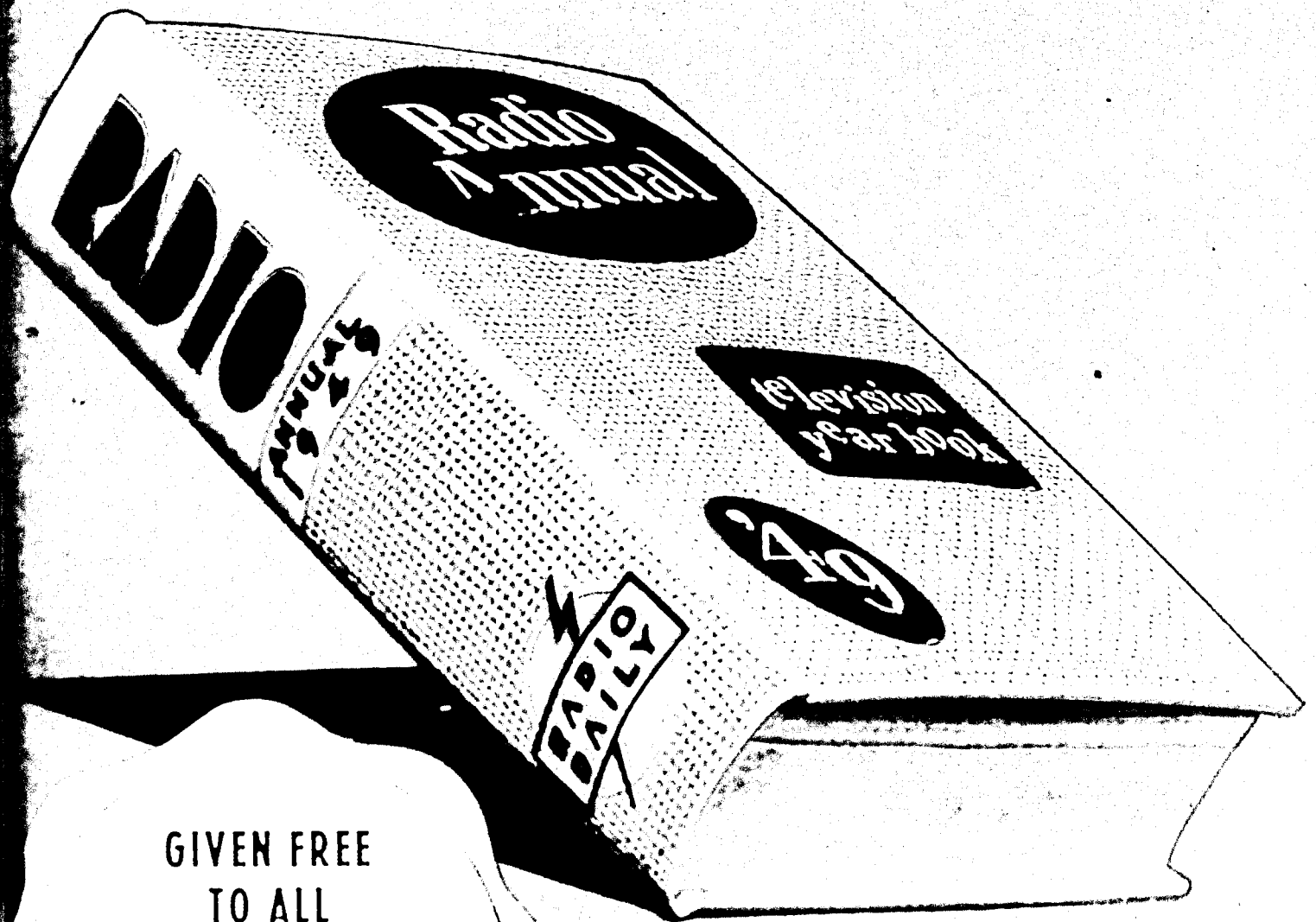
Lowenstein Switches

Larry Lowenstein, formerly publicity manager for WINS, New York, has joined the public relations firm of Richard Walsh Associates as general manager. Lowenstein previously was with WO WQXR and the Daily News.

SELL OR EXCHANGE

Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.

The Treasury of Information



GIVEN FREE
TO ALL
SUBSCRIBERS
OF
RADIO DAILY

\$10.00 PER YEAR

Radio Spokesmen Hit AVCO Rule Substitute

(Continued from Page 1)

NAB asked that the Commission rub out the AVCO rule—which requires competitive hearings when the bids of would-be purchasers of stations are matched by other would-be buyers, but that the dropping of the AVCO procedure not be tied to the adoption of the proposed new rules.

The proposed revision, said former FCC Chairman Paul Porter for ABC, "appears in general to increase rather than reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplicity and a direct and understandable plan. The revision as proposed lacks clarity and does not disclose on its face the objectives sought."

NBC addressed itself solely to the advertising proposals, finding them of no benefit to broadcasters, the Commission or the public. Instead they are burdensome and delaying, and reflect upon the good character and intention of broadcasters, said NBC.

Radio attorney George Smith filed comments also upon the advertising proposals, agreeing with NBC that they serve no useful purpose and that they would "substantially increase the work load of the Commission."

There was general agreement that the AVCO rules have failed, and have increased the Commission workload and discouraged station transfers because of long delays involved. Both NAB and ABC found the new proposals at variance with the Administrative Procedures Act.

Stations Oppose AVCO

KCMO, Kansas City; KMA, Shendoah, Ia.; KCOS, Bellingham, and KXRO, Aberdeen, Washington, in a joint statement declared that if the new rules are designed to speed the Commission's work they will be "a dismal failure." On the other hand, "if their purpose is to superimpose more bureaucracy and red tape on existing broadcasters and uninitiated applicants, they will succeed admirably."

The stations deny that the AVCO rule has been a failure, praising the procedure as tending to discourage the filing of transfer and assignment applications which would obviously not be approved if the Commission had the choice of granting the facilities sought to other applicants.

"A plausible contention can be made in the courts that the AVCO rule is necessary and therefore valid if the Commission is properly to discharge 1949 licensing responsibilities," the statement declared.

Bar Association Opposition

In a comprehensive brief relating to the proposed new rules with which the FCC is contemplating replacing the present AVCO regulations for the handling of station transfers, the FCC Bar Association told the Commission last week not

★ THE WEEK IN RADIO ★

Sees TV As Safeguard Against Recession

By VAL ADAMS

DAVID SARNOFF, RCA board chairman, told annual stockholders meeting that television is one safeguard against serious economic recession. He said RCA net profits in first quarter of '49 were \$5,932,083, a slight increase over the same quarter a year ago. Referring to network talent raids, Sarnoff said NBC "could have matched the millions involved in such skyrocket bidding had we been indifferent to the interest of our stockholders, artists and clients."

Institute for Education by Radio announced 125 program awards. Total of 761 programs were evaluated. . . . BMB still campaigning for waivers from subscribers on 90-day cancellation clause. . . . NABET contracts with ABC and NBC extended one week beyond expiration in face of hopeful negotiations.

President Truman asked Senate to re-appoint Edward Mount Webster to FCC. At present he's filling out term of Paul Porter which expires June 30. . . . Arthur Godfrey was paid \$258,450 by CBS in 1948 for his services as a radio artist. John Reed King got \$95,795.

Charles Hull Wolfe of BBD&O's radio and television research department revealed eight major reasons why AM radio will continue indefinitely. He said he could not find facts or figures to support predictions that radio will be dead in three to five years. . . . Gardner agency will continue to handle U. S. Army and Air Force account for another year. . . . CBS decided to make mass football coverage standard procedure next season when it will report on upwards of 30 college pigskin games every Saturday.

Most film companies allow fear of TV as competitive medium to stand

to believe the present procedural situation will be improved by adoption of the new rules. Instead, the lawyers said, it is likely that the suggested changes might simply mean more gum in the Commission works.

See Cases "Complicated"

The Commission proposal for a 90-day cut-off period, providing that applications filed more than 90-days after an initial application has been advertised shall not be considered, would neither expedite the handling of broadcast cases nor make more workable the Commission procedures for studying engineering aspects of broadcast applications. Instead, it would prove burdensome to applicants and would slow down action because in many cases it might be complicated by "chain reactions," said the bar association's committee on practice and procedure, of which Leonard H. Marks is chairman.

Association president is Guilford Jameson, with Percy Russell, Ralph Walker and Charles E. Thompson members of the practice and procedure committee.

in the way of effective exploitation of their product by video means, according to Mal Boyd, president of Television Producers Association. . . . NAB arranging its first program directors clinic for June 27-29 in Chicago. . . . FCC okayed sale of WINX, Washington, to William A. Banks for \$130,000.

Radio fails to reach more than one-third of potential morning listeners because certain psychological characteristics are not taken into account, says Bureau of Applied Social Research of Columbia University. Analysis is based on survey of listening habits of 3,000 women in New York, Chicago and Kansas City. . . . Tom McDermott now supervising all radio activities at Benton & Bowles. He was appointed assistant to Walter Craig, radio and tele veepee.

Wayne Coy predicted greater emphasis on daytime programming and readjustment of nighttime schedules to meet competition of video. He said FM is needed to improve radio service in small cities and rural areas. Coy favors requiring AM broadcasters (who own FM) to duplicate their full sked on FM. . . . Farnsworth stockholders voted in favor of sale to IT&T.

Eighty engineers went on strike against Yankee Network. Radio newsmen and AFRA announcers refused to cross picket lines. Engineers striking against proposed 20 per cent pay cuts by Yankee stations outside Boston area. . . . FM stations in Chicago and vicinity made initial move to set up Chicagoland-FM association. . . . Two staffers at WIBW, Topeka, Kan., killed in plane crash. They were Gene Shipley, farm service director, and K. G. Marquardt, chief engineer.

Dr. Herbert Evatt, president of UN General Assembly, told Radio Executives Club of New York that radio and TV are vital necessity to UN. He spoke at club's regular luncheon which celebrated United Nations Day. . . . Thomas H. Lane, veepee of Rexall Drug Co., appointed veepee of McCann-Erickson with general executive duties, effective June 1.

FCC is close to a decision authorizing employment of lawyers by Commission members apart from the law department. Move has been speeded by recent attack on FCC by Sen. Ed Johnson. . . . Disc jockey Bob McKee of WJXN, Jackson, Miss., lost his job when he broadcast "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area." His listeners were panicked although McKee said he announced the program as "fictitious."

Rumor around that the State Department has received from FCC proposals that it will suggest superpower for some U. S. stations at forthcoming NARBA conference. . . . Russia now jamming BBC signals in Europe as well as "Voice of America."

Radio, Tele Growing, Say Industry Leaders

(Continued from Page 1)

of radio were James Lawrence Fly, former chairman of the FCC; John Patt, general manager of WGAR, Cleveland and Leonard Marks, general counsel for the FM Association.

In opening the second general session Friday night, considering the subject: "What Will TV Do To American Life?" Attorney Fly stated: "TV will exercise a great force upon the public but it will not displace radio. Radio is not a dying industry. It will continue to support TV itself and to live by its side."

"We are in the boom era of TV. There are economic headaches and some failures ahead. But this is no Mississippi-bubble. TV will continue on the march, gaining as it rolls along."

Patt Optimistic About Radio

Representing AM, the address of John Patt, WGAR, veteran of 27 years in radio, also was a long way from whistling in the dark. He disagreed strongly with the opinion that TV will bring the "doom of AM within three years." "Actually," he said, "I view TV as an expanding opportunity for radio; one will complement the other. In my judgment radio people constitute the best-trained group to work into television."

"We anticipate some reduction in radio advertising expenditures. Still, with 2,000 AM stations, radio is near the saturation point in coverage. It is the only medium through which the President of the nation can speak to all persons in an emergency."

"There is no ready yes-or-no answer as to the future of broadcasting. The public will determine the question in its final analysis."

Marks Supports FM

Marks hit the awful gloom which he said pervaded NAB's Chicago convention, saying, "radio is not doomed nor is it dying. In fact, radio is gaining in influence." He drew parallels in the auto vs. airplane and legit stage vs. movies, and said that TV will not replace radio "and by radio I mean FM because the American listening public will not be content with the squeaks and static of AM once it knows what FM can do. The American public never has rejected an improvement"

In his address and in a private talk Thursday afternoon with FCC Chairman Coy, Marks underlined the FM Association's suggestion made 18 months ago to the FCC, asking a public hearing on a proposed duplicating program service for all AM and FM stations. Marks said he had been assured by Coy that an early public hearing date might be expected.

In the discussion period, for which Prof. Kenneth Bartlett, Syracuse University radio specialist, served as moderator, Commander Loew expressed the opinion that TV had marked up its sensational gains because it is a "superior medium for demonstration selling."

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

NAB, ASCAP BREAK NEGOTIATIONS

TELE TOPICS

YOU COWAN and Mark Goodson, producers of "Stop the Music," did not hold back with either money or effort in preparing the giveaway for tele. The preem for ABC-TV Thursday night was so full of gimmicks and wild action that by the time 9 o'clock rolled around, this viewer was physically exhausted. Most of the gimmicks added nothing to whatever entertainment value the show might have had, and by the second half of the show became wearing. Besides, a good many of them were downright ridiculous—Bert Parks acting out "I'm Forever Blowing Bubbles," a gal perched in a huge cage singing "I'm Only a Bird in a Gilded Cage," a cartoonist illustrating various song titles, etc. Whenever the phone ring and Parks shouted "Stop The Music," camera zoomed in on a phone with the three magic words in the dial centerpiece. In all of this add singing, dancing, acrobatics, production numbers, visual giveaway edits, shots of the switchboard operators, commercials and, through it all, Parks shouting at the top of his voice, running, jumping, dancing, singing and constantly producing more and more gimmicks.

PRODUCTION-WISE the difficult program was beautifully executed, with virtually no fluffs. All concerned—supervisor Al Hollander, director Ralph Warren, choreographer Tony Charmoli, designer James McNaughton and Charles and Lynn Henderson, who staged the show—did an excellent job. Talent was also outstanding—singers Jimmy Blaine, Estelle Loring and Betty Anne Grove, a sizeable dance crew and Harry Salter's orchestra. . . . It is regrettable, however, that all the talent, money and effort expended on "Stop The Music" went into a program whose basic appeal lies in fabulous prizes and the something-for-nothing fantasy. It probably will pull very high ratings and inspire a flood of imitations ("Stop the Picture" next?).

THE OTHER BIG ABC SHOW which bowed Thursday was the much-heralded "Crusade In Europe" film series. Initial installment was a slick, impressive, but superficial account of the early days of the war from the annexation of Austria to the Battle of Britain. The ultra-smooth March of Time technique was obvious throughout as viewers saw, through films and animated maps, the Munich pact; the fall of Czechoslovakia, Poland, Norway, the Low Countries and France, and the evacuation at Dunkerque. Outstanding missions were Italy's entry into the war, the role played by President Roosevelt, Churchill's "We shall fight on the beaches" speech and FDR's "stab in the back" address. All in all, however, "Crusade" is a credit to those who made it and opens the way for the documentary TV.

Warners Still in Field For Thackrey Stations

Washington Bureau of RADIO DAILY
Washington — Warner Brothers Pictures, Inc., has authorized its attorney, John P. Southmayd, that it still seeks to buy KLAC-TV, the Los Angeles video station now licensed to Mrs. Dorothy Thackrey, along with KLAC, Los Angeles, and KYA, San Jose, both AM stations. Mrs. Thackrey, said Southmayd, has agreed to wait until August 1.

Southmayd declared that he is unable to explain the apparent withdrawal from the purchase agreement voiced last month by Harry M. Warner.

Again favorable action by the FCC was asked, with Warners ready to take title to the station for \$1,045,000 and then turn over KLAC to Ralph Atlas of Chicago on another sales contract negotiated pending approval of the Warner Brothers buy.

The FCC has held up approval pending determination whether Warner Brothers, Inc., is qualified to hold broadcast and TV licenses in the light of its record of anti-trust violations.

44,500 Sets In Wash.

Washington—The Washington Television Circulation Committee, representing the four operating stations in the nation's capital (WMAL-TV, WNBW, WOIC, WTTG) has announced that there are 44,500 receivers installed and operating in the Metropolitan area as of May 1, 1949. This represents an increase of 3,750 sets over the April 1 figure of 40,750.

ABC-TV Has New Rate Card; Offers Annual Discount Boost

Annual rebate of 12½ per cent (the same as in ABC radio) as compared with the present 7½ per cent is the highlight of rate card number two issued by ABC-TV Friday and effective May 15. New card contains no general rate increase, and allows advertisers to combine class A, B and C time to earn discounts.

New card offers an hour of class A time on a 35-station net for \$10,420, as compared with \$6,370 for 20 stations listed on rate card one, revised. This averages to \$318.50 per station, an increase of seven per cent over the old card.

On the new card, video recordings are available to advertisers without

Hooper Announces First TV Web Ratings

First TV network Hooperatings will be issued June 23, and will cover viewing during the month of May in 29 cities throughout the country. C. E. Hooper announced Friday. Of the 33 TV cities, only Albuquerque, Erie, New Haven and Columbus, Ohio, will not be covered, he said.

Monthly reports will be based on random sampling of all telephone homes (radio and tele) and will be expanded to include other TV markets up to 100, he said. Individual programs will be reported in terms of rating, share of broadcast audience, share of TV audience—each weighted to reflect the number of radio homes in the 50-mile area of each city airing the show, he added.

Hooper said that both commercial and sustaining shows will be measured because of a trend toward origination of programs by networks rather than by agencies. In addition there will be individual city reports for New York, Chicago, Los Angeles, Philadelphia and Washington, and other data.

Kaplan TMA Prexy

Michael Kaplan, president of Sightmaster Corp., has been named president of the newly-formed Television Manufacturers Association for the 1949-50 term. Robert G. Kramer, prexy of Remington Radio Corp. was elected vice-president and A. E. Kessler, head of his own public relations firm, was named acting secretary-treasurer.

Performing Rights Issue Is Key To Music Dispute

(Continued from Page 1)

groups is the fact that Ascap is empowered to represent its members for tele only in regard to performing rights. This means, in short, only for straight presentation of a song. If a singer were to wear a costume while singing an Ascap song, or stand before scenery or props, it might be construed as a possible dramatic presentation of the music. It is Ascap's position that performances involving dramatic rights should receive extra fees. In addition, such presentations would require negotiation before airing.

The NAB position is that the performing rights issue cannot be arbitrated, but must be worked out through negotiation between the two.

Present pact between Ascap and the industry has been in force on a month to month basis since the first of the year. It is believed possible that unless a formula is reached by the end of this month that the contract would not be renewed and that Ascap music would no longer be aired over tele.

Robert P. Myers, of NBC, and chairman of the NAB group, said that the industry still is willing to negotiate, and "in the event that agreement is not reached by October 1, to pay Ascap retroactively to Jan. 1, 1949, payments based upon the formula in use by the radio broadcasting industry for the past nine years. . . . The broadcasters hope that negotiations may be resumed in the near future and that a satisfactory agreement may result."

Fred Ahlert, Ascap prexy, said that the society offered to arbitrate the matter for either 18 months or nine months beginning Jan. 1, 1949. He proposed that the period until Oct. 1 "be utilized by both parties in continual and earnest effort to achieve a mutually satisfactory agreement covering the balance of the period under discussion."

Camels Places Gloves On ABC-TV Network

R. J. Reynolds Tobacco Co., for Camels, will sponsor the international finals of the Golden Gloves tournament from Chicago over seven ABC outlets May 18, 9:30 p.m., EDT, to conclusion. Originating station is WGN-TV. Other outlets carrying the pickup will be WJZ-TV, New York; WXYZ-TV, Detroit; WFIL-TV, Philadelphia; WMAL-TV, Washington; WNAC-TV, Boston; WAAM, Baltimore, and WEWS, Cleveland. William Esty & Co. is the agency.

85% Of BMB Funds Raised For 2nd Study

(Continued from Page 1)
and that tracers have gone in the mail to those members who have not yet responded to requests for waivers. Baker pointed out, however, that the real significance lies not in the total number of waiver signers but in the breakdown of all signers by individual stations.

Those who are closely following the circumstances at BMB took note of a report last week that MBS is seriously considering moving back into the fold. Such speculation could be founded on solid ground, it was said, because Frank White, an official formerly with BMB-minded CBS, has now taken over the helm at Mutual.

It's also been learned that BMB has dropped its former plan—at least temporarily—to vacate its Madison Avenue headquarters. For one thing, it's considered to be a perfect set-up in case NAB's new Broadcast Advertising Bureau wants to establish a New York office.

Commercial Opposition Welcomed In So. Africa

(Continued from Page 1)
casting Co., Col. Richard E. Meyer, of Davenport & Meyer (Pty.) Ltd., Pan American Broadcasting Co.'s associates in Johannesburg representing L.M.R., declared at a press conference Friday at the Roosevelt Hotel.

"We want to see SABC become successful because if they are not, it will discredit commercial radio," Meyer said, adding that he expected more and more advertisers to recognize the power of radio as a sales medium. He felt it was possible that competition from across the border might cause a slight drop in business for Lourenco Marques Radio at the beginning but that in a short while there would not be sufficient time available to accommodate the growing number of sponsors.

Have 82 Sponsors

At the present time, L.M.R. has a total of 82 sponsors, most of whom are American firms, it was disclosed. The station operates simultaneously on three frequencies of 7,500 watts each. The market covered includes the Union of South Africa with its population of 11,790,000. It was pointed out, however, that the real purchasing power is among the 2,000,000 Europeans living there.

Although the Africans constitute a majority of the population, most of the natives speak English. L.M.R.'s broadcasts are in the English language. Air time is 12 hours daily and 14 hours on Sundays. "We hope to run 18 hours per day by the end of this year," Meyer said. This would coincide with the expected starting time for commercial broadcasting by the South African Broadcasting Co.

While the natives of South Africa have virtually no radio receivers, 82 per cent of the European

COAST-TO-COAST

WIL To Move Studios

St. Louis, Mo.—On or before June 1st, WIL will move its studios and offices to the Chase Hotel, in West End, St. Louis. KWK, the current Chase Hotel tenant is scheduled to occupy the new Globe-Democrat radio building by May 9th. WIL space will be on the 9th floor with FM antenna to be erected on the hotel roof.

National Award To WROW

Albany, N. Y.—The public interest award in the radio division was presented by the National Safety Council to WROW, MBS affiliate, for their contribution to accident prevention "and is especially due to the WROW Safety Club program, conducted Saturdays by George Michael."

Polka Party On WTRF

Wheeling, W. Va.—As a result of a live half-hour polka show aired several months ago on WTRF, the station was swamped with phone calls from people expressing praise for the polka music. WTRF responded with a half-hour recorded polka program each morning at 10:30. A contest was also conducted to find a name for the program and to climax the chain of events, come May 14, the station in co-operation with local sponsor will stage a costume polka dance, portion of which will be broadcast.

Arthur Treacher At WTAG

Worcester, Mass.—A radio interview with the noted actor, Arthur Treacher, was aired recently by Julie Chase for WTAG and FM's weekday "Julie 'n' Johnny" show. After the broadcast Treacher signed 'guest book' to discover his signature made nine years ago when he was appearing in "The Hottentot" just outside the city.

K. C. Has Breakfast Club

Kansas City, Kans.—The first breakfast club in Kansas City was launched recently on KCKN, titled "Breakfast Snack with Buddy Black." The half-hour show originates from a local restaurant featuring "gimmicks" such as the youngest bride, hospitals to notify if and when baby is born during the time show is broadcast and others. Show has eight co-sponsors for a 13-week period.

(whites) homes have sets. There are about 493,000 licensed radio homes. The annual license fee for radio ownership is \$7.

Use Transcribed Programs

Programming presents one of the greatest problems, according to the station representative. Virtually all of the shows are transcribed, many of which come from England and America. Most sustaining programs consist of recorded light music because "talent is rare," Meyer explained. "There is practically no theater in the Union of South Africa;

Tredwell Is Program Dir. WBT

Charlotte, N. C.—Ken Tredwell has been named program director of WBT and FM. Wally Jorgenson of the station's sales department has been promoted to local sales manager and John McCann, Jr., has been assigned to work with Jorgenson.

Lynch Comm'l Mgr. At WHHM

Memphis, Tenn.—An announcement has been made that Don J. Lynch, account executive at WHHM, has been promoted to commercial manager at that station. He joined WHHM in July, 1946, at the time that station went on the air and was formerly associated with WJBO in Baton Rouge, La.

Amateur Song Writer Contest

Paterson, N. J.—Lou Steele, who conducts his regular Club 93 deejay show direct from Palisades Amusement Park each Saturday afternoon over WPAT, is currently conducting a contest for amateur song writers throughout the state of New Jersey. Four of the best songs submitted will be recorded and then played on Steele's program with listeners invited to vote for their selection. Prize-winning song will be published, with the songwriter receiving \$100 advance and royalties.

WRUV-FM Goes To The Prom

Bronx, N. Y.—Vincent Lopez, his piano and orchestra provided musical background for Fordham "U's" annual junior prom which was held May 6th. WFUV-FM presented a special broadcast of the activities in order to bring to its listeners all the color and excitement of the event.

New Quiz Show On WNJR

Newark, N. J.—A new quiz show titled "Luncheon at the Sheraton" made its debut on WNJR, May 7th, at noon. The program will be a regular Saturday feature and will broadcast directly from the main ballroom of the Hotel Sheraton in downtown Newark. Quiz portion will be made up of questions based on front page stories in newspapers published the day before the broadcast, with contestants selected from the audience asked to answer three questions, each progressively more difficult.

"we are going to try to build up talent there." Top money spent at present time for a half-hour program is \$800, not counting station time. Many of the audience-participation shows are recorded in Johannesburg and then shipped to the station for broadcast. The "quiz" shows offer prizes of up to \$5. Programming, however, has not yet reached the "give-away" stage. The need for developing local talent is further emphasized by the fact that "there is a prejudice against using overseas talent," Meyer declared.

Commission Revokes License Of Station

(Continued from Page 1)

watts along with one kilowatt night time power.

A hearing may be asked within 15 days, with a temporary license then to be granted.

The Commission also announced openings for new stations, including seven for daytime only operation. Of these the following carry one kilowatt power: Don J. Kersteke, Fulton, N. Y. (1300 kc., estimated cost \$23,000); Newport Broadcasting Company, Newport, Ark. (1280 kc estimated cost \$21,000), and H. F. Ohlendorf, Osceola, Ark. (860 kc estimated cost \$20,950 exclusive of land.)

Seven other permits were for 250 watt operation, with grants to the Old South Broadcasting Company Natchez, Miss., for the 1450 band unlimited; to the Pioneer Valley Broadcasting Company, Northampton, Mass., for the 1400 band unlimited, and to Northwest Public Services, Inc., Kelso, Washington for the 1490 band unlimited.

Permits for daytime only operation with 250 watts went to the Jefferson County Radio and Television Company, Festus, Mo., for the 1010 band; The Conant Broadcasting Company, Beverly, Mass for the 1540 band; Neal Welch North Adams, Mass., for the 86 band, and the Lebanon Broadcasting Company, Lebanon, Tenn., for the 900 kc. band.

The Commission also granted permit for 100 watt operation, unlimited, to Leonard R. Lyon, Bi Spring, Texas, for the 1400 kc. band.

Subject to engineering condition: KRGV, Weslaco, Texas, was permitted to increase its power from one to five kilowatts. The Commission also turned down the petition of WQXR, New York, that the FCC reconsider its grant without hearing of a new station for daytime only operation on the 157 band with one kilowatt to WTRN Taunton, Mass.

Stork News

Frank Harden, staff announcer for WMAL-TV, Washington, and Mr. Harden announce the birth of daughter, Daphne Guinn Harden, their second child.

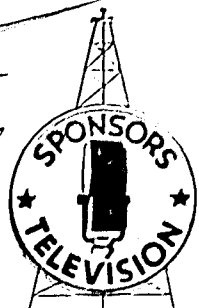
Permanent Record

Paterson, N. J.—A surprise package was received at WPAT as it prepares for the celebration of its eighth year on the air. It contained a recording of its very first broadcast made on May 10, 1941, when the station began operations. The sender was a Mrs. Anna Church, a local restaurateur. The recorder used was an old Federal, and the program carries the voices of the officials who helped send the station off on its career.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 28

NEW YORK, TUESDAY, MAY 10, 1949

TEN CENTS

PLAN FOR FREE RADIO PLUG BACKFIRES

Truman, Top Talent To Open Bond Drive

Washington Bureau of RADIO DAILY
Washington—The four major networks will carry an all-star, hour-long broadcast from Hollywood to kick off the 1949 savings bonds opportunity drive 10:30-11:30 p.m., EDT, next Monday, according to an announcement by Elihu E. Harris, director of advertising of the U. S. Savings Bonds Division. The broadcast, tying together the major networks for a bond program for the first time since the great war loan drives, will feature Bing Crosby, Bob Hope, Jack Benny and
(Continued on Page 6)

CBS Web Signs Burrows To New 7-Year Pact

With the signing of Abe Burrows to a seven-year contract, CBS announced that the network will produce a 30-minute "Abe Burrows Show" for simultaneous radio and television presentation in July. Burrows is slated to arrive from the west coast today for conferences with Hubbell Robinson, Jr., CBS vice-president and director of programs, and Robert Heller, executive producer for the new series. In addition to appearing on his
(Continued on Page 7)

"Goldbergs" To Replace Jack Carson Next Fall

Success of "The Goldbergs" in television has led to their return to radio. Program will be sponsored by Sanka Coffee over CBS next fall on Friday, 8-8:30 p.m., EDT, starting Sept. 2, replacing the Jack Carson show. Sanka Coffee and General Foods
(Continued on Page 2)

Guesting
General and Mrs. Omar Bradley and Morton Downey are slated to be guests on Mary Margaret McBride's 15th anniversary broadcast which will originate in the Yankee Stadium on May 31. Addition of these names is expected to stimulate the ticket requests. WNBC officials hope to fill the Stadium to capacity for the event.

Nervous Reds
Washington—Assistant Secretary of State George V. Allon told an American Legion auxiliary luncheon yesterday that the Soviet jamming operations are a tribute to the effectiveness of the Voice of America. The vigor with which our radio "voice" is kept from the Russian people, he said, is in direct proportion to the effectiveness our programming would have were it permitted to go through unchecked.

Plan To Arbitrate Yankee Web Strike

Boston—Plans to arbitrate the week-old strike of 80 technicians of Yankee Network stations in the New England area will be discussed tomorrow at a joint meeting of IBEW Union and Yankee web executives. The decision to discuss arbitration terms came at a weekend meeting at which time Thomas F. O'Neil, vice-president and director of Yankee, said the network would offer terms and conditions of arbitration
(Continued on Page 6)

Two General Mills Shows Renewed On ABC Net

Renewal of the "Lone Ranger" and "Betty Crocker Magazine of the Air" by General Mills on the ABC network for another fifty-two weeks was announced yesterday. The renewals cover three hours and 10 minutes of network time weekly. Lone
(Continued on Page 2)

Miss Hennock, Kobak Heard As IER Closes; 938 Attended

(By Staff Correspondent)
Columbus — In best democratic tradition, both praise and forthright criticism were heaped upon the Institute for Education by Radio at the dinner meeting closing its 19th annual conference here Sunday. Final registration for the four-day series of meetings reached 938, slightly under last year. Edgar Kobak, consultant and immediate past-president of Mutual,

Packard Motor Co., Finds Broadcasters Unwilling To Give Air Time To "Golden Anniversary News"

Correspondents Set For Berlin Coverage

At least ten correspondents representing the four major networks are in Germany today preparing to cover the lifting of the Berlin blockade, scheduled for May 12, 12:01 a.m., Berlin time. CBS Washington correspondent Charles Collingwood, ABC Washington commentator Martin Agronsky, ABC New York commentator Pauline Frederick, NBC London
(Continued on Page 2)

Advertising Convention To View TV-War Movies

Three episodes of the new television films produced by Time and Life and based on General Eisenhower's book, "Crusade in Europe", will be shown at the annual convention of the Advertising Federation of
(Continued on Page 2)

FCC Asks Supreme Court To Uphold WORL Action

Washington Bureau of RADIO DAILY
Washington—The fate of WORL, Boston, was laid in the lap of the Supreme Court yesterday. On appeal from last November's decision by the U. S. Court of Appeals, the
(Continued on Page 2)

Plans of the advertising department of Packard Motor Car Company, Detroit, to promote radio for a free plug in connection with their "Golden Anniversary" plans have backfired with 400 stations giving the motor car company a definite turndown on 14-minute transcribed "news"
(Continued on Page 3)

Don Lee Executive Realignment Told

West Coast Bureau, RADIO DAILY
Hollywood—Realignment of the administrative structure of the Don Lee Broadcasting System to make places for four new vice-presidents was announced by Lewis Allen Weiss, who has resigned the presidency to become chairman of the Don Lee board of directors. Willet H. Brown, executive vice-president, succeeds Weiss as president. The new officers and titles are:
(Continued on Page 3)

Urges Firms To Use FM As 'Plant House Organs'

Washington Bureau of RADIO DAILY
Washington—Widespread use of FM instead of plant house organs as an aid to industrial relations was urged yesterday by Millard C. Faught, public relations consultant to FMA. Faught told the Detroit
(Continued on Page 6)

Merchandising
New York outlet stores which have specialized in army and navy clothes and equipment are now featuring western apparel for children. Trend is due to the popularity of western movies on television and the desire of youngsters to emulate their cowboy heroes. Hopalong Cassidy, Gene Autry, Rog Rogers and Hotel Gibson are credited.

leveled the criticism as principal speaker at the dinner. Saying that the IER was closest to a "common meeting ground for radio and TV people in industry and education," Kobak declared that the Institute: 1) was slipping, 2) in a rut; 3) losing stature; 4) lacked authoritativeness. "If you don't look out, you'll all be in the old folks' home," he said. "It's time for the Institute to take
(Continued on Page 3)

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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 Al Steen, Manager
 6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 Suite 905 139 No. Clark St.
 Phone: State 2-2332

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FINANCIAL

(May 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7 1/8	7 1/8	1/8
Admiral Corp.	17 5/8	17 1/2	17 5/8	1/8
Am. Tel. & Tel.	141 3/4	141 1/2	141 3/4	1/4
CBS B	17 3/4	17 3/4	17 3/4	1/4
Gen. Electric	37 5/8	37 1/4	37 5/8	1/4
Philco	27 1/2	27	27	1/4
RCA Common	12 1/8	11 7/8	12	1/8
RCA 1st pfd.	71	70 3/8	70 3/8	7/8
Stewart-Warner	12 3/8	12 3/8	12 3/8	1/8
Westinghouse	23 1/4	22 3/4	23	1/4
Westinghouse pfd.	91 3/4	91 3/4	91 3/4	1/4
Zenith Radio	28 5/8	28 3/8	28 3/8	1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	13	13
Nat. Union Radio	3	3	3

OVER THE COUNTER

DuMont Lab.	13 3/4	15 1/4
Stromberg-Carlson	11 1/2	13

Stork News

Frank E. Martino of ABC-TV spot sales, is the father of a six pound baby boy born to his wife Helen on Sunday, May 1, in Brooklyn Hospital. They are naming him Frank Martino, Jr. It is their first child.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
 BEN LUDY, General Manager

FCC Asks Supreme Court To Uphold WORL Action

(Continued from Page 1)

FCC asked the high court to uphold its right to refuse to renew the WORL license on the ground that its officers and directors were guilty on several counts of withholding information concerning station financing and of filing false information.

The argument was surprisingly brief, with Solicitor General Philip Perlman using only about two minutes to assure the Court that the WORL case differs in no important respect from the WOKO case. It was for misrepresentations of stock ownership that the Commission yanked the license of WOKO, Albany, N. Y. That action was upheld by the Supreme Court after the Court of Appeals had reversed the Commission.

It was recalled that in each case principal stockholders were former members of the Federal Radio Commission—Sam Pickard in the case of WOKO and Harold LaFount, in the WORL case.

Walter Bastian, for WORL, used only about 15 minutes in a brief argument designed to prove that the two cases are quite dissimilar, that in the WORL case there is no evidence of willful misrepresentation.

"Goldbergs" To Replace Jack Carson Next Fall

(Continued from Page 1)

currently sponsor "The Goldbergs" via CBS television every Monday night. Agency is Young & Rubicam. The Carson show will make its final broadcast for General Foods on July 1. Sponsor is not expected to use a summer replacement.

Advertising Convention To View TV-War Movies

(Continued from Page 1)

America at the Rice Hotel in Houston, on Sunday, May 29. The series are now being seen as a weekly TV feature on WJZ-TV and affiliated ABC-TV stations under Time-Life sponsorship.

Two General Mills Shows Renewed On ABC Net

(Continued from Page 1)

Ranger is heard Monday, Wednesday and Friday at 7:30 p.m., EDT, and Betty Crocker show is heard Monday through Friday from 10:25 to 10:45 a.m., EDT.

Will Visit Air Bases

Reporter Edward R. Murrow and Davidson Taylor, CBS vice-president and director of public affairs, will attend the U. S. Air Force Civilian Seminar at Elgin Field, Valparaiso, Florida, Friday, May 13. On the following day the two will go to Maxwell Air Force Base, Alabama, for the final Seminar sessions.

Correspondents Set For Berlin Coverage

(Continued from Page 1)

bureau chief Merrill Mueller and MBS New York commentator Henry LaCositt were sent to Germany especially to cover the first break in the east-west deadlock.

ABC Berlin bureau chief Lyford Moore, MBS Berlin correspondent John Thompson, CBS Berlin correspondent Bill Downs and NBC Berlin bureau chief Edwin Haaker have completed the initial preparations for the direct broadcasts now being scheduled by their respective networks.

Journalistic Fraternity Honors Mueller Of NBC

Merrill Mueller, NBC's London bureau chief, has received a distinguished service award from Sigma Delta Chi, professional journalistic fraternity, for his radio news writing in 1948. Mueller was honored for a dispatch on Feb. 28, 1948, reporting overthrow of the government of Czechoslovakia and substitution of a Communist regime.

George J. O'Connor, news editor of WINR, NBC affiliate in Binghamton, N. Y., won an award for radio reporting. Sigma Delta Chi gave a total of nine awards honoring journalists.

COMING and GOING

HARRY ACKERMAN, Columbia network vice-president and director of network programs in Hollywood, is back at his headquarters following a vacation in Palm Springs.

ROBERT SAUDEK, American network vice-president in charge of public affairs, has returned from a trip to Columbus, Ohio, and Washington, D. C.

JOE FRANKLIN, of WMCA, flying to the West Coast to cut interviews for his new transcribed Fine-Nelson package, "Main Street Memories."

CHARLES COLLINGWOOD, Columbia network commentator, to Berlin by plane to cover the lifting of the blockade imposed by Soviet Russia against the democracies.

EDWARD R. HITZ, assistant director of network sales at NBC, off to Cincinnati on business.

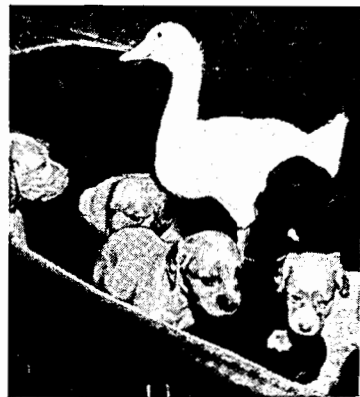
LA VERNE, PATTI and MAXINE ANDREWS, stars of "Club 15" on CBS, tomorrow will be in Coronado, Cal., where they'll be featured at the convention of the Western Chain Gracers Assn.

HERB SHRINER tomorrow will be in Indianapolis to emcee "Ayeshire Air Show" over the Mutual network.

JAMES BURKE, director of program sales for CBS Radio Sales, and HERBERT CARLBORG, Eastern sales manager, are expected back today from a business trip to Chicago, Minneapolis and St. Louis.

HARVEY J. GANNON, sales-service manager of WNBC-WNBT, who is also a lieutenant commander on the U. S. Naval Reserve, shoved off from New London Sunday for two weeks of duty at sea.

Wrong bailiwick



Somewhat this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick! Call in your Headley-Reed man and get the full W-I-T-H story today.

Tom Tinsley, President • Represented by Headley-Reed

Miss Hennock, Kobak At Last IER Session

(Continued from Page 1)

stock and change over to meet the challenge of the times more adequately."

Miss Frieda Hennock, first woman member of the FCC, who had followed closely as many sessions of the '49 IER as possible, was next introduced. She said that in her opinion "no program being pursued on any college-university campus in the nation is more important than yours, here."

She said that she would like to require every applicant for an FCC license to broadcast "to attend four days of Institute meetings to participate in the discussions and get the feel of some of the problems in the industry." She admonished: "Don't change; stick to education; be educators."

Life Memberships Presented

Earlier in the Institute, Wayne Coy, FCC chairman, had described the IER as "the world's foremost forum for the study of broadcasting as an educational medium," calling upon those present to continue your magnificent contributions to American education and American broadcasting."

Life memberships in the Institute were presented to its co-founders: Frances Payne Bolton, Ohio Congresswoman, and Dr. W. W. Charters, honorary director. In his acceptance, Dr. Charters reviewed the Institute's founding and growth and said he was satisfied it had "safely passed the adolescent stage, and is able to take care of itself."

Generally speaking, the '49 sessions proved memorable in that TV's "impact" made itself felt for the first time, reaching to the very roots of the Institute. TV dominated two of the four general sessions and permeated virtually all of the 28 special interest and work-study group meetings.

General Session Saturday

Third general session, Saturday night, was on the topic: "How Educators Can Use Radio Effectively." This led off with a report by Erik Barnouw, Columbia University, on radio's campaign against VD, followed by a particularized summary of its application in Ohio by Earle O. Wright, Ohio Department of Health.

In opening this session as presiding officer, Clifford J. Durr, former FCC chairman, said: "... Is orthodoxy of thought the imperative of our time, or must the minds and imagination of people be set free to cope with the new and unorthodox problems which they face?"

"In Washington today thoughts expressed, and associations with others, have been officially brought within the jurisdiction of our federal police. Few in public life dare say his is wrong, for it is done in the name of preserving our freedoms."

When Durr introduced Robert Saudek, ABC's vice-president in charge of public affairs, saying that it was Saudek's "pioneering and courage" that had put the campaign

Packard Promotion Plan Turned Down By Stations

(Continued from Page 1)

platter and about 40 others selling the recording to local Packard distributors, RADIO DAILY learned yesterday.

The idea of getting the free plug originated in the office of Hugh W. Hitchcock, advertising manager of the Packard Company, in Detroit. Hitchcock sent out form letters to about 1,400 of the nation's broadcasters. Describing the platter as "a new release custom tailored for radio in 14-minute transcription form," Hitchcock's letter flattered the radio stations as "an extremely important news medium." Text of the script on the disc contained 50th birthday observations by Packard officials.

Protest Letters Received

Letters protesting the approach poured into the headquarters of NAB, Radio Reports, and the trade press the past week. Most of the broadcasters' letters were copies of those sent to the advertising director of the Packard Motor Car Company. Typical of the protesting letters was one from Herbert W. Brown, general manager of KQVR, Lodi, Calif. Brown's letter follows:

"Your so-called 'news release' transcription was received in good condition, was a very good show and we used it for what it

WAS a fourteen minute thirty second commercial.

"The only reason we used it was that we were able to sell it to the local Packard dealer.

"I have noted the amount you have budgeted for newspaper, magazine and direct mail advertising, also the amount you have NOT budgeted for radio.

"So far as further releases are concerned, we will be most happy to run all of them that are sponsored. But as for running them as news releases even the FCC gives us credit for being less stupid."

Survey Co. Reports

In New York, Radio Reports, Inc., a survey organization, confirmed having received more than 400 letters and questionnaires from broadcasters in connection with the Packard radio program. An executive of the company explained they were called in to make a survey of broadcaster acceptance of the Packard platter after the original promotion letter was sent out from the motor car advertising offices in Detroit. The Radio Reports spokesman emphasized that their organization did not participate in the original promotion letter.

RKO's Jersey Theaters In Tieup With ABC Show

The RKO theater circuit in Northern New Jersey is conducting an all state "Miss Song" contest, the finals of which will be held at the Capitol Theater in Trenton on May 18th. The winner will appear on ABC's GE House Party on Friday, May 20, from the stage of the Mosque Theater in Newark where Art Linkletter and his troupe will be making a week's appearance.

against VD over a big hurdle, Saudek was given an ovation.

Other participants on the panel: Morris S. Novik, radio consultant, New York; James F. Macandrew, NYC board of education; Woodrow Strickler, U. of Louisville; Charles F. Church, KMBC, Kansas City, Mo.; and Richard B. Hull, NAEB.

Prof. Kenneth Bartlett, Syracuse University, served as discussion leader at all four general sessions.

Dr. I. Keith Tyler, Institute director, brought the closing word at the Institute dinner, thanking representatives for their attendance and interest. He asked each one to make suggestions as to how the Institute in '50 might be improved.

Asked later about the possibility of the Institute's name being changed to include television, Dr. Tyler stated that the name probably would stand, since radio is a general term. However, from now on, the title "Institute for Education by Radio" will have a second line: "AM, FM, TV and FAX."

Don Lee Executive Realignment Told

(Continued from Page 1)

Donn B. Tatum, vice-president and general counsel; Ward D. Ingram, vice-president in charge of sales; Pat W. Campbell, vice-president in charge of station relations; William D. Pabst, vice-president and general manager of KFRC, San Francisco, and C. J. Marshall, assistant secretary-treasurer. The network board of directors remains the same: Mr. Weiss, chairman; Mr. Brown, president; A. M. Quinn, secretary-treasurer and Mr. Tatum, general counsel.

Affiliated with Mutual

The Don Lee Broadcasting System is the communications subsidiary of the Thomas S. Lee Enterprises, Inc., and operates a 45-station regional network on the west coast which is affiliated with Mutual.

Gets KNX Promotion

Richard George Pedicini, of the KNX-CBS Hollywood script department, has been named to the post of assistant editor. He replaces Edward R. Nathan, who recently was appointed western division script editor. Pedicini, who joined the CBS script department in 1947, currently is director of the Columbia Players and has a wide experience in many fields of show business.

SMALLER PRESSINGS -+ MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

COLUMBIA

(Lp) MICROGROOVE METHOD

More For Your Money!

- * Substantially Lower Cost Per Record
- * More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

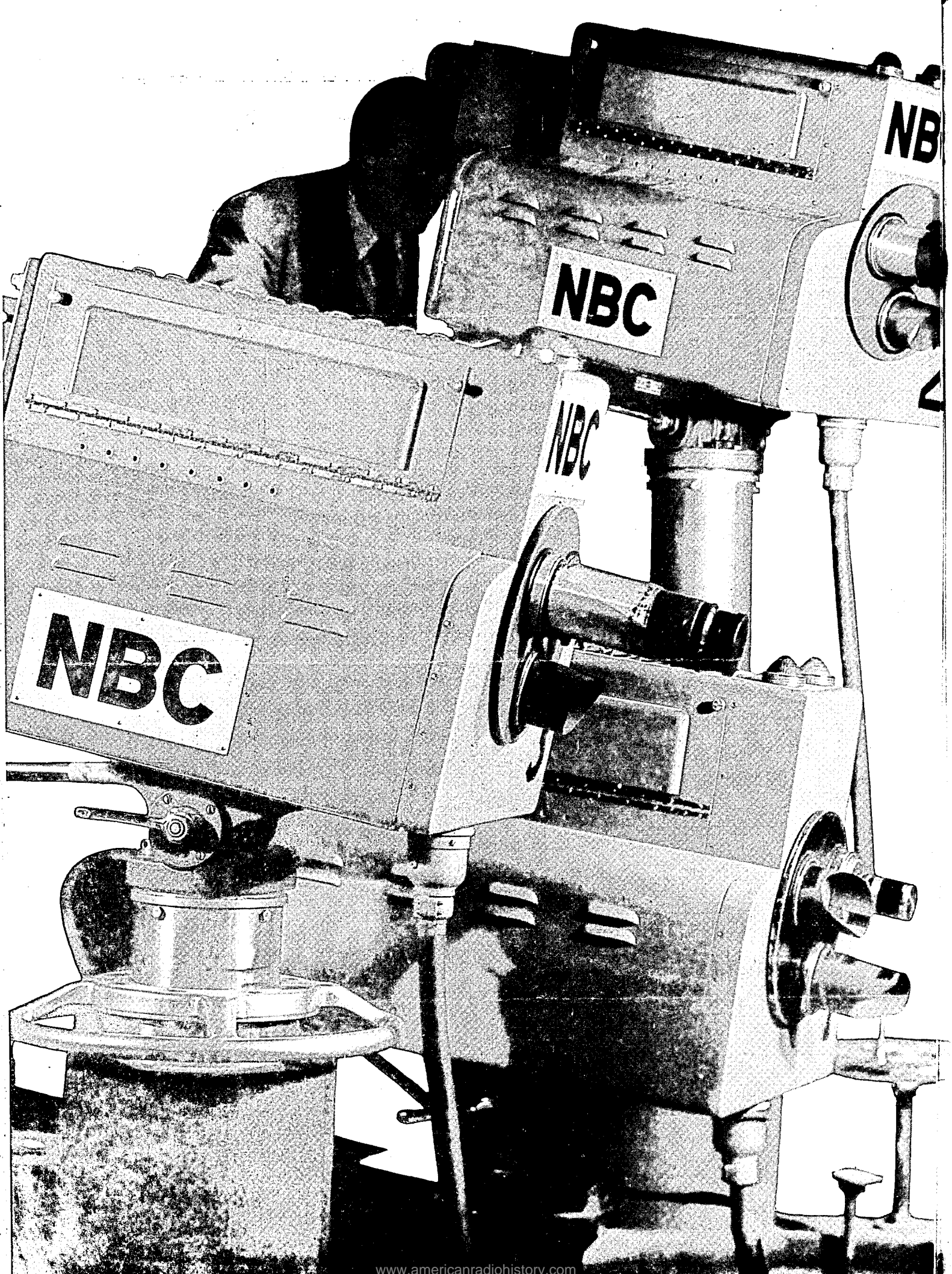
CALL, WRITE, WIRE FOR FULL DETAILS

Columbia Transcriptions

A Division of Columbia Records, Inc. ©D

Trade Marks "Columbia" and ©D Reg. U. S. Pat. Off. Marcas Registradas © Trade Mark

Los Angeles:	New York:	Chicago:
8723 Alden Drive	799 Seventh Avenue	Wrigley Building
Bradshaw 2-5411	Circle 5-7300	410 North Michigan Ave.
		Whitehall 6000



NBC

NBC

NB

NBC

for the 7th consecutive month,

NBC presents advertisers with the

largest average evening audience

in network television.*

*TV Hoop statistics—October through April

Plan To Arbitrate Yankee Web Strike

(Continued from Page 1)

at Wednesday's meeting. These terms envisage a return to work of engineers pending settlement by arbitration.

Striking engineers earlier had turned down a proposal of State Labor Commissioner John J. Del Monte that work would be resumed under a thirty-day extension of contract.

Although newsmen and announcers have joined the IBEW engineers in the walkout, station executives and other personnel have kept up a full schedule of programming on stations affected by the strike. The stations are: WNAC, Boston, WAAB, Worcester, WEAN, Providence, WMTW, Portland, WJCC, Bridgeport, and WONS, Hartford.

Urges Firms To Use FM As 'Plant House Organs'

(Continued from Page 1)

chapter of the Public Relations Society of America that industry "seems unaware that it is technically possible for virtually every major industrial plant, bank, store or other localized enterprise in the United States to have its own small FM station, which would serve the same purposes as a house organ and probably for less money."

Faught said such a system could be installed for less than \$2000, and that "a million such small FM stations could be operated without interference in this country, and without disturbing the present commercial broadcasting structure."

Faught said he knew of no reason why the FCC would not license such stations, if local companies and others would step forward and request them. "In fact, I believe the Commission would look with favor on such added use of radio in the public interest," Faught declared.

WAAM Ups Chaseman

Baltimore — Joel A. Chaseman, WAAM announcer, has been named assistant program director of the station. He has been with the outlet since November, 1948, and appears on the daily, three-hour "WAAM Sportsroom" show.

Correction

Through error, the name of William S. Pirie, Jr., Director of National Sales of WFBR, Baltimore, Md., was omitted from station's listing in the 1949 Radio Annual.

OFFICE SPACE FOR RENT RADIO CITY VICINITY

Desirable 1- and 2-room offices with telephone switchboard service on 4th floor
ABBEY HOTEL
151 W. 51st St. New York City
Phone: Circle 6-9400



Mainly About Manhattan. . . !

• • • American Tobacco huddling with Martha Raye regarding a video package of her own. (Gal did a smash job on Berle's stanza). . . Geo. Jessel mulling a 5-minute commentary stint. . . Rudy Vallee penning his autobiography. (Incidentally, that CBS deal with Vallee is dead). . . American Safety Razor Co. readying a heavy radio campaign to promote a new blade. . . CBS dropping its "mr. ace & JANE" series after the May 24th show. (Geo. Petrie swears he heard Jane singing it this way: "Ace—You're adorable"). . . FCC readying a statement regarding new developments in TV but will hold it up until the "right moment." . . The local trade gets its first gander of Gorgeous George's muscles and curls Thursday night via WPIX. . . Theodore Granik, whose "American Forum of the Air" made its radio debut more than 20 years ago, has come up with a new half-hour series, "American Television Forum," due to preem on NBC May 22nd. . . Greatest single show we can think of offhand would be a meeting between those two greats of show biz—Jerry Mahoney and Charlie McCarthy. Talk about your Winchell-Bernie, Allen-Benny, Vallee-Osborne, Lombardo-Garber, Crosby-Columbo feuds, this one would make 'em all look like sissies! . . . Personal nomination for the most stupid lyric of the year—"Kiss Me Sweet," which gives out with such double talk as "Kiss me now and kiss me later; kiss me like a sweet potatoer." My aching back!



• • • Our recent contention that television had not yet succeeded in worming its way into the affections of daytime listeners brought forth a mild storm of protest from our old pals, Wilbur Stark and Jerry Layton, who send along a three-page dossier aimed to prove we're slightly off our trolley and that "daytime television is here to pay." Starting off with "when you're alone with a woman, you can make her cry easier—when you're alone with a woman, you can make her buy easier," their argument goes on to state that it's easier to sell one person than it is to sell a group. (Granted, me lads, but this argument is by no means exclusive to television. And name me something that can bring a woman's tears out swifter than a soap opera). Seriously, tho', we'll string along with them about Kathi Norris, on WABD from 10:30 to 11:00 a.m. daily, who's doing a remarkable job of selling everything from fashion to food.



• • • AROUND TOWN: Could be that Milton Berle's TV show may have a coast origin next fall. Columbia Pictures is anxious to get him to star in "Confessions of a Diaper Salesman." (Make up your own tag on this). . . Joan Davis and CBS have come to terms and she'll do 8 weeks in a summer spot, with Dick Mack back as writer-producer. . . For the first time in his recording career, Bing Crosby is going to wax an album of hymns embracing three faiths. . . It's Tim Marks' contention that cooking classes on TV oughta provide plenty of excitement with all the stirring scenes. . . Don Carle Gillette, former trade paper editor and Warner Bros. trade press contact, has been made a member of the board of directors of Trans-America Music Corp., a new holding company which has acquired an ASCAP membership and which will be the first music publishing house to make its stock available to the general public.



• • • MAIN STREET TREATS: Herb Sheldon's nimble wit on his ABC ainer. . . Alvin Boretz's scripting on CBS' "Fire Bug." . . The new CBS teevee show, "Mr. I. Magination." . . Catherine Mastice's warbling on Ted Steele's new TV'er. . . The new Ziv transcribed series, "Meet the Menjous." . . Fred Barr's platter patter on WWRL. . . Don Richards' singing at the Capitol. . . Gregg Sherwood at the Old Knick.

Truman, Top Talent To Open Bond Drive

(Continued from Page 1)

Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Iren Dunne, Edward Arnold, Dorothy Lamour, Nelson Eddy, Fred Wang's Pennsylvanians, Alan Ladd, Ken Carpenter, Robert Armbruster and others. Seven orchestras will be heard.

Simultaneously with the announcement of talent, Vernon Clark, national director of the Savings Bond Division, announced that President Truman and Secretary of the Treasury, John W. Snyder would make personal appearances

Three More Speakers Announced For Ga. Ins

Athens, Ga. — Three more radio leaders have been announced as speakers at the 4th annual Georgia Radio Institute set for May 12-14 at the University of Georgia's Henry W. Grady School of Journalism.

Sam J. Slate, program director of the BBC's New York office; A. J. Willard Jr., executive vice-president of the National Association of Broadcasters; and G. Richard Shaft vice-president and general manager of the Surety Broadcasting Co., Columbia, S. C., have been added to the list of speakers.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland.

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

NAB ISSUES PERSONNEL SURVEY

TELE TOPICS

WESLEY, the new Sunday nite series on CBS, is a fairly amusing juvenile comedy with a full complement of stock characters including a twelve-year-old boy who would rather play baseball than take a violin lesson; his not-too-tight parents; a crotchety old-soldier grandfather; a teen-age sister and her besick swain, and Wesley's chum, Alvin. The action takes place in an upper middle class suburban home and consists of a series of tortuously contrived situations which are reminiscent of "Blondie," "The Malrich Family" and similar shows. In the opening is a lusty shout for "Wesley Eggleston." . . . Tony Miner's production was a handsome one, and Frank Chaffner's direction kept things moving where Samuel Taylor's script did not. Very attractive set was by Richard Rychtarik. . . . In the title role, Donald Devlin is a believable youngster, although he habitually says "fawther" for father, "cawpet" for carpet and so on. Frank Thomas, Sr., and Mona Thomas are the parents; Joyce, the sister; Joe Sweeney, grampa; Billy Nevard, Alvin, and Jack Ayers, the friend.

SEVERAL QUESTIONS have come up since the debut of "Stop the Music" ABC Thursday nite regarding the procedure followed in placing telephone calls to prospective contestants. (1) Only two of the dozen calls made during the hour are to New York. The big city, however, is about half of all receivers in the country, and, since the program was aired only on the live network, New York should have received more than half of the calls. Why, then, did it get only one-sixth of the total? . . . (2) If, as emcee Bert Parks said, calls were made from a list of TV phone homes, why did he at one point in the show ask viewers to send in postal cards listing their name, address and phone number? . . . (3) If these cards are to be used as the basis for the drawing, why were listeners asked only once during the hour to send them in, and is this in a perfunctory manner? . . . (4) What's to prevent persons who do not own TV sets from sending in cards in the hope of collecting the consolation prizes referred to those who do not know the name of the song?

HEBMAN BREWERIES planning an expanded campaign for the 1950 "Miss Teenage" contest because of last year's effort. In 1947, 2,200,000 votes were cast. In 1948, the contest drew 4,200,000 votes. The five-minute films on New York stations the only change in advertising and promotion. This year's film, produced for about \$100,000 was aired 52 times. FCC-B and the agencies. . . . Bob Longenecker will set up New York offices for Telepak, Inc., 250 Park on June 1. He'll stay on in New York.

Pickup WNBW Signal 1,000 Miles From D.C. CBS Signs Burrows To New 7-Yr. Pact

Washington Bureau of RADIO DAILY

Washington—Several cases of long distance reception of the signal of WNBW, here, have been reported to the station by TV set owners in the far West. Five letters and a long distance telephone call this week established that the station's signal has been received clearly in Texas, Iowa, Oklahoma and Arkansas. All the reports, received by WNBW operations supervisor Charles Colledge, stated that the reception was made on April 27 and was clear both in picture and sound.

Information on the unusual long distance reception was reported by WNBW to the Radio Propagation Service of the Bureau of Standards. Sidney Ostrow of the Bureau expressed the opinion that the freak reception might have been caused by "sporadic E," or ionization of the E level of the atmosphere, which extends from the earth's surface upwards some fifty or sixty miles. Exact causes of all "sporadic E" ionization are unknown, but some of the ionization is caused by meteors. Ostrow also pointed out that certain weather conditions can cause long distance reception of radio and tele waves.

The latter reason appears to be the explanation of the long distance reception of WNBW on April 27, according to Morris Schulkin, who correlates radio tropospheric propagation with meteorology at the Radio Propagation Service. When told of the reception reported from the far West, Schulkin expressed the opinion that an almost stationary cold

(Continued from Page 1)

front extending from Washington southwestward to Texas could create an atmospheric duct for a TV or radio signal, if temperature, humidity and barometric pressure along the cold front formed a certain "refractive index." A check of the weather map of April 27 by Mr. Schulkin shows that the cold front did exist with other conditions that made it possible for WNBW's signal to travel over 1,000 miles and be received clearly.

New Benny Rubin Show Set On WPIX By Vim

Vim Radio and Sporting Goods Stores, Inc., has signed a 13-week contract with WPIX for sponsorship of "Benny's Place" a new comedy show starring Benny Rubin, beginning May 16, 8-8:30 p.m.

Featured in the cast will be Elaine Arden, Janice Walker, Milt Morse and Allen Walker. Peter Fernandez and Marion Carter will guest on the preem. Jerry Rosen is producer; Eddie Nugent, director, and Joe Bolton, announcer.

Account was placed direct.

front extending from Washington southwestward to Texas could create an atmospheric duct for a TV or radio signal, if temperature, humidity and barometric pressure along the cold front formed a certain "refractive index." A check of the weather map of April 27 by Mr. Schulkin shows that the cold front did exist with other conditions that made it possible for WNBW's signal to travel over 1,000 miles and be received clearly.

Demand For TV-Pic Censor Fought In Philadelphia Court

Philadelphia—Because of the immediacy of the subject, motion pictures used by television stations should be classed as newsreels, even though some video presentations comprise only a single subject, witnesses before Federal Judge William Kirkpatrick said yesterday. Such films, it was argued, have been exempt from censorship in Pennsylvania for a number of years.

Emerson Yorke, producer; Joseph McDonald, ABC vice-president and general counsel, and William B. Lodge, vice-president of CBS-TV were the witnesses in behalf of a petition for a declaratory judgment to invalidate a Censor Board ruling

that all films used by TV stations in this state must be submitted for censoring.

Censorship of TV films would cause undue hardship, added costs and delay, witnesses held. Board, they declared, has no jurisdiction outside of Pennsylvania, and all pix televised by Pennsylvania stations cross state lines.

For this reason, witnesses testified, censorship would raise unsurmountable barriers to free interstate commerce and also would interfere with operations of the FCC.

Hearings before Judge Kirkpatrick will be continued today.

Shows 57 Stations Employ 3,456 Full-Time

Washington Bureau of RADIO DAILY

Washington—NAB said yesterday that television, with only 57 stations on the air, already employs approximately 10 per cent as many full-time persons as does the entire AM-FM broadcasting industry. In a survey of television employment and wages conducted by Richard P. Doherty, NAB director of employe-employer relations, it was also found that the regular staff of 57 television stations, including networks, aggregated 3,456 full-time persons and approximately 1,000 part-time and free-lance individuals, as of February, 1949.

"If the staffs of stations now preparing to go on the air in the near future are added, the total television employment among stations and networks will approximate 4,000 persons. In addition, a considerable number of free-lance actors, singers and other talent are employed directly by agencies," Doherty said.

It was found that the average "per station" television payroll for individual stations is \$4,310 per week, while the average "per network" payroll, for New York City operations only, is approximately \$29,500 per week. The study also showed the following:

. . . 46 persons comprise the full-time staff of the typical individual television stations;

. . . Less than 30 persons make up the staffs of 32 per cent of the stations;

. . . More than 70 persons comprise the staffs of 13 per cent of the stations;

. . . An average of 290 persons are employed by each of the networks for New York City operations;

. . . Approximately 50 per cent of television stations' staffs are technical employees, 8 per cent film department personnel, 22 per cent program personnel, 16 per cent are engaged in general administration, and 4 per cent in sales.

140,000 See First Live Airing Of Kentucky Derby

Louisville—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired locally by WAVE-TV and sponsored by Gillette Safety Razor Company. Homes, libraries, recreation centers, bars and department stores were crowded to capacity in Louisville. Sears Roebuck had accommodations for 3,000 persons; many of whom waited in the store four and a half hours prior to post time in order to get a good seat at a set.

AGENCIES

JAMES P. GILLIS has joined the radio and television department of McCann-Erickson, Inc., it was announced yesterday by Lloyd O. Coulter, vice-president. Gillis formerly was associated with NBC as an account executive.

JOHN W. SCOTT, president of Buckley & Scott, of Watertown, Mass., one of the largest independent oil companies in New England, have announced the appointment of John C. Dowd as advertising council, effective May 1, 1949. David R. Lutkins is the account executive.

WILLIAM J. WARBURTON and **DAVID C. MOSS** announce the formation of a new public relations firm, to be known as Warburton, Moss & Co., with offices at 61 East 52nd Street, New York. Warburton, a graduate of Princeton University and a veteran of two world wars, has been a member of the New York Stock Exchange for the past 25 years. Upon his return from overseas duty in 1945, he became officer in charge of special events for the third naval district. Moss has been associated with banking and advertising firms during the past thirty years. He was president of the investment banking firm of Moss, Pratt & Co. and was vice-president of the George W. Luft Company, cosmetic manufacturer, in charge of sales and advertising.

FRED S. MCCARTHY has joined the Jones Frankel Company, Chicago, as director of sales promotion. McCarthy was formerly with the Philco Corporation as television sales promotion manager for the midwest.

Kenway To Speak

Ivor Kenway, ABC vice-president in charge of advertising, promotion and research, will be featured speaker at a Princeton Club luncheon in New York on May 13. He will discuss television advertising.

Wedding Bells

Joan Drury, WNJR receptionist, was married Saturday morning, May 7th, to Arthur Woodenschek at Sacred Heart Church, Newark.

Opposition

Saskatoon, Can. — The annual meeting of the national executive of the Retail Merchants' Association has expressed opposition to what it terms "high pressure" radio advertising by many manufacturers. The executive said that such advertising added to the cost of products to the consumer. Prize-giving on radio advertising programs also was deplored. Soap operas and breakfast food programs were mentioned as being among high-cost advertising stunts.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of April 29-May 5, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
Again	Robbins
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Bali Ha'i	Chappell
Beyond The Purple Hills	Goldmine
Candy Kisses	Hill & Range
Careless Hands	Melrose
Cruising Down The River	Henry Spitzer
Don't Cry, Cry Baby	Santly-Joy
Everywhere You Go	Lombardo
Far Away Places	Laurel
Forever And Ever	Robbins
Havin' A Wonderful Wish	Paramount
I Got A Gal In Galveston	Republic
It's A Big Wide Wonderful World	Broadcast Music
Kiss Me Sweet	Advanced
Little Old Church Near Leicester Square	Oxford
Look For The Silver Lining	T. B. Harms
Once And For Always	Burke & Van Heusen
Powder Your Face With Sunshine	Lombardo
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
So Tired	Glenmore
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Streets Of Laredo	Famous
Sunflower	Famous
Three Wishes	Herbert Music
You Broke Your Promise	Pic Music

Second Group

TITLE	PUBLISHER
Are You Kissing Someone Else	Cavalier
Bop Goes My Heart	J. J. Robbins
Cabaret	Duchess
Coca Roca	United
Dreamer With A Penny	George Simon
Five Foot Two, Eyes Of Blue	Feist
Have A Little Sympathy	Bregman-Vocco-Conn
I Didn't Know The Gun Was Loaded	Lewis
I Don't See Me In Your Eyes Anymore	Laurel
I Got Lucky In The Rain	Sam Fox
If I Could Be With You	Remick
Johnny Get Your Girl	Bourne
Lady Of Spain	Sam Fox
My Dream Is Yours	Witmark
My One And Only Highland Fling	Harry Warren
No Orchids For My Lady	Leeds
Tulsa	Advanced
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Charles K. Harris
You Was	Crystal

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BEHIND THE MIKE

JEFF CLARK, who sings on the Henry Morgan show, is being groomed for a national build-up. Adelaide Bishop, well-known operatic soprano (and daughter of Dr. Jos. Bier) weds Lt. Gene Patten Dietrich on the 21st.

Vic Damone's success at the Riviera has brought him some interesting TV offers.

Robert Q. Lewis and Henry Morgan entertain at the Ann Dinner of the Nat'l Cancer Foundation at the Waldorf June 8th.

Carl Brisson, a click at the Chattelee, in Milburne, N. J., wants for a radio series.

Talk of the ABC salesmen is that monthly newspaper Herb Sheldon got out all about his show.

Jerry Strong, WINX morning man and disc jockey, and the Three Suns entertaining patients at Walter Reed Army Medical Center.

Robert D. Guthrie, recently with WNEW, has joined WHOM in sales promotion post.

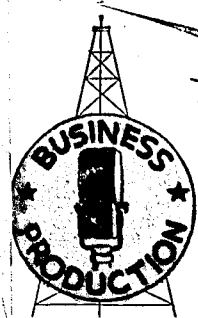
Case Named Gen'l Mgr. Of Raleigh Station

Raleigh, N. C.—George T. Caspary, veteran broadcaster, was named this week to be general manager of WNAO, WNAO-FM. Appointment was made by Frank Daniels, general manager of the News and Observer Publishing Company, owners of the stations.

For the past two months Mr. Caspary has been acting as program director for the stations, and prior to that time was director of The Broadcasting Television Institute in Raleigh. I returned to Raleigh last November to open the school, and has been actively engaged in production and consulting work in the area since that time.

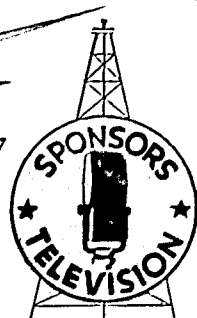
Dudley Tichenor, whom Mr. Caspary replaces at WNAO, resigned to join the staff of WWL in New Orleans.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46.
HENRY GREENFIELD, Mg. Director N.Y. 19



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 29

NEW YORK, WEDNESDAY, MAY 11, 1949

TEN CENTS

FCC WILL RETAIN 'MAYFLOWER' RULE

Network Negotiating Boxing Partnership

NBC is making a major move to corner the radio and television fight rights in the new Madison Square Garden-controlled boxing organization now being formed. The new organization is a result of the retirement of Mike Jacobs and the possible dissolving of his Twentieth Century Sporting Club, an outfit that went 50-50 with the Garden in promoting fights.

It is not known specifically how NBC may align itself with the new setup but negotiations over the highly complicated matter are currently in progress. It's possible that NBC, which stands ready to make

(Continued on Page 7)

Tripled Budget Urged For 'Voice Of America'

Washington Bureau of RADIO DAILY Washington — Sen. Brien McMahon, D., Conn., urged yesterday that the Voice of America be given three times its present budget in order that it be able to fight Russian counter-action. McMahon, who said he had discussed the matter yesterday with President Truman, called also for broadcast to the world of the proceedings of any peace conference which might eventuate.

Meat Firm To Sponsor 15 Min. Of 'Hi Jinks'

The Illinois Meat Company, makers of Broadcast brand cornbeef hash, has signed a 52-week contract to sponsor the 8:45-9:00 a.m. portion of the "Hi Jinx" program over WNBC, Mondays through Fridays, it was announced by John C. War-

(Continued on Page 2)

Sponsor Asks All NOT to Buy Products

Bakersfield, Calif. — Reversing the usual procedure of presenting 'selling' commercials, Kerns Materials Company, is using time on Martin Agronsky's program on KPMC, to ask listeners NOT to buy their products.

The Kerns organization used the opening, middle and closing commercial to put across the message, "the sponsors of this program has more work than they are now able to take care of" and admonished the listeners not to buy their materials.

Agronsky's program is a co-op ABC news show which is carried by KPMC in Bakersfield. The Kerns Company will continue sponsorship despite their inability to handle more orders.

Coy Heads U. S. Group To Int'l Meet In Paris

Washington Bureau of RADIO DAILY Washington — The State Department yesterday announced formally the appointment by President Truman of FCC Chairman Wayne Coy as chairman of the United States delegation to the International Administrative Telephone and Telegraph

(Continued on Page 6)

Spot Spokesmen Sell Radio To Watch Co.

Frank Headley, president, and T. F. Flanagan, managing director, of National Association of Radio Station Representatives went into ses-

(Continued on Page 8)

Ownership Of WOJ Passes To Weil And 3 Associates

Washington Bureau of RADIO DAILY Washington — Control of WOJ, New York, will pass to General Manager Ralph Weil, Program Manager Arnold V. Hartley, Attorney Richard E. O'Dea and Joseph Leigh, New York business man, according to an order issued yesterday by the FCC. The order will terminate the last instance of dual ownership, with Arde Bulova's continued ownership of two New

Plans To Affirm Ban On Editorializing By Stations, Is Belief In Capital; NAB Had Opposed Edict

Webs To Air Lifting Of Berlin Blockade

The four major networks have scheduled direct pickups from Germany and color-reaction commentaries on the lifting of the Berlin blockade, scheduled for 6:01 p.m., EDT, today, or 12:01 a.m., tomorrow, Berlin time.

General Lucius Clay, American military governor of Germany, will be interviewed via telephone by

(Continued on Page 6)

Another "Hit Parade" Set, As Summer Replacement

Another "Hit Parade" musical program titled "Your Hit Parade" on CBS for 14 weeks starting Sunday, June 5, from 7:00 to 7:30 p.m., EDT;

(Continued on Page 6)

Hicks Joins NBC Staff As Specialist In News

George Hicks, veteran ABC news commentator and special events reporter, has joined the staff of the NBC news and special events department, William F. Brooks, vice-

(Continued on Page 12)

Washington Bureau of RADIO DAILY Washington — The FCC has decided to reaffirm the controversial "Mayflower" rule against editorializing by radio stations, RADIO DAILY learned on good authority yesterday. It was believed that there might be some changes in the application of the rule, but that the prin-

(Continued on Page 8)

Packard To Consider Use Of Spot Radio

Answering a query from RADIO DAILY as to whether or not the Packard Motor Car Company plans to use radio advertising in their Golden Anniversary promotion, Hugh W. Hitchcock, advertising manager, wired:

"Golden Anniversary promotion continuing throughout the year and spot radio will have full consideration in our overall planning."

Hitchcock yesterday indicated that

(Continued on Page 2)

NABET Web Contract Will Come This Week

Joint negotiations between ABC, NBC and NABET are expected to be concluded with a new contract for engineers sometime this week. A union spokesman yesterday admitted

(Continued on Page 2)

False Alarm

Detectives were summoned to the office of NBC in Radio City yesterday when a bogus telephone call to the West 47th St. station stated that a crime had been committed. The detectives were met by Charles R. Denny, executive vice-president, who assured them there had been no murders either on TV or AM radio programs at the time.

RADIO DAILY



Vol. 47, No. 29 Wed., May 11, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Sleen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Olier, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7	7	- 1/8
Admiral Corp.	17 1/2	17 1/2	17 1/2	0
Am. Tel. & Tel.	141 3/4	141 1/2	141 1/2	- 1/8
CSA	18	17 1/2	18	0
CBS B	17 3/4	17 3/4	17 3/4	0
Gen. Electric	37 1/2	37 1/4	37 1/2	+ 3/8
Philco	27	26 3/4	26 7/8	- 1/8
RCA Common	12	11 7/8	11 7/8	- 1/8
RCA 1st pfd.	70 3/4	70 1/4	70 3/4	+ 1/8
Stewart-Warner	12 1/4	12 1/4	12 1/4	0
Westinghouse	23	22 5/8	22 7/8	- 1/8
Zenith Radio	28 1/4	28 1/4	28 1/4	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	15 1/4
Stromberg-Carlson	11 1/4	12 1/2
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/4	7 3/4

Wedding Bells

Miss Barbara Frost of the WOR (New York) publicity department is scheduled to be married to Dr. Leo Zachinsky on Saturday, May 28. Miss Frost joined WOR last month and previously was in the publicity department at ABC.

Repeat Jamming

WMCA, New York, tonight (Wednesday) will broadcast a recording made by the "Voice of America" to show how the latter's broadcasts are being jammed by Russia. WMCA will air the program at 10:30 p.m.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

★ COMING AND GOING ★

JESS BARNES, vice-president of the Mutual network in charge of sales, is visiting clients and affiliates in the Midwest.

OWEN SADDLER, station manager of KMA, Shenandoah, Iowa, a caller yesterday at the headquarters of ABC, with which KMA is affiliated.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, arrived in New York yesterday on business. He'll leave for the Quaker City tonight.

ABE BURROWS, actor, writer, producer and director on CBS, arrived here by plane yesterday from the West Coast. He'll make his headquarters here henceforth.

STANLEY G. BREIER, commercial manager and sales promotion director of KJBS, San Francisco, Cal., is in town. Visited yesterday at the offices of the station's national representatives.

CLIFFORD CHAFEY, manager of WEEU, American network outlet in Reading, Pa., is in New York on business.

CHARLES GODWIN, manager of the Southern office of the Mutual network, with headquarters in Atlanta, returned this week from Ponta Vedra, where he attended the convention of the Florida Assn. of Broadcasters. Then he left for Athens, Ga., where the Georgia Radio Institute will convene on Thursday, Friday and Saturday of this week.

JAMES SEWARD, Columbia network vice-president in charge of operations, is back in New York following a two-week business trip to the West Coast.

JACK DRAUGHON, president of WSIX, Nashville, Tenn., is here for conferences at the headquarters of ABC.

L. SPENCER MITCHELL, general manager of WDAE, Tampa, Fla., is here for conferences with his national reps.

MAX KARL, production manager of WTCN-TV, Minneapolis., conferred in New York yesterday with officials of the American network.

HAROLD KRELSTEIN, general manager of WMPB, affiliate on ABC in Memphis, Tenn., is in New York this week on station and network business.

BERTA WURM, chief traffic scheduler at WOR, has returned from a trip to Vienna, Austria, where she visited two sisters whom she had not seen since 1938. She also visited France and Switzerland.

NORMAN KNIGHT, Eastern manager of station relations for the Mutual network, is traveling through Pennsylvania conferring with affiliates.

WIN ELLIOT and the program company of "County Fair" on CBS, are in Philadelphia. Their program today will emanate from the Quaker City's Town Hall.

Packard To Consider Use Of Spot Radio

(Continued from Page 1)

the report that 400 stations had turned down the Golden Anniversary 15-minute news platter was an exaggeration and that such a figure did not tally with their returns. It is known, however, that approximately 400 stations answered the questionnaire sent out by Radio Reports, Inc., regarding the platter and that only 50 reported using the recording after having sold it to local Packard distributors.

Meat Firm To Sponsor 15 Min. Of "Hi Jinks"

(Continued from Page 1)

ren, sales manager of the station. The order was placed through Arthur Meyerhoff and Company of Chicago, with George E. Halleman representing NBC spot sales.

10 YEARS AGO TODAY

From the Files of Radio Daily

The New York World's Fair was saluted by the entire radio industry as the greatest show on earth with the networks and local stations united in lending full co-operation to the "World of Tomorrow." . . . The Waldorf-Astoria Hotel purchased two RCA television sets and presented televised programs as telecast by NBC in the public rooms of the hotel. . . . The radio and film functions of the National Emergency Council were transferred to the Office of Education under a second proposal by President Roosevelt to reorganize executive branches of the government.

NABET-Web Contract Will Come This Week

(Continued from Page 1)

ted that negotiations "are approaching conclusion."

It's understood that all parties have reached a tentative agreement and are now drawing up a contract. Most of the bargaining, it's said, was wrapped up to the satisfaction of all last week. NABET's contract with the two networks expired April 31 but was extended while discussions were in progress.

NABET's negotiations with WOR have not reached the conclusive stage that they have with the two networks. There's been a temporary halt of bargaining talk at WOR but meetings are expected to resume within a day or two.

Hicks Joins NBC Staff As Specialist In News

(Continued from Page 1)

ternational relations announced yesterday. Hicks future assignments will be the reporting of the activities of U. S. Steel Company during the NBC Symphony broadcasts which start in July and the "Theater Guild of the Air" which start in September. He is also slated to go to Europe next month to participate in broadcasts commemorating the fifth anniversary of the invasion of Normandy.

New FM Program

Singer Marian Loveridge will be featured in the Saturday night "Serenade at Seven" to be aired by WGVN-FM, New York, every week at 7 p.m., starting May 14. Martin Rocklin—singer, pianist, composer,—will be featured with Miss Loveridge. Tunes will include original songs by Rocklin and Hal Brent.



Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

.. And that buy is W-I-T-H, the big independent with the big audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM  FM

W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

SAN FRANCISCO

By NOEL CORBETT

KGO-TV's choice to have Garry Moore emcee their initial telecast went a long way to make Bay City folks television conscious. The bid with the crew haircut, with the help of the Wiere Bros. and Ella Mae Morse, really pepped up the half hour.

Don Klein announces the Frisco deals home games being telecast on KPIX and sponsored by Regal America. Games are heard simultaneously on KSFQ.

Hal Burdick, from KCBS; Paul Peegle, KNBC; Mel Venter and Dick Templeton from KFRC, spoke at the Burlingame Morning Club.

Acme Beer now sponsors Lee Giroux Thursdays in a five-minute telecast of sports news on KGO-TV. The show follows the General Eisenhower "Crusade in Europe" series. Dick Bertrandias, KNBC director of the Standard Hour and Standard School broadcasts, is teaching at San Francisco State College. Subjects: Radio writing, production and mike technique.

Barbara Degan, KFRC's secretary to mgr. Bill Pabst, is Honolulu-bound.

George Fuerst, KJBS salesman, is a 16-year radio man. He put in 12 at KBC and the past four at KJBS. George came up with such fellows as Furdo MacKenzie, who produces King Crosby's show and others from the old 111 Sutter Building.

Dude Martin, long a Bay City fixture with his pleasant music in the hillbilly style, is sponsored Wednesdays on KGO-TV at 8. The agency is Smith, Bull and McCreery. The show has an audience attendance, and Martin's bankroller, Hoffman Radio Corp. distribute the tickets through their distributors here.

Eells Promotes Marshall To Operations Director

Fred Marshall, who has been executive assistant to Bruce Eells, president and general manager of Bruce Eells & Associates, Hollywood, has been promoted to operations director. Marshall will supervise all of the firm's activity with emphasis on expansion of Broadcasters Program syndicate.

Jim Eells, former business manager of Television Magazine, replaces Marshall as general aide to Bruce Eells. He will assist the latter a completion of the firm's television plans.

Primadora Cigar Corp. Sponsors Stan Lomax

La Primadora Cigar Corp. is making its first use of radio advertising with the sponsorship of Stan Lomax over WOR, New York, on Tuesday, Thursday and Saturday, 6:45-7 p.m. Agency is Pedlar & Ryan. Lomax's sports broadcasts are heard Monday through Saturday.

Ownership Of WOV Passes To Weil And 3 Associates

(Continued from Page 1)

by O'Dea, and the discontinuance of pending suits by O'Dea against Bulova. Leigh and O'Dea hold 51 2/3 and 33 1/3 per cent, respectively, of common voting stock in the purchasing corporation, the Victory Broadcasting Corporation, with the remainder split among Hartley, Weil and Attorney Charles McGroddy.

The station operates on the 1280 band with five kilowatts, sharing one-seventh of its time with WHBL, Newark.

The Coy-Jones dissent was directed at the Commission's decision to renew the licenses of WNEW and WOV, which have been on temporary since 1944. Since then the Commission has refused to permit the sale of the station to the Mester Brothers for \$300,000, in a decision unsuccessfully appealed to the Supreme Court, and several other transfer applications have fallen by the wayside.

Followed Long Investigation The Commission said its decision to renew the two licenses "followed the completion of an extensive field investigation conducted by the Commission last fall into Bulova's radio activities."

"On the basis of this report," said Coy and Jones, we are unable to conclude . . . that the Commission is in a position to find that Mr. Bulova and the corporations in which he is the controlling stockholder are qualified by character to be entrusted with the responsibilities of a broadcast licensee." Instead, they called for full hear-

ings on Bulova's connections, past or present, with WCOP, Boston; WELI, New Haven; WNBC, New Britain; WAGA, Atlanta; WPEN, Philadelphia, and the New York stations. Hearing would give not only other persons whose paths crossed Bulova an opportunity to present their cases in person but would also afford Bulova the chance to dispel clouds which appear to some to hover over his name, they said.

Despite denials on the record, Coy and Jones said that in the cases of the three New England stations "control over finances and corporation was definitely in the hands of Bulova and his associates in New York."

A hearing, they said, "is imperative. We would be inclined to let the matter rest if it were clear that our predecessors had given full approval to past applications involving Bulova and his associates with full or even substantial knowledge of the facts. But the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge. . . ."

"In the light of the information obtained in this investigation, we do not see how the Commission can place any confidence in the statements or representations of the parties concerned. This being so, we are unable to see how the Commission can conclude that Mr. Bulova is qualified to be the licensee of a broadcast station."

Stations Get Sponsor For Public Service Series

Nine independent stations have already sold the public service series, "America Speaks Up", to local sponsors and other stations among the 200 who have signed up for the ET series have sponsorships in the process of being completed, Larry Hammond, producer, announced yesterday. The series of 15-minute transcribed programs, produced by America's Future, Inc., a non-profit organization dedicated to preserving the American way of life, will be released on a weekly basis starting June 6.

Stations who announce sponsorship of the series include: WIO, Kokomo, Ind.; Globe American Corp.; WLBK, De Kalb, Ill.; De Kalb Trust and Savings Bank; WOC, Davenport, Austin - Crabb Company, building materials; WJBO, Baton Rouge, La.; WCAP, Red Bank, N. J.; Teller Construction Company; WSLI, Jackson, Miss.; bank; WCHV, Charlottesville, W. Va.; Monticello Drug Company and KFMI, Tulsa, Lincoln-Mercury distributor. Other sponsors who have deals pending with stations include a bank in Boston, an insurance company in Chicago and a bank in Fort Worth, Texas.

WOR Installs TV Sets In Children's Hospitals

Children's ward at New York's Bellevue Hospital got its first television set this week through the courtesy of WOR and listener contributions for the station's Christmas fund last December. Twenty-one other DuMont sets already have been installed through WOR in hospitals in New York, New Jersey and Westchester.

Theodore C. Streibert, WOR president, formally presented the set for Bellevue to New York City Commissioner of Hospitals, Dr. Marcus D. Kogel. Also present was Edythe Meserand, WOR's assistant director of news and special features, who directs the work of WOR's Christmas fund for hospitalized children in free wards.

Decca Signs Lombardo

David Kapp, vice-president of Decca Records, Inc., announced yesterday that Guy Lombardo has signed a new Decca contract. Lombardo, with his Royal Canadians, was one of the first artists to sign with Decca and his new contract will mean association with record company for 20 years.

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRBW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
STEINMAN STATIONS

RADIO DAILY

SOUTHWEST

CLIFF WARREN, popular singer and yodeler, will make his debut in a new series of programs to be heard daily for a quarter-hour on WOAI, San Antonio. He will sing standard "pop" tunes plus one western ballad on each airing. Music will be by the WOAI staff orchestra directed by Melvin Winters and will be announced by Jack Foster.

By means of a wire recorder, Carl Dolsen, owner and operator of Showland, presents interviews and quiz questions of patrons at his night club on Wednesday, Friday and Sunday over his daily program heard over KSKY, Dallas. Right answers are rewarded with passes to the club and dinners.

The three newest members of the WFAA, Dallas, "commercial" family are Manhattan Soap Co., Red Arrow Laboratories and Quaker Oats Co. Manhattan is sponsoring the 7:45-8 a.m. portion of the Early Birds on Monday, Wednesday and Friday, Red Arrow the 7:30-7:45 a.m. portion Tuesday, Thursday and Saturday of the Early Birds. The WFAA 7 to 7:10 a.m. news period is sponsored by Quaker each Tuesday, Thursday and Saturday.

Joe Allison, disc jockey, has joined the staff of KMAC, San Antonio, and is being heard twice daily in "Wake Up, San Antonio" at 7 a.m. and "630 Club" at 2 p.m. The first running two hours and the second for three.

A new series of programs being offered over KCOR, San Antonio, is titled "Trio de Mexico" and features popular combinations of musicians in Latin American music. The trios are heard in ballads and folk music and feature the outstanding groups of Latin American artists of this country and Mexico.

Mrs. Jimmie Rodgers, wife of the America's blue yodeler, was presented with the first copy of the "Jimmie Rodgers Memorial Album" which is being issued by RCA-Victor. Presentation was made by H. L. Alexander, representing the Straus-Frank Co., San Antonio distributor for RCA-Victor, to Mrs. Rodgers on Harry O'Connor's "Hillbilly House Party" broadcast over KMAC, San Antonio, daily.

John Wilson interviewed Emilie Schuyler over KIXL, Dallas, recently. Miss Schuyler who is with the Dallas Society for the Prevention of Cruelty to Animals, discussed the proper care of pets and how to adopt pets from the Dallas SPCA shelter.

The official opening ceremonies of the Southwestern Sports and Vacation Show held in Dallas, was aired over WFAA and WFAA-FM, Dallas. Gov. Beauford Jester and other prominent figures were present.



Mainly About Manhattan. . . !

● ● ● Two developments the past week indicate that a lot of people are still thinking in terms of radio despite the growing and undisputed popularity of television. One was the decision of the Radio Execs Club of N.Y. to leave the club's title alone (and not include TV). Another was the statement of Dr. I. Keith Tyler at the Ohio Radio Institute that the conference would continue to be known as the "Institute for Education by Radio." (Suggestions had also been made here to include TV in the Institute's name). A few months ago, it seems, everybody had radio buried. Now they're starting to hedge a bit on their predictions and realize that there's plenty of life in the old boy yet.



● ● ● Better Business Bureau is reported eyeing the television receiver advertising of some New York dealers. One ad this week offered a \$200 trade credit on any model of used radio to be applied on a console TV model of a nationally advertised line of TV receivers. Other ads have been making extravagant claims on picture brightness and distance reception, according to reports.



● ● ● AROUND TOWN: One of the larger TV shows got a reprieve when their sponsor failed to come up with a replacement after shopping around the TV market. . . Sports Illustrated, one of the top sports gazettes, will fall by the wayside after its June issue. . . Time article on M. Berle due out this week. . . Despite all the talk of Eddie Cantor forsaking radio for TV, insiders say the banjo-eyed comic will wind up doing both. . . Gloria Swanson planning to kinescope her fashion show on the coast for eastern viewing. . . Ginger Rogers causing a flurry in Ansonia's bootery as the clerk fits her with those new-fangled plastic shoes. . . Subway Circuit teeing off their season on June 14th with "Deep Are The Roots." . . "Business is booming up at WCOP, Boston," postcards Gene King, "and we've landed two 52-week renewals. Also ratings are up, not only over last month but last year as well." . . One of the most impressive rosters of B'way talent we've seen in a long while has been lined up for the Associated Blind benefit tomorrow night at Madison Sq. Garden. Sid Caesar, as omcee, will introduce such celebs as Vic Damone, Monica Lewis, Joey Adams, Joe Laurie, Jr., Alan Dale, Carol Bruce, Smith & Dale, Basil Rathbone, Harry Hershfield plus a host of others. . . Clayton agency pleased with 60 Pulse rating of "Greatest Fights of the Century" on WNBT and other TV stations.



● ● ● FILLER-DILLERS: Jackson (Philo Vance) Beck is dissatisfied with his TV set because it gets all stations. Only trouble is it gets them all at the same time. . . Trouble with TV variety shows, complains Geo. Petrie, is that they offer so little variety. . . Sudden thaw: The movies they're showing on television won't bring back cowboy pictures, observes Art Franklin. They'll bring back radio. . .



● ● ● SMALL TALK: Mildred Fenton off for Detroit to wrap up Oberon deal. . . Country resorts supplementing entertainment schedules with special rooms set aside for TV sets. . . Bernard Zwirn new radio and TV publicity director at Ruthrauff & Ryan. . . Hugh James will announce the "Call the Police" airer which summereplaces "Amos 'n' Andy." . . TV soap opera queen, Patricia Wheel, getting the duble-o from Universal pix. . . Morey Amsterdam planning to commute this summer between N.Y. and Bermuda, flying back and forth between broadcasts.

CHICAGO

By NAT GREEN

LON SAXON, Chicago singer and instrumentalist, began his own program, "Lon Saxon Show," May 2 on WBBM. The five-minute program features songs by Saxon and instrumental highlights by a small combo.

ABC held a television press conference and a preview of "Crusade in Europe" last week prior to the debut of the program on ABC-TV. The two episodes shown made an excellent impression.

Robert F. Hurlleigh, WGN news director, addressed the Louisiana State Medical Society in New Orleans on May 5, his topic being "The Fallacies of Socialism."

"Pulse of the News," which made its bow on WENR-ABC last week, features human interest stories told by Paul Harvey.

Bob Schmid, Mutual vice-president in charge of station relations, and Dorothy Kemble, director of continuity, in Chicago for meetings with Mutual midwest officers.

Fay Day, Herb Carlborg, Alice Santi, Tom Ellsworth, Fred Mohlstedt, Emmett Heerdt, Ben Margolis, Jim Burke, and Ed Larkin of Radio Sales in New York, and H. H. Holtshouser of Memphis, were WBBM-CBS visitors this week. Gordon Hays, Ted McLoney, Grace O'Dell and Alan Axtell all of the Chicago Sales office spent a few days at KMOX in St. Louis, and Miss O'Dell, McLoney, Axtell and John Nilson left Friday for a business trip to WCCO in Minneapolis.

Harry Kopf, NBC vice-president in charge of sales, and Jacob A. Evans, spot sales promotion manager, in from New York on a business visit.

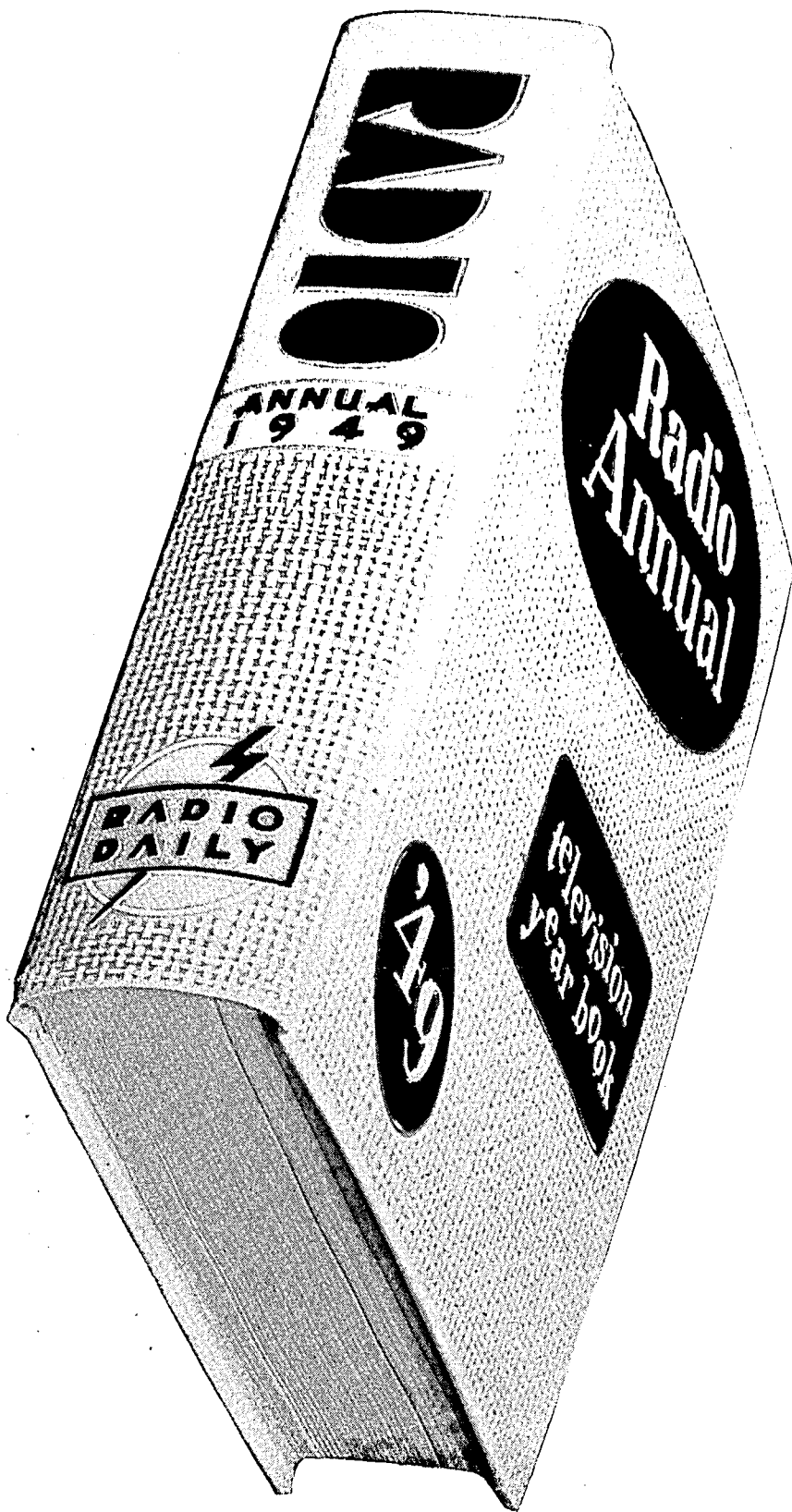
Columbia Broadcasting's 30-minute film "Television Today" was given a special showing on May 5 by Television Shares Management Co.

Directors of Television Fund, Inc., on April 25 declared a dividend of seven cents a share on the common stock. The preceding payment was an initial dividend of 10 cents a share, paid February 15.

H. Lester Hutchinson, British Labor MP, was interviewed Friday by Rod Holmgren on FM station WMOR.

OFFICE SPACE FOR RENT
RADIO CITY VICINITY
 Desirable 1 and 2-room offices with telephone switchboard service on 4th floor
ABBEY HOTEL
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 Phone: Circle 6-9400

1906 *Henri* 1949
 CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
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 COCKTAIL BAR
Famous French Candies
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Send me the 1949 RADIO ANNUAL and the next
260 issues of Radio Daily (full year's subscription).
U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

AGENCIES

WILLIAM H. WEINTRAUB and Company, Inc. announces the signing of a \$750,000 ten-year lease for new quarters at 488 Madison Avenue. The Weintraub agency negotiated the agreement for 14,000 square feet of space covering the entire 17th floor of the new building, now under construction and occupying the entire block from 51st to 52nd Streets.

Many unusual features will be developed in the new Weintraub agency space, including a 100-seat theater, to be used for television auditions and sales meetings, and a modern kitchen, for product research and for executive and employee use.

SO-RITE FASHIONS, national mail order organization, has engaged Seidel Advertising Agency, Inc., to conduct its advertising.

BERNARD HOWARD, formerly sales account executive in the eastern division of Forjoe & Company, Inc., national station representatives, has been appointed sales manager.

WEED & COMPANY has been engaged as national sales representatives for WJLS and WJLS-FM, Beckley, West Va. Appointment is effective May 15.

HENRY A. DREER, INC., Philadelphia, has named Paris & Peart Advertising Agency of New York for its seeds, bulbs, nursery stock and garden supplies, effective immediately.

Coy Heads U. S. Group To Int'l Meet In Paris

(Continued from Page 1)

Conference of the International Telecommunications Union, convening in Paris May 18. Vice-chairman is Francis Colt DeWolf, State Department telecommunications chief, with FCC Commissioner Paul A. Walker as Delegate.

Other FCC personnel to be on hand include Edward L. Clinkscales, Harold J. Cohen, General Counsel Benedict Cottone, Martin Haven, John R. Lambert, William J. Norfleet, John Russ, Robert E. Stromberg, Jack Werner, Marion H. Woodward, Lillian M. Conley and Johanna W. Oswald.

Just ETing

For a distinctive sign-on and sign-off signal, KPAC, Port Arthur, Tex., decided to record the whistle of the tugboat Bertha, a famed water-mark. A mike cable was run from KPAC's studio to the dock. When Bertha sounded "Distress" and "Abandon Ship" a woman passerby ran to the announcer at the mike. "Is that boat sinking?" she gasped. "No ma'am," came the reply, "it's transcribing."

Major Webs To Air Lifting Of Soviet's Berlin Blockade

(Continued from Page 1)

Gabriel Heatter, MBS commentator, at the exact moment the blockade is lifted tonight, it was announced by A. A. Schechter, MBS v-p in charge of news and special events. A recording will be made of their conversation for inclusion in Heatter's news show, tonight, 7:30 p.m., EDT.

Of the nine other short-wave circuits ordered by MBS for the next

"Feed"

The "Air Force Hour," broadcast by MBS and fed to the New York indie, WMGM, Thursdays, 8-8:30 p.m., EDT, will feature a direct pickup from Berlin tomorrow night. Air Force radio operator, Capt. Maxwell Marvin, will take listeners to the German capital for interviews and reactions on the lifting of the blockade.

three days, five of them have been scheduled for reports by John Thompson, regular Berlin correspondent. Henry LaCossitt, who was sent to Germany especially to cover the blockade-lifting story, will originate his usual week-day program, "Editor's Diary," 9 a.m., EDT, from Berlin, today, tomorrow and Friday. Tape recordings by LaCossitt and Thompson will be used on "Mutual Newsreel" broadcasts on May 12 and 13, 6:45 p.m., EDT. If the news is "hot," their reports will be fed directly to the network.

ABC so far has scheduled six pickups for today and tomorrow in which will be included on-the-spot reports by the network's correspondents, Martin Agronsky, Pauline Frederick and Lyford Moore. It was announced by John Madigan, ABC director of news. Agronsky will broadcast from either Helmsstedt or Berlin today on a segment of the 7 p.m., EDT, "Headline Edition," and on his own usual 15-minute period, tomorrow, 8 a.m., EDT.

ABC's "News of Tomorrow," 11

Another "Hit Parade" Set As Summer Replacement

(Continued from Page 1)

this program will be presented in addition to the regular "Hit Parade" which is heard on NBC on Saturdays from 9:00 to 9:30 p.m., EDT.

The Benny summer replacement will be a weekly review of the top "Your Hit Parade" tunes broadcast during the 14 years of the musical series. Andre Baruch will be master of ceremonies and others in the cast will include L. A. ("Speed") Riggs and Jay Simms. No announcement has been made as to who will be the musical conductor of the program.

On NBC during the summer series of "The Hit Parade" a newcomer, Bill Harrington, will replace Frank Sinatra as the featured singer. The

p.m., EDT, today, will include a report by Moore from Berlin. Miss Frederick will report from Berlin on the "George Hicks' Show," tomorrow, 8:50 a.m., EDT, on the ABC network, excluding WJZ. Another report from her will be inserted on the "Baukhage Talking" program, tomorrow, 1 p.m., EDT. One or more of the three correspondents will be included in Thursday's "Headline Edition."

NBC has scheduled four direct pickups from Germany, in connection with the lifting of the blockade, consisting of on-the-spot reports by Edwin Haaker and Merrill Mueller. The "World News" program of today, 8 a.m., EDT, included spots from Frankfurt by Mueller and from Berlin by Haaker. Both correspondents will air their reports from Berlin on today's 11:15 p.m., EDT, "News of the World," and tomorrow's 8 a.m., EDT, "World News Roundup."

CBS Berlin correspondent Bill Downs will give a round-up and description of events in the German capital on the "World News Roundup," today through Saturday, 8 a.m., EDT. Special circuits have been ordered to feed the network on-the-spot reports from Germany by CBS correspondents Charles Collingwood, Betty O'Regan and Downs.

Three CBS Sunday programs, totalling a full hour, will consist of discussions, direct reports and an analysis of events. The "People's Platform," May 15, 12:30-1 p.m., EDT, will be a roundtable discussion entitled "Are We Winning the Cold War?" Elmo Roper's "Where the People Stand" program, 1:15-1:30 p.m., EDT, will include a special compendium showing how public sentiment in Germany itself was a factor in ending the airlift phase of the cold war. Collingwood's regular 1-1:15 p.m., EDT, "News and News Analysis" will originate from Berlin to fill out the full hour of programming.

Three More Join CAB; Membership Now Is 86

Montreal—Three new member stations of the Canadian Association of Broadcasters were announced by T. Jim Allard, general manager of the association. They are CJAD, Montreal; CFCA-FM, Kitchener, and CKMR, Newcastle, New Brunswick. This brings the total membership of the association, representing independent broadcasters to 86.

first of the new series will debut on Saturday, June 4, and will originate in New York with show remaining East for at least the summer months. Featured with Harrington will be Eileen Wilson, current "Hit Parade" vocalist, Mark Warnow's orchestra and a mixed-voice singing group, The Hit Praders.

PROMOTION

Baseball Ballyho

Posters in red and black on white, promoting WMGM's baseball coverage, have been posted in more than 400 Fifth Avenue buses in New York City. The car cards call attention to the play-by-play accounts of the Brooklyn Dodgers' games by Red Barber, Connie Desmond and Ernie Harwell. It also reminds bus riders of the pre-game "Warm-Up Time" and the post-game "Sports Extra" programs on WMGM. The World-Telegram and Nedick's, Inc. are listed as sponsors of "Today's Baseball."

Two thousand window streamers on the program have been printed for distribution in Nedick's stores and stands in greater New York. The WMGM streamers recommend listening to the play-by-play re-creation of the day's big game by Bert Lee and Marty Glickman.

Distributes Aprons

WOR, New York, has distributed 1,500 cloth aprons, bearing the message that "199 smart advertisers" are "cooking" on WOR, to time buyers and advertisers in the United States, Canada and several other countries, for their personal use at outdoor barbecues. A letter accompanying the apron gifts explains that it is both in keeping with the season and a reminder that "WOR is the station that sells more at less cost than any station anywhere." WOR advertising and promotion director Joseph Creamer decided on the gimmick because so many advertising men are suburbanites with outdoor grills at their homes.

New WCKY Quiz

Cincinnati's oldest telephone quiz giveaway, the WCKY's "Quiz Man" programs, are being dropped after four years. The station's giveaway money is being packaged into "Name That Tune," a mystery tune, telephone quizzer, to be aired every weekday from 9:05 to 10:00 a.m. Rex Dale will handle the new program.

Listeners will be awarded money prizes for answering the name of the tune being played when they are called. If they answer correctly, they will be given an opportunity to identify the "mystery tune" which carries the "jackpot award" of at least \$100. Two dollars are added, as in the Quiz Man programs, each time the "mystery tune" title is missed.

Gives Agricultural Award

Robert L. Crom, Chapin, has been awarded a \$1,000 farm radio scholarship for study at Iowa State College. The scholarship, presented by radio station WMT, Cedar Rapids, was first offered three years ago, and has been given annually at Iowa State since that time. In presenting the scholarship, William B. Quarton, general manager of WMT, pointed to the great need for trained personnel in the specialized field of farm broadcasting.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC NEGOTIATING 'GARDEN' PACT

TELE TOPICS

RETURN VISIT to "Preview," the Tex A and Jinx stanza for Philip Morris, revealed the show to be immeasurably improved since its debut nine weeks ago. Many of the magazine-at-deadline-type gimmicks have been happily eliminated. The production Monday night was professionally smooth, except for considerable camera noise. . . . Guests this week were singer Bill Tabbert, pianist Bess Myton, opera singer Elaine Malbin and dancers Jonathan Lucas and Kate Friedlich. A gave top-notch performances. There is also a parade of bathing costumes from 1910 to 1945, with a muscle-wiggling male and a 6'3" show girl in a luminescent bathing suit thrown in at no extra charge. Performers, the McCrarys are not too appealing. Tex is completely dead-panned and delivers his lines in a flat, unpleasant voice. Jinx is a beautiful woman. . . . Commercials also have improved. Johnny's appearances are less frequent and copy is slightly less irritating. (Instead of blow it through your nose, it's let the smoke come through your nose.) Blow is the agency, in Roberts announces. Producer is Daniel Scherman; director, Frank Schaffner; director Henry Sanford; scripter, Gordon Auchincloss; photo editor, Phil Schultz; assistant producer, Chan Buck.

ANSWERING the questions raised here yesterday about the procedure followed in placing phone calls for "Stop Me Music," co-producer Mark Goodson said that the calls placed on the debut Thursday night were taken from cards sent by viewers in response to pre-announcements on the ABC web. Statement by vice Bert Parks on the air that numbers were taken from a list of all TV one homes was a mistake, Goodson said, and will be eliminated. Request for cards, made only once on the preem, will be repeated with added impetus in the future and viewers will be informed that only those sending their numbers will be eligible for the drawing, he said. Goodson added that the low incidence of calls to New York was a matter of chance and at the big city should receive its proper proportion of calls over a period of a few weeks.

THE ARROW SHOW dies after the May 19 airing on NBC. Fred Coe's new mystery series, "The Clock," will be added by the web in the 8:30-9 p.m. Monday period beginning next week. . . . Ambassador Films has begun shooting in Vienna on a series of 13 eleven-minute informal operatic programs. First features are "Carmen," and is titled "Andalusian Nights." Next two shows will be based on music from "The Magic Flute" and "Tannhauser." . . . CBS reading "It Pays To Be Ignorant" and the giveaway, "Bring It Again" for tele.

CBS Separates Sales Of AM, TV In N. Y.

Separation of AM and TV sales was completed by CBS with the announcement yesterday by general sales manager Carl J. Burkland of exclusive nationwide representation of WCBS-TV and the formation of a separate tele sales staff for the eastern office of Radio Sales, which, in addition to national representation, now will service all national spot and local business placed on the flagship by New York agencies and sponsors.

At the same time, appointment of two account execs to the TV staff of Radio Sales was announced. They are Maxwell Z. Stein, former ad director of the New York Star, who will specialize in retail accounts, and Sam Cook Digges, formerly with WMAL-TV, Washington, who will handle national spot.

Burkland said that "the rapid increase of national spot business on all our stations and the . . . need for specialized service, has led to the decision to complete the separation of our TV and AM sales activities in New York."

Bendix Price Cuts Set

Substantial reductions in list prices on ten-inch Bendix receivers have been announced by general sales manager Edward C. Bonia.

Mahogany table model was reduced from \$349.95 to \$259.95; same model with a table was cut from \$364.95 to \$269.95; a blond table set with table was reduced from \$374.95 to \$279.95, and a mahogany four-way combination was lowered from \$629.50 to \$499.50.

RTDG Gets ABC Agreement; Seeks Contract With NBC

The Radio and Television Directors Guild, AFL, has reached agreement with ABC covering staff directors, associate directors and floor managers and has held a preliminary meeting with NBC to work out a contract covering that web's production employees.

While no contract has been signed with ABC as yet, Robert Lewis Shayon, president of the New York local, said, the two parties have reached agreement and the proposed pact is in the last stages of legal scrutiny.

At a meeting between RTDG and NBC on Monday, the web took the

TV Box Score

On the air.....	62
CP's	57
Applications	32.3

Would Eliminate Pix If Censorship Upheld

Philadelphia—J. Walter Thompson agency will eliminate films entirely from its TV programs if the directive of the Pennsylvania State Board of Censors requiring its seal on all pix aired by Pennsylvania stations is upheld, John W. Reber, vice-president of JWT, said yesterday before Federal Judge William Kirkpatrick in the action brought against the censors by five Pennsylvania outlets.

Half a dozen outside organizations impose greater restrictions than censor boards, Reber added.

Statement By N. W. Ayer

Warren S. Shelly, vice-president of N. W. Ayer & Co., stressed the greater costs entailed by censorship, particularly if each state board insisted upon the showing of its seal of approval. He also pointed out the time problem of enforced showing of censor board seals with brief commercials.

Others testifying against the board's order were James L. Caddigan of DuMont; Ray Kelly, head of kinescope recording for NBC; Dr. Leon Levy, president of WCAU; Roger W. Clipp, general manager of WFTL, and Donald A. Stewart of WDTV, Pittsburgh.

Trial of the action will be continued today.

Would Assure Web Rights To Fights Of New Firm

(Continued from Page 1)

a heavy investment for all AM and TV rights to Garden-promoted bouts, may wind up in the fight game similar to the arrangement CBS has with the Tournament of Champions.

Gillette's radio and television boxing rights obtained from Twentieth Century expire May 31 and the safety razor company is negotiating for a renewal. Gillette has been paying about \$450,000 a year but the new fee is understood to be between \$750,000 and \$850,000. To sew up control, it's believed NBC will have to lay out this amount and then pay an additional fee for each bout aired by radio and television.

Negotiations for air rights to Garden bouts are further complicated at the moment by the Garden's having to reorganize its boxing organization. And there is still another factor of the Boxing Managers Guild and how much of a fee it will demand (from the Garden) under a new contract for bouts which are televised. Twentieth Century for the last year has been paying the Guild \$425 per bout but the managers want more under the new contract. Current pact expires at the end of this month.

The possible deal between NBC and the Garden is long on background information and short on confirmation of day-to-day developments. Key man for NBC is Sidney Strotz, vice in charge of the network's western division. Strotz is a former business associate of Arthur M. Wirtz who is one of the money men of the International Boxing Club in Chicago. IBC will become either a corporate member or a full time ally of the Garden's new boxing organization. Such inter-lockings should at least clear the way for Strotz to get his foot in the door. Furthermore, Wirtz has an interest in the Garden.

Strotz in years past was associated with Wirtz in Chicago. He managed the Chicago Stadium which is owned by the Chicago sportsman. It's never been announced but it's understood that Strotz lost no time in getting radio and television rights for NBC to the Charles-Walcott heavyweight bout in Chicago next month which is promoted by IBC.

If NBC is successful in making the deal with the Garden, the chances are that Gillette still will be identified as sponsor of all bouts aired. Real motive behind NBC's move is to assure its television network of most of the championship fights.

Spot Spokesmen Sell Radio To Watch Co.

(Continued from Page 1)

sion, Monday, with the trustees and the new president of the Waltham Watch Company to present the successful record of several watch companies in spot advertising at a dinner to the Waltham top men at the Ritz-Carlton Hotel in Boston. The meeting was arranged by Dana Baird of Weed & Company, chairman of NARSR's Public Counsel, together with Art Smith of Edward Petry & Company and Robert Foster of Raymer Co.

Would Spend \$2,000,000 Yearly

The spot officials advocated the expenditure of \$2,000,000 annually in time signals and spot programs, beginning with the launching and distribution of Waltham's new Century line of watches during the coming Autumn.

Mr. Flanagan presented an analysis of the sales, gross profit, general-administrative-sales and advertising expense and net profit after taxes of the top seven watch companies together with a detailed analysis of the advertising practices. "The advertising of Bulova Watch" he said, "is the most spectacular success in spot radio's short history, and one of the three most successful advertising campaigns of the last decade. The figures indicate that the market for watches has been greatly enlarged, primarily from the use of radio and television signals and spot programs, which have constituted by all odds the largest advertising expenditure of the watch industry."

Emphasized Budget Increases

The speaker emphasized the ten-fold increase in advertising expenditures in the watch industry from 1928 to 1948 and the comparable increase in the number of units sold and total dollar volume. The current sales of watches are 3 and 2/3's times what they were 10 years ago. This is far above the increase in personal income, and other indices, even taking into account the inflation of the dollar and the larger family incomes of the past decade.

The speaker attributed much of the success of the watch industry in increasing its business to the expansion of advertising from the old concept of two seasons, graduation and Christmas, to the broader idea of time signals broadcast every day of the year on hundreds of stations many times a day. He quoted the officials of the watch companies in their annual reports as being most enthusiastic about radio advertising, and as predicting that television will give them new opportunities to expand their business.

Hagerty New President

The new president of Waltham Watch Company is John J. Hagerty, for the past ten years branch manager of the Reconstruction Finance Corporation in Boston, and a former sales and advertising official. The advertising agency is Daniel F. Sullivan Company of Boston.

COAST-TO-COAST

Gardner Dir. Eng'ing At WHAM

Rochester, N. Y.—The appointment of Kenneth J. Gardner as director of engineering for WHAM, WHFM and WHAM-TV has been announced. He was technical supervisor of WHAM since 1925 and of FM since 1939. His new duties include over-all supervision of the three stations' technical staffs and operations.

Gregg Dir. of News At KTOP

Topeka, Kans.—Thomas M. Gregg, formerly associated in radio with KTSW and WREN is now director of news and promotion manager at KTOP, Mutual affiliate. Gregg will be heard on three daily newscasts, 12:15 p.m., 3 p.m. and 10 p.m., in addition to his promotion work.

Staff News From WSFA

Montgomery, Ala.—David E. Dunn, WSFA executive who has been ill for several weeks, is now back at his desk. Sebie Smith of the station's technical staff is the proud father of a daughter born on May 2nd. Howard E. Pili, president of WSFA, presided at the new ABA board of directors meeting which was held here recently.

WWNI Kiddie Show

Wabash, Ind.—WWNI, 71,000-watt FM voice of northern Indiana, has a new kiddie show entitled "Storyland" featuring a "Surprise Night" for the youngsters, along with one night on which the children themselves have a participating hand, by submitting poems and stories. The program is done by Judy Brant, the station's "Girl Friday."

WCKY Extends Operations

Cincinnati, Ohio—WCKY recently extended its operation into a seven-day 24-hour schedule. Since January 1, 1948, the station has been on a 24-hour broadcast sked, six days a week. Several hours were required each week for necessary maintenance work at the WCKY transmitter. The installation of an auxiliary transmitter has been completed, however, making the period for maintenance unnecessary.

Barber Joins KLZ Staff

Denver, Colo.—According to recent announcement, Dick Barber, formerly of KVNU in Logan, Utah, is the newest addition to the KLZ announcing staff. He replaces Ed Scott, who left the station recently for the Chicago CBS station.

Rabbis To Hear Elsie Dick

Elsie Dick, director of education and religious broadcasts for the Mutual network, will be principal speaker next Tuesday at a meeting in New York of the Association of Reformed Rabbis. Her subject will be "Religious Broadcasts on the Air."

Hansen Program Dir. At KSFO

San Francisco, Calif.—Robert A. Hansen, with many years of experience, including sports broadcasts and special events of all kinds, in addition to editing and news broadcasts, has been appointed program director of KSFO, where he has been news editor and special events chief since 1942. Hansen succeeds Keith Kerby, who recently left the station.

"That Sand Man" On WINX

Washington, D. C.—A two-hour program titled "That Sand Man" will be heard at 8:05 Monday through Saturday with Les Sand, Washington comedian-deejay headlining the new evening show on WINX. A radio performer for the past two years, Sand recently debuted on WTTG-DuMont on a Monday-through-Friday program called "Game Room."

Joins KFEQ Staff

St. Joseph, Mo.—Bill Orum is now on the staff of KFEQ as sports director. Formerly with WIL, he will broadcast play-by-play baseball of the St. Joseph Cardinals games, both home and road. KFEQ anticipates a large, well-rounded sports program for 1949, which includes football, wrestling and basketball.

See FCC Re-Affirming 'Mayflower' Decision

(Continued from Page 1)

inciple espoused in the famous case would remain in force.

A dissent by Commissioner Robert F. Jones, Republican, is also reported to have been written. Jones is reported to be the only dissenter. Announcement of the decision due shortly—perhaps within a week.

Some Will Hail Retention

The renewed support for the editorial policy comes in the face of urging by NAB and many broadcast leaders that the policy be dropped, although its retention is certain to be hailed with relief by a large segment of the industry.

There were extensive hearings on the subject last year, and the matter has been the subject of much discussion on Capitol Hill from time to time.

BBB Hits Fake 'Trade-In'

The National Better Business Bureau has just sent a "memo" to major electrical manufacturers appealing for their co-operation in avoidance of phony "trade-in allowances" called "detrimental to public confidence in business." Price cuts from inflated mark-ups are condemned by the bureau as misleading to the public.

e-x-p-a-n-d-e-d

Have you heard that KYW has e-x-p-a-n-d-e-d its intensive coverage of the nation's third market? A new and super-efficient antenna system, with two slim towers pointing 465 feet skyward, means continued top-grade coverage throughout KYW-land.. plus a *better-than-ever signal* in the populous areas west and southwest of Philadelphia.

To carry your sales story to friendly audiences throughout this rich market, count on 50,000-watt KYW. Get more *value* than ever for your advertising dollar! Call Harvey McCall at KYW, or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 30

NEW YORK, THURSDAY, MAY 12, 1949

TEN CENTS

BAB LAUNCHED; WILL HAVE 4 OFFICES

Interference Problem Is Stressed By Coy

Washington Bureau of RADIO DAILY
Washington — The FCC receives "mountains of mail" regarding interference to TV and sound radio reception, Chairman Wayne Coy told the Senate Appropriations Committee yesterday. He said a compilation of statistical information concerning complaints about TV service and other protests is being prepared at the present time.

Coy appeared to ask the Senators to restore the \$108,000 cut by the House from the FCC budget for next year. The House voted \$6,525,000 in-
(Continued on Page 8)

NAB's New Directors Being "Indoctrinated"

Washington—A special indoctrination meeting for new NAB board members gets under way here today, with President Justin Miller and other association officials to show the workings of NAB to their new bosses. There are half a dozen new directors this year, although one of them—James Shouse of WLW, Cincinnati—has served previously on the board.

The new members include the following: Shouse; Merrill Lindsay
(Continued on Page 2)

Participating Sponsors Buy Time On WCBS

Procter & Gamble for Drene has purchased Monday, Wednesday and Friday participations in WCBS' "Hits and Misses" program, 5:30-6:00 p.m., EDT, and Tuesday, Thursday and Saturday announcements in the Jack Sterling program, 6:00-7:45
(Continued on Page 2)

Citation

Mrs. Eleanor Roosevelt, who with her daughter, Anna, conducts a daily ABC commentary program, will be cited as the "Woman of the Year" by the Women's National Press Club at their annual banquet at the Hotel Statler in Washington on Saturday. President Truman will present the award which honors Mrs. Roosevelt.

Guest Artists

Early morning listeners of the Central Northwest were startled last week when, from Sioux Falls, South Dakota, Wayne Pritchard, KIHO morning man, announced one thousand guest artists, live, on his "Top o' the Morning" program. Wayne made good on his promise. Dave Kempkes, engineer-co-manager of KIHO, had rigged a hidden mike in a bird sanctuary seven miles out in the country near the KIHO transmitter.

NAB Panel Set Up For Final REC Meet

A highly informative session shapes up for the final luncheon meeting of the season for the Radio Executives Club of New York May 19 when President Justin Miller of NAB and his lieutenants will be honored guests. When the NAB panel is thrown open for any and all questions from the floor, there may be some spontaneous developments.

NAB top executives on the panel
(Continued on Page 8)

'Voice' Seeks Aid To Stop Jamming

Intensified jamming of broadcasts by the Voice of America by Russia has resulted in government agencies asking for additional appropriations to provide radio equipment that will produce signals which will penetrate the jamming.

Declaring that Russians "are jam-
(Continued on Page 3)

Giant Radio-Movie Giveaway Looks Like Biggest To Date

NBC's gigantic and glamour-studded giveaway show—which still has no starting date—is believed to be the biggest tie-up ever made between a radio program and the movie industry. Title of the show, "Hollywood Calling," will have top movie stars quizzing listeners around the country by telephone.

Kay Kyser is being considered as emcee for the show but this doesn't mean necessarily that he'll wind up

New NAB Adv. Bureau In Washington Plans Branches In N.Y., Chicago And L.A.; Budget \$220,000

Retailers Battling For G. E. Set Sales

Battle for sales on the General Electric console Model 840 took an amusing turn in New York yesterday when two retail companies offered a \$200 cash discount but at different terms.

The Bedford Radio and Television stores sought to emphasize its \$200 allowance by inviting trade-ins on old models. The advertisement
(Continued on Page 5)

Newsmen Planning Own News Coverage

A survey looking toward a broad program of inter-station co-operation in news coverage will be undertaken in the next few months by the National Association of Radio News Directors.

Objective of the survey is to per-
(Continued on Page 5)

Hammond To Address Public Relations Group

Charles Hammond, vice-president of NBC and assistant to President Niles Trammell, will address the Public Relations Society of America, Inc., at a luncheon meeting on next

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — NAB's new Broadcast Advertising Bureau was launched yesterday as the board committee on BAB directed Maurice B. Mitchell, staff head, to find quarters in New York for the bureau at once. Overall plans for the first year of BAB operations were studied yesterday, with
(Continued on Page 5)

Railroad Sponsoring Series In Boston

Boston—The New Haven Railroad has begun sponsorship of a month-long series of five-minute interviews of departing passengers on the New Haven's "Merchants Limited," over WBZ, WHDH, WBEI and WNAC, Mondays through Fridays.

All four daily programs are handled separately by each station at different spots on the platform each day, 4:55-5 p.m., and usually include
(Continued on Page 2)

Haire Re-elected Pres. Of N. Y. Advertising Club

Andrew J. Haire, president of Haire Publications, was re-elected president of the Advertising Club of New York, at the club's annual meeting held Tuesday. John H. Ryder, president of Norm Advertising,
(Continued on Page 2)

Special Recording

Addresses of Vice-President Barkley and Sen. Irving Ives at Israel's first birthday festival, Madison Square Garden, May 14, 9:30-10:30 p.m., will be recorded by the Voice of America and shipped via air express to Voice of Israel. V. of A. special events coordinator Sidney Berry will head the crew handling the recording at the Garden.



Vol. 47, No. 30 Thur., May 12, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 11)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

Hammond To Address Public Relations Group

(Continued from Page 1)

Wednesday at the Madison Hotel in New York City. Hammond will speak on "Public Relations at NBC." Among the guests at the luncheon will be E. P. H. James, vice-president of Mutual; Ken Dyke, administrative vice-president of NBC, and Grace Johnson, president of the Advertising Women of New York and manager of the continuity acceptance department of ABC.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

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850 W. 4th Street, New York 14, N. Y.

★ COMING AND GOING ★

PAUL McCLUER, sales manager in the central division of NBC with offices in Chicago, is spending a few days in New York on network business.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is back in town after having attended the meeting of the Florida Association of Broadcasters.

JOHN DERR, assistant director of sports of CBS, will leave today for Baltimore to make arrangements for the network's broadcast of the running of the Preakness on Saturday.

JOSEPH ARNONE, of the architectural design group in the engineering department of NBC, off to Chicago for a few days to look over the television installations in the Windy City.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the NAM, has arrived in Hollywood by plane. He'll spend two weeks there and then go on to San Francisco for 10 days. He'll be back in New York June 9.

BILL GOLDEN, art director of CBS, and his wife, CIPE PINELES, art director of "Seventeen," will sail today aboard the Queen Mary for a tour of Europe. They'll be away for six weeks.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, left yesterday for Valparaiso, Fla., to attend the U. S. Air Force Civilian Seminar, which starts tomorrow at Elgin Field. Taylor will be joined there by EDWIN R. MURROW, web newscaster.

NORMAN LUKER, North American representative for BBC, and SAM J. SLATE, program director in BBC's New York office, are leaving for Athens, Ga., where they will speak at the Georgia Radio Institute on Friday. They'll also participate in panel discussions.

HARRISON WOOD, American network commentator, is in Washington, D. C., where today he will speak on "This Changing World" at a luncheon of the Kiwanis Club in the Hotel Mayflower. His broadcast tonight will originate at WMAL.

SYLVIA JAMES, assistant radio director of Community Chest of Philadelphia and publicity director of the Philadelphia Club of Advertising Women, is flying to St. Louis to receive first honors in the radio category of the Erma Praetz Awards, conducted nationally by the Women's Advertising Club of St. Louis.

HENRIETTE K. HARRISON, national director of radio and television for the YMCA and YWCA, is back from Columbus, Ohio, where she attended the OSU Institute for Education by Radio.

JANE BARTON, program director of the New York State Radio Bureau with headquarters in Albany, is now on leave and has arrived in Brooklyn for two weeks of Navy duty as Lieutenant, USNR, in the Port Director's office.

VIRGINIA ROBERTS, traffic manager for WARC, Rochester, N. Y., and MARY BUTLER, receptionist at the station, are vacationing in Bermuda. They went down by sea, but will come back by air.

Participating Sponsors Buy Time On WCBS

(Continued from Page 1)

a.m., EDT, for 52-weeks, through Compton Agency.

American Maize Products, Inc., for Amazo Instant Desserts, purchased Monday, Wednesday and Friday participations in the Jack Sterling program and three announcements per week, on alternate days, in the Housewives Protective League program, 5:00-5:30 p.m., EDT. Agency is Kenyon & Eckhardt, Inc.

NAB's New Directors Being "Indoctrinated"

(Continued from Page 1)

of WSOY, Decatur, Ill.; Kenyon Brown of KWFT, Wichita Falls, Texas; Glenn Shaw, KLX, Oakland, Calif.; Frank U. Fletcher of WARL, Arlington, Va., and Allen M. Woodall of WDAK, Columbus, Ga.

Haire Re-elected Pres. Of N. Y. Advertising Club

(Continued from Page 1)

Inc., was elected vice-president, and James A. Brewer, president of Brewer-Cantelmo Company, Inc., treasurer. Seven directors were chosen in addition to five who continue in office.

Stork News

Jerry MacGuire of the NBC press department is the father of a girl born to his wife in Lenox Hill Hospital, New York, May 11. Baby weighed 8 pounds, 6 ounces. The MacGuires have one other child—a boy aged two.

Donald Hirsch, assistant producer of "Beat the Clock" on CBS, is the father of a nine-pound boy born yesterday to Mrs. Hirsch. Baby will be named Donald, Jr.

Railroad Sponsoring Series In Boston

(Continued from Page 1) The "all-aboard" call by the train's conductor as it pulls out of the station. WEEI and WNAC broadcast the interviews "live." WBZ and WHDH make wire recordings of their separate interview line-ups for broadcast later the same evening.

The programs close with "There goes the Merchants, on time, no matter what the weather." The live shows add "it's five o'clock Daylight Saving Time."

The announcers handling the interviews along the railroad platform are: Chick Morris of WBZ, Fred B. Cole of WHDH, Tom Russell of WEEI and Vin Maloney of WNAC.

Charles M. Mersereau Dies In Piermont, N. Y.

Piermont, N. Y.—Charles M. Mersereau, father of Don Mersereau, treasurer of RADIO DAILY, died at his home here yesterday. Funeral services will be held at Stevenson's Funeral Parlor.

Mr. Mersereau, prior to his retirement, was with Associated Publications and Jay Emanuel Publications. He is survived by his wife, Mrs. Evelyn B. Mersereau, and another son, Jack Mersereau, of Mexico City.

"Okay, Louie, the coast is clear..."



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.



Tom Tinsley, President • Represented by Headley-Reed

AGENCIES

SINGER SEWING MACHINE COMPANY of Puerto Rico has appointed McCann-Erickson's San Juan Office to handle its radio and press advertising in Puerto Rico and the Virgin Islands.

BOB HERGONSON, former program director at WINS, New York, is now associated with Cambridge School of Radio Broadcasting, New York, in charge of programming and production.

HAZEL IRENE THOMPSON has joined the copy staff at Geyer, Newell & Ganger, Inc. Miss Thompson was previously associated with William Esty as a copywriter. Before that, she served in a like capacity with Lennen & Mitchell, Inc., and Young & Rubicam, Inc.

WILLIAM B. GLASS has joined the staff of George Peabody and Associates as director of radio publicity. Glass was formerly with Prizes, Inc., and is co-owner of the Miss American Co-ed Contest.

WBZ Buys "Cinderella"

VIP Service, Inc., has added WBZ, Boston, to its list of clients using VIP's giveaway program, "Cinderella Weekend." Show is broadcast daily and top winners get a free weekend in New York.

Stewart-Warner Reports 1st Quarter Sales Decline

Richmond, Va.—Net profits of Stewart-Warner Corp. for the first quarter of 1949 were less than one-half of those for the same period of last year with a 15.2 per cent decline in sales, it was announced by James S. Knowlson, board chairman and president, at yesterday's annual stockholders meeting.

Net profits for the first quarter of this year were \$404,292, equal to 31 cents per share of \$5 par value common stock, compared to the total of \$902,094, or 70 cents per share, for the same period of last year. First quarter sales in 1949 were \$14,706,155 compared to \$17,338,552 in the first three months of 1948.

In reporting the decline in sales and the smaller profit thus far this year, Knowlson said that the results confirm his belief, expressed several weeks ago, that the sellers' market is at an end.

"The Spring recovery, which we expressed last year and which has been predicted by some sources for this year, has not made its appearance," Knowlson wrote in his annual report. "Without the stimulus of largely increased government spending, there appears to be every reason to expect that general business is headed for stabilization at a considerably lower level than that which pertained during recent years. The empty pipeline for almost all types of goods has been filled."

Material reductions in working forces have been made in various

'Voice' Seeks Aid To Stop Jamming

(Continued from Page 1)
ming the airwaves right up to our shoreline," George V. Allen, under-secretary of state and chief of the Voice of America has asked the Senate Appropriations Committee for \$514,000 to purchase two new "curtain-type" antennae to increase the power of United States shortwave broadcasts sufficiently to reach relay stations in Great Britain and Europe. It is said that broadcasts from such antennae are difficult to jam.

On last Saturday, Voice of America engineers estimated that they were getting 25 per cent reception in Europe. On Sunday the percentage dropped to 12 but was reported to be improving as the week progressed.

The Soviet jamming began on April 24 and at their height were able to drown out the combined BBC and Voice broadcasts from 61 transmitters. A recording made by the Voice of America in Moscow on April 25 was played back in New York yesterday. On the 6,080-kilocycle channel at 9 o'clock on that date a roaring noise drowned out the Voice entirely. On the 7,250-kilocycle channel a rotary jammer interfered seriously with the Voice reception in Russia.

Stewart-Warner plants, he added, declaring that more cuts will be necessary "if the present trend continues."

EQUIPMENT

Regional Meeting

More than 200 dealers were in attendance last Friday at a one-day meeting staged in the Auditorium of the Express Publishing Co., San Antonio, by the Zenith Radio Corp., and Southern Equipment Co., local Zenith distributor. The complete new line of Zenith AM, FM and television receivers were introduced.

H. C. Bonfig, vice-president and director of sales for the Zenith Corp. opened the afternoon session with a talk.

This was followed by the showing of the Zenith television film. Justin R. Duncan of WOAI, here then spoke on "TV Comes to San Antonio."

"We Know Your Service Problem" was the subject of Jack Guessow, service manager of Southern while Buddy Edge spoke on "Selling Hasn't Changed." Two skits were presented by the Zenith Mighty Arts Players to bring the meeting to a close.

After a discussion period the entire group was taken on a tour of the KYFM studios in the Express Publishing Co., building then the group was taken on a tour in chartered buses to the KYFM transmitter building which was recently opened.

"listen here, boys,



HOLD IT!"

mutual

A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!

"Hold that latest, will you? Good day, you've already wiped out our \$250,000.00 inventory* of a household appliance in 8 weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can . . .

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

**That's a fact! Ask us to prove it, if you wish.*

the station—

heard by the most people

where the most people are

WOR

LOS ANGELES

By AL STEEN

INA SOUEZ is pitching the local impresarios for radio and TV appearances after touring with Spike Jones Musical Depreciation Revue as an operatic soprano and comedienne.

Tom Harmon and wife, Elyse Knox, will be selling Bekins Van and Storage Co. with parlor games via KFI-TV starting Sunday. The program's monicker is "At Home With The Harmon's."

Fred Levings is leaving KMG-M Sunday to take over the direction of Ziv's "Cisco Kid" programs.

Jesse Butcher, KMPC's program director, has made a deal to barter shows typical of Southern California with stations in Australia, Honolulu, New Zealand, South Africa and the Antipodes for a series of exclusive broadcasts titled, "World Panorama."

Evelyn Knight will record 60 standard pop tunes for Associated Program Service, with Jeff Alexander's orchestra and choral group supplying the musical background.

A summer in the life of Dennis Day has been scheduled for a p.a. tour of Eastern theaters. Starts in Boston June 30; winds up in Chicago August 5.

Jack Carson learns that Sanka will not sign for the 1949-50 season but is discussing him with CBS for a one-hour kinescoped video deal in the fall.

Zasu Pitts has been written-in for several more appearances on the "Lum and Abner" show.

Jack Bailey cancelled the Texas appearance for "Queen For A Day" to record two shows a day during June. This will give the troupe a month's vacation starting in July while the show remains on the air.

Barney Miller, KNX night news editor had Tom Hanlon and John Jacobs out at Hollywood Park in Inglewood to cover the multi-million dollar fire with a tape recorder 30 minutes after it started. The taped report was heard on most of the station's early morning newscasts.

"Benny Rubin's Theatrical Agency" will give the comedian an opportunity to present professional talent over KNBH, NBC's local tele outlet, starting Monday, with Bonafide Mills, Inc. footing the bill. Jackie Coogan and Edith Fellows will be among the special guests.

Maurice Hart, who broadcasts at 6 a.m. over KFWB, was curious as to who listened to his disc jockey program at that hour year after year. So he asked. He got 3,687 answers.

Columbia Pictures has picked up Harry Von Zell's option for his series of comedy shorts.

For the third year, KOWL, Santa Monica, is broadcasting hourly beach reports, giving air and water temperature and general beach conditions.

Hoffman Radio Corp. has appointed Smith, Bull & McCreary as its advertising agency.



Windy City Wordage. . . !

• • • Several of the local radio boys who covered the Derby are howling over the outrageous prices asked by the Louisville hostilities—\$25 a day for ordinary \$4 a day rooms, payment in advance, and a minimum of three days occupancy. . . . Added to the local NBC program staff as vacation relief

Chicago

personnel are Tom Duggan, who has been covering sports for WNBQ; William Griskey, formerly of KTOP, Topeka, and Frank Frederick, who transferred from WTAM, Cleveland. . . . Robert Buchanan, director of WGN-Mutual's "Northwestern Reviewing Stand," will give a series of talks during the spring and summer at key points along the Burlington system, speaking at luncheons and dinners at observances by local chambers of commerce marking the Burlington's centennial year.

★ ★ ★ ★

• • • "It's Your Life," heard over WMAQ, has been getting quite a bit of national publicity; first in Time magazine, then May 2 in Newsweek, and the May 15 issue of Parade magazine will carry a five-page picture layout of the "blue baby" broadcast on the May 15 show, "A Child's Life is Saved," tape-recorded in a Chicago hospital. To get the spread, the cameras were spotted in the operating room and recorded in pictures the progress of the operation and the steps followed in the production of the radio series.

★ ★ ★ ★

• • • Bob Wamboldt, NBC Chicago producer, is in New York on a temporary assignment. . . . Roy McLaughlin, WENR station manager, leaves Friday for a vacation in Florida and Havana, returning to Chicago June 6. . . . William Drips, NBC director of agriculture; his assistant Paul Visser, and Hal Totten, WGN farm director, back from the three-day session of the farm radio conference of the Department of Agriculture in Washington. . . . Elizabeth Rannels has joined the staff of Tommy ("Welcome Travelers") Bartlett. . . . Herb Lyon, well-known radio and television publicist, has opened his own publicity office. . . . Jeanne Bary, whose ballads and own piano accompaniment will be seen over WGN-TV on the CBS "Blues by Bary" show, starting May 14, is the daughter of Roy Bary, former Chicago pianist and ork leader now on the West Coast. . . . A new five-minute series titled "The Washington Story" began Saturday on WJJD, with Congressman Sidney R. Yates of Illinois doing a commentary and analysis of happenings in Congress. Program is transcribed in Washington and flown air express to Chicago for airing. It will be rebroadcast over WMOR-FM on Wednesdays. . . . NBC announcer Norman Barry off for a Bermuda vacation. . . . Gordon Betts, of the Australian Broadcasting Commission, has been visiting in Chicago. He is in the U.S. surveying adult education by radio.

Johnny-On-The-Spot

John Wingate of WOR's news and special features division recorded three different interviews for WOR newscasts with newly elected Mayor John V. Kenny of Jersey City late Tuesday night and early Wednesday morning. Kenny's ticket defeated the Hague machine. Wingate got the first interview by telephone, immediately after incumbent Mayor Frank Hague Eggers conceded defeat, just in time to catch the Vandevanter newscast at 11 p.m. Other interviews were recorded for early morning newscasts.

Wedding Bells

Phil Dean of the NBC press department is scheduled to marry Miss Mildred Bara next Saturday, May 14. The bride-to-be is a first lieutenant in the U. S. Army Nurse Corps stationed at Fort Hamilton, Brooklyn. The newlyweds will honeymoon in Bermuda.

KFRE Mgr. Recuperating

Paul R. Bartlett, general manager of KFRE, CBS affiliate in Fresno, Calif., is recuperating following a recent appendectomy performed in that city.

SOUTHWEST

HENRY HOWELL and his "Market Reports" has been given a renewed sponsorship by Tennessee Coal, Iron and Railroad Co., subsidiary of U. S. Steel for another year. The sponsor has bankrolled the airings on Mondays, Wednesdays, and Fridays without a break since Dec. 1946.

For its final "Cadenza" program for this season heard each Thursday over WFAA and WFAA-FM, Dallas, sponsored by the Junior League of Dallas, the Dallas Training Orchestra was presented in its first radio appearance. The training orchestra is a 60-piece musical group sponsored by the Dallas Symphony patrons and the American Federation of Musicians, Local 147 and composed of young promising musicians selected through auditions. The Cadenza program has been on the air since Feb. 1944.

Graduation of a class of 78 nurses, known as the "Kate Smith Class" was held here at the Medical Field Service School, Brooke Army Medical Center, Fort Sam Houston, Texas. Featured at the graduation exercises was an address by Kate Smith by radio from New York, with a pickup through KMAC, San Antonio. The radio singer sponsored the class, training of which has been featured over her program since the members took the oath of allegiance over the air. After graduation the nurses will report for assignments throughout the country.

"The Grand Ole Opry" radio troupe is scheduled to make a series of six one-night stands in as many days in this area using a DC-3 chartered plane to keep the schedule. They will visit Amarillo, Houston, Fort Worth, Dallas, Wichita Falls and New Orleans, La. Included in the cast are Ernest Tubb, Red Foley, Cowboy Copas, Hank Williams, Cousin Minnie Pearl, Rod Brasfield, Don (Red) Barry, the Cumberland Valley Boys and Lazy Jim Day.

"Footlight Favorites," a new transcribed program featuring selections from the well known operettas, will be heard each Tuesday at 10:30 p.m. over WFAA and WFAA-FM, Dallas. The opening program will be devoted to the musical score of "Bittersweet."

LIBEL and SLANDER

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OUR UNIQUE EXCESS POLICYprovides adequate protection.
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Insurance Exchange Bldg., Kansas City, Mo.

NAB To Have Offices In N. Y., Chicago, L. A.

(Continued from Page 1)

General assent reported unofficially by Mitchell's plans to open offices in Chicago and Los Angeles as well. The purpose of the new bureau is, in general terms, the promotion of radio as the outstanding advertising medium. It was noted that the NAB announcement referred to "broadcasting," which President William Miller has held in the past to include television as well as radio and FM. There was no direct reference to TV, although the recent shift of Charles Batson, TV specialist, from the information department to NAB indicates that TV will be an important field for NAB activity.

Budget Is \$220,000

Budget for the new bureau's first year is \$220,000, compared with the \$200,000 budget for the old NAB broadcast advertising department during the past year. There has been some discussion of additional branch offices in Atlanta and Washington.

Present at yesterday's meeting, in addition to Mitchell and Miller, were Robert Enoch of KTOK, Oklahoma City; Howard Lane, WJJD, Chicago; Richard Shafto, of WIS, Columbia, S. C.; John Gillin, of WTV, Omaha; Frank Fletcher, of WRL, Arlington, Va.; NAB Public Relations Director Robert Richards and NAB Secretary-Treasurer, C. E. Key.

Joins WBAP-TV Staff

Port Worth—Vic Duncan, Hollywood motion picture technician, has been added to the staff of WBAP-TV here. On the film laboratory staff, Duncan will be in charge of all station-produced film commercials which WBAP-TV makes for clients in its completely equipped laboratory.

KTSA Has Soap-Boxer

San Antonio—Running of the 1949 Soap Box Derby this summer will see KTSA call letters out in front, interest, enthusiasm and full backing permitted by the regulations were in the results. The station is sponsoring an entry in the city wide event.

Stork News

VMGM mail room supervisor John and Mrs. Pascales became the parents of a 7 lb., 10 oz. son, John, on May 10, at Physicians Hospital, Jackson Heights, New York.

Newsmen Planning Own News Coverage

(Continued from Page 1)

fect a plan through which news directors will be able to solicit the co-operation of other news directors in centers where major news stories are breaking, in an effort to supplement wire service coverage. NARND officials hope to be able to perfect a plan that would enable news directors to use telegraph, telephone, and in special instances direct lines, to obtain stories in which they are interested.

Chairman of the committee conducting the survey is Bill Warrick, WJOB, Hammond, Indiana. Other members are Rex Davis, KMOX, St. Louis, Mo.; Pat Cullen, KHQ, Spokane, Washington; Dale Danford, KXXX, Colby, Kansas, and Ted Haas, KOIL, Omaha, Nebraska. The committee will present its coverage plan at the NARND convention in New York City, November 11 through 13.

The NARND board this week also announced the personnel of its Nominating Committee which will be headed by Mort Linder, WSBT, South Bend, Indiana. Other members of this committee are Jack Swenson, KVNJ, Fargo, North Dakota; Bud Neble, KFAB, Omaha, Nebraska; Grenville Seibels, WIS, Columbia, South Carolina, and Ben Holmes, KOMA, Oklahoma City.

This committee will nominate candidates to fill the position of four retiring board members—John Hogan, WCSH, Portland, Maine; Jack Shelley, WHO, Des Moines, Iowa; Soren Munkhof, WOW, Omaha, Nebraska, and Sig Mickelson, WCCO, Minneapolis, Minnesota. The election will be conducted at the New York convention.

New Super-Sensitive FM Is Announced By Zenith

Zenith Radio Corporation has begun production of a new super-sensitive FM only table model radio called "The Major," it has been announced by H. C. Bonfig, Zenith vice-president. The set, listing at a new low price of \$39.95, has a sensitivity of about 10 microvolts, which makes it much more sensitive than any home FM radio receiver heretofore manufactured, and ten times more sensitive than the average of 16 competing makes tested by Zenith.

"The Major" was previewed at the industry's FMA Clinic in New York April 1 by Major Edwin H. Armstrong, inventor of frequency modulation, who said: "This is a milestone that will revolutionize FM broadcasting."

Bonfig pointed out that such high sensitivity in the new set will not only effect solid coverage for FM stations, but in the fringe areas of weak or no reception with other sets, will improve reception as much as would a many-fold increase in an FM station's power.

"The Major" is designed with a special filter circuit which minimizes electric line noises but permits full power to be fed into the set.

Retailers Battling For G. E. Set Sales

(Continued from Page 1)

stated: "Your radio, phonograph, television or combination is worth a full \$200—no matter what its make or model" toward the purchase of the G.E. 840 radio-TV-phonograph combination. Ad further stated the price was formerly \$995 but now was \$795 with trade-in allowance.

"Save \$200" Appeal

Making a pitch for the same sales but on a different basis, the Dynamic Stores headed their ad "Save \$200." The ad declared "Dynamic's amazing trade-in offer makes it possible for you to own this magnificent instrument for no more than the price of a good radio-phonograph." The advertisement, however, fails to specify trade-in terms nor does it carry the asking price for the G.E. combination.

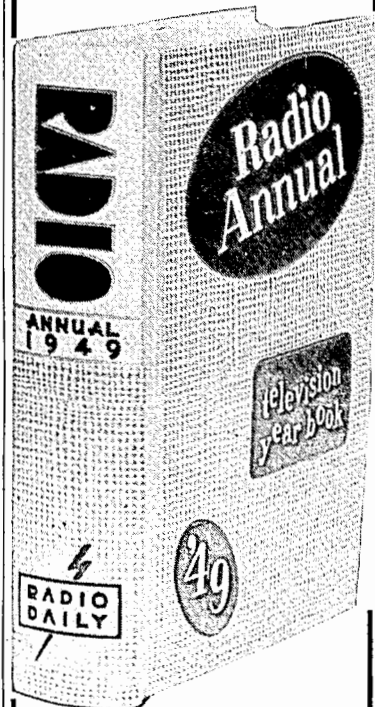
Another Sales Approach

The advertising copy writers of the Vim chain of stores in the New York area took a different approach in their ballyhoo of G.E. bargains. Captioned: "General Electric TV at Vim—\$85 less than previous G.E. table model"—the advertisement illustrates but does not carry the retail price of the table model set. "Low down payment and two years to pay," is one of the inducements offered prospective purchasers.

New Station Rep Office Opens Quarters In N. Y.

Ashcroft and Banninger, a new radio and TV station rep office, have opened quarters at 521 Fifth Avenue, it was announced yesterday by Albert G. Ashcroft, president of the firm. Ashcroft, widely known in radio and TV circles, was formerly on the advertising staff of RADIO DAILY and in the agency field. Banninger operated his own agency in Washington, D. C., and prior to then was a major in the Air Forces.

THE BOOK OF THE YEAR



CONTAINS
A LIST OF
ADVERTISING
AGENCIES
AND
THEIR PERSONNEL

PAGES 133 to 208

WEVD


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 RYTVOG, Inc.
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Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
 STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

On Records
 A SENSATIONAL BANG!
"I DIDN'T KNOW THE GUN WAS LOADED"
 LEWIS MUSIC PUB. CO., INC.
 1600 Broadway New York City 6406 Sunset Blvd. Hollywood, Cal.

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)
 ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

CABARET
 D U C H E S S
 I S K S
DUCHESS MUSIC CORPORATION

FOREVER AND EVER
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 MARGARET WHITING ..Capitol
ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Because the hit song of 1927, 'In A Shady Nook' (By A Babbling Brook) is now on the British Hit Parade, Stasny Music will revive it here . . . ditty was written by Ed Nelson and Harry Pease. . . ● Howard Richman, energetic promotion manager for the Big Three, is spending a combined business and vacation jaunt down in Florida. . . ● Gotham's celebration last week to honor Israel's first anniversary as a State (attended by President Chaim Weizmann, Mayor O'Dwyer and over 250,000 New Yorkers) featured the stirring "Salute To Israel," especially composed for the occasion by Harry Lipson. . . ● New firm, Melco Music Co. tees off with the novelty, "I Do I Do I Do," written by Irving Melsher, Russ Morgan and Cy Cohen. . . ● The ditty has been getting numerous air plugs lately so it seems to us that Saul Bourne should revive the number . . . we mean "Them There Eyes," written by Doris Tauber, Billy Tracy and Maceo Pinkard. . . ● Genial Gene Austin is back in town . . . his manager, Bob Kerr, is readying a TV package for this radio pioneer who, to us, is a natural for video. . . ● Uncle Bob Emery's "Small Fry Club" has become an institution . . . his WABDandy little program has just initiated its 100,000th member, Michael Gallagher of Stamford, Conn. . . ● "They'll have to," quips Art Henley, "apply themselves to a new emergency . . . either make the TV screens larger or beer taverns smaller." . . . ● Duke Bradshaw has acquired a half interest in Jerry Kanner's Top Music Co. . . . ● James Music is going all out on Thomas G. Meehan's swell ballad, "My Heart Goes With You." . . . ● Maestro Johnny Long's booking at Cincinnati's Coney Island resort broke all records there last week . . . 3400 paid admissions.

★ ★ ★ ★

● ● ● Mills Music has a clever novelty, "The Definition Song," which can become a national musical game . . . written by Vincent Lopez and Eddy Brandt, (the latter is currently commercial manager at WLOS, Asheville, No'th Ca'lina). . . . ● TV producer Jerry Fairbanks has added music publishing to his manifold enterprises . . . initial tune for exploitation is "The Little Things You Do," penned by Al Stewart and Sandy Stevens and featured by Danny O'Neil in the Fairbanks TV series 'Paradise Island'. . . ● Remick is quite excited about the reaction to its oldie, "Your Lips Tell Me No No But There's Yes Yes In Your Eyes," which was a smash back in 1923 . . . number was written by Joe Santly and Cliff Friend. . . . ● Fastest-growing network below the Mason-Dixon line is the Mid-South Network which now includes seven stations under the personal supervision of Prexy Birney Imes, Jr. and Bob McRaney. . . . ● When Morton Downey learned that Bob Hope was to deliver a lecture last week at Brown University, he sent a letter suggesting a possible topic . . . the reply "Doctor" Hope wired is a classic (though to us it seems that the NBComic dispatched same with tongue in cheek). . . . ● For years foreign Opera stars have toured throughout the U.S. so we hail the formation of the United Nations Opera Co. which boasts an All-American cast of singers who will sail June 24 for a 90-day concert tour of Europe. . . . Benjamin Bonito is managing director with Maestro Orfeo Rossi, conducting. . . . ● Edwin H. Morris is the publisher of "Shout, Wherever You May Be, I Am An American," an appropriate number for 'I Am An American Day' May 15. . . . ● "A New Shade of Blues" is the first tune for the newly-formed Maypole Music . . . this fine ditty was clefted by Ruth Poll, Johnny Farrow and Andy Ackers. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Chalk up June Christy's latest platter as "Capitol Gains" . . . this gal's bop rendition of "The Way You Look Tonight" flipped with "Everything Happens To Me," is made to order for deejays and juke box ops. . . . ● MGM Recording star Jack Kilty, accompanied by his family, sail for England May 14 . . . he'll appear in "Oklahoma" at the Drury Lane.

PLUG TUNES

Climbing Fast!
I DON'T SEE ME IN YOUR EYES ANYMORE
 Laurel Music Co.
 1619 Broadway New York City

Tony Martin Says:
COMME CI, COMME CA
 (Come See, Come Sah)
 LEEDS MUSIC CORPORATION

"A HIT Since . . ."
THE ONE I LOVE
 (Belongs To Somebody Else)
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y. 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You
 by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

ON THE WAY!
RUDOLPH THE RED-NOSED REINDEER
 ST. NICHOLAS MUSIC PUB. CO.
 Sole Selling Agent
 KEYS MUSIC, INC.
 146 W. 54th St. New York City

On Records and Transcription
The Lively and Sparkling
"MADEMOISELLE HORTENSIA"
 RYTVOG, Inc., 1585 Broadway, N. Y.

TELEVISION DAILY

Action of RADIO DAILY, Thursday, May 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

WILLARD MAY BE NAB TV CHIEF

TELE TOPICS

"RESIDENCE THEATER" came up with a winner this week in "Time Bomb," suspense film melodrama produced in Hollywood by Frank Wisbar. Plot involved four members of a Nazi underground who set a time bomb to blow up a cathedral at the time of its reopening after the war in the American zone of Germany. Three of the conspirators are killed, including one who returns in time to prevent the explosion. The fourth had been pushed into a church by the entering crowd and pushed against a wall. Terrific suspense built up as he stood there, unable to move, awaiting the momentary explosion. The best TV film this reviewer has seen, "Time Bomb" is a prime example of the advantages of filmed programs. Its movement, pace and scope to a degree that is all but impossible in a live production, and the lighting and camera work was ideal for the small video screen. The cast was excellent—Robert Bice, Jack Mitschum, Robert Stevenson, Allan Mills, Christine Cooper and Michele Bar...

As usual, the middle P&G commercial completely disrupted proceedings and continuity and mood suffered as a result. Compton is the agency.

"THAT WONDERFUL MAN," the Charles Irving package slated to bow on CBS for Toni June 2, has been postponed pending realignment of advertising and promotional budgets. Real reasons believed to be the usual skyrocketing costs, with talent not alone reported to be in excess of \$5,000. . . . Irvin Paul Sulds has packed Chase Taylor for a new Col. Spangale variety stanza ready for audition in a few weeks. Program will feature Spangale's Little People, including The Little Man Upstairs who takes pleasure in time clocks, scrubs women, cuffs butlers, lowers Manhattan, Rumpels Stiltsken and ads infinitum. Tom Langan and Eric Larson will write the script. . . . The "Howdy Doo" craze has spread to the West. Eddie Kean, writer of the show, has penned a tune called "Doing the Howdy Doo," and Marie Moser has worked out a dance for it.

NBC WILL ANNOUNCE a realignment in its TV program department within a week. . . . Add "Masters of Magic" to list of felderees. Polaroid drooped the last night after the first 13. . . . Lucie Teyte makes her second appearance on "Concert Previews" over WPX today. . . . June 6 has been set for the final opening of WKY-TV in Oklahoma City. . . . Newell-Emmett is making its third Videotown study and has found an increase of more than 500 per cent in membership during the past year. Release will be released in mid-June. . . . NBC has acquired TV rights to the Tespi production of "The Barber of Seville."

KFMB-TV, San Diego, Goes On Air May 16

San Diego—KFMB-TV, this city's first station, goes on the air Monday, inaugurating a 20-hour, six evening program schedule. Contingent of Hollywood talent will be on hand for the opening show. Station, which is owned by Jack Gross, began construction Feb. 25 and began test pattern May 5. Construction and equipment cost is estimated at \$300,000.

Preceding the kick-off show will be a civic dinner sponsored by the local Chamber of Commerce. Mayor Harley Knox will pull the switch that will place station on the air.

The kickoff show will be headlined by Martha Tilton, Sons of the Pioneers, Johnny Moore and the Three Blazers, the Ernie Felice Quartet, Jerry Lawrence and Lee Hogan of NBC (Hollywood) television, also many local dignitaries.

KFMB-TV is an ABC affiliate and has working agreements with other web outlets in Los Angeles. KFMB-TV transmitter is at an altitude of 1,000 feet and is in direct line of sight with Mt. Wilson, site of the L.A. transmitters, 125 miles distant. The new station thus will be able to pick up and relay L.A. shows without use of microwave or coaxial cable links.

Program director for radio and tele is John Bainbridge. Alvin Flanagan and Dick Darley, both formerly with KTSB, are program coordinator and production supervisor, respectively. Bob Lee is chief engineer and James Duncan, formerly with KTLA, is chief TV transmitter engineer.

Industry Protests Proposal To License Ill. Technicians

Chicago — Industry circles here have drawn up their big guns and levelled them at a bill introduced in the Illinois General Assembly to limit installation and repair of TV sets to graduates of recognized trade schools.

Introduced by Rep. John G. Ryan, of Chicago, the bill calls for the licensing of all TV repairmen, and further states that "any person who has successfully completed a course of television instruction at a school recognized by the Department of Registration and Education" may be examined and licensed.

Members of the electronics industry have gone on record in opposi-

Licensed
Cleveland — WEWS, Scripps-Howard station here, has become the ninth station in the country to receive a regular FCC license. This is the third regular grant issued by the Commission since the war. Great majority of stations are operating on temporary authorizations and must submit satisfactory "proof of performance" before a regular license is issued.

Name Guy Chairman Of TBA Engineering

Appointment of Raymond F. Guy, manager of radio and allocations engineering for NBC, as chairman of the TBA engineering committee was announced yesterday by J. R. Poppele, president. Guy succeeds F. J. Bingley, of Bamberger, and will reorganize the committee at a meeting next Wednesday.

Started In 1916

Entering radio in 1916 as an operator for Marconi Wireless, Guy has been in broadcasting since 1921 when he joined WJZ, then in Newark.

In 1927 as a member of the RCA research staff, he engaged in early TV experiments. He has built all of the NBC transmitting facilities in New York, Washington, Cleveland, Chicago and Los Angeles.

A member of IRE since 1925, Guy has been chosen by the Institute's directors as their nominee for president in 1950.

Board Action Seen Necessary For Tele Dept.

Washington Bureau of RADIO DAILY

Washington—NAB President Justin Miller is currently studying replies from members of the NAB board to a question sent them at the end of last month concerning assignment of NAB executive vice-president A. D. (Jess) Willard to overall responsibility for all TV activity within the association.

There were unconfirmed reports yesterday that the idea of coordinating TV activities has been resisted by some board members who fear that the day is not too far off when the conflict of interests between the two media will mean separate trade associations.

There was no definite information concerning the replies which have come in thus far, although it was said a majority of the board okayed the proposal that Willard take over, if only on the theory that administratively it is better to have one individual responsible for TV matters than to have the authority spread out.

Television is currently a matter for attention in all NAB departments, being spread horizontally through the organization. Any realignment to create a new TV department would require full board study—probably on the basis of recommendations from the special committee studying the overall NAB organization, it was believed here. It is believed that the subject will come up for considerable discussion at the July board meeting.

RMA Head Sees Canada Ready For Comm'l Tele

Montreal — According to F. R. Deakins of Montreal, television is ready for commercial application in Canada. Mr. Deakins, president of the Radio Manufacturers' Association of Canada, spoke at the association's annual meeting where he was re-elected president.

He said television in Canada had developed to the point where "there can be no vestige of a doubt," that it is ready for commercial application that would result in increased employment and the development of an entirely new phase of the radio industry.

Television would utilize large quantities of raw materials. "Just to mention one. It has been estimated that within five years after television has been given the go-ahead the manufacturers alone will require over 1,100 tons of copper annually," he said.

PROMOTION

Safety Contest

Station WTTM, in conjunction with the Optimist Club of Trenton, has launched an all-out campaign to reduce the accident toll in the Trenton area, the station has announced through its general manager, Carl Mark.

A contest, open only to new teenage drivers in this section, will be an important part of the proposed series, according to Mr. Mark. The contest will offer cash prizes for letters on the subject of local accident prevention.

"In undertaking this campaign, we are following the lead of many outstanding radio stations and newspapers throughout the country, who have headed up highly successful drives to save lives which might have been lost through accidents in their communities," Mr. Mark said, and added:

"In making this attempt, we are using the finest available material from these stations and from such organizations as the National Safety Council."

Mailing Pieces

Latest mailings in the KTSA, San Antonio, current promotion campaign, according to Art Forrest, KTSA merchandising and promotion manager, are two offset pieces featuring length of service to sponsors and the CBS network features, The Derby, Preakness and Belmont races. The former points out the 97 national, regional and local clients currently on renewal contracts have broadcast an equivalent of 716 consecutive years.

The second mailing piece, in 4 x 6 inch French fold format announces the broadcast of racing's "Big 3" with the admonition that "It's a sure bet your advertising dollar will lead the field all the way on KTSA, CBS in San Antonio." Also in the mail is a reprint of KTSA's two color ad to the trade, bearing a tip on "reminder" message that station's power and frequency, plus extent and total sales volume of listening area provides a potent selling force for advertisers.

Talent Quest

WKXXL, Concord, N. H., will present an eight-week talent contest, open to anyone in New Hampshire. Contestants must call or write WKXXL for an audition appointment. Each Thursday evening the radio audience will vote, via telephone calls and through the mail, for their favorite contestant. Each winner on the first seven shows, weekly, will receive a cash prize of \$10. On the eighth and last show, the seven winners will compete for a \$50 cash prize, plus an all-expense paid trip to New York, with room and meals at one of New York's finest hotels. The trip will include sight-seeing tours, tickets to a few of the big nation-wide radio shows plus other special bits of entertainment in the big town.

Giant Radio-Movie Giveaway Looks Like Biggest To Date

(Continued from Page 1)

trip to Hollywood. Another gimmick on the show is called "Film of Fortune" in which an old time movie will bring the listener \$15,000.

"Hollywood Calling" is being put together by NBC in cooperation with Lou Cowan. Latter was called in because of his experience in organizing and operating a program of this type.

For NBC promotion purposes, a proposal has been made that the program conduct a nationwide talent hunt, which would run for a full year, for "Miss NBC." Every network affiliate would participate in the activity with the winner to be launched on the road to fame and fortune similar to Atlantic City's Miss

America. Possibility of the talent hunt gimmick is only in the talk stage at present.

"Hollywood Calling" will be an hour long program, probably from 6:30-7:30 p.m., Sunday but a starting date is indefinite. Any reports that NBC would use the show to strike back against Jack Benny must all be written off now since the web has decided that such a step does not add up to good sound policy. It's conceivable that "Hollywood Calling" might find itself competing against Benny on CBS next fall but it won't happen this season. It's probable the program will premiere this summer—maybe next month—but again there is no final decision.

NAB Panel Set Up For Final REC Meet

(Continued from Page 1)

will be A. D. (Jess) Willard, Jr., executive veepee; Maurice Mitchell, director of broadcast advertising; Richard P. Doherty, director of employee-employer relations; and Robert K. Richards, director of public relations and publications.

Miller is billed as the main speaker and he will give an over-all discussion of NAB operations with emphasis on Standards of Practice. His talk is to be made exactly one year from the date the code was approved by the NAB board at the association's Los Angeles convention. Board at that time stipulated that any existing contracts between broadcasters and advertisers should be subject to the code no later than one year from May 19, 1948.

Interest Running High

It's reported that Miller and NAB department heads may attempt to clarify much of the snow-balling confusion and wild predictions of the impact of television on radio. There is considerable interest among broadcasters, particularly small station NAB members, in knowing just what NAB execs think of the future of radio and TV.

Ad Council Campaign Still Gaining Momentum

The Advertising Council's drive to combat racial and religious prejudices is still gaining momentum, according to a review of the last two years. The "United America" campaign was launched in 1947.

Radio's support in 1948 increased 100 million listener-impressions over 1947—reaching a total of 942,650,000 listener-impressions for the year. Campaign currently gets allocations every month through the Council's radio allocation plan and there is every indication that this year's coverage will maintain or surpass last year's level. Plans for additional coverage include television slides for TV stations.

Interference Problem Is Stressed By Coy

(Continued from Page 1)

stead of the \$6,633,000 which had been recommended by the budget bureau. The cut is "of very great importance" in that it increases the Commission's difficulty in cutting down on the huge backlog of work before it, he said.

"Actually, we think we need more than the \$6,633,000," the Chairman said.

Estimating that it will take two years to "get relatively even" on the heavy backlog of hearing cases now before the Commission, Coy asked for funds to add five people to the 17 now employed in the hearings section. Nine of the 17 are examiners.

Conflicts Many

About 60 per cent of the AM applications that come in now are eventually set for hearing because of the growing shortage of AM frequencies, Coy said, with most of them involving conflicts.

"And when we open up the television bands again, there will be another tremendous number of hearing cases."

Coy pointed out that while in 1940 there were only 847 licensed stations of all types, by June 30 of this year it is estimated there will be a total of 3,829 licenses for AM, FM and TV operation.

'Breakfast Club' Survey Reports Listener-Loyalty

Chicago—More than 50 per cent of the persons who attend studio performances of ABC's Breakfast Club have been listening to broadcasts of the program for over eight years, according to the findings of an audience survey recently conducted by the network's research department.

Equally unusual was the disclosure that 25 per cent of the same group had been listening to the program regularly for 10 years or more, a figure based on replies to a questionnaire distributed to all persons attending broadcasts during the four days the survey was held.

COAST-TO-COAST

WLDY Has First Birthday

Ladysmith, Wisc.—On May 12, WLDY celebrated the annivers of its first birthday with special programs presented every hour during the day. Hundreds of well-wishers visited the studios with 40 toys and cities represented. Souvenir chains and note-books were given all visitors. WLDY is independent 1340 kc., full time.

California Calendar Makes Debut
San Francisco, Calif.—"California Calendar" will debut on KNBC 15th, featuring highlights of current activities in Northern California with a brief history of each event. In addition, on the program will be a feature titled "Portals of the Past" with some of the important events in history that have occurred on the day of the broadcast. Dick Bertus is the producer.

Baseball Sked On WBBQ

Augusta, Ga.—The entire Augusta Tigers road game broadcasting has been purchased by local distributors of Burger Beer, Beverage Distributors, Inc. on WBBQ, a station affiliate. The home games, broadcast by the station, are scored on a participating basis by local accounts. WBBQ owns and operates the Class A, Augusta Tigers baseball club with Thurston Fennell, commentator for all games. WBBQ currently uses Standard Transcription Service, and is affiliated with the Georgia Economic Group and not Keystone Broadcasting Corp.

New Members Join KGVO's Staff

Missoula, Mont. — A recent announcement has been made to the effect that R. W. (Bill) Sinor has joined the sales department at KGVO. Clarence Touw heads the engineering department. Replacing Lee Johnson, is Dick Wright of the station news staff, now heading traffic.

Teen Age Canteen On WPGH

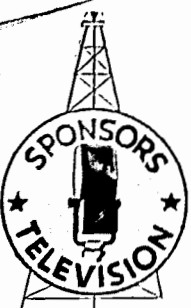
Pittsburgh, Pa.—The Board of Education, together with O. R. Jammy, manager of WPGH, promote WPGH's Teen Canteen Of The Week during its first stages, but now is in the hands of Pittsburgh high school students who are going "out" to make it their show. The "Canteen" is broadcast daily from 4:00 to 4:30 p.m. from the YMCA. Talent shows are conducted by students in addition to scripted commercials, and visits by artists and band leaders are interviewed by the teen-agers.

Programs For The Working Man

Nashville, Tenn.—A program designed specifically in the interest of "the working men and women of America" has made its debut on WLAC recently. The program heard 6 times weekly at 7:15 p.m. Listeners are requested to send letters on "Why I Like America" to United States Savings Bank, amounting to \$3,600 will be awarded.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 47, NO. 31

NEW YORK, FRIDAY, MAY 13, 1949

TEN CENTS

CBS PRESIDENT GETS NEW CONTRACT

Video, BBC Have Day At Georgia 'Institute'

Athens, Ga.—Television, the newest of the communications media, was the topic of much discussion, technical and otherwise, at the Friday sessions of the fourth annual Georgia Radio Institute being held at the University of Georgia's Henry W. Grady School of Journalism, the Georgia Association of Broadcasters co-operating.

George Moscovics, of CBS, New York, told a morning audience that television is not so much another advertising medium as it is a new

(Continued on Page 6)

News Programs Lead In Alaskan Survey

Local and national news lead the field in program appeal for listeners in Alaska, according to a survey conducted by the Alaskan Broadcasting System. Comedy and variety shows claimed the second and third largest audiences. Stations participating in the survey were KTKN, Ketchikan; KINY, Juneau; KFQD, Anchorage; KFRB, Fairbanks, and KIBH, Seward.

Berle Awarded Scroll At Inter-Faith Dinner

Over 1,000 diners gathered in the Waldorf Astoria Hotel last night at an Interfaith in Action dinner as a tribute to Milton Berle for his outstanding contributions to better human understanding.

The award was presented to Berle by Herbert Bayard Swope, consultant to the Radio Corporation of America. Speakers at the dinner in-

(Continued on Page 2)

Valedictory

Washington—Former Senator and Mrs. Wallace White, Jr. were honored last night at a dinner given here by NAB for legislators and broadcasters. The dinner was in recognition of Senator White's many years of service to radio and the whole field of communications.

White, who retired from Congress last year, received an inscribed bronze plaque from the broadcaster association.

Yankee Web Strike Enters Eighth Day

Strike of 80 IBEW radio engineers at Yankee Network stations in Boston and other New England cities went into its eighth day yesterday after prolonged meetings between management and union representatives failed to produce agreement on a plan to arbitrate the differences. Yankee web officials had asked the engineers to return to work pending the arbitration of the strike issues.

Although 30 announcers and

(Continued on Page 2)

NAB Appeals Conviction Of Baltimore Newsmen

Baltimore—NAB told the Maryland Court of Appeals yesterday that "any restriction placed upon the medium of radio broadcasting, will, in effect, constitute a restriction on the communication of ideas, whether aural, pictorial or printed," and a

(Continued on Page 6)

Networks And NABET Sign New Operating Contracts

ABC, NBC and the National Association of Broadcast Engineers & Technicians reached full agreement yesterday on all points of new contracts which will run until May 1, 1950. The union had conducted joint negotiations with the two networks.

Operating and maintenance engineers received no increase in pay but adjustments were made on such points as severance pay, seniority,

Frank Stanton Given New 10-Yr. Pact; Salary Reported At \$100,000 A Year; Other Stipulations Made

Sales Increase Reported By WOV

Reporting that overall sales for the month of April were the highest in the history, Ralph Weil, general manager of WOV, bi-lingual independent station, yesterday revealed business for the month was 14½ per cent above billings for April, 1948.

The business gains were attributed to intensified WOV advertising, sales promotion and research in a continuation of the 'Audited

(Continued on Page 2)

Congressman To Probe Commission Procedure

Washington Bureau of RADIO DAILY
Washington—An investigation of FCC compliance with the terms of the Administrative Procedures Act was promised yesterday by Rep. Francis D. Walter of Pennsylvania,

(Continued on Page 8)

BMB Continues Drive To Obtain Waivers

Broadcast Measurement Bureau's drive to obtain waivers on the 90-day cancellation clause of subscriber contracts continues with 376 of the 525 paying members having returned the signed waiver slips, it was

(Continued on Page 4)

Frank Stanton, president of Columbia Broadcasting System, is being retained as president of the web under terms of a new 10-year contract at a salary of \$100,000 a year with additional compensations, it was announced yesterday. Under terms of the new Stanton contract if CBS

(Continued on Page 3)

Women Broadcasters Meet Today In Boston

Boston—Fifty women broadcasters representing 1st District NAB membership of the Association of Women Broadcasters will gather at the Copley Plaza Hotel here today for a two-day session. This marks the first regional meeting of women broadcasters since NAB took over the functions of the organization a few months ago.

Fay Clark, district chairman of WBIS, Bristol, Conn., will preside at

(Continued on Page 3)

WINS Signs One Year Contract With Musicians

Crosley's New York indie, WINS, yesterday reached agreement with Local 802 of AFM for a new contract retroactive to last April 1 and running until April 1, 1950. Musicians on the WINS staff will contin-

(Continued on Page 8)

Radio Minded

Using a novelty radio to exploit radio, Dick Pack, WNEW publicist, sent out portable radio hats to the New York press yesterday and with them went a note calling attention to the new "Summer Service" series of 100 weekly spots which will be sponsored by Norge. The radio hat is a dry battery set with a directional antennae.

Smith To Speak

The address of Lieut. Gen. Walter Bedell Smith, Commanding General of the First Army and until recently United States Ambassador to Russia, at the Division "Muster" of the 77th Division in New York City will be broadcast over CBS next Wednesday, 10:45-11 p.m., EDT. He will discuss strength of U. S. and Soviet armies.

RADIO DAILY



★ COMING AND GOING ★

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgone Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	
Admiral Corp.	19 1/8	18 3/4	19	+ 3/8
Am. Tel. & Tel.	141 1/2	141 1/4	141 1/2	+ 1/4
CBS A	18 1/4	18	18	+ 1/4
Philco	27 3/4	27 1/2	27 3/4	+ 1/4
Philco pfd.	83	83	83	
RCA Common	12	11 7/8	11 7/8	- 1/8
RCA 1st pfd.	69 7/8	69 3/4	69 7/8	- 1/8
Stewart-Warner	12	11 3/4	12	+ 1/4
Westinghouse	22 7/8	22 3/8	22 1/2	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/2	13 1/2	+ 1/2
Nat. Union Radio	3	3	3	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/4
Stromberg-Carlson	10 7/8	12 7/8

Stork News

Bill Kusack, engineer in charge of the transmitter of WBKB, Chicago tele station, is the father of a son, William Peter Kusack, Jr., born on May 5.

10 YEARS AGO TODAY

From the Files of Radio Daily

RCA has revealed that during the first nine days of RCA's television demonstrations at the World's Fair exhibits approximately 201,000 visitors witnessed the demonstrations. . . . An increase in advertising by drug chains was noted in a financial breakdown of the fiscal year ended June 30th. . . . Use of the NAB as a clearing house for payments to ASCAP is being discussed by segments of the industry as a step toward complete discussion of plan during the summer convention of the Broadcasters at Atlantic City.

WILLIAM A. SCHUDT, JR., director of station relations for the Columbia network, will leave Monday on a business trip to Dayton, Columbus and Cleveland. He'll be away for a week.

JACK WILSON, of the SESAC transcription department, is making a swing through a number of Southern cities in Louisiana, Texas, Mississippi and Arkansas.

DANIEL E. SMILEY, owner of WDAE, Columbia network outlet in Tampa, Fla., and **L. SPENCER MITCHELL**, general manager of the station, are in town for conferences at the offices of the web.

JOHNNY O'CONNELL, account executive for Associated Program Service, is visiting stations in Ohio, Pennsylvania and upstate New York.

FRANK KING is in town. He's the general manager of WMBR, Columbia's affiliate in Jacksonville, Fla.

ROBERT Q. LEWIS, network comic, has returned from Atlantic City, where he had spent the past week.

H. R. BAUKHAGE, American network commentator, is in Syracuse, where today he will speak at the Diamond Jubilee banquet of the Delta Upsilon fraternity on the subject, "Headline News."

JOSEPH BRYAN, president of WBT, Charlotte, N. C., was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

GEORGE COLEMAN, general manager of WGBI, Scranton outlet of CBS, has arrived from Pennsylvania for a few days on station and network business.

VAUGHN MONROE and the members of his band are in Pottstown, Pa., where tomorrow their CBS program will originate.

JAMES HANRAHAN, general manager of WEWS, Columbia's television station in Cleveland, paid a call yesterday at the New York offices of the web.

RAY HEATHERTON off to Charleston, W. Va., where tomorrow he will act as emcee of the Military Ball, which will be picked up and broadcast by CBS coast to coast.

Sales Increase Reported By WOV

(Continued from Page 1)

Audience' surveys, by Herbert Schorr, sales manager for the station.

Listed among the 1949 contracts for time are: Durkee Products (Meldrum and Fewsmith), Southern Cotton Oil (Duane Jones), Schonbrunn Company's Savarin and Medaglia D'Oro Coffees (Sales Advertising Company), Kirsch Beverages (Morris Advertising), Patterson Silks (Frederick-Clinton Co.), Ivel Furs, Inc. (New Century Advertising), Chrysler Corp. (N. W. Ayer), Barney's Clothes (Emil Mogul), Grand Union Stores (French and Prescott), National Shoes (Emil Mogul), Bond Bread (B.B.D. & O.), Palumbo Cigars (Joseph M. Mauriello Advertising), Caruso Food Products (New Century Advertising), D'Arrigo Bros.' 'Andy Boy' Broccoli (James Thomas Chirurg Co.), American Tobacco—'Pall Mall' (S.S.C. & B.) and 'Sulphur-8' (W. B. Doner).

Yankee Web Strike Enters Eighth Day

(Continued from Page 1)

newsmen have joined the engineers in a sympathy strike broadcasting continues normal on WNAC, Boston, and allied stations affected by the strike. The announcers and newsmen declined to pass through picket lines.

Gillette, ABC Covering Jersey Horse Racing

Gillette is expanding its horse racing coverage this season and will sponsor the famed Jersey Stakes from Garden State Park, Camden, N. J., on May 28 over ABC's full radio network plus its eastern TV web. Broadcast time is 4:45 p.m., EDT. Maxon is the agency.

WFIL-TV, ABC's Philadelphia affiliate, will make the television pickup and feed it to the following

Berle Awarded Scroll At Inter-Faith Dinner

(Continued from Page 1)

cluded Mayor William O'Dwyer; Sen. J. Howard McGrath, chairman of the Democratic National Committee; New York Lieutenant Governor Joseph Hanley; State Democratic Chairman Paul E. Fitzpatrick; Supreme Court Justice George Belkock; Irving Kaufman, former special assistant to Attorney-General Tom Clark; Spyros Skouras, president of Twentieth Century-Fox; George A. Saltzman, president of Interfaith in Action; Louis Nizer, author; and ex-Gov. Harold Hoffman, of N. J. Niles Trammell, president of NBC, served as a member of the committee and was among the distinguished guests on the dais.

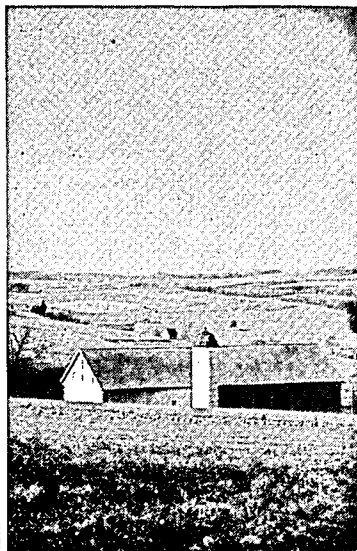
Text of the scroll which was presented to Berle:

"Motivated by the best humanitarian impulses for the common welfare of all, he has shown throughout his entire career a genuine concept of better understanding and the rare quality of friendship and generosity both in thought and deed to which we gladly bring public testimony.

"As tangible evidence of our deep appreciation and profound gratitude to Milton Berle for his devotion to a selfless interest in the eloquent cause of disseminating good will and better understanding amongst all people, therefore, it is fitting and proper that we, the community, pay tribute to Milton Berle—this young man who has brought so much happiness and laughter to the world—this young man who has given of himself and brotherhood—to this splendid exemplar of better communal relationship through interfaith in action for his support and deep devotion."

stations: WJZ-TV, New York; WAAM, Baltimore; WNAC-TV, Boston; WRGB, Schenectady, N. Y.; WMAL-TV, Washington; and WNHCTV, New Haven.

Radio description of the Jersey Stakes will be carried by all of ABC's 266 affiliates. Announcers have not yet been set.



PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

Women Broadcasters Meet Today In Boston

(Continued from Page 1)

The opening session this morning. Other officers who will be on the dais will be Agnes Gibbs, WOSH, Portland, Maine, vice chairman and Dorothy Fuller, WBET, Boston, treasurer.

Will Entertain Managers

Managers of 12 stations in the Boston area and their wives will be guests of the women broadcasters at a cocktail party at the Copley-Plaza this afternoon. This will be followed by the annual dinner. The theme for the dinner will be "Mike and His Women" with Howard Malcolm of WCOP playing the role of "Mike." Craig Lawrence, general manager of WCOP, will be the principal speaker at the dinner. Lawrence will discuss "Women in Radio."

One of the highlights of the Friday panel sessions will be "A Sponsor Endorses Radio." At this session Dorothy Campbell of WGAN, Portland, Maine, will introduce Mrs. Benjamin H. Riggs, personnel director of a Portland department store, who will tell of the effectiveness of radio advertising in the retail merchandising field.

Pat Griffith, director of women's affairs for NAB, will be on hand at the meeting and will explain the importance of the merger of AWB with NAB and plans for the future.

Guests of WEEI

Tomorrow morning the women broadcasters will be guests of WEEI at a breakfast and tour of the Columbia outlet's studios. They will attend a broadcast of Carl Moore's "Bean Town Varieties" and will be greeted by Harold E. Fellows, general manager of the station and 1st District NAB chairman.

Marie Houlihan, public relations director of WEEI, is chairman of the arrangements committee for the two-day session. Phyllis Daugherty of WNAC has been handling the publicity. Other committee women who are aiding in planning the meeting include Julie Chase of WTAG and Mildred Bailey of WCOP.

Canadian RMA Head Forecasts TV Expansion

Montreal—Television is ready for commercial application in Canada which will result in increased employment and the development of an entirely new phase of the radio industry, F. R. Deakins of Montreal, president of the Radio Manufacturers' Association of Canada told the annual meeting of the association held this week.

Mr. Deakins was re-elected president for his second term, R. A. Hackbusch of Toronto was returned for his second term as vice-president and S. B. Brownlee, also of Toronto was re-appointed executive secretary for a fifth term.

Expressing keen disappointment in the lack of definite progress in television in the last year, Mr. Deak-

Stanton Gets New CBS Deal As President of Network

(Continued from Page 1)

terminates his employment after 1953, but prior to Dec. 31, 1953, the network must pay him a flat sum of \$100,000.

Another clause in the contract sets forth that upon termination of Mr. Stanton's regular employment, he will be retained as part time consultant until December 31, 1968, at \$25,000 a year.

The \$100,000 annual guarantee which Stanton gets under his new contract is \$30,000 more than his basic pay in 1948. Last year he received a total of \$109,798 but \$39,702 of this amount was a bonus. So far as guarantee is concerned, Stanton is getting close to a 35 per cent increase.

Became President In 1946

He has been President of CBS since January, 1946. He joined the Columbia network in 1935 as its Research Director, after resigning from the Psychology Department at Ohio State University. He was advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945.

Director of Record Company

Stanton is now in Europe on a two months vacation. Prior to his sailing, rumors in the trade were to the effect that he might resign the presidency of the network. These rumors were denied by Stanton during the NAB convention in Chicago and later by the CBS board.

Stanton is a director of Columbia Records, Inc. He also is a director of The Advertising Council; is on the governing committee of the Bureau of Applied Social Research, Columbia University, and is on the executive committee of the Joint Committee on Measurement of Public Opinion, Attitudes and Consumers Wants of the National Research and Social Science Councils. He served as a member of the Social Science Research Council Committee to study the results of the 1948 election polls.

Pioneered In Research

Stanton was the first to develop and use a mechanical device for recording radio set operation. With Dr. Paul Lazarfeld, he is co-developer of the Program Analyzer, machine for measuring audience reaction to program content.

Called to Washington early in the war as a consultant to the Office of Facts and Figures, he also served as special consultant to the Secretary

ins maintained that television in Canada is developed to a point where there can be no vestige of a doubt that it is ready for commercial application in this country.

of War, the Navy Department and the Office of War Information.

Earlier, he was appointed associate director of the Office of Radio Research at Princeton University. Later, he became a member of the Advisory Board of the Bureau of Applied Social Research, Columbia University.

Stanton is a Fellow in the American Association of Applied Psychologists, and a member of the American Psychological Association, the American Statistical Association, the American Marketing Association and the Market Research Council. He is the author of many articles and books on psychology, as well as on marketing and radio research. With Dr. Lazarfeld, he edited Radio Research, 1941 and Radio Research, 1942-43.

Frank Stanton was born in Muskegon, Michigan, on March 20, 1908. He is a graduate of Ohio Wesleyan University (B.A.), as well as of Ohio State (M.A. and Ph.D.).



STANTON

Webs And NABET Agree On New Pact

(Continued from Page 1)

are said to average about six or seven per cent. Under terms of the contract, NABET has the right to reopen wage negotiations at any time after a six months period from the effective date of the pact, which is May 1, 1949.

The union is still to make a settlement with WOR. Discussions are temporarily halted and the next meeting will be called by direction of the federal conciliator.

Joan Davis Program Gets CBS Summer Spot

The new Joan Davis show has been set for the CBS network's summer schedule and will go into the Monday night, 9:00-9:30 p.m., EDT, spot beginning July 4, the network announced yesterday. Titled "Leave It to Joan," the comedy series will present Miss Davis as a department store clerk awaiting the coming of her prince charming. Program originates in Hollywood.

SOON! SOON!

CKLW goes

50,000

WATTS

at 800 kc.

The Detroit area's GREATER buy

JUNE!

From 5,000 to 50,000 watts, in the middle of the dial,

and at the lowest rate of any major station in this region. Start scheduling this greater value now!

CKLW

Guardian Building, Detroit 26, Mich.

J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative
H. N. Stovin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM

CHICAGO

By NAT GREEN

THE Skylarks, well-known Chicago vocal quartet, has joined the WBBM talent staff. In the foursome are Elaine Rodgers, Eugene O'Brien, Pat Weaver and Maury Jackson. They have been appearing in local supper clubs and making popular recordings.

The ABC Athletic Association has elected the following officers: President, Anthony Koelker; vice-president, Maury Murray; secretary, Olive Miller; treasurer, Marge Harris; adviser, Walter Emerson.

Joe Wilson is subbing for Russ Davis as commentator on the Monday night wrestling matches while Wilson vacations in Florida.

Don E. Kelley, WBBM public relations director, caught something like three dozen sizeable trout on his week-end fishing trip to Michigan. Just what WBBM general manager Frank B. Falknor and announcers George Watson and Art Mercier caught on the same trip was not reported.

In the sixth annual popularity poll conducted by Eddie Hubbard on his "Chesterfield ABC Club" on WIND, the most popular girl singers, in the order named, were Peggy Lee, Doris Day, Jo Stafford, Dinah Shore and June Christy. Boy singers, Frank Sinatra, Frankie Laine, Billy Eckstine, Mel Torme and Bing Crosby. Bands, Vaughn Monroe, Les Brown, Eddy Howard, Charlie Ventura and Russ Morgan.

BMB Continues Drive To Obtain Waivers

(Continued from Page 1)

announced at BMB headquarters in New York yesterday. Two networks—NBC and ABC—have signed but CBS at present is in the hold-out column.

With about 70 per cent of the needed waivers BMB hopes to complete the canvass of the subscribers in another week and report the results to NAB. If the total number of waivers insures participation of all subscriber stations until June, 1950, NAB is then expected to advance enough money to complete the Second Study.

Approximately 270,000 of the audience sampling ballots have already been returned on the Second Study. The original mailing was 650,000 ballots.

Kenneth Baker, acting president of BMB, was in Washington yesterday conferring with Justin Miller, president of NAB, and members of the board on procedure.

Wedding Bells

Ruth (Randy) Michelson plans to leave her post as director of traffic at WMGM at the end of this month to be wed to Maxwell M. Savitt, v-p of WCCC, Hartford, Conn. Miss Michelson has been with the New York indie for six years.



Mainly About Manhattan. . . !

● ● ● With "Duffy's Tavern" putting out the for rent sign on its NBC time, it looks as tho' "Break the Bank" will move into that spot alongside of "Mr. D.A.," giving the same sponsor a full hour. . . . When Louella Parsons goes abroad, daughter Harriet will go to bat for her on the air but will handle the news reporting only and not the interviews. . . . Dorothy Lamour loses her sponsor (Sealtest) July 7th. Bankroller is looking for a lower-budgeted show for the fall. . . . As it stands now the 63 TV stations now operating will use nothing but BMI and public domain tunes after May 31st. Hassle between stations and ASCAP is at a deadlock. . . . It's a renewal for "Our Miss Brooks" on CBS which will carry the show through the warm weather. In the fall, it'll take the time being vacated by Ozzie & Harriet preceding Jack Benny. . . . Has anyone considered Norman Corwin for a news stanza featuring his brilliant analysis and interpretation of current events? Listening to him on an interview show the other noontime, we realized what a tremendous personality he'd be for this type of series. . . . Tim Marks, ye olde sage of Radio Row, observes that when an actor lets an agent set him up on a pedestal, he's liable to have something chiseled out of him.



● ● ● Since it is now fairly certain that TV will shortly find its way into the motion picture theaters, we'd like to give a tip of our TV antenna toward Ralph B. Austrian, the video consultant. Nobody, in our opinion, has been more far-seeing and accurate in exploring the possibilities and forms of theater TV than Ralph. It seems to us that the crystallization of many theater-TV plans now taking place are merely playbacks of what this video pioneer has been advocating for years.



● ● ● AROUND TOWN: George Case, radio and TV editor of the World-Telly, is a proud pappy of a beautiful baby daughter, Carol Louise. . . . Aside to Ted Streibert: Thanx very much for the kind words. . . . ABC planning a heavy promotion campaign via a regular paid column in women's mags (a la the early Billy Rose stuff). . . . Co-op deals undoubtedly have their place in broadcasting, but judging from the experience of Abbott & Costello, Joan Davis and Parkyakarkus, it's not for the comics. . . . Ken Kling's youngster, Heywood, and Buddy Arnold have been signed up by Wm. Morris. (They're responsible for the theme tunes on Texaco and Admiral B'way Revue and their latest theme is on the new "Stop the Music" airtel). . . . Recommended: John Wray's classy choreography on Ed Sullivan's "Toast of the Town." . . . Over a dozen name bands were ncsed out in the scramble for Atlantic City's Million Dollar Pier by the relatively unknown Roy Stevens ork, which moves in for the entire summer. . . . Things can't be so hot in H'wood, sez Peter Donald, the way so many actors are suffering with "sign-us" trouble.



● ● ● Influence of radio's giveaways has even extended into the survey field. Now when they call you and ask you what program you're listening to, etc., the first thing they do is to advise you that "there is absolutely no reward for answering this telephone call."



● ● ● Ehrlich-O'Malley, the radio and television package producing firm, has taken over the writing, producing and directing of the Mutual sustainer, "Experience Speaks." Formerly handled by Hank Booraem (who has switched to McCann-Erickson), the stanza has been building up a wide following with its dramatic approach to the unusual in interviews.



NEW BUSINESS

WBKB, Chicago: An upsurge of spot sales, with commercial program sales not far behind, has sent WBKB business soaring in the last couple of weeks, during which time 15 clients have placed 566 spots. Spot users signed and number of spots each are: Ironite Ironers, 13; McCall magazine, 6; Fruit Industries, 26; Hexo Swivel Co., 2; Wilbur Suchard Co., 12; Robert A. Johnston Candy, 20; Chrysler Airtemp, 40; Bulova watches, 132; Goodyear tires, 24; Teletron Turntable, 13; Allied Florists, 4; Benrus watches, 202; Nemes Furniture Co., 13; Main Line Products, 56, and Thoren's lighters, 13. In show sales WBKB has inked 15 games of the National Professional Girls' Baseball League for Peter Fox beer and 16 additional games for Admiral. WBKB will be the Chicago outlet for the Toni Company's new tele show "That Wonderful Man," starting June 2.

WENR, Chicago: Spot sales include American Express Co., Nassau Development Board, through Kelly Nason, Inc., the George Sokolsky news commentary for 13 weeks starting May 15; General Foods (for Birds Eye frozen foods), through Benton & Bowles, participation weekly in the "Beulah Karney" program for 18 weeks; Loew's-MGM, through Donahue & Co., two station breaks weekly for 52 weeks. General Mills, through Dancer, Fitzgerald & Sample, has renewed sponsorship of "Lone Ranger" and "Betty Crocker's Magazine of the Air" for 52 weeks over ABC.

WGN, Chicago: Nelson Brothers Furniture Co., through George H. Hartman, renewed the following programs for 52 weeks from May 8: "Marriage License Bureau," Monday through Friday; 15-minute seg in "Record Reveille," Monday through Saturday, and "Chicago at Night," Monday through Sunday. Procter & Gamble Co., through Compton Adv., a daily participating announcement in "Baker's Spotlight" for 52 weeks from May 6, for Drene, and participating announcement in "The Novelty Shop" for Prell; Meltoway Reducing Plan, Inc., through Walter L. Rubens & Co., the "Marty Hogan" show, Monday through Friday, for 13 weeks.

Bellamy Gets Role In CBS Documentary

Ralph Bellamy has been signed for the leading role in the CBS Documentary Unit Production, "The People's Choice," to be aired Sunday, May 22, 10:00-11:00 p.m., EDT. Bellamy will play the role of a Congressman, Andrew Randolph, a composite politician whose career in the script is based on real-life factual data.

Others signed for the show include Everett Sloane, Carl Frank, Tom Pedi, Eric Dressler, Charles Webster and others.



He started retiring today!

... and it feels good!

It's going to take time, but the point is . . . he's taken that all-important *first step* . . . he's found a way to make saving a sure, automatic proposition . . .

He's buying Savings Bonds through the Payroll Savings Plan!

This makes saving an absolute certainty! You don't handle the money to be invested . . . there's no chance for it to slip through your fingers and . . . U. S. Savings

Bonds pay you 4 dollars for every 3 invested, in ten years!

Think it over! We believe you'll agree that bonds are the smartest, surest way there is to save.

Then—sign up for the Payroll Savings Plan yourself, today!

Regardless of your age, there's no better time to start retiring than *right now!*

P.S. If you are not eligible for the Payroll Savings Plan, use the Bond-A-Month Plan at your bank.

Automatic saving is sure saving—U. S. Savings Bonds



THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

RICHARD L. EASTLAND has been appointed director of radio and television for the New York office of Erwin, Wasey & Company. He will be responsible to C. H. Cottingham, vice-president in charge of radio and television, whose headquarters at present are in Los Angeles. Eastland was formerly with Hutchins Advertising Company, and also served as radio director of Roy S. Durstine, Inc. and of the Chicago office of J. Walter Thompson.

SAMUEL NORTHROSS, WILLIAM L. STUART and **CHARLES RUSSEL** have joined the television department of the William Esty Company, Inc.

MCCANN-ERICKSON Sao Paulo office announces its appointment by Refinadora de Oleos Brasil S. A. to handle the advertising of "Gordura de Coco Brasil," a product made from cocoa oil. Newspapers and radio will be used.

DOMINION TEXTILE CO., Ltd., of Montreal, has engaged Irwin Vladimir & Co., Inc., to place its export advertising. Daniel C. Kaufherr is account executive. A goodly list of media includes radio, newspapers, magazines and cinema slides.

F. W. WOOLWORTH CO. is planning a test campaign having for its purpose the gaining of knowledge and experience in the advertising of branded merchandise. The campaign, which will coincide with Fathers Day and Independence Day, is being prepared by Lynn Baker, Inc. Thus far, radio is not included.

BATTISTONE & BRUCE has named Bernard G. Wilens as supervisor of television operations and has appointed Nathan Nestor to the post of television director.

HERMAN EMMET, JR., has been designated by Gerard Velthaus Associates, publishers representatives, to manage the New York office of the organization.

HAROLD S. "RUSTY" BARNES, director of the bureau of advertising for the American Newspaper Publishers Association, will be the speaker at the luncheon meeting of the printed media group of the American Marketing Association, which will be held next Tuesday at the Hotel Shelburne, formerly the Sheraton. His subject will be "Newspaper Space in a Buyer's Market."

Two Groups Honor Puff

Richard J. Puff, Mutual Network director of research and a resident of Peekskill, N. Y., was doubly honored by that town yesterday. Incumbent president of the Parent-Teachers Association, he was re-elected to that office for another year. At the same time, he was informed that he had also been named president of the Junior Chamber of Commerce.

Video And BBC Have Day As Georgia 'Institute' Opens

(Continued from Page 1)

and uniquely efficient method of selling.

Miss Enid Day, Atlanta, one of Georgia's best known radio voices, insisted that with the advent of television, radio is no longer a man's world. Speaking on "How A Department Store Uses Radio," Miss Day said that women's voices, and their lack of stage presence and experience, have been a big defeater in radio for retail stores.

"But," she concluded, "women, by their very feminine appeal on a television screen, are going to find that they're one up on the men in TV."

"Television in Action," a demonstration using the University of Georgia Glee Club and produced by WAGA, Atlanta, is scheduled for tonight in the University's Fine Arts Auditorium.

Sam Slate, a university alumnus who now is program director for the New York office of the British Broadcasting Corporation, outlined the work of BBC, with emphasis on its co-operation with the "Voice of America" and its efforts to increase understanding between the United States and Great Britain.

"Contrary to popular belief," he said, "BBC is not a government agency. It is a public service corporation, operated under a Royal charter. Perhaps the nearest thing we have to the BBC in America

is the Tennessee Valley Authority," Irvin G. Abeloff, of station WLEE, Richmond, Va., who returned to Athens by popular request, urged that radio stations make the most of what they have. He said that tools at hand should be used rather than wishing for other tools.

Referring to Georgia's radio industry as "The Voice of Georgia," Gov. Herman Talmadge told the Institute last night that radio, just as the press, has a solemn obligation to dedicate its talents to public service. "Let us hope," he said, "that you continue to exercise the same impartiality on public questions which you have established in the past. Continue to present the news unbiased and accurate and continue to give all sides fair representation over your means of communication."

The Governor extended his "heartiest congratulations to Dean John E. Drewry on his amazing success as head of the Henry W. Grady School of Journalism, which recently has developed a radio department which is among the outstanding in the nation."

Elmer Davis, wartime director of OWI, will give the final address in the university chapel Saturday at noon.

A. D. Willard, Jr., executive vice-president of the NAB is also a Saturday speaker.

Grauer Represents Radio At A. D. L. Dinner

Ben Grauer will represent the field of radio at the annual National Meeting of the Anti-Defamation League, Sunday evening, May 15, at the Waldorf Astoria Hotel.

Grauer will participate in the pageant, "Impact For Freedom—1949," in which outstanding leaders in various fields will dramatically disclose how the mediums they represent are combatting race prejudice. Among the participants will be John Garfield, Harold Russell, U. S. Senator Paul Douglas, Herbert Bayard Swope, N. Y. Supreme Court Justice Meier Steinbrink, Franklin D. Roosevelt, Jr., Elmo Roper and Dr. Eihel Alpenfels. The narrator will be Quentin Reynolds.

Move To WINS

Judy and Mike McCarthy, heard for the past eight months over WGYN (FM) as "Mr. & Mrs. Manhattan," will move over to WINS tomorrow to begin a new series of Saturday breakfast chit-chat and recorded music programs, "The McCarthys," 9-9:30 a.m., replacing the second half-hour of "Morning Matinee."

Mike is a former British actor and his wife is the former Judy Rudy, radio and night club singer. They have worked together also on summer stock shows.

NAB Appeals Conviction Of Baltimore Newsmen

(Continued from Page 1)

violation of the First and Fourteenth amendments to the United States Constitution.

The brief, filed by NAB General Counsel Don Petty, was submitted as *amicus curiae* in connection with an appeal from an order of the Criminal Court of Baltimore holding three local stations and a news commentator guilty of contempt of court for violating Supreme Bench of Baltimore ruling. Conviction was for broadcasting news releases issued by the Baltimore police commissioner concerning the apprehension and confession of Eugene James, later arraigned and convicted of murder.

The NAB brief concludes that the rule is unconstitutional because it violates the First and Fourteenth amendments of the Constitution; that publication of the facts in the cases did not constitute a clear and present danger to the administration of justice and requested that the judgments and sentences of the lower court be reversed.

The Baltimore cases involve station WTTB; James P. Connolly, WTTB news editor; WCBM, and WFBR.

NAB entered the case in mid-July of last year, and was later joined in the fight by the American Newspaper Publishers Association and two Maryland press associations.

EQUIPMENT

Training Program

An extensive training program designed to acquaint distributors, dealers, and independent radio and phonograph servicemen throughout the country with the mechanical features and operation of RCA Victor new 45 rpm record player is being launched by the RCA Service Company.

The program was instituted April 25 with the first of a series of meetings to be held under the sponsorship of local RCA Victor distributors throughout the country. The meetings, which include lectures on film-slide presentations, cover practical servicing information and methods of connecting 45 rpm play attachments to conventional radio and radio-phonograph combination

New TV Antenna

Nicholas Equipment Co. is approaching peak production of a new motorized TV antenna, designed to aid persons living in "fringe area" of television stations, announced Leonard Kira, general manager. The company's antenna can be rotated a full circle to provide unlimited tuning and reception, whereas the standard antenna is "locked in" to receive a particular station, he explained. The new product comes with a small plastic control box and will be distributed through regular trade channels, he said.

Send Birthday Greetings To—

May 13

Sid Ascher David Broekman
Ken Darby Louis Prima
Arthur Sullivan William Rose
Alice Cornell Bob Whillow

May 14

Murray Arnold Carlton Brickert
Lew Lehr Ivan Black
Margot Gayle Stu MacHarrie
Joseph M. Seiferth

May 15

Walter Cassel Bert Sheffer
C. T. Williams Margaret Lipper
Ray Green Wilma Green
James Tindale

May 16

Bulk Owens Norman Ross
Lillian Black Gordon Kinney
Perry Como John Paul Weber

May 17

Franklin Dunham Louisa Vass
William Lang Ted Brown

May 18

Richard Brooks Paul F. Harrison
Raymond Paige Donald Peterson
Lew White Meredith Willson

May 19

Paul Brenner Barbara Maurel
Keith Field Mary Young
Lillian Gordoni
Rudolph Friml, Jr.

TELEVISION DAILY

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WJZ-TV SETS DAYTIME PROGRAMS

TELE TOPICS

"THE GLASS KEY," the first "Studio One" production under Westinghouse sponsorship, was hampered by a rather waddy script and bolstered by excellent production. Motives in Tony Miner's adaptation of Dashiell Hammett's involved melodrama of political intrigue and rack-raiding were never clearly defined and only one of the leading characters stood out with any degree of reality. This was Lawrence Fletcher's portrayal of Paul Matson, the political boss. Don Briggs was as flippant and shallow as Ned Beaumont and Jean Carson's Janet was almost a caricature of a femme fatale. In lesser roles, Les Damon, Joe Silver and Bern Hoffman were fine. . . . Top honors, however, go to Miner's production. Staging was excellent and the entire play was so well paced that the two intermissions for commercials did not seem to break the continuity. Only fluff occurred after Beaumont jumped through a window. Cut to a scene which occurred a split-second too late and which was seen landing on a platform about 100 feet below the window. . . . Richard Schickel's sets were outstanding, as usual; George Zachary directed. Live commercials were for Westinghouse home laundry machines. McCann-Erickson is the agency.

WHAT GIVES with the Olsen & Johnson show? Stanza is supposed to start for Buick June 21 in the NBC spot now tenanted by Berle, but according to reports, it may die before it even gets started. . . . According to the ABC blackboard, more than 40,000 cards were received for "Stop The Music" in the first week after its TV preem. . . . Ed Lamb, owner of WJZ-TV, Erie, has leased the 37th, 38th and 47th floors of the LeVique Lincoln Tower in Columbus, Ohio, for transmitter and studios of WTVN, slated to go on the air in September. . . . John Mitchell, of United Artists, has been named chairman of the NTFC distribution committee, and Ed Evans, of WPIX, has been appointed head of the Council's stations committee. . . . WBAP-TV's five-week newsreel stanza has used over 10 miles of film in its seven months.

SHOWCASE of local talent will highlight WBEN-TV's first anniversary show Saturday night. Station's parent organization, the Buffalo Evening News, will publish a special TV section to mark the event. . . . A duffer's clinic conducted by Jug McSpaden will be included in NBC's coverage of the final round of the football golf tournament Sunday, 1-4 p.m. Bill Stern and Harry Nash will describe the event and Doug Rodgers will direct. . . . Two ABC stations, WENR-TV and GO-TV, and two Crosley outlets, WLW-D and WLW-D, have added Zoomars to their pickup gear. . . . WNBT debuts the Jerry Fairbanks "Paradise Island" musical series next week.

Judge Holds Decisive On Censorship Case

Philadelphia — Federal District Court Judge William Kirkpatrick reserved decision on a petition of five Pennsylvania stations to toss out a ruling of the Pennsylvania State Board of Censors calling for censorship of all films aired by the state's video stations.

Mrs. Edna Carroll, chairman of the Censor Board, earlier testified of her amazement at previous testimony regarding expenses of submitting TV films to the board. She said the board is prepared to expedite all requests for censor seals for TV films.

Censors, Mrs. Carroll pointed out, do not require submission of spot announcements, commercials or newsreels. However, she added, Board believes censorship of other films is necessary to safeguard the public.

Answering a question from Judge Kirkpatrick, Erroll C. Harrison, counsel for the plaintiffs, and Dr. Leon Levy, president of WCAU, said about 25 per cent of present program time is on film, but that use of film is being increased and soon will reach 80 per cent.

Chevy Buys 'Derby'

Chevrolet Dealers Association, Inc., of New York, has signed an initial eight-week contract with WJZ-TV, to sponsor the Friday night pickups of the Roller Derby, through July 1. Campbell-Ewald is the agency.

Mullen Joins Wm. Morris

William P. Mullen has resigned from the CBS-TV sales staff to join the William Morris Agency.

TMA Plans Standard Pact For T-V Receiver Service

Project aimed at establishing standard service agreements and practices for receivers has been started by the Television Manufacturers Association, prexy Michael L. Kaplan announced yesterday. Survey of service organizations and dealers who service sets will be the first action to establish a universal contract.

Kaplan said that "TMA expects to be able to formulate a standardized service contract under which service organizations will be expected to meet certain qualifica-

Invitation

In a move apparently designed to by-pass the NAB, Ascap has invited stations and networks to negotiate individually contracts covering use of the society's music on tele. Those meetings probably will begin next week. It is believed virtually certain now that there will be no further renewal of the agreement between the webs and Ascap and that use of Ascap music will be discontinued on June 1 unless contract terms are decided before the end of the month.

Up Horton, Arkedis In CBS-TV Sales Dept.

Appointment of Kingsley F. Horton to the newly-created post of assistant general sales manager for CBS-TV was announced yesterday by sales chief David Sutton. Also announced was appointment of George J. Arkedis as western sales manager.

Horton has been a member of the sales staff since August 1948. Previously he was assistant manager and program and sales director for WEEI, web O. & O. outlet in Boston. His appointment is effective immediately.

Arkedis is also an account exec for CBS-TV. He takes over his new post June 1, with headquarters in Chicago.

Record Receiver Sales

Cleveland—Number of receivers in the Cleveland area pushed over the 50,000 mark during April when record total of 13,708 sets were sold. New total for the area is 52,383, of which 48,523 are in private homes.

Network Planning To Be Based On N. Y. Results

Five sponsors for "Market Melodies," two-hour homemaking show which inaugurates WJZ-TV's daytime programming May 24, and two bankrollers for "Television Telephone Game," a daytime quiz stanza bowing June 7, were announced yesterday by Murray Grabhorn, ABC vice-president in charge of O. & O. stations.

The quizzer, which will be aired in two daily quarter-hour segments five days a week, is a Harry S. Goodman package. ABC has exclusive option on the show for ten years. If pact runs its full length, it will amount to over \$1,000,000.

Entry of WJZ-TV into daytime shows is regarded by web execs as a pilot operation to pave the way for full network daytimers. If the New York lineup pays off it is believed that "road units" of the shows will be made up and placed on the air over other O. & O. outlets.

Five To Participate

Featuring Anne Russell and Walter Herlihy, "Market Melodies" will be aired Tuesday through Friday, 2-4 p.m., and Saturdays, 10 a.m. to noon. Participating in the stanza will be Brooklyn Union Gas Co.; Hills Brothers; Stahl-Meyer, Inc.; Taylor-Reed Corp., and William Wise & Co. Program is packaged by Modell & Harbruck and will be gimmicked by installation of receivers in various super-markets in the New York area.

"Telephone Game" will be aired Tuesday through Friday from 4 to 4:15 p.m. and from 4:45 to 5. On Saturday it will be carried from noon to 12:15 and from 12:45 to 1 p.m. Half-hour period between each daily airing will be filled with film shorts.

General Foods, for Grape Nuts, has signed as a participating sponsor in the early period across the board, and Swift & Co., for Swift's Peanut Butter, signed a similar pact for the late period.

Weekly Newsreel Sold

Milwaukee—The First Wisconsin National Bank, which has sponsored sports events on WTMJ-TV, has signed a contract for the 20-minute "Teleneeds Digest" on Sunday nights over The Milwaukee Journal station, at 8:30 p.m. Account is handled by the Marvin Lemkuhl agency. The bank sponsored three Marquette University football games on WTMJ-TV last fall. During the past winter, the bank sponsored 23 basketball games.

COAST-TO-COAST

Nebraska Newsmen Organize
Kearney, Neb.—The Nebraska Association of Radio News Directors, a statewide organization of radio news men, has been organized. Officers elected are Charles Craig, KODY, North Platte, president; Jack Yeager, KGFV, Kearney, vice-president; Ted Haas, KOIL, Omaha, secretary, and Betty Craig, KOLN, Lincoln, treasurer. Annual meetings in May are planned.

Mystery Song Contest On WLAW
Lawrence, Mass.—A new mystery song contest titled "Music of the Stars" will be launched May 16 on WLAW, in which prizes valued at \$400 will be awarded weekly to a contestant who identifies the name of the tune which is played on each broadcast. Paul Murphy acts as emcee, assisted by Peggy Hall.

Public Service Series On WBBM
Chicago, Ill.—"The Federal Rent Law and You" is the title of WBBM's current series on station presented by the Department of Education in co-operation with the Chicago area rent offices. Purpose of the series is to interpret the federal law as it pertains to both landlords and tenants.

Popularity Vote At WBEN
Buffalo, N. Y.—WBEN deejay Clint Buehlman and station sportscaster Ralph Hubbell have been voted the most popular Buffalo radio personalities by students of the "U" of Buffalo. Buehlman was announced as U.B. favorite for the second consecutive year as a result of a survey made among a cross section of approximately 10 per cent of the university's 5000 students. Hubbell also received a trophy as runner-up.

WKXL Polls U. S. Senators
Concord, N. H.—WKXL's newsroom is polling the 96 U.S. Senators on the question of war with Russia. Four questions asked are: Do you believe that war with Russia is inevitable? Do you believe that we will have war with Russia in less than a year? Do you believe that we will have war with Russia in five years or 10 years? Results and returns of the poll are compiled for a special show over WKXL.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082

Congressman To Probe Commission Procedure

(Continued from Page 1)

ranking Democrat of the House Judiciary Committee. Walter told RADIO DAILY last night that he has heard numerous complaints from broadcasters and lawyers that the Commission has been ignoring the Procedures Act in matters of rule making, giving improper notice of pending actions and in other ways. He referred specifically to the smashing repudiation of FCC practices contained in a series of three decisions last week by the U. S. Court of Appeals here.

In each case the court found not that the eventual decision reached by the Commission was wrong but that the procedures by which the decisions were reached were indefensible. They were clearly in conflict with the Administrative Procedures Act, Walter said, adding that he doubted the Commission would appeal these decisions to the Supreme Court.

The Congressman said he was not especially impressed by the fact that one of the cases involved a Commission denial of an application for his home city of Easton, Pa., in favor of a conflicting application from nearby Allentown.

Walter said he is anxious, too, to study the record of the Commission in regard to FM. Complaints reaching him have indicated serious "negligence," he said, in the handling of FM.

"In the study I have in mind," Walter added, however, "my purpose is to review the FCC's compliance with the Administrative Procedures Act. It has nothing to do with the Communications Act."

Annual Time Muddle Again Affects Ohio

Columbus, O.—Ohio cities are divided on the time question, with several having adopted Daylight Saving Time. City ordinances require daylight saving time in Cleveland, Youngstown, Warren, and other northern and eastern cities have moved their clocks ahead to fall in step. These include Akron, East Liverpool, Salem, Steubenville, Kent, Medina, Wadsworth, Hudson, Chardon, Alliance, Massillon, Niles, Sandusky, Lorain, Norwalk, Wellsville, East Palestine, and Lisbon.

Cities retaining Eastern Standard Time include Cincinnati, Columbus, Ironton, Van Wert, Toledo, Marion, Portsmouth, and most of the others in the west and southern sections.

A move in the Ohio Legislature for a proposed constitutional amendment for state-wide daylight time has been killed.

Cover Premiere

The Broadway premiere of the European-made "Don Quixote" at the Belmont Theater, yesterday at 8:30 p.m., was emceed by Martin Starr, WINS motion picture commentator. The Crosley outlet will broadcast the pre-showing ceremonies and Starr's color descriptions and interviews.

WINS Signs One Year Contract With Musicians

(Continued from Page 1)

ue at the same pay scale and the orchestra will drop two men, cutting down from 10 to 8 members.

R. D. Wilbur, formerly with WLAW in Cincinnati, is the new musical director at WINS, replacing Irving Landau. Wilbur's job at WLAW was the direction of small combinations.

WINS is the only New York City indie holding negotiations this year with Local 802. Last year it signed a one year contract with the union while all other indies signed for two years.

New FM Outlet Opens

Bishop Bernard J. Sheil, Senior Auxiliary Bishop of Chicago, yesterday announced the opening of Chicago's newest FM radio station which will bear the call letters WFJL. Named after the initials of Frank J. Lewis, Chicago financier and president of Lewis College of Science and Technology at Lockport, Illinois, WFJL will operate on 93.1 megacycles. Bishop Sheil is president of the radio station, which is owned by Lewis College. The WFJL studios, transmitter and offices are all located at 75 East Wacker Drive, where construction work will be completed in time for the station's initial broadcast scheduled for Sunday, May 22.

BEHIND THE MIKE

FORTUNE POPE, WHOM's talented topper, is being called the Paley of the foreign language field these days having managed to lead a flock of ace foreign language names away from other stations. In cause of this reservoir of talent he signed up, 75 per cent of WHOI daytime programming is live, greatly stimulating interest of national sponsors.

A life term prisoner at San Quentin has written to Carlton E. Mor producer and author of "One Man Family," saying the program I provided him with the only fame he's ever had. An orphan since childhood, he said he's adopted a radio family and it has given him his first touch of dignity and humankindness.


Recommended: Stan Freeman piano wizardry on NBC's "Fun the Piano." Ditto Geo. Wollack cue-tossing on the Wendy Bar show.

Favorite drink among Radioists these days seems to be the Moscow Mule, consisting of American-made vodka, ginger beer and lime.

Ted Brown, popular emcee of a dozen shows, even has a few clubs running for him in New York and New York.

o faces o facts o figures o wins o

o faces o facts o figures o wins o faces o facts



MARTIN STARR

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to low in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

COST

\$1.52*

WINS

50KW NEW YORK

CROSLEY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 32

NEW YORK, MONDAY, MAY 16, 1949

TEN CENTS

230 EXHIBITORS AT EQUIPMENT SHOW

Commission Inertia, Charged By Walter

Washington Bureau of *RADIO DAILY* Washington—Rep. Francis E. Walter, who last week announced his intention to investigate FCC compliance with the Administrative Procedures Act, of which he is a co-author, said at the weekend that a huge volume of complaints has come to him since he spoke last month on the House floor of possible Justice department action in the FCC's alleged "impeding" of FM.

FMA head William Ware said his organization is looking into the possibility of such action.

Much of the evidence, Walter said, (Continued on Page 6)

Public Service Platters Distributed In South

Washington — More than 100 broadcasters have already asked for pressings of a quarter-hour interview of Former Undersecretary of State Will Clayton by H. R. Baukhage on the subject "New Industry Comes to The South." The platters are offered free by the National Planning Association, and the interview is based on a study made by NPA.

Advance notice of the platters (Continued on Page 2)

Philco Decline In Sales Attributed To TV Changes

Philadelphia—Philco Corp.'s \$5,655,000 drop in sales during the first quarter of this year from that of the same period in 1948 and a decline in net income of \$1,044,000 under that of the corresponding period of last year is attributed by prexy William Balderston to the "reduced television output while production (Continued on Page 2)

Award

An award for "objective reporting" in covering the radio aspects of the founding of Israel was made to *RADIO DAILY* at Madison Square Garden Saturday night during the celebration of the First Anniversary of the Creation of Israel. The presentation was made by Dean Allange, chairman of the Israel anniversary committee. Charles Alicoate accepted in behalf of *RADIO DAILY*.

Special U. N. Series Set By NBC For Fall

A five-week-long national public service programming, AM and TV, to tell the story of the operation of the UN in the fields of politics, economics and social progress, has been arranged by NBC for the Fall in co-operation with the American Association for the United Nations, it was announced by Sterling W. Fisher, manager of the net's public affairs and education dept.

The project, scheduled to start Sept. 18, two days before the opening (Continued on Page 6)

New Vocalion Records Announced By Decca

Formation of Vocalion Records, Inc., a subsidiary of Decca Records, Inc., was announced Friday by Milton R. Rackmil, president of the Decca organization. The new Vocalion label will feature popular tunes and will retail at 49 cents (Continued on Page 4)

Number Of AM-TV Parts Displays Feature Opening Of Convention At Hotel Stevens, Chicago

Oleo-Butter Issues Being Offered Radio

The controversial oleomargarine-butter issue which has been widely publicized by the press has extended its battlegrounds to radio, with both sides seeking to get their views across via the gratis transcription route.

Following the release of a transcription made by Senator Alexander Wiley of Wisconsin, and Senator Guy M. Gillette of Iowa, in the (Continued on Page 4)

Recording Confusion Blamed For Business Drop

Public confusion over the introduction of new types of record players has been blamed for the "considerable drop" in sales and earnings of Capitol Records, Inc., by Glenn E. Wallich, president.

Net income after all charges for (Continued on Page 4)

New Mass. Station OK'd; Power Boost To WBET

Washington Bureau of *RADIO DAILY* Washington—The FCC proposed Friday to grant the application of Northeast Radio, Inc., for a new station at Lawrence, Mass., on the (Continued on Page 6)

Chicago — The 1949 Radio Parts and Electronic Equipment Conference and Show opens its industrial displays today at the Hotel Stevens, a full day before the formal opening of the Exhibition Hall which is expected to attract between ten and twelve thousand manufacturers, distributors (Continued on Page 5)

Portable Radio Sales Seen Encouraging

Chicago—Sales of portable radios is encouraging and is not likely to be affected by television although the newer medium "has already influenced marketing of large-size straight radios and radio-phonograph combinations," according to Walter H. Stellner, v-p in charge of merchandising at Motorola, Inc.

"There is no doubt that television (Continued on Page 4)

Radio And TV On Agenda Of Kent 'U' Conference

Radio and TV are on the agenda of the first annual Radio News Editors Conference which will be held at Kent State University, Kent, Ohio, on Saturday, June 25.

Listed among the speakers for the day's assembly on the KSU campus is Arthur Stringer of NAB, who will (Continued on Page 2)

NBC To Expand Production Of Its Programs In Chicago

Prospects of revitalizing Chicago as a production center for radio and television network programs came in a statement issued Friday by Niles Trammell, president of NBC, when he indicated that a number of sustaining programs would move from New York to Chicago and that additional TV programs would be produced there for eastern network distribution.

The move to transfer some pro-

duction to Chicago came as a result of an analysis of congestion in the New York NBC radio studios and the need to feed TV network programs East when the Westbound cables from New York are tied up. As a result of this situation, NBC will construct a new TV studio in Chicago as the first step in expansion of television facilities there.

"NBC feels," Mr. Trammell said, (Continued on Page 4)

Doubling In Brass

Duluth—Dalton LeMasurier, general manager of KDAL, in Duluth, turned puppeteer the other day when one of his directors suddenly took sick. The puppets, caricatures of KDAL air stars, are a part of the station's third annual Duluth Home Show Exhibit. Station is currently presenting 15 puppet shows daily in 14-minute capsule production.

Summer Vacation

"You Are There," CBS' series which re-enacts, via contemporary broadcast techniques, great historical events, will suspend its broadcasts after Sunday, June 12. CBS said, however, that the series would resume in the early fall. "You Are There," produced by Robert Lewis Shayon, is aired Sundays over the network from 2:30-3 p.m., EDT.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgreen Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	
Admiral Corp.	19 1/4	19	19	
Am. Tel. & Tel.	141 1/2	141 1/4	141 3/8	- 1/8
CBS A	18	18	18	
CBS B	17 1/2	17 1/4	17 1/4	- 1/2
Philco	28 1/4	27 3/4	28 1/4	+ 1/2
RCA Common	12 1/4	12 1/8	12 1/8	+ 1/4
Stewart-Warner	12	12	12	
Westinghouse	22 3/4	22 1/2	22 3/4	+ 1/4
Westinghouse pfd.	92	92	92	
Zenith Radio	29	29	29	
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13 1/4	13 1/4	13 1/4	- 1/4
Nat. Union Radio	3	2 7/8	3	
OVER THE COUNTER				
DuMont Lab.			13 1/2	14 1/2
Stromberg-Carlson		11		12 1/4

New England Solons Participate In Forum

Washington Bureau of RADIO DAILY Washington—Most of the New England Congressional delegation turned out Thursday for the third annual dinner of the New England Regional Network, held in Washington's Mayflower Hotel and featuring a forum discussion by members of Congress from four New England States. The public service feature is now in its fourth year at 7:30 Thursday evenings, being carried by WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; and WRDO, Augusta. Leif Eid, NBC Washington commentator, is moderator.

POSITION WANTED

GIRL, young, intelligent, with background in radio and television production, writing, publicity and promotion seeks position with producing or packaging firm. Write RADIO DAILY, Box 240, 1501 Broadway, N. Y. C.

★ COMING AND GOING ★

A. E. JOSCELYN, director of operations at KNX, Columbia Pacific Network, is back in Los Angeles following a short visit to San Francisco.

FRANK FITZPATRICK, of the sales staff at George P. Hollingbery Co., station reps., returned on Friday from a business trip to Buffalo.

ROBERT G. MAGEE, president of WHUM, Reading, Pa., paid a call Friday at the offices of the station's national reps.

NORMAN LUKER, North American representative for BBC, and SAM J. SLATE, program director in BBC's New York office, have left Athens, Ga., where they attended the Georgia Radio Institute, and now are en route to New Orleans to do a program at WNOE entitled "Dixieland Jamboree."

WILLIAM ELWELL, manager of program operations at WCBS, is expected back today from a two-week vacation which he spent in upstate New York.

HARRY C. BUTCHER, president of KIST, affiliate of NBC in Santa Barbara, Cal., conferred in New York Friday with executives of his national representatives.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, and EDWARD R. MURROW, web newscaster, are back in town after having attended the U. S. Air Force Civilian Seminar at Eglin Field, Fla., and the Maxwell Air Force base in Alabama.

ROBERT S. WOOD, manager of the news room at WOR, has left for a two-week vacation on his farm in Aldie, Va.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back at the station following three days of conferences with DuMont officials in New York. He stopped for awhile in Philadelphia on his way back to Pittsburgh.

DON JONES, commercial manager of WSAV, Savannah, Ga., is in New York for huddles with officials of the station's national representatives.

Philco Decline In Sales Attributed To TV Changes

(Continued from Page 1)

was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in tooling up for and starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business."

Philco's sales for the first quarter of 1949 were \$53,006,000 compared to \$58,661,000 for the same period of 1948. Net income for the first three months of this year was \$915,000. In the same period of last year, net income totalled \$1,959,000 after tax-paid reserves of \$600,000 for inventory and \$185,000 for future research and development work.

In discussing the business outlook, Balderston commented that "February showed an encouraging trend, and in March the improvement continued to the point that the accumulated loss was wiped out and a very substantial net income was earned. While April figures are not available yet, it is believed that a satisfactory showing was made in that month also. The temporary problems of the first quarter have been overcome and, in addition, steps have been taken to reduce expenses in keeping with the return to more competitive conditions. With the demand for television continuing strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigeration products looks quite favorable."

Stork News

Atlanta, Ga. — George Crumley, traffic manager at WSB, Atlanta, is the father of a girl born May 4 to Mrs. Crumley at Crawford Long Hospital. Baby weighed seven pounds, eight ounces, and will be named Cheryl Marie.

The Freeman (Amos 'n' Andy) Gosdens will have a visit from the stork in September. Gosden is Amos of the famous team and Mrs. Gosden is the former Jane Stoneham of New York.

Radio And TV On Agenda Of Kent 'U' Conference

(Continued from Page 1)

start off the morning session with a short talk on "raising the sights of news editors."

Following Stringer will be Bob Mason of WMRN, Marion, Ohio, who will investigate the importance of news in programming. Also scheduled for a morning address is Bill Crooks, WFMI, Youngstown, whose topic will be "radio newspaper affiliates—cooperation or competition?"

Charles Day, news director of WGAR, Cleveland, and president of Ohio Association of Radio News Editors, will preside over the noon luncheon. Day will introduce the luncheon speaker, Dave Kessler of WHAM, Rochester, New York.

In addition to a television film, the afternoon meeting will start with a general "gripe" session. National wire services will be invited to send representatives to the KSU conference to answer questions put to them by radio newsmen. Bob French, general manager of WVKO-FM, Columbus, will monitor the session. French has been appointed director of this year's conference.

A Columbus, Ohio, attorney, Paul Gingham, will close the afternoon meeting with an analysis of the legal aspects of radio broadcasting.

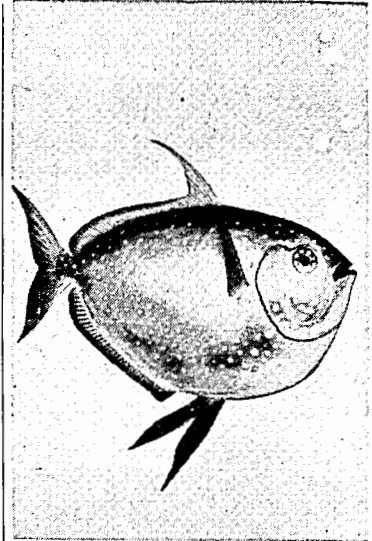
Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet, which will be held in Akron's Mayflower Hotel.

Public Service Platters Distributed In South

(Continued from Page 1)

was sent 350 southern stations by a information subcommittee including George W. Healy, Jr.; of the New Orleans Times-Picayune; Walter Brown of WORD, Spartanburg, S. C., and Evelyn Hicks of WTNB, Birmingham.

NPA stresses that distribution is not limited to the south, and other broadcasters interested may have the platter by writing to 811 21st St., N. W. Washington.



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore radio!

For it is W-I-T-H, the successful independent, that produces more listeners - per - dollar - spent than any other station in this big town.

To keep down the cost of doing business in this 6th largest city ... in radio, pick W-I-T-H!

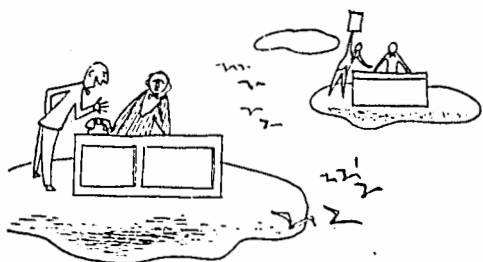


W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Hoodley-Rood

Mr. Jamison sells no Blue-Sky



In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could *peddle* more time than I do now. But I wouldn't *sell* near as much. For in the business of national spot representation, **THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE.** Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed *radio and television
station representatives*
and company

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Oleo-Butter Issues Being Offered Radio

(Continued from Page 1)

Interest of dairy farmers, Paul F. Truitt, president of the National Association of Margarine Manufacturers, wired broadcasters they were prepared to issue an ET answering the dairy interests.

Refers to This Paper

Senator Wiley, referring to a box carried in RADIO DAILY on Friday, May 6, took exception to the inference that "pressure tactics" were being used to get the recording played gratis on radio stations. Senator Wiley wrote:

"I am not aware of the source of the information contained in this news item. However, the implications contained in the item are thoroughly false.

"I participated in the recording of this transcription in order to give the radio listening public some of the basic economic reasons for my introduction and support of the Gillette-Wiley Bill. Other Senators and Congressmen who are supporting this dairy legislation have made similar transcriptions and authorized their distribution in the same fashion.

"In order to facilitate placement of these transcriptions I authorized Leon Loeb, manager of Sound Studios of this city, to outline to program directors the contents of this recording, suggesting that they use the transcription as a public service program if and when they saw fit.

"Mr. Loeb is not a public relations man for any 'national butter institute' but was retained by dairy groups to reproduce the recording and distribute it to radio stations.

Refers to Telegram

"It must be borne in mind, however, that the oleo-butter issue is highly controversial, and partisan reactions were to be expected to the offering of our recorded talks. In fact, shortly after the transcription on which Senator Gillette and I appeared, had been distributed, the following telegram was dispatched to scores of radio stations by Paul F. Truitt, President of the National Association of Margarine Manufacturers:

"We are advised that through facilities of dairy interests you have been or will be offered broadcast for Milk Producers, one side of important political and controversial margarine-butter legislation. We are prepared to offer similar recording. Request, if you use broadcast your station give equal time for our side of argument. Please answer immediately."

"Certainly no one will deny that this telegram borders on 'pressure tactics.'

"I participated in this recording in the belief that the public had an interest in the subject, even though I realized that our opponents would try to stop the playing of the records, as the Scripps-Howard papers pointed out this week.

"I have never nor will ever interfere in any way with the basic right of Wisconsin or any other radio stations to broadcast or not to broadcast whatever they please, when they please, if they please."

Recording Confusion Blamed For Business Drop

(Continued from Page 1)

The first quarter of 1949 was \$40,413 compared to \$588,588 for the same period of 1948. Sales for the first three months of this year were \$3,126,228 compared to \$4,825,523 for the first quarter of last year.

McNARY & WRATHALL RADIO ENGINEERS

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Member AFCEE

Exhibitors Announced

Following is a list of member-exhibitors, who will be showing their products at the 1949 Radio Parts & Electronic Equipment Conference and Show which opens at the Hotel Stevens in Chicago today and continues through Thursday.

Advance Electric & Relay Co., Aerovox Corporation, Aircraft-Marine Products, Alliance Manufacturing Co., Alpha Wire Corp., Altec Lansing Corp., American Condenser Co., American Microphone Co., American Phenolic Corp., American Radio Hardware Co., American Television & Radio Co., Amperex Electronic Corp., Amperite Company, Astatic Corporation, Atlas Sound Corp., Audak Company, Audio Devices, Inc., Barker & Williamson, Belden Manufacturing Co., Bell Sound Systems, Biley Electric Company, David Bogen Co.

Also British Industries Corp., Brush Development Co., Bud Radio, Inc., Burgess Battery Co., Burlington Instrument Co., Bussman Manufacturing Co., Camburn, Inc., Carter Motor Co., Centralab Division, Chicago Transformer Div., Cinaudagraph Speakers Div., Cinch Manufacturing Co., Clarostat Manufacturing Co., Columbia Wire & Supply Co., Condenser Products Co., Consolidated Wire & Associated Cos., Continental Carbon Company, Continental Electric Co., Cornish Wire Company, Crescent Industries, Croname, Inc., Brake Electric Works, Duotone Company, Engle Electronics, Eitel-McCullough, Inc., Eckstein Radio & Television Co., Electronic Soldering Iron Co., Electronic Instrument Co., Electro Products Laboratories, Electro-Voice, Inc., Electrovox Co., Ellar Woodcraft Prods., Eric Resistor Corp., Espey Manufacturing Co., Freed Transformer Corp., Gee-Lar Products Co., General Cement Manufacturing Co., General Electric Company, General Industries Co., General Transformer Corp., Girard-Hopkins, Guardian Electric Manufacturing Co.

Also Hallderson Co., Hallierfters Company, Hardwick, Hindle Co., Hexacon Electric Company, Hickock Electrical Instrument Co., Indiana Steel Products Co., Industrial Condenser Corp., Insuline Corp. of America, International Resistance Co., Jack-

son Electrical Instrument Co., J-B-T Instruments, J.F.D. Manufacturing Co. Inc., Jensen Industries, Jensen Manufacturing Company, E. F. Johnson Company, Kellogg Switchboard & Supply Co., Kenyon Transformer Co., Kester Solder Company, Leach Relay Company, Lectrolum, Inc., La Pointe Plascomold Corp., Lenz Electric Manufacturing Co., P. R. Mallory & Co., Markel Electric, Merit Coil & Transformer Corp., James Miller Manufacturing Co., National Company, National Union Radio Corp., Newcomb Audio Products Co., Ohmite Manufacturing Company, Operadio Manufacturing Co., Par-Metal Products Corp., Park-Metalware Co., Permoflux Corporation, Permo, Inc., Phalo Plastics Corp., Philmore Mfg. Company, Potter & Brumfield, Precision Apparatus Co., Presto Recording Corp., Pyramid Electric Co., John E. East & Co., E. I. Guthman Mfg. Co., The Muter Co.

Also Quam-Nichols Co., Racon Electric Co., Rad-El-Co Mfg. Co., The Radiant Corp., Radio City Products Co., Radio Corporation of America, Radio Craftsmen, Radio Merchandise Sales, Rauland-Borg Corp., Raytheon Mfg. Co., Recordis Corporation, Recton Corp., Rek-O-Kut Company, John F. Rider, Publisher, Howard W. Sams & Co., Sangamo Electric Co., Walter L. Schott Co., Herman Hosmer Scott, Inc., Shur-Antenna Mount, Shure Brothers, McMurdo Silver Co., Simpson Electronics, Mark Simpson Mfg. Co., Snyder Television Corp., SNC Mfg. Co., Snyder Mfg. Co., Sola Electric Co., Spiraling Products Co., Sprague Products Co., Stackpole Carbon Co., Standard Transformer Corp., Star Products Co., Stephens Mfg. Co., Stromberg-Carlson, Supreme, Inc., Sylvania Electronic Prods., Talk-A-Phone Co., Technical Appliance Corp., Telex, Inc., Thoradson Electric Mfg. Div., Tricraft Products Co., Trimm, Inc.

Triplet Electrical Instr., Tung Sol Lamp Works, The Turner Company, Ungar Electric Tools, United Transformer, University Loudspeakers, Vaco Products Co., V-M Corporation, Waldom Electronics, Ward Leonard Co., Ward Products Corp., Webster-Chicago Corp., Webster Electronic Co., Weller Manufacturing Co., Wilcox Gay Corporation, Winecharger Corporation, Wirt Company and Workshop Associates.

New Vocalion Records Announced By Decca

(Continued from Page 1)

(plus tax). Decca records will continue to retail at 75 cents (plus tax).

Names General Manager

Rackmil also announced the appointment of A. J. Kendrick as general manager of Vocalion Records. First releases are set for June 6th with all shipments going direct from the Vocalion plant in Richmond, Ind.

Chester A. Humbert

Chester A. Humbert, 67, Altoona, Pennsylvania, and father of Chester A. "Bill" Humbert, Jr., general manager of radio station KVMA, Magnolia, Arkansas, died of a heart attack at his home in Altoona, Pennsylvania, April 29, 1949. Funeral services were held May 2nd, and burial took place in the Alto Reste Park of Altoona.

Bodem Leaving Nat'l Union

Kenneth C. Meinken, president of National Union Radio Corporation, has announced the resignation of George A. Bodem, vice-president in charge of sales for that company. Bodem is retiring from the radio tube manufacturing business to enter the field of radio set distribution in the Midwest.

Portable Radio Sales Reported Encouraging

(Continued from Page 1)

is causing changes in the entire marketing picture," Stellner said, but "we have proof that the portable, personal radio and radio-phonograph are here to stay and have an encouraging sales future. With the advent of warm weather, Motorola's portable volume has already taken an upturn."

As proof of the company's confidence in the future of portables, he cited the current national advertising campaign for Motorola's 1949 portable line. Among the new sets recently introduced are a miniature three-way portable radio and a portable radio-phonograph, incorporating a 45 rpm record changer and weighing only 12 lbs.

Stork News

A third child, David Charles, was born to WMGM sportscaster Marty Glickman and his wife, Marjorie, at the New Rochelle Hospital May 11.

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

NBC Plans To Expand Chicago Production

(Continued from Page 1)

"that Chicago, which has played such an important role in the building of broadcasting in this country, will continue its importance in radio broadcasting, and will become increasingly important as a center of television broadcasting, program building, and telecasting."

Possibilities Listed

The Trammell announcement brought speculation at NBC headquarters in New York as to what sustaining network programs might move to Chicago. Among those believed to be scheduled for Windy City origination are "Adventures of Frank Merriwell," "Archie Andrews," "Living, 1949," Jane Pickens show, "Story to Order" and "NBC String Quartette."

Goodman To Represent Cole ET Library

Harry S. Goodman has become the exclusive national selling agent for Cole Transcription Library, Chicago, consisting of BMI and public domain music only, it was announced by the radio producer upon his return to New York last week.

Will Sell Service Outright

The transcription service, henceforth, will be sold outright, \$30 a month for 30 months, rather than on a subscription basis.

While in Chicago, Goodman also transacted the sale of 260 fifteen-minute programs, "Jim Ameche, Story Teller," to the Atlas Brewing Co., through Olian Advertising Agency, Chicago. The show is broadcast over WGN, Chicago, five times per week, at 10 p.m.

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M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, May 16, 1949

Record Exhibits At Chi. Radio Parts Show

PREVIEWS

RCA Test Equip. Rack

A new test-equipment rack, designed to house any three pieces of RCA's matched line of test instruments and distinctively styled for art appearance and maximum utility in the radio-TV shop, is being produced by the RCA Tube Dept. at the Chicago Parts Show today.

Air King Shows New Sets

Television sets at the low price of \$9.95 for a table model along with consoles featuring built-in antennas, new engineering designs and cabinets styled in a new design are being shown for the first time today in the Room of the Blackstone Hotel, Chicago, by Air King Products Co., Brooklyn, N. Y.

New Bogen Units At Show

David Bogen Co., Inc., N. Y., manufacturers of electronic devices, equipment and intercommunication systems are introducing several of their new units at the Parts Show, Hotel Stevens, Chicago. Among the equipment on view in Booth 44 and room 544A will be a 23-watt universal mobile amplifier; a 15 and 30 watt amplifier and a new series of broadcast quality preamplifiers.

Garod Unveils New Line

Garod Electronic Corp. is presenting their new line of TV portables and radios at the Parts Show at Chicago's Hotel Blackstone. Nature and price range of the new sets will be designed to coincide with the prevailing of their new line.

Hallcrafters Shows TV Sets

The Hallcrafters Co., Chicago will present three new TV sets at the Parts Show in Chicago, in addition to new electronic equipment scheduled for its first public viewing tomorrow. A 15" console, retailing for \$399.50; a 15" chassis with price at \$259.50 and a 12½" console will sell for \$299.50 will be on display.

New Presto Equipment

Presto Recording Corp., Hackensack, N. J., will show three new pieces of equipment for the first time tomorrow at the Hotel Stevens, Chicago, in connection with the Radio Parts Show. Among their new products to be seen is a portable tape recorder for broadcast stations; complete 16" playback console for stations and advertising agencies who wish to audition programs for clients and an improved three-speed playback table, especially designed for use in schools and other institutions, desiring a compact, professional unit.

History of RMA

The Radio Manufacturers Association, whose history parallels the development of the radio industry, is celebrating its 25th anniversary this week (May 16-19) at its "Silver Anniversary" convention at the Stevens Hotel, Chicago.

RMA was first organized in April, 1924, by a small group of pioneer Chicago radio manufacturers who felt the need for an organization which could act and speak for the new radio industry. A charter was obtained from the State of Illinois on April 16, 1924, in the name of the Associated Radio Manufacturers, but on April 26 the charter was amended to change the name to the Radio Manufacturers Association.



BALCOM



BAKER

On April 18, 1924, the first formal meeting of the new organization took place, at the Sherman Hotel in Chicago. Herbert H. Frost was elected temporary chairman, and a constitution and by-laws were adopted. As originally approved, the constitution provided for admission of any manufacturers of radio products "in the United States and Canada."

A major objective of the Association, as stated in the constitution, was: "To promote an enlarged acquaintance and more friendly intercourse among its

members, and in all reasonable and proper ways to promote the best interests of the radio industry." This objective, with the addition of the words "and electronic" between "radio" and "industry," is retained in today's constitution after a half dozen revisions.

The first permanent officers of RMA were elected on June 23, 1924. Mr. Frost was chosen president, Mr. Reichmann vice-president, and Mr. Carter secretary-treasurer. The directors elected at this meeting were: Messrs. Frost, Reichmann and Carter, A. A. Howard, P. C. Lenz, Jr., E. N. Rauland, and J. McWilliams Stone. Charles H. Porter was employed as executive secretary.

Thirteen presidents have served RMA between 1924 and 1949. RMA Treasurer Leslie F. Muter held the position for the longest period—four terms (1934-38). Three presidents held the office three terms: Herbert H. Frost (1924-26 and 1928-29); Paul V. Galvin (part of 1941-42 and 1942-44); and R. C. Cosgrove (1944-47). Mr. Muter, in addition to being president four terms, has held the post of treasurer for 14 terms and has been an RMA officer continuously since 1929. The present president, Max F. Balcom has held the post for the past two years.

Since the early thirties, Dr. W. R. G. Baker has directed the engineering and standardization work of RMA. He first reorganized this Association operation in 1934 as chairman of the Engineering Division, and on October 30, 1938, the Engineering Department as it exists today was established. Dr. Baker has been its director ever since.

Industry Execs Feted Enroute to Chicago

Chicago—Two hundred industry leaders arrived here yesterday morning via a "radio industry special train," made up of fifteen cars forming a special section of the Twentieth Century Limited. Enroute, passengers were dinner guests of Benjamin Abrams, president of Emerson Radio & Phonograph Corp.; attended a midnight supper given by the RCA Tube Division, and were hosted at breakfast by the American Steel Package Co. of Defiance, Ohio.

Thursday, May 19, RMA members will gather at the Hotel Stevens to attend the Membership Luncheon, presided over by Max F. Balcom, president of RMA, and Bond Geddes, secretary. Guest speaker will be Hon. Homer E. Capehart, Senator from Indiana. That evening, all members will attend the RMA "Silver Anniversary" Banquet, held in the Grand Ballroom of the Stevens.

Hotel Stevens Site Of Annual Event Opening Today

(Continued from Page 1)

tors, engineers, technicians and representatives.

Sponsored jointly by the Radio Manufacturers Association; the Association of Electronic Parts and Equipment Manufacturers; the National Electronic Distributors Association; the Sales Managers Club, Eastern Division and the West Coast Electronic Manufacturers Association.

Top Salute

Washington—RMA was congratulated on its 25-year "record of distinguished service" by FCC Chairman Wayne Coy as the association's "Silver Anniversary" convention opens today in Chicago.

tion, the Radio Parts Show is the annual showcase of the electronics industry, where distributors will see the new lines, new products and new techniques developed by manufacturers of components.

230 Exhibitors

Some idea of the growing importance of this annual event may be gained by the fact that last year's show, which attracted a record 13,000 persons featured only 159 booths as compared with this year's 230 and has now outgrown the confines of the Hotel Stevens Exhibition Hall, occupying additional space on the hotel's fifth and sixth floors.

Show Combined With Dinner

Another major innovation this year is the combined Parts Show and RMA dinner, celebrating their silver anniversary. RMA members who usually hold their annual meeting in June have moved their convention date up to coincide with the Parts Show this year, in order that the joint dinner may be held Thursday, May 19.

Miniature Radio Station Operates At Parts Show

Chicago—One of the outstanding features of the Radio Parts Show which previews here today is a complete radio broadcast station suggested for installation in schools, and featuring a 10-watt FM educational transmitter with all necessary auxiliary audio equipment.

The Radio Engineering Laboratories' 10-watt FM transmitter, operating into a "dummy" load, will demonstrate the ease and simplicity with which a station of this type may be operated.

Commission Inertia, Charged By Walter

(Continued from Page 1)

points to Commission inaction on many important matters which have been before it in some cases for years.

"I need only to refer to such long-standing items as the proposed change of regulations covering so-called clear channels, pending since before the war; the proposed rule on editorializing and on the requirement of public advertising for all broadcast applications," Walter said in a statement released by FMA.

He referred also to "dictum and policy pronouncement" as a substitute for clear and definite rule-making. He mentioned also the question of station ownership by newspapers, theaters, motion picture producers and to the question of programming where it dealt with political or religious broadcasts, or with the ethics of horse-racing.

"Neither a broadcaster nor his lawyer," Walter asserted, "can say with certainty what is banned or what is permitted; yet these matters have been under consideration for years, but without action being taken one way or the other, even after hearings have been held."

Walter described the Commission's inertia as "another instance of inaction contrary to the best interests of the public."

"It is a basic declaration of the Administrative Procedures Act," he concluded, "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has been obviously disregarded by the Commission."

"I am becoming convinced that there can be no substantial or adequate reason for such procrastination by an administrative agency, and I believe the time has come for a special inquiry to be instituted."

Merge Fordham Seminars As 'Communication Arts'

Fordham University's three Summer Institutes of radio and television, journalism, and theater (July 5-August 12) this year for the first time will be integrated through a common Symposium of Communication Arts, according to an announcement last week by Rev. Vincent de P. O'Beirne, S. J.

Titled, "The Challenge to Communication Arts," this Symposium will be the basic required course for all three summer seminars. It will consist of twenty-four lectures delivered by outstanding authorities, eight from each of the three Divisions which make up the Department.

Rev. Alfred J. Barrett, S. J., will head the Summer Institute of Journalism; William A. Coleman will direct the Summer Institute of Radio and Television, and Albert McCleery will supervise the Summer Seminar of Theater. Fordham's Communication Arts facilities, including three campus theaters and WFUV-FM, will be utilized.



California Commentary . . . !

● ● ● Judy Canova was the first star entertainer to perform in an Atomic Energy Plant when she took a specially-assembled variety show to Pasco, Washington, to help raise funds for a hospital campaign.

She gave two performances Sunday at the Atomic Energy Plant. . . Ken Carson's series, auditioned for ABC, will feature Ilene Woods, the Sportsmen and Buzz Adlam's orchestra. . . Roland Kay returns to the CBS Housewives Protective League on May 23 as merchandising manager. . .

Paul B. Mowrey, National Director of Television for ABC, spoke to members of the Oakland Advertising Club last week on "The Future of Television in the Bay Area." . . Bob Hope did such a terrific job as a straight dramatic actor on "Suspense"—and received so many congratulations from listeners and critics—that he may make another appearance in the "theater of thrills." . . Carlton E. Morse, author of "One Man's Family" is writing a special dramatic script for Mutual's Family Theater entitled "The Man With the Plow," which will star singer John Charles Thomas. . . "Stardust Serenade," an all request program started last week on KXKD with Phil Brooks as disc jockey, heard from 12:30 midnight until 5:30 a.m. . . Artie Auerbach, the Mr. Kitzel of radio fame and the man who popularized the song "Pickle in the Middle," was awarded a cucumber "Oscar" and named the National Pickle Packers Association's "Man of the Year."

★ ★ ★ ★

● ● ● E. W. Buckalew is in Sacramento to attend the 100th anniversary ceremonies for the McClatchy enterprises. . . Jack Carson will be master of ceremonies at the annual Pasadena Sports Jamboree at the Civic Auditorium, May 24. Appearing with Carson will be Marion Hutton, Bob Sweeney, George Mann and Tommy Wells. . . Spade Cooley has re-signed with Hoffman Radio Corp. for an additional 13-week stanza to televise his "Hoffman Hayride" over KTLA. . . Steve Schlesinger, creator of the "Red Ryder" series, and Fred Harman, cartoonist for the comic strip, are in Hollywood as the guests of Paul Franklin, writer-producer for the KHJ-Don Lee air series. . . Michael O'Shea will play the title role in "Johnny Fletcher, Detective" over ABC next fall. . . What's the Goggin idea?—three treatments of an original dramatic episode—for presentation on stage, radio and on television—were demonstrated by ABC at the "Television In Theatre Arts" sectional conference of the American Educational Theater Association on the UCLA campus last Saturday. All three sequences were filmed by the University's motion picture division. Richard J. Goggin, ABC-TV's Western Division Program Director, was the producer of this one. . . Mel Blanc, who rendered his new novelty tune, "Big Bear Lake," on ABC's "It's Time for Music" has recorded the song with the Sportsmen Quartette. . . "California Caravan" gets another 52-week renewal to start its fourth consecutive year on ABC. Kudos are being hurled at the program by the PTA of greater Los Angeles.

★ ★ ★ ★

● ● ● KNX is seeing more spots in front of its eyes with Benton and Bowles delivering McKesson & Robbins for a nine weeks series; and Kenyon & Eckhardt scheduling six weeks for the Kellogg Company. . . Tex Ritter tagged fourteen acts on his recent tour for recordings, radio and TV assignments in Hollywood. . . Agnes Moorhead is eyeing Broadway for a legit stint this fall. . . Paul Bartlett, g.m. of CBS-KFRE, Fresno, traded his scheduled trip to Columbia Square for an emergency appendectomy! . . . Jimmy Durante is planning to tape the remainder of this season's shows. . . Jerry Devine tells us Bill Woodson, who narrates his "This Is Your FBI," will do a film narration on 20th-Fox's "Slattery's Hurricane."

Special U. N. Series Set By NBC For Fall

(Continued from Page 1)

ing of the UN general assembly and to close with a world-wide Day on Oct. 24, was mapped out at a meeting this week between UN delegation headed by Benjamin Cohen, assistant secretary general of an AAUN group headed by its director, Clark M. Eichelberger, and NBC officials.

NBC-TV will schedule a series of telecasts from UN sessions Lake Success and Flushing Meadows as well as documentary shows, a music, film and dance program. Talks by UN delegates will also be televised.

Sponsors To Be Contacted

All sponsors of NBC program both AM and TV, will be urged to keynote UN themes. Special radio shows are being planned both the network and affiliated stations. Many NBC sustaining programs will be devoted to the work organization during the five-week observance.

New Mass. Station OK'd Power Boost To WBET

(Continued from Page 1)

980 band with one kilowatt daytime, and to okay a boost in power from 250 watts to one kilowatt for WBET, Brockton, Mass., on the 980 band. Turned down was the application of Viking Broadcasting Company for a new station at Newport, R. I., on the 980 band with 500 watts daytime.

Brothers Own 60 Per Cent

Sixty per cent of the stock Northeast is owned by three brothers equally—Israel, Theodore and Maurice Cohen. Israel is a radio engineer presently employed WMGM, New York; Theodore is also a radio engineer and worked for Andrea, RCA, General Sound and WFAB. Maurice Cohen who expects to concentrate on sales without previous radio experience.

The fourth major stockholder Raymond Goulding, has been with WEEI, Boston CBS outlet, and currently with WHDH, Boston, announcer and producer.

Another stockholder is Phil Goulding, currently news editor and announcer at WMGM, New York.

**REX
MARSHALL**

Announcing
"SUSPENSE"
"WHO SAID
THAT"
ON TV
SC 4-5700



TELEVISION DAILY

Continuation of RADIO DAILY, Monday, May 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

WEBS TO NEGOTIATE WITH ASCAP

TELE TOPICS

"THE 54th STREET REVUE," new hour-long stanza on CBS, is not nearly as good a show as the talent that appears on it. With the exception of the Florida baggageman act, and a brief bit by Pat Britton, there was nothing on the program last week to provoke even the mildest of reactions. There were several sketches by Ed Wilk and George Axelrod, but they were of monstrous eggs. . . . On the plus side is a lineup of unusually talented youngsters—singers Russell Arms and Evelyn Day, and dancers John Butler, Brian Lucas, Kate Friedlich, Gloria Dennis and Fosse and Niles. All the dance numbers were wonderful, indeed, and were aided greatly by excellent orchestration under direction of Harry Sosnowski. In a couple of spots, however, camera men couldn't keep up with the dancers. Bright's movie star takeoff was okay, but Carl Reiner and Jack Sterling were hampered by bad material. . . . Production was rather sloppy. Mike booms were seen, cast mistakes were misplayed and there was quite a bit of off-screen noise. Original music by Al Selden and Bill Scudder. Producer is Barry Wood. Ralph Levy directs.

NUMBER OF TV ADVERTISERS and gross time expenditures continued to drop during April, according to the Rorabacher report. There were 57 network advertisers, 291 selective, and 877 local. Expenditures for April were \$1,113,000; network, \$951,029, selective, and \$1,655, local retail. Total gross time expenditures for all three groups for the first four months of 1949 was \$7,904,239. Distribution among the four networks for April was as follows: ABC, \$58,350; NBC, \$229,341; DuMont, \$99,872; NBC, \$65,231. All nets increased during April except DuMont, which dropped from \$111,916 in March. Total for the four webs for the first four months of the year was \$5,78,448.

DUMONT WILL HOLD a public audition today for a new variety show packed by Ted Warner. Titled "Harlem House," program features Josh White, the Cole Trio, Marion Bruce, Timmy Rogers and Buck Clayton's band. . . . Director Norman Moore has switched from CBS to NBC. . . . March Of Time film on record industry will feature the Korn Kobbs, seen on the CBS-TV "Kobbs Korner" series. . . . Fort Pitt Brewing Co. has decided to sponsor weekly wrestling matches on WDTV, Pittsburgh. . . . Kendall Foster is tele head of the William Esty agency. He'll be in Hollywood this week for Hollywood where he'll be looking over talent for new shows. He'll stop in Chicago for the Golden Gloves finals which Camels is sponsoring over WGN-TV on ABC on Wednesday. . . . WMBR-TV is on the air in Jacksonville, Florida, October 1.

Applicants Protest Para.'s TV Requests

Washington Bureau of RADIO DAILY
Washington—Paramount affiliates in Boston, Detroit and San Francisco should not be permitted to introduce testimony on the Paramount consent decree into the records of their hearings before the FCC as they apply to TV licenses in those cities, the Commission was told at the week-end by rival applicants. It was pointed out that a year ago Paramount had sought "immediate determination" with respect to the Paramount ownership of DuMont stock.

Detroit Theaters Enter Case
This request was granted and the Commission held Paramount to be in control of DuMont. The company now, said WJR, Detroit, "is in no position to reverse its stand and follow a different course of action requesting entirely different relief." WJR declared that United Detroit Theaters, Paramount affiliate in Detroit, "not being satisfied with the conclusions set forth in the Commission's proposed decision, desires to reopen the record to introduce additional testimony."

Attorneys Make Suggestion
Advancing the same arguments on behalf of Ed Pauley's Television California and the Boston Metropolitan Television Company, attorneys Haley, McKenna and Wilkinson declared that "since it is clear that the Paramount applications cannot be granted in this proceeding, the proper procedure for Paramount to follow is to request dismissal of its applications and clear the way for early decision by the Commission on the other applications."

TV Patents?

Washington — RCA Chairman David Sarnoff is scheduled to call upon Senate Interstate Commerce Chairman, Edwin C. Johnson today, with speculation rife that the two will discuss RCA's dominant position in patents for television equipment. Johnson has been studying reams of information on the TV patent picture sent him recently by the FCC.

Dr. Alfred DuMont, head of the DuMont Laboratories, was a White House visitor Friday, but his visit was said to be purely personal.

Pittsb'g Only Big City Without Baseball-TV

Pittsburgh—This city continues to be the only major league baseball metropolis in which the local games are not available on television. The Pittsburgh Pirates of the National League and DuMont's WDTV, only video station here, have never come close to a deal and there probably won't be TV baseball in Pittsburgh until more stations are constructed.

It's understood that Roy Hamey, general manager of the Pirates, is not anti-television but that he won't make a deal with WDTV unless it agrees to carry all home games. On the other hand, WDTV has said it is unable to air night contests and the second half of Sunday doubleheaders. Such an arrangement is unacceptable to the Pirates' front office and potential advertisers who would sign only for the full home schedule on a long term basis.

The Week In Television

NAB, Ascaph Break Off Negotiations

Negotiations between Ascaph and NAB for a TV music contract were broken off. Month to month agreement in effect since the first of the year probably will not be renewed with the result that all Ascaph music will disappear from the air after May 31. To by-pass NAB, Ascaph invited nets and stations to negotiate individually, with these meetings to begin this week. . . . As of Feb., 1949, staffs of 57 stations, including nets, totalled 3,456 full-time persons and about 1,000 part-time and free-lance workers, an NAB survey reported. . . . Dissolution of 20th Century Sporting Club and reports of sale of Tournament of Champions to Madison Square Garden, threw wide open the race for TV rights to championship boxing matches with both NBC and CBS making strong pitches for the events. . . . NAB veepee A. D. Willard, Jr., was expected to be named organization's TV director pending action by the board. . . . WJZ-TV to begin daytime programming May 24, with ABC execs watching the N. Y. operation closely as possible forerunner of network daytimers.

Top Net Execs To Attend Meets This Week

Five major networks have accepted an Ascaph offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week. Network top-pers who will sit down with Ascaph are Charles R. Denny, executive veepee, NBC; Joseph Ream, executive veepee, CBS; Mark Woods, president, ABC; Theodore Streibert, president of WOR and chairman of the Mutual board, and Mortimer Loewi, director of the DuMont web.

The fact that the number one or number two man in each net will attend the negotiations has brought about increased optimism in the trade for a settlement of differences between the broadcasters and Ascaph before the end of the month, when the present agreement expires.

One factor that probably is doing as much as any other in holding up a settlement is the reluctance of the two parties to set precedents now that might be to their disadvantage as the industry expands.

It was learned over the week-end that Ascaph has invited top execs of 30 leading agencies to a luncheon meeting tomorrow in the Barbary Room. In addition, Ascaph prexy Fred Ahlert has written letters to major advertisers advising them of the situation to date and advising them that the society would like to negotiate directly with the bank-rollers if no agreement is reached with the networks.

In the event that no terms are set before the end of the month Ascaph music will disappear from the air. Growth of BMI during the past eight years has given broadcasters confidence that they can program successfully from the industry-owned catalogue and from public domain music.

Warners Ask Delay

Washington—Warner Brothers reversed itself again Friday, it appeared, when it asked the FCC not to act upon its petition of a week earlier for dismissal of its Chicago TV application. Attorney Marcus Cohn would not comment when asked by reporters why he had asked that the dismissal petition be passed over.

28,850 In St. Louis

St. Louis—Union Electric Co. of Missouri has reported a total of 28,850 receivers in the St. Louis area as of May 1. Of the total, 25,500 are residential installations.

AGENCIES

JESS BICKMORE will join Dancer-Fitzgerald-Sample, Inc., on June 1, as vice-president and member of the executive planning group. He was 15 years with The Borden Company successively as advertising manager, assistant director of sales and recently as general merchandising manager.

NORMAN MALONE and ASSOCIATES, Akron advertising agency, has announced the appointment of Tim Elliot to the firm's public relations staff. For the past 2½ years Elliott has been news director of WAKR, Akron, resigning that position in February to affiliate with an Akron group seeking authority to construct a new broadcast station. He brings to the agency 15 years' news and radio experience.

ASSOCIATED ADVERTISING AGENCY, Inc., Cincinnati, has been appointed advertising counsel by The Front-Butler Corporation, Cincinnati tire distributor. A regional campaign of radio spot announcements, newspaper ads and a test schedule in magazines has been released. Sam Malcolm Levy is account executive.

NATIONAL HOME FURNISHINGS SHOW will be held at the Grand Central Palace, New York, from September 10 through 18.

EDWIN B. STERN has been engaged as merchandising director of the magazine Esquire. He was formerly a merchandising executive with Ruthrauff & Ryan and the Grey Advertising Agency.

RONSON PENCILITER will be given heavy promotion to coincide with Fathers Day. Radio is in the forefront of the media to be used. The regular Ronson radio program will be utilized and television films will be spotted on the leading video stations of the country. National magazines will have two-color pages advertising the device.

BATTEN, BARTON, DURSTINE & OSBORN, Inc., has added to its roster of account executives the name of Kent Dennen, formerly of the J. Walter Thompson Company.

ROBERT L. BLISS has been appointed executive director of the Public Relations Society of America, Inc., it has been announced by Samuel D. Fuson, chairman of the association's executive committee. He will succeed Virgil L. Rankin, who is joining the faculty of Boston University. Bliss has been associated with the New York offices of J. Walter Thompson and Compton Advertising, Inc. in public relations capacities, and has for the past three years been director of public relations of the National Association of Insurance Agents. He was a major, Air Corps, in World War II.

★ THE WEEK IN RADIO ★

NAB's Ad Bureau Opening N. Y. Office

By VAL ADAMS

NAB's new Broadcast Advertising Bureau will soon open New York office and others are planned for Chicago and Los Angeles. Special committee picked from NAB board directed Maurice Mitchell, director of the bureau, to find quarters for a New York office immediately. Budget for the bureau's first year is \$220,000.

Frank Stanton given new 10-year contract as president of CBS. His salary is \$100,000 annually. NBC's new giveaway show, "Hollywood Calling," will be biggest tie-up ever made between movie industry and a radio program. Hollywood stars will personally quiz listeners by telephone. . . . FCC approved sale of Arde Bulova's WOV, New York, to partnership of Ralph Weil, Arnold Hartley, Richard O'Dea and Joseph Leigh. Latter gets 51 2/3 per cent of stock.

FCC expected to reaffirm the controversial Mayflower rule against editorializing by stations. It's said that Commissioner Robert F. Jones is the only dissenter. . . . NBC making move to tie up radio and TV boxing rights at Madison Square Garden. CBS also in scramble because of possible sale of Tournament of Champions to Garden.

Negotiations broken off between ASCAP and NAB's television music committee. This means there may be no ASCAP music on TV after May 30. . . . Ken Baker said 85 per cent of BMB's financial requirements for Study No. 2 are assured. He referred to waiver signers and new subscribers. At week's end 376 BMB members had signed waivers. . . . FCC ordered revocation of license of WENZ, Hollywood, Fla. Commission claimed many violations of engineering rules and complete non-attention to notices sent by FCC.

Ed Gardner asked for and received release from his contract with Bristol-Myers. Pact had another year to run. . . . It'll be five years before television becomes more important than radio, according to survey released by BBD&O. Questions were put to 35 industry leaders. Eighty-seven per cent said radio will not die off as silent pictures did and 10 per cent thought it would. All agreed "there'll be some changes made."

ABC, NBC and NABET signed new one-year contracts. Engineers got no pay raise but adjustments were made for working conditions, vacations, seniority, etc. Pay increases were granted to NABET traffic and communications personnel and sound effects artists. . . . Strike of 80 IBEW engineers at Yankee Network stations in New England went into 8th day.

Institute for Education by Radio at Ohio State received both praise and criticism. Edgar Kobak said IER is slipping, in a rut and losing stature. Frieda Henneck of FCC said no university campus program

is more important than IER. . . . Don Lee administrative structure realigned. Lewis Allen Weiss resigned as president to become board chairman. Willet H. Brown, executive veepee, succeeds Weiss as president.

New Haven Railroad using Boston stations to sponsor five-minute interviews with passengers departing on its "Merchants Limited." Four stations carry interviews daily. . . . FCC Chairman Wayne Coy asked Senate Appropriations Committee to restore \$108,000 budget cut made by House. Coy said it would take two years to "get relatively even" on heavy backlog of hearing cases before Commission.

Some New York dealers offering \$200 "cash discount" on General Electric's console model 840 which has radio, TV and phonograph. . . . NAB discussion panel, headed by Justin Miller, arranged for Radio Executives Club of New York luncheon May 19. . . . "Your Hit Parade On Parade" will be summer replacement for Jack Benny on CBS, sponsored by American Tobacco. Sponsor will continue "Your Hit Parade" on NBC.

Officials of National Ass'n of Radio Station Reps made big pitch for spot radio to trustees and new president of Waltham Watch Co. They told success story of other watch companies using radio. . . . Television talk got big play at fourth annual Georgia Radio Institute held at University of Georgia in Athens. . . . NAB appealed conviction of Baltimore newsmen before Maryland Court of Appeals. NAB's Don Petty said any restraint placed on radio is a restriction on communication of ideas.

CBS will produce a half-hour "Abe Burrows Show" for simultaneous radio and video presentation starting in July. Robert Heller is executive producer. Burrows has a seven year contract with CBS. . . . General Foods (for Sanka Coffee) will put "The Goldbergs" back into radio next fall. Show will replace Jack Carson on the Columbia Broadcasting System network.

FCC asked Supreme Court to uphold its right to refuse renewal to WORL, Boston. . . . Millard C. Faught, FMA consultant, urged widespread use of FM radio instead of plant house organs as an aid to industrial relations. He said that for \$2,000 any plant or firm can have its own small FM station.

Indiana Newsmen Elect

Indianapolis, Ind.—Indiana Assn. of Radio Newsmen has been organized, with Fred Hinshaw, of WLBC, Muncie, as president; Harold Arthurs, WCSI, Columbus, first vice-president; Gordon Graham, WIBC, Indianapolis, second vice-president; Bill Warrick, WJOB, Hammond, secretary, and Allen Jeffries, WIRE, Indianapolis, treasurer.

BEHIND THE MIKE

JOHN HOWARD, film star, and Denny Shane, who leave coast May 18th for a business tour east, are working up some original musical skits for their guest appearances on five TV shows here, including Ed Sullivan's "Toast of Town."

Carlton E. Morse is writing a special dramatic script for Mutual Family Theater tagged "The Man With The Plow," starring Joe Charles Thomas.

Just a fast thought, but Frank Faye, the dynamic star at the La Quarter, looks like one of the singing lads of the year.

Gene Williams and his ork book for Bill Green's in Pittsburgh first week in June.

Lisa Kirk has extended her contract in "Kiss Me Kate" to Jan. 1950 and will start her own show in the fall.

Real friendship is that between headlining pianist John Irv Fisher and Jimmie Dwyer. Fish who receives a minimum of \$250 appearance, plays every Sunday afternoon for scale at Dwyer's Br Rail in Island Park, L. I., because they once shared top billing vaudeville.

Geo. Wright, NBC and Paramount Theater organist, to make a summer tour of the New England resorts a community-sing experiment which went over so well with Paramount audiences.

Buyer's Market Panel Set For AFA Convention

"Is advertising sending a boy to do a man's job in this buyer's market?" will be the subject of a panel discussion led by Fairfax M. Coe, chairman of the board, Foote, Cone & Belding, Chicago, as a major feature of the 45th annual convention of the Advertising Federation of America, Rice Hotel, Houston, May 29-June 1. It was announced by George McMillan, vice-president in charge of public relations, Bristol-Myers Company, New York, and Federation board chairman.

Members of the panel will include C. D. Jackson, publisher, Fortune, New York; Henry G. Little, executive vice-president and general manager, Campbell-Ewald Company, Detroit; S. R. Bernstein, editor, Advertising Age, Chicago; and James W. Egan, vice-president and advertising director, Toledo Blade. A fifth member of the panel will be the advertising director of a national advertiser, still to be announced.

A number of thought-provoking questions will be taken up by the group, relating to methods of improving the efficiency of advertising, discussion of media, new markets, and the possibility of greater volume of advertising being necessary to move the enlarged national production to which the U.S. economy is now geared.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 33

NEW YORK, TUESDAY, MAY 17, 1949

TEN CENTS

SUPREME COURT UPHOLDS FCC ACTION

Radio Movie Plans Reach Script Stage

Members of NAB's All Radio Presentation Committee will meet in New York next Thursday (May 19) to okay the final script on the movie to promote radio. Plans now call for a New York premiere around Oct. 1, a delay of exactly one year from the original proposal. The hold-up in production of the movie over the last year is linked to several factors. First of all, committee members directing the campaign have been able to devote only spare time efforts to the job. Secondly, it has never been clear just

(Continued on Page 8)

Drew Pearson Hi-lites CBS Giveaway Error

There is no indication yet that a Drew Pearson prediction a week ago (via ABC) involving a CBS program is coming true. On May 8 Pearson predicted that a listener to Columbia's "Sing It Again" would still collect \$25,000 in cash because the question put to him on the telephone was incorrect as to content.

The error occurring on the CBS broadcast may go into the records as potentially the costliest in giveaway history although so far no serious repercussions have been reported.

(Continued on Page 3)

Movie Jackpot Show To Be Previewed Today

Designed to give theaters an opposition attraction to radio's major giveaway shows, Santa Claus Quiz Shows, Inc., will give the press a preview of their new movie short series, "Who? When? and Where?" at the Johnny Victor Theater in the

(Continued on Page 2)

Eastward Ho!

Don McNeil and the cast of ABC's Breakfast Club make their annual Spring trip East and will be heard from New York for two weeks except for one broadcast. They will originate from ABC's 48th Street Theater from May 23 to June 3. On Friday, May 27, only, Breakfast Club will originate at Atlantic City's Convention Hall.

Shanghai Cut-off

Network correspondents in China reported yesterday that radio broadcasts are no longer possible from Shanghai. The Chinese Communist Army has captured the only transmitter available for voice broadcasts from that city. Correspondents are now cabling their daily news reports on the Chinese war.

New Mystery Series Gets NBC Sponsor

Chicago—A new 15-week mystery program series, titled "A Life In Your Hands," and sponsored by the Brown & Williamson Tobacco Corp., will start on the full NBC network June 7 and will originate in the NBC Chicago studios. The show is a summer replacement for "People Are Funny," which will return to the air September 20th.

The show will be built around a central character who specializes in the investigation of persons wrongfully accused of crime. Scripts will

(Continued on Page 2)

Senator White Stricken Following NAB Dinner

Washington Bureau of RADIO DAILY Washington—Former Senator Wallace H. White, Jr., was reported "resting comfortably" yesterday in a local hospital. He was admitted late Thursday night suffering from a sudden heart attack which seized him following an NAB dinner during which he was given a special plaque from the broadcasters association.

RMA "Silver Anniversary" Saluted At Chicago Meeting

Chicago—With total attendance expected to pass the 8,000 mark, special trains from New York, Washington, Philadelphia and the West Coast converged on this city over the week-end carrying delegates to the "silver anniversary" convention of the RMA, which opened yesterday. The full week of trade showings and anniversary celebrations by the association and its various divisions have drawn key figures of

Commission Denial Of Permit Renewal To WORL, Boston, Ruled Legal By Highest Tribunal

New Mike Technique Introduced By WOR

WOR will install suspended microphones to replace stand or boom mikes and will reduce the number of microphones for all types of broadcasts, including newscasts, station breaks, musical and dramatic shows, it has been announced by Julius F. Seebach, Jr., v-p in charge of program operations.

Last week's dramatic show, "Five Mysteries," with a panel of guests who attempted to solve the mysteries, was produced with only one mike. Previously, as many as eleven

(Continued on Page 3)

Shirt Maker Sharing Costs With Dealers

F. Jacobson & Sons, Inc., manufacturers of Jayson shirts and pajamas and Excello shirts, will share in the local radio and television budgets of its dealers throughout

(Continued on Page 3)

Gospel Series On ABC To Cost Half Million

Sponsorship of a religious service over the full 272-station network of ABC at a cost of more than \$500,000 a year in time and billing alone, was

(Continued on Page 3)

the electronics industry from all parts of the country.

Of chief interest to the trade is the Radio Parts and Electronic Equipment Show, May 17-20, sponsored by the RMA, the Association of Electronic Parts and Equipment Manufacturers; the National Electronic Distributors Association; the Sales Managers Club, eastern division, and the West Coast Electronics

(Continued on Page 8)

West Coast Bureau, RADIO DAILY Washington—Without bothering to write a separate opinion the Supreme Court yesterday reversed the U.S. Court of Appeals and upheld the the FCC's action of last year in refusing to renew the license of WORL, Boston. The high court simply referred to the WOKO decision. The

(Continued on Page 2)

Realty Co. Buying On Radio And TV

Mastic-Acres, Inc., has returned to radio after an absence of several years to sponsor 30 15-minute disc jockey periods per week for six months on WVNJ, Newark, N. J., it was announced by Walter T. Shirley, president of the 8,500-acre realty development at Mastic, Long Island.

The account was placed through Flint Associates, New York advertiser.

(Continued on Page 8)

Consider Indie Hookup For WINS Newscaster

Nightly newscast by Carroll Alcott at 10:30 p.m. over WINS, New York, may be aired by a special hookup of independent stations throughout the east and midwest if current proposals work out. Eldon Park, Cross

(Continued on Page 3)

Anniversary

WMGM's "live" literary-discussion broadcasts, "Books on Trial," with Sterling North acting as "judge," will end its third year with tonight's airing of "If Russia Strikes" by George Fielding Eliot. The summer programs will be repeats of the outstanding "Books on Trial" shows of the past 12 months. "Live" broadcasts will resume in September.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Steen, Manager
8425 Hollywood Blvd. Phone: Gladstone 8438

WASHINGTON BUREAU

Andrew H. Older, Chief, 647 Dahlgren Rd.
Phone: W1-consin 3271

CHICAGO BUREAU

Nat. Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	+ 1/8
Admiral Corp.	19 5/8	19 1/2	19 1/2
Am. Tel. & Tel.	141 3/8	141 1/4	141 3/8	- 1/4
CBS A	18 1/4	18 1/4	18 1/4
CBS B	17 1/2	17 1/2	17 1/2	+ 1/4
Philco	29	28	28	- 1/2
RCA Common	12 1/2	12	12
RCA 1st pfd.	69 1/2	69	69	- 3/8
Stewart-Warner	11 7/8	11 5/8	11 7/8
Westinghouse	23	22 5/8	23	+ 3/8
Zenith Radio	29 3/4	29	29 3/4	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/2	13 1/2	+ 1/4
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	11	12 1/4
U. S. Television	3 1/8	3 7/8
WCAO (Baltimore)	20
WJR (Detroit)	7 1/4	7 3/4

10 YEARS AGO TODAY

From the Files of Radio Daily

A deal is reported between General Mills and the Philadelphia National League baseball team whereby the former will purchase exclusive broadcast rights to all games for a reported sum of \$200,000. . . . A new department of the General Electric Co., has been established which will consolidate for the first time all radio, television and related activities. . . . Special studios of advertising policies of various national and regional farm accounts are being conducted by Katz Agency, Inc., for farm stations and outlets with farm audiences on its list.

★ COMING AND GOING ★

EDWIN BUCKALEW, Western division manager of CBS station relations, is expected back in Hollywood tomorrow following a trip to Sacramento and Stockton, Cal.

THOMAS VELOTTA, American network vice-president in charge of news and special events, and LEONORE SILVIAN, of the ABC publicity department, have returned from Washington, where they attended the annual banquet of the Women's National Press Club in honor of President and Mrs. Truman.

GEORGE HARTFORD, sales manager of WTOP, Columbia network affiliate in Washington, is spending three days in New York.

SHELDON HICKOX, JR., manager of the NBC station relations department, is in Shreveport, La., to attend inauguration ceremonies of KTBS, new web affiliate.

ROBERT TROUT, commentator on NBC, is aboard the schooner "Windfall," out of Washington, trying his skill—and luck—on a three-day fishing trip.

OTTO BRANDT, national director of station relations for ABC, is back from a one-week business trip to Louisville, Cincinnati and Dayton, Ohio.

J. F. CROSSIN, national sales director of United States Television Corp., is in Boston on business.

JOSE RAMON QUINONES, owner of WAPA, San Juan, today will leave New York for his Puerto Rican headquarters.

EASTON C. WOOLLEY, director of the stations department at NBC, left last night for North Carolina. He'll visit Charlotte, Winston-Salem and Raleigh. In the latter city today he'll attend the celebration which WPTF will hold to salute its 20th year as an NBC affiliate.

ROBERT E. KINTNER, executive vice-president of ABC, and EARL MULLIN, manager of the network's publicity department, are back from the West Coast, where they participated in the launching of KGO-TV, the web's San Francisco outlet.

BOB COVINGTON, promotion manager of WBT, Charlotte, N. C., is in Washington, D. C., to study television promotion of the Capital stations. He plans to return to Charlotte tonight.

WALTER BOESCH, overseas traveling representative for Charles Michelson, Inc., transcription producers, has arrived from South Africa for conferences at the New York headquarters. Next month he'll leave New York for Australia.

WILLIAM SHAW, assistant sales manager for Columbia Pacific Network, is spending two weeks in New York for conferences with executives of the web.

HORACE FITZPATRICK, assistant station director and commercial manager of WSLR, Roanoke, Va., is in town for huddles with officials of the American network, with which WSLR is affiliated.

GORDON FRASER, American network correspondent, tomorrow will go out to Teaneck, N. J., where he'll address the Rotary Club on the subject, "Germany and Her Place in the Future." He'll also show some of his movies of the Berlin airlift.

New Mystery Series Gets NBC Sponsor

(Continued from Page 1)
be written by George Anderson and John Kelly, under the supervision of Erle Stanley Gardner, famous crime story author. Homer Heck, production manager of the NBC central division, will produce the show. Agency handling the account is Russel M. Seeds Co., Inc., and Gene Hoge is the NBC account executive. Paul McCluer, manager of the central division network sales department, also announces that The King's Men, vocal quartet, will be the summer replacement for the "Fibber McGee and Molly" time period, June 7 through September 6.

Movie Giveaway Show To Be Previewed Today

(Continued from Page 1)
RCA Exhibition hall 3 p.m. today. The company plans to produce a 52-part motion picture serial with each unit a complete 10-minute feature short. Ten major prizes will be offered at every performance as well as a national jackpot of \$100,000, and state jackpots of \$1,000 to \$5,000 in prizes.

To Carry Snyder Address

The coast-to-coast facilities of MBS will carry the address of Secretary of the Treasury John W. Snyder on "Current Tax Problems" at the fifth annual dinner of the New York chapter, Tax Executives Institute at the Waldorf-Astoria Hotel, May 19, 10:45-11 p.m., EDT.

Texas App. Filed

Longview, Texas.—Application has been made by the East Texas Television Co., of which Arlington James Henry is sole owner, for a TV outlet to be operated here, and built at an estimated cost of \$109,000.

High Court Upholds WORL Permit-Nix

(Continued from Page 1)
action came with unusual speed, the case having been "argued" only a week earlier. In that argument the Government used only a minute of the hour allotted it, holding simply that the WORL case was a replica of the WOKO case. The Commission took the WOKO license several years ago on the ground that details of station ownership were concealed from the Commission for a period of years, with the ownership of 24 per cent of the stock by Sam Pickard, former Federal Radio Commissioner and later a CBS vice-president, not reported.

The WOKO case was appealed to the Court of Appeals, which reversed the Commission. In turn the Supreme Court reversed the Court of Appeals. WOKO, which is in Albany, N. Y., is currently under new license and new ownership.

Misrepresentation in financial statements was charged by the Commission in the WORL case, with former Federal Radio Commissioner Harold Lafount involved.

Dorothy Michel Cook

Los Angeles — Dorothy Michel Cook of KFWB, Hollywood independent station, died at her home here May 11 after a short illness. She was formerly with NBC traffic.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.



W.I.T.H.

AM Baltimore, Md. FM

Tom Tinsley, President • Represented by Headley-Reed

PROMOTION

"What It Is—What It Does"

Titled "RCA—What It Is—What It Does," the Department of Information of Radio Corporation of America has produced a very attractive and informative booklet on the products and manufacturing aspects of the organization.

The functions of RCA as an organization are described; research aspects including the development of ultrafax dramatically presented and an interesting section is devoted to the National Broadcasting Company and development of TV.

Booklet cover is done in three colors with green as the basic color. A modern antenna, TV tube and microphone form artistic grouping as the cover illustration.

This new promotional piece from Orrin Dunlap's department is getting wide distribution. It is distributed to RCA officers and personnel; NBC stations, dealers and distributors and to libraries and other educational institutions.

Democratic Leader Files Protest With FCC

Paul E. Fitzpatrick, Democratic New York State chairman, has filed a formal protest with the FCC for CBS' refusal to grant the political party equal time to reply to an address made by Gov. Thomas E. Dewey, May 2.

The network maintained that Dewey did not speak as a candidate for office but made a report to the people as the chief executive of the state. Equal time to a political party, therefore, need not be granted, CBS said.

Fitzpatrick said in his letter to FCC chairman Wayne Coy, that Dewey's address contained "seven statements of a controversial nature" and one statement "detrimental to the Democratic party."

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD.
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Drew Pearson Hi-lites CBS Giveaway Error

(Continued from Page 1)

ported. Here is the background story:

On Saturday night, May 7, "Sing It Again" telephoned listener Julius Zurwell in Methuen, Mass. He correctly identified the phantom voice as Sgt. Alvin York and won \$29,000 in merchandise prizes. Then emcee Dan Seymour put the \$25,000 cash question to Zurwell. Seymour asked what Army camp York reported to upon his induction on "Nov. 15, 1918."

The question, incorrectly printed in the script, should have read "1917" instead of "1918." At the end of the broadcast the CBS switchboard was flooded with calls from listeners pointing out the error.

The next night, Sunday, Drew Pearson on ABC claimed that Zurwell won \$29,000 in merchandise "on the basis of my prediction that the phantom voice was that of Sgt. Alvin York." Pearson described the error in the second question put to Zurwell and added: "I predict that CBS will recognize this error and Mr. Zurwell will get his extra \$25,000 after all."

Incidentally, Pearson has suddenly developed interest in ABC's "Stop The Music" and is out to out-scoop Walter Winchell. (Where Winchell merely gives clues to the mystery melody, Pearson in his "predictions of things to come" actually names the tune. His batting average is two for two.

Consider Indie Hookup For WINS Newscaster

(Continued from Page 1)

ley veepee and manager of WINS, is giving the matter consideration after hearing directly from a number of stations that they are interested in carrying Alcott's newscast.

Alcott has been with WINS for two years. He joined WLW, Cincinnati, just about the time the U.S. entered World War II and before that was an AP correspondent in China and the Far East for many years. In the past, he also did a newscast on Columbia's Pacific Coast network. He does three newscasts a day for WINS.

If the independent hookup materializes, it probably will include Philadelphia, Pittsburgh and Cleveland and points in between. Each station would share a part of the cost and the commercial factor would be set up on a co-op basis.

New Mike Technique Introduced By WOR

(Continued from Page 1)

microphones were used to pick up the cast, the panel, music and sound-effects.

The new microphone suspension system, Seebach pointed out, allows greater freedom of movement, and "it will give invaluable training to performers who will have shows on WOR-TV" when it goes on the air on Channel 9 in the late Summer.

Gospel Series On ABC To Cost Half Million

(Continued from Page 1)

reported yesterday by the Gospel Broadcasting Association, a non-sectarian organization, through the R. H. Alber company of Los Angeles, agency handling the account.

The religious series titled "The Old Fashioned Revival Hour," will begin on Sunday, June 19, from 8 to 9 a.m., local time, in all time zones. The program will originate in the Long Beach, Calif., auditorium and will include a gospel message by Dr. Charles E. Fuller, director of the Gospel Broadcasting Association. Entertainment will include sacred music, both instrumental and vocal.

Shirt Maker Sharing Costs With Dealers

(Continued from Page 1)

the country to the extent of 2.5 per cent of net shipments, it was announced by John K. Northway, assistant sales manager.

This co-operative venture marks the first time the manufacturer has used radio. "Before the war, radio was not as important as it is today," Northway told RADIO DAILY yesterday. He explained that the dealer contract does not specify the use of TV but that "we will undoubtedly include television if a dealer has a good show on a good station."

AGENCIES

"WOMAN'S MIND—IS IT AS

CREATIVE AS MAN'S?," is the subject Alex Osborn, vice-chairman of the board of Batten, Barton, Durstine and Osborn, Inc., New York, will discuss at the May 17th luncheon meeting of the Advertising Women of New York at the Hotel Astor. Osborn, author of the book about creative imagination, "Your Creative Power," will speak on how to put imagination to work in business and personal life. Nan Mastin of Davis Delaney, New York is chairman of the luncheon committee. Club president, Grace M. Johnsen of the American Broadcasting Company, will preside.

WKTV, new NBC television station now under construction in Utica, N. Y., has appointed Devereux & Company, Inc., Utica advertising agency, to handle promotion and publicity. WKTV will begin commercial operation in September on Channel 13.

WTCO Toledo, Ohio, has engaged Headley-Reed Company as national representative. WTOD is owned by Edward Lamb, who also owns television station WTCU, Erie, Pa. Lamb is constructing another television station, WTVN, Columbus, Ohio, which is expected to be in operation early this fall.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

LP MICROGROOVE METHOD

Savings Like This!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ©D

Trade Marks "Columbia" and ©D Reg. U. S. Pat. Off. Marcas Registradas © Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-5411	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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Here's to B.A.B.

DON'T look now but we are about to blow our horn a bit.

Two years ago we started a series of advertisements in the trade press urging the formation of an association or bureau for the promotion of radio as an advertising medium.

Our first copy was headed "Let's Get Together." We called for a national "business association." We asked that the stigma be removed once and for all from transcriptions. We pointed to the aggressive and unified action of newspapers and magazines in their respective fields, and contrasted it to radio's complacency and lack of interest in counter measures. It was incredible to us that radio, the youngest and fastest growing of the major advertising media, could continue to operate without any central direction, research or industry promotion.

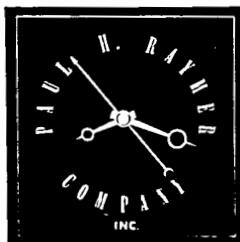
In the field of Selective Broadcasting, the surface has barely been scratched. Although the hundred million dollar volume mark has been reached, we say it should and

P

ould be three or four hundred million dollars yearly. For all of its rapid growth, radio still has tremendous resources of untapped revenue. There are thousands of accounts presently confining their advertising to newspapers. Some are national, many are regional, but all are selective Broadcasting prospects. They are first line prospects for B.A.B. effort. They can be sold for radio by research, promotion and organized cooperation. This means the salvation of many AM stations and new revenue for established stations feeling the first pinch of competition.

Broadcast Advertising Bureau is a big step and one in the right direction. The all important problem of sales has finally been lifted from the sub-committee cellar to its proper level in N.A.B. activities. We now have a promising *BUSINESS* association that is worthy of everyone's dues and support.

Here's to B.A.B.



H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

New York Boston Detroit Chicago Hollywood San Francisco

CHICAGO

By NAT GREEN

IRENE PATRASZEWSKI of the Mutual midwest promotion department battling with the flu.

Harold Smith, WMAQ promotion manager, will show the NBC film, "Behind Your Radio Dial," at the annual Illinois Pharmaceutical Association convention at Moline May 19 and 20.

Richard Locke has been named farm editor of the ABC-TV Chicago staff. Richard Orther and Richard Wyatt have been made production assistants.

A series of dramatic broadcasts titled "You—and Your Security" started May 15, presented by the WBBM department of education in cooperation with the Social Security Administration.

Canada Dry Ginger Ale, Inc., which has been sponsoring the ABC telecasts of "Super Circus" under a 13-week contract, has extended its contract to 52 weeks.

Three local WGN-TV studio productions—"Club Television," "Personality Profiles," and "Reel Adventures," have been discontinued for the summer. They will resume next fall.

Jim Ameche is to be program director for the new FM station WFJL which opens May 22.

FM station WOAK, which celebrated its first anniversary on May 16, announces it has authorization from the FCC to increase its power at a date soon to be announced.

Don Laiffer is bowing out of his WIND announcing berth.

A special award "in recognition of outstanding assistance in the furtherance of brotherhood" has been given WBBM by the National Conference of Christians and Jews.

Raymond Limberg, on the NBC engineering staff since 1930, has been appointed maintenance supervisor of the central division television engineering department.

Joining Cowan Office

Chicago—Gail Compton, farm editor of the Chicago Tribune, is quitting his journalistic post to join the "R. F. D. America" program staff May 23. Compton will go to work as technical farm advisor and assistant to John Lewellen, program director, in the Chicago office of the Louis G. Cowan corporation, producers of the "R. F. D. America" radio and television shows. For the past few months Compton has volunteered his advisory service to the NBC farm quiz program. He has been Tribune farm editor since 1940.

Starts Second Year

"Hilltop House," CBS daytime drama, starts its second year of broadcasting under the sponsorship of Miles Laboratories with the program of today, May 17. Program starring Grace Matthews is aired Monday through Friday, 3:15-3:30 a.m., EDT.



Mainly About Manhattan. . . !

• • • Howcum clerks around the vicinity of the FCC offices are telling their pals not to buy television sets at present because there will be BIG changes next winter???. . . Jeff Clark, who sings on the Henry Morgan show, will go to Washington to discuss a gadget he's been working on which would help eliminate jamming of "Voice of America" broadcasts by the Russians. Clark was a control engineer for the OWI during the war. . . Another tome along the lines of "The Hucksters" due soon. Author is Rob't H. Andrews and opus is tagged "Legend of a Lady." . . Gertrude Niesen has been approached to do an hour TV vaude show similar to Mr. Television, of Time and Newsweek cover fame. (Millon Berle to youse). . . Gladys Swarthout mulling a longhair disc jockey series. . . Priscilla Kent, scripser of "The 2nd Mrs. Burton," writing scripts 8 weeks in advance to be free for a research trip to France and Switzerland. She leaves in mid-July to gather background material for several projected radio and fiction pieces. . . Insiders insist that Bobby Clark is set for a TV debut in the fall. . . Negotiations on to give the "Aldrich Family" a simultaneous TV treatment. Since Ezra Stone obviously won't play Henry for video, we can't think of a better man to produce and aid in its staging.

★ ★ ★ ★

• • • The column wishes to express RADIO DAILY'S appreciation for having received an award for "objective reporting" in covering the radio aspects of the founding of Israel, which was presented at Madison Sq. Garden Sat. night during the celebration of the First Ann'y of the Creation of Israel. The award read: "In grateful appreciation for so eloquently expressing the support of show business for the establishment of the Republic of Israel as a bulwark of Democracy in the Middle East," and was presented by Dean Alfange, chairman of the Israel Ann'y Committee.

★ ★ ★ ★

• • • AROUND TOWN: After watching television for a year now, Al Rylander opines that radio has nothing to fear—but radio itself. . . Herb Sheldon has purchased rights to 7 old time Charlie Chase two-reelers he'll do for TV with himself in the Chase role. . . Their army of pals here will be happy to learn that the Bill Gernants (Lois January) have booked the stork for an October landing, according to a report by Jimmy Fidler. . . Herman (Chubby) Goldfarb, of Goldfarb, Mirenburg and Vallon, now handling Hazel Scott. . . After three years, Vic Damone and his crack publicist, Sid Ascher, have called it quits. . . The Ted Lewis variety show for TV is only hours away, completion hinging on format. . . Smartest booking of the year was the Palace Theater's grabbing Jerry Wayne, Columbia Records sensational singing star, to headline their opening vaude bill when they open on the 19th. . . Andre Baruch is nursing a leg ailment, a recurrence of an injury he sustained while overseas during the war. He'll be off his feet for 10 days but the medico has promised he'll be okay to tackle his emcee chores on "Your Hit Parade" and "All Time Hit Parade" which start June 4th and 5th. . . Bernie Lewis off to Buffalo to set up theater date for "Stop the Music" at Great Lakes Theater. . . Ansonia Shoe Chain dickering with 20th Century-Fox about a TV show based on their film, "Miracle on 34th St."

★ ★ ★ ★

• • • Vic Riesel, in his "Inside Labor" col'm in the Mirror, reports that the hard-hit H'wood Screen Actors Guild insists its members will act for television only if guaranteed that every performer in a movie televised more than once anywhere be paid each time the film goes on the air. They want to prevent the predicament which hit the musicians who cut records played endlessly.

SAN FRANCISCO

By NOEL CORBETT

ONE of the last official announcements Bill Baldwin made before he signed "thirty" to his KSF disc show in favor of a Hollywood career, was to tell listeners Be Anderson, secretary of his fan club and his former engineer, Don B. Ten, plan to be married on December 31st.

ABC's Paul B. Mowrey told the Oakland Ad Club that the present goal of KGO-TV programming, to extend the ownership of television sets in this area. He pointed out that experience with television in the East has proven that the fastest way to build a television audience is to offer a comprehensive schedule of sports events.

Don Klein's unique recreation technique of baseball games KSFQ started an argument up Petaluma as to whether his programs were rebroadcasts or recreations. The fellow who won had pay the long distance phone bill, so both lost.

"California Calendar," with Dwight Newton as narrator, is new KNBC Sunday feature sponsored by the Crocker First National Bank of San Francisco. Program produced by Dick Bertrandias, features current activities and brief histories of each.

FOR SALE 1000 WATT RAYTHEON TRANSMITTER

Available for Immediate Shipment
MODEL: Raytheon 1000 watts. Has spare parts, extra set of tubes, and is in excellent condition.

- (1) Model RA 1000 watts
Frequency 530 KC to 1600 KC
 - (2) Will deliver its rated power into a 70 ohm to 250 ohm transmitter line
 - (3) 210-230 3 wire single phase 60 cycle line
 - (4) Transformer has 210, 220, 230 volt taps
 - (5) Power consumption for 100% modulation 5000 watts
 - (6) RF stability 10 cycles
 - (7) Modulation 100% high level
 - (8) Audio input from 500 ohm to 600 ohm source for 100% modulation 0 level DB for 1 milliwatt reference level
 - (9) Average program level 5DB
 - (10) Audio frequency +1DB from 30 to 10,000 cycles
 - (11) Audio distortion 50 to 75 cycles, less than 2.5% RMS for 95% modulation
 - (12) Noise level more than 60 DB below 100% modulation
 - (13) Carrier shift less than 3% from 0-100% modulation
- Height—84 inches Depth—34 1/4 inches
Width—48 1/2 inches
Floor area—11 1/2 square feet
Weight—2450 lbs.

PRICE: \$4,000.00, uncrated, and ready to ship. Will give 6 months factory guarantee.

ALSO FOR SALE: 235 Foot Blaw-Knox tower, tapered, self-supporting, grounded. Both the transmitter and tower are available for thorough inspection. Please telegraph station if interested.

RADIO STATION W-E-A-M
2030 NORTH 16TH STREET
ARLINGTON, VIRGINIA

TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, May 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

CONTINUED FREEZE BURNS IND.

TELE TOPICS

THE TELEVISION ART reached new heights Sunday nite in Warren Wade's production of "Romeo and Juliet" over WGN. The program was an intense, enthralling experience that gave new clarity or meaning to Shakespeare's lines, yet did so in uncompromising fashion that could draw the plaudits of even the most ardent Elizabethans. There were no big names in the cast, but it is impossible to conceive of anyone giving a better performance. As the ill-fated young lovers, Minnie McCarthy and Pat Breslin were dramatic and vibrant and perfect in their respective roles. The others in the cast all were excellent, especially Tod Andrews, as Mercutio; Robert Geringer, as Mercutio; Frank Thomas, Jr., as Peter; Kay Lawrence, as Nurse; William Windom, as Tybalt; Bob Bolger, as Montague; William H. Hunt, as Capulet, and Muriel Hutchinson, as Lady Capulet.

THE PROGRAM was pure television throughout. Although it employed the ancient form of arena staging, it was put together solely for the cameras and could not have been done as effectively in this manner on any other medium. The absence of virtually all scenery enhanced the production by providing great mobility and a sense of intimacy. Use of pinpoint lighting against very dark backgrounds also was highly effective. Program was a triumph for Wade, who produced and directed, and Albert McCleery, who staged the show. It did the adaptation. Scenic effects were by Otis Riggs, with costumes by Rose Madanoff. . . . Produced at unusually low cost—probably around \$3,000—the program proved that good video need not be overly expensive and that talent and imagination—not a huge budget—are the prime requisites for entertainment. It also opened the way for continued and expanded use of arena theater for low-cost productions, although this method, like any other, must be used wisely and only for plays adaptable to this treatment.

ROBERT Q. LEWIS will replace Arthur Godfrey on the Wednesday Chesterfield show from June 15 to Sept. 7. . . . Mont gross for April was \$125,876, not \$9,872 as printed here yesterday. . . . Cliff Edwards and Warm Nostalgia will be featured in a new CBS series thrice weekly, 7:45-8 p.m., beginning May 23. . . . To see a recorded program on the air is a relatively rare experience for New Yorkers, and when ABC carried a filmed version of "Celebrity Time" at 9:30 Friday nite because of a break in the east-bound cable, it was quite a surprise to see the poor picture quality of the recording. Contrast between live and film was heightened because Ilka Chase and John Daly, regulars on the program, were there person to open and close the filmed version.

Low Price Receivers Introduced By Garod

Chicago—A 10-inch receiver priced at \$199.95—said to be the lowest priced set of its type on the market—was introduced here yesterday by Garod Electronics Corp., of Brooklyn, N. Y., in conjunction with the Radio Parts Show and the RMA Silver Anniversary convention.

The \$199.95 set, with 61-square inch picture and mahogany veneer cabinet, is one of a new line of 22 receivers unveiled by Garod. A 12½-inch table model with 91 square inch screen will retail at \$239.95, and a 16-inch set with 135 square inch screen at \$349.95.

Deliveries on the new line will get under way around May 20.

All sets feature a slide-rule dial and continuous tuner. Dial is divided into two parts, with low frequency channels on the left and high on the right. There is an individual pointer for each band.

Spillman Named By KPIX To Program Director Post

San Francisco—Sanford Spillman, operations supervisor of KPIX, has been named acting program director of the station following resignation, effective May 31, of Keith Kerby.

Spillman has been with KSFO (AM), parent outlet, as news editor, writer and announcer since 1939. During the war he spent four and a half years in the Navy air arm.

RCA Multiple Outlet System Installed In Eastern Cities

Camden, N. J.—Initial installations of RCA's first multiple outlet antenna system for multi-unit structures have been completed in New York and Philadelphia, it was announced this week by W. W. Watts, vice-president in charge of the RCA engineering products department.

Designed to accommodate a large number of receivers within a single building, the new system, known as "Television Antenaplex," includes either a separate antenna for each channel in a given area, or merely a separate cross-arm for each station, mounted on a single mast, depending on the location of local transmitters in relation to the receiver site.

Installations already made include such apartment and hotel structures as the Rittenhouse Plaza, in Phila-

TV Box Score	
On the Air	62
CP's	57
Applications	325

2nd News 'Interne' Selected By WGN-TV

Chicago—Stephen Fentress, 23, of Evanston, Ill., was awarded the second annual WGN-TV news internship at the Gridiron Banquet of the Northwestern University chapter of Sigma Delta Chi, national honorary journalism society, over week-end.

Award, announced jointly by Spencer Allen, news director of the Chicago Tribune station, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern, provides for the annual appointment of an outstanding student to a one-year apprenticeship in the WGN-TV newsreel department.

Fentress was selected by station execs from students recommended by Dean Olson and Baskett Mosse, director of the radio course at the Medill School. Fentress will work at the station on a part-time basis until his graduation in June, after which he will be a full-time employee.

Gordon E. Smith, the Northwestern interne of last year, is now completing his apprenticeship and has been promoted to a permanent position on the WGN-TV newsreel staff.

B'casting And Mfg. Execs Want Ban Lifted Soon

The FCC's failure to lift the freeze on station applications—in effect since Sept. 30—is bringing a slow burn to the faces of leaders of all segments of the industry, especially in view of Chairman Wayne Coy's statement in Columbus about two weeks ago that all station requests would remain on ice through the summer.

Originally For Six Months

When the freeze was originally announced last fall, the Commission said it would be in effect for about six months. As spring rolled around this estimate was pushed up to June or thereabouts. Coy's latest statement is regarded by many as ambiguous and detrimental to the industry.

The two major components of the trade, broadcasters and receiver and equipment manufacturers, are both eager for the advent of new stations. The networks want the new outlets because of the added circulation thus available to advertisers and also because four webs are competing for time on one or two stations in each of several mid-western cities.

Even many station operators with the only outlet in a market are eager for competition because the pattern throughout the country has been a sharp increase in set sales after the second station in an area went on the air.

New Market Envisioned

This accounts in part for the manufacturers' desire for the end of the freeze. A second reason is that the advent of stations in new TV cities would open up entire new markets for receivers.

With the end of the freeze at least three months off, it would be almost a year and a half before newly licensed stations could get on the air. This plus the uncertainty about UHF has brought about a reluctance to build on the part of many who now have CP's and who prefer to wait for a pattern for the future to develop before making the tremendous investment needed to place a station on the air.

WENR-TV Show Sold

Chicago—"Grennan Dessert Party," new variety seg featuring the Honey Dreamers vocal group, bows over WENR-TV May 19, 9 p.m., CDT, under sponsorship of Grennan cakes, through Young & Rubicam. Tommy Riggs and Betty Lou will guest on the prem. Greg Garrison produces and directs.

RMA 25th-Yr. Meet Under Way In Chicago

(Continued from Page 1)
Manufacturers Association. There are approximately 230 booths, display rooms and exhibits at the Stevens Hotel, convention headquarters.

This year the show has outgrown the huge Hotel Stevens exhibition hall and is occupying additional space on the hotel's fifth and sixth floors, where industrial displays opened yesterday, a day ahead of the formal opening of the exhibition hall. The show is considered a vital testing place of a product's potential acceptance by the buyers, the amateurs and the public, and competing manufacturers have on display varied lines of condensers, speakers, resistors, antennas and other products.

Monday was devoted to meetings of the various interested associations and registration began today (Tuesday). Parts division section and committee meetings are scheduled for the first three days; annual membership meetings for Thursday morning, and the RMA membership luncheon meeting at 12:30 noon Thursday. Presiding at the luncheon meeting will be RMA President Max F. Balcom and Secretary Bond Geddes.

Besides the president's address and annual report, there will be an address by Hon. Homer E. Capehart, U. S. Senator from Indiana.

Thursday evening the all-industry RMA banquet will be held in the Stevens grand ballroom. On Friday the anniversary golf tournament will be held at the Olympia Fields Country Club.

Leslie F. Muter, president of The Muter Co., of Chicago, is chairman in charge of the silver anniversary.

Columbia 'U' Considering Communications Courses

Financing of a "12-point program for the future" at the Columbia University School of Journalism, including projects in radio, television, facsimile and communications, is an "attainable objective" as a result of the addition of more than \$1,000,000 to the original Joseph Pulitzer bequest, Dean Carl W. Ackerman, said in his annual report issued yesterday.

Among the projects which the school "may select in future years" are: the establishment of a printing laboratory; revival of "The Independent Journal," a semi-monthly newspaper formerly published by the school; expansion of the services of the American Press Institute in foreign countries; establishment of a research bureau for continuing studies of news and editorial problems; organization of seminars for the study of industrial and financing public relations; establishment of professorships of journalism in relation to international affairs and the national economy, and the creation of a fund for the publication of pamphlets and books.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of May 6-May 12, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Always True To You In My Fashion.....	T. B. Harms
Bali Ha'i	Chappell
Because You Love Me.....	Remick
Candy Kisses	Hill & Range
Careless Hands	Melrose
Cruising Down The River.....	Henry Spitzer
Don't Cry, Cry Baby.....	Santly-Joy
Everywhere You Go	Lombardo
Far Away Places	Laurel
Forever And Ever	Robbins
How It Lies, How It Lies, How It Lies.....	E. H. Morris
Hurry Hurry Hurry	Dreyer
I Don't See Me In Your Eyes Anymore.....	Laurel
I'll String Along With You.....	Witmark
It's A Big Wide Wonderful World.....	Broadcast Music
Johnny Get Your Girl	Bourne
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
Portrait Of Jennie	Chappell
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
Remember Mother's Day	Sam Fox
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Streets Of Laredo	Famous
Sunflower	Famous

Second Group

TITLE	PUBLISHER
As You Desire Me.....	Words & Music
Ballin' The Jack	E. B. Marks
Cabaret	Duchess
Comme Ci Comme Ca.....	Leeds
Don't Rob Another Man's Castle.....	Hill & Range
Down By The Station.....	American Academy
Dreamer With A Penny.....	George Simon
Five Foot Two, Eyes Of Blue.....	Feist
I Got Lucky In The Rain.....	Sam Fox
If I Could Be With You.....	Remick
I'm A Little Cuckoo.....	Fisher
I'm Beginning To Miss You.....	Berlin
Kiss Me Sweet	Advanced
Merry-Go-Round Waltz	Shapiro-Bernstein
My Dream Is Yours	Witmark
My One And Only Highland Fling.....	Harry Warren
Once And For Always.....	Burke & Van Heusen
Underneath The Linden Tree.....	La Salle
While The Angelus Was Ringing.....	Charles K. Harris
While We're Young	Regent
You Was	Crystal

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Radio Movie Plans Reach Script Stage

(Continued from Page 1)
what kind of a story the movie should tell in order to satisfy a concerned—networks, independent stations and non-NAB members.

Another delaying factor is that the All Radio Presentation Committee has been cautious not to slip in such financial troubles as has faced BMB. Gordon Gray, committee chairman and vice-president of WIP (Philadelphia), said yesterday that pledges from broadcasters amount to \$127,000 and that 90 per cent of this amount is definitely assured. Last year the committee was shooting for \$200,000 so that any surplus could be used for brochures, manuals and other printed promotional material.

MBS remains the only major network which has not agreed to contribute funds for the movie. E. P. James, Mutual vice-president in charge of advertising, promotion and research has been in favor of the campaign from the beginning but Edgar K. Bak would never okay the contribution. The NAB committee has not yet contacted Mutual's new president, Frank White, to see if he will take a different stand.

It's no secret that since the All Radio Presentation plans were launched a year ago, some of the networks—although still participating—have lost a part of their enthusiasm. Impact of television has had a lot to do with it.

Realty Co. Buying Time On Radio And TV

(Continued from Page 1)
tising agency, with Richard Lawrence, WVNJ account executive. Radio promotion is handled by Walter Kaner Associates, New York.

A contract has been signed for one 35-second participation program a week on the WPIX, New York, Saturday night telecast, "Around New York," effective later this month.

The realty firm is contemplating also an expansion of its current 15-minute periods per week in Italian language over WHOM, New York. Previous sponsorship included Fulton Lewis on WOR and "Anything Goes" on WNEW.

Nebr. News Directors Form New Association

Omaha—Formation of the Nebraska State Association of News Directors was announced here by Ted Haas of KOIL, secretary of the newly-formed organization. Officers of the new association are Charles Craig of KODY, North Platte, president; Jack Yeager of KGEW, Kearney, vice-president; Ted Haas, secretary, and Betty Craig of KOIL, Lincoln, treasurer. The membership is composed of the news directors of all 48 Nebraska stations with one associate member from each of the three major services—AP, INS,



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 34

NEW YORK, WEDNESDAY, MAY 18, 1949

TEN CENTS

TBA AND NAB TO BATTLE FOR TV LEAD

C. E. Arney Secretary Of Ad Council Group

Washington Bureau of RADIO DAILY Washington — Appointment of NAB's secretary-treasurer, C. E. Arney, Jr., as secretary to the 1949 Committee on Radio Broadcasting of the Advisory Council on Federal Reports was announced yesterday. The Committee is charged with advising the Budget Bureau on reporting procedures, mainly FCC questionnaires, issued to radio and TV stations and to make recommendations toward the simplification, consolidation and improvement of such reporting. Other members of the Committee (Continued on Page 4)

WOR, NABET Resuming Pact Discussions Today

Negotiations between WOR and NABET are expected to hit their climax today when federal mediator Bernard Forman makes an all-out effort to settle a wage dispute between the two parties. Discussions have been temporarily suspended for the last two weeks. No definite strike threat has been made but last week members of the Hudson Chapter of NABET voted to authorize a walkout if it (Continued on Page 2)

Effect Of Warm Weather Noted In Latest Hooper

Impact of the warm weather season is beginning to show its effects on nighttime listening, judging from the latest Hooperatings (May 1-7) being issued today. In general, ratings are down. "Radio Theatre" is at the top of the "First Fifteen" with a rating (Continued on Page 6)

REC-NAB Luncheon
NAB's big three, Justin Millor, Jess Willard and Maurice Mitchell, will be the spokesmen for the industry organization at the Radio Executives Club luncheon tomorrow at the Hotel Roosevelt. Judge Miller is expected to speak on enforcement of the new Code; Willard on NAB operations and Mitchell on the new Broadcast Advertising Bureau.

Problem
School teachers in the Greater New York area have complained to parents of late because children have failed to do their assigned homework. Investigations have revealed that in most instances the children's indifference has been due to their interest in television programs. Western movies, Howdy Doody and Kukla, Fran and Ollie have been some of the pleasantly distracting programs.

Spot Drive Planned By McCall's Magazine

An intensive spot campaign will be aired by McCall's Magazine from May 26 through June 4 to plug publication of Mrs. Eleanor Roosevelt's memoirs beginning in the magazine's June issue. Mrs. Roosevelt will be seen on the sound-on-film spots which were shot at Hyde Park. Total of 160 one-minute and 20-second announcements will be aired on 22 stations in New York, Philadelphia, Boston, Washington, St. (Continued on Page 2)

WPEN Ends Membership In Industry Organization

Declaring that "tangible benefit no longer accrues to the station or the association," Edward C. Obrist, general manager of WPEN, Philadelphia, yesterday tendered the station's resignation as an active member. (Continued on Page 3)

NBC-Schwerin TV Project In Test Of 13,000 Viewers

Chicago—Simultaneous continuing reactions of 13,000 home viewers in Chicago, Detroit and Cleveland to the TV version of "Quiz Kids" were tested last night by Schwerin Research Corp. and NBC. Reactions of the sample, said to be the largest ever obtained in qualitative tele or radio research, will be matched with reactions of two different types of studio control audiences in New York. Cost of the project is being shared

Two Industry Organizations Planning Drive To Strengthen Positions In Television Field

Battle lines are being drawn between the Television Broadcasters Association and NAB for supremacy as the No. 1 industry organization in the television field, RADIO DAILY learned yesterday. TBA, reported to be irked by NAB's plans to set up a television department with a full time director, have asked their membership to subscribe to an additional \$100,000 fund for the purpose of engaging a full time paid president and to enlarge their operations in research and other fields. NAB, who had consulted with TBA about a merger, took decisive action to set up their own TV department at the recent convention in Chicago. This action was reported to have been done without further consultations with TBA. Deciding factor in NAB's plans to become active in the TV field is the growing number of television stations and the demands from AM-TV members for additional service in the video field. The NAB board, it is reported, also envisions the day when industry revenue from television will supplant that of AM broadcasting. Three names have been mentioned (Continued on Page 7)

Chandler Clarifies Baseball Air Ruling

First step to end mass confusion over the broadcasting of major league baseball games in minor league cities has been made in a new ruling issued by Baseball Commissioner A. B. Chandler. The commissioner ruled that minor league clubs—if they desire to permit major league broadcasts in their own cities—cannot restrict the big league coverage to one station in their own cities or designate which may carry the major league airings. Chandler's clarification means that (Continued on Page 3)

New FM Radio Station Starts Tests In N. Y.

First FM station in the New York area owned by the International Ladies Garment Workers Union will begin testing tomorrow. The station will be known as WFDR and will have the 104.3 megacycles spot on the FM dial with 18 kilowatts power. The new station will test for about a month before starting regular (Continued on Page 2)

Invitation
United States Congressmen have been invited by letter to listen to the CBS documentary, "The People's Choice" starring Ralph Bellamy which will be broadcast on Sunday, May 22, 10:00 to 11:00 p.m., EDT. The letters were sent out from the office of John S. Hayes, general manager of WTOP, CBS outlet in Washington, D. C.

RADIO DAILY



Vol. 47, No. 34 Wed., May 18, 1949 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 8417 Dahlgrena Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
Suite 905 139 N. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	—
Admiral Corp.	20 1/4	19 5/8	19 7/8	+ 3/8
Am. Tel. & Tel.	141 1/4	141 1/8	141 1/8	+ 1/8
CBS A	18 3/8	18 1/8	18 3/8	+ 1/8
CBS B	17 7/8	17 5/8	17 7/8	+ 3/8
Philco	28 3/4	28 3/8	28 5/8	+ 3/8
RCA Common	12 1/2	11 7/8	11 7/8	+ 1/8
Stewart-Warner	11 1/8	11 1/4	11 3/4	+ 1/8
Westinghouse	23	22 7/8	23	—
Westinghouse pfd.	92 1/2	92 1/2	92 1/2	+ 1/2
Zenith Radio	29 5/8	29 1/2	29 1/2	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13	13	— 1/2
Nat. Union Radio	3	2 7/8	2 7/8	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	11	12 1/2
U. S. Television	3 1/8	5 1/8
WCAO (Baltimore)	20	—
WJR (Detroit)	7 1/4	7 3/4

Toscanini Sails

Arturo Toscanini sailed yesterday for Italy on the Vulcania, from New York. He was accompanied by his son Walter Toscanini, an official of NBC. Toscanini will vacation in Italy with his wife, who went there two months ago. He will return to the United States in August. Next season he will again be conductor of the NBC Symphony Orchestra. In the fall he also will resume recording for RCA Victor.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

★ COMING AND GOING ★

D. W. THORNBURGH, vice-president of the Columbia network in charge of the western division, is spending this week in New York for conferences with web officials.

IVOR KENWAY, vice-president of the American network in charge of advertising, promotion and research, tomorrow will be in Scranton, Pa., where he will address the Advertising Club of that city on "Use of Radio for Local and Regional Advertising."

DAVID McKAY, owner of KOLO, Columbia network outlet in Reno, Nev., has left that city for Los Angeles, where he will confer with executives of KNX.

WALLY JORGENSEN, local sales manager for AM and TV at WBT, Charlotte, N. C., spent yesterday in Washington. He will leave the Capital today for Philadelphia, to look over Quaker City video operation.

H. R. BAUKHAGE, American network commentator, last Friday lectured at the Diamond Jubilee Banquet of the Delta Upsilon Fraternity at Syracuse University. His May 13 and 16 broadcasts originated at WJZ.

TEX BENEKE and the members of his band leave today for a series of one-night stands. First stop will be Central Park, in Allentown, Pa.

HOWARD DAHL, president and general manager of WKBH, La Crosse, Wisc., was a visitor yesterday at the offices of NBC, with which the station is affiliated.

HARRISON WOOD, American network commentator, on Saturday will speak before the Detroit Teachers Association at a luncheon in the Statler Hotel. His talk will be titled "This Changing World"

ROLAND LYNN, staff engineer in the development group at NBC, will leave Saturday for Atlanta, Ga., where he is scheduled to deliver a paper at the Broadcasting Engineers Conference. His subject will be "Tape, Wire and Disk Recording."

GEORGE HICKS, the "Voice of U. S. Steel" heard Sundays on ABC, is back from Pittsburgh, originating point of last Sunday's "Theater Guild on the Air."

ROY STEVENS, bandleader, will arrive today from Chicago for a series of conferences on new recordings.

MARGARET WHITING, vocalist, has returned to the West Coast.

MARTIN GABEL, husband of Arlene Francis, ABC's radio and video luminary, has left for Hollywood, where he will script Danny Kaye's newest flicker, after which he'll direct a film for Universal.

Spot Drive Planned By McCall's Magazine

(Continued from Page 1)

Louis, Chicago, Los Angeles, Detroit, Cleveland and Minneapolis.

Campaign will utilize also radio spots and newspaper space. Federal Advertising is the agency in charge of the account.

TV promotion will include also a tie-in with an airing of "Television Screen Magazine" over NBC.

Wallach Leaving WNYC; To Give Full Time To TV

George Wallach, director of programs and operations for WNYC, has handed in his resignation to devote full time to his television activities. He is currently producer-director on the DuMont-Photoplay Magazine package featuring Wendy Barrie, Hollywood actress.

Wallach will stay on at WNYC until the Civil Service Commission holds an examination to fill the program spot.

WOR, NABET Resuming Pact Discussions Today

(Continued from Page 1)

was necessary to win their demands. James Carter, secretary-treasurer of the chapter, said any strike action is being delayed pending the outcome of today's meeting.

Late yesterday WOR issued the following statement: "In the event of a strike, the company does not anticipate any interruption in service in as much as previously used emergency operation will be put into effect."

WOR has refused to grant wage increases asked by NABET. The station claims that the present scale it is paying is higher than the one recently agreed to by NABET and ABC and NBC which signed new contracts last week. The union wants WOR to agree to the clause whereby pay scales could be renegotiated in six months but the station won't agree to this. Present salary scale for NABET employees at WOR starts at \$57.70 and provides for automatic increases of \$9 per week annually until the maximum of \$123 is reached.

10 YEARS AGO TODAY

From the Files of Radio Daily

The FCC announced that oral arguments on exceptions to the proposed new FCC rules governing standard broadcast stations and standards of good engineering practice will be heard on June 1st. . . . A breakdown of NBC client expenditures show that 23 advertisers who have used the network continuously for five or more years have increased their weekly expenditures by 849 per cent. . . . The Radio Council of Western Massachusetts became a reality with the acceptance of the name and by-laws by the organization.

New FM Radio Station Starts Tests In N. Y.

(Continued from Page 1)

lar programming, Morris Novik, radio consultant to the ILGWU, said yesterday. The name of the operating firm has been changed from Unity Broadcasting Company to FDR Broadcasting Corporation.

David Harris, formerly of WTAG, Worcester, and WOL, Washington, will be program director of WFDR. Lo Frankel, formerly of WCHU, Ithaca, will head up the special events and promotion department and Bertrand Arnow will be chief engineer. Joseph Michaels has been engaged as news editor and Jack Michaels will be transmitter supervisor.



Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

BEHIND THE MIKE

STAN FREEMAN, the sensational pianist-singer-composer of NBC's "Candlelight Revue," guested Wednesday on CBS' "This Is Showbusiness" and Wendy Barrie's TV stanza on DuMont.

Catherine Mastice nixed an out-of-town opera series—too many radio and TV commitments in town.

Michael Schlazer, talented artist and retouch expert, being readied for a video series.

Johnny Olsen's "Prince Charming" show (the audience participation series that gives away a summer vacation plus a complete wardrobe every day to the contestant with the best husband) drew such big crowds at the Victoria Hotel that producer Bob Borjes has had to move the program to the two big Mutual theaters, Longacre and Guild.

Donald Richards, singing star of "Along Fifth Ave." and "Finian's Rainbow," being readied for his own radio and TV stanzas.

In 7 languages, Carl Brisson's transcribing blood donor appeals for replaying in that many foreign nations.

Sammy Kaye considers his new Chrysler-Plymouth series (which starts the 16th on ABC) as the most important commercial he's ever had.

Over 900 Chrysler dealers have signed up the show, which makes a lotta bosses to have.

Chandler Clarifies Baseball Air Ruling

(Continued from Page 1)

minor league clubs, while retaining their territorial rights, have no property rights on major league broadcasts. Heretofore, some minor league clubs have sold exclusive major league rights to stations in their own cities.

The commissioner's ruling, involving weeks of investigation by his office and the U. S. Department of Justice, was prompted by a complaint from WBBW, Youngstown, Ohio. WBBW, newly constructed 250-watt indie, wanted to broadcast games of the Cleveland Indians fed to an Ohio network by WJW, Cleveland. The minor league Youngstown club, however, had granted exclusive permission for such broadcasts to WBKN. It's reported unofficially that WBKN paid the Youngstown club \$1,000 for exclusive rights to air the Cleveland games.

Standard Practice For Years

WBKN, which airs home games of the Youngstown Athletics, gave precedence to the local club whenever there was a conflict with the Indians' schedule. Because of Chandler's new ruling, both WBBW and WFMJ-FM in Youngstown are now broadcasting Cleveland games in addition to WKBN.

The selling of exclusive rights as occurred in Youngstown has been standard practice in years past. This is the first time the rule has been clarified to state specifically that minor league clubs have no property right on the majors. In reference to radio and television, any ball club has territorial rights up to 50 miles from its home park. Any minor league club located 50 miles beyond a major league park has the right to forbid major games being broadcast in the minor league city.

Chandler's new ruling did not designate whether a minor league club should or should not permit major league coverage in its own city. It did recommend to the minors, however, that they allow major league broadcasts where there is no conflict with local games and if it is not damaging to the minors.

WPEN Ends Membership In Industry Organization

(Continued from Page 1)

ber of NAB. The letter of resignation follows:

"WPEN herewith tenders its formal resignation from the National Association of Broadcasters. It is felt generally at WPEN that the industry has so far outgrown the Association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the Association by continued active membership in the organization on the part of WPEN.

"Since the by-laws make no contrary stipulation, this resignation shall become effective as of this date, and enclosed herewith is our check for dues in full."



He Helped Increase Senatorial Mail by 800%

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the past 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proves anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

Available!

The Happy Kitchen, one of the Midwest's oldest and most popular women's programs, is conducted by Sally Baker, KMBC-KFRM Graduate Home Economist.

This 9 a. m. week - day morning feature, on the air for almost 15 years, has wide appeal and is deftly handled by Sally Baker. Her easy manner, informative household hints, recipes and food suggestions are of great interest to Heart of America listeners.



Sally Baker

Satisfied sponsors of the Happy Kitchen in the past have included Allsweet Margarine, Nescafe, Knox Gelatine, Mason Jars, Norge Refrigerators and others.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City

KFRM
for Rural Kansas

OK Louisiana Station; Other FCC Activities

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it has okayed a new station on the 1540 band with 50 kilowatts daytime and 25 kilowatts night in New Orleans for Roy Hofheinz and W. N. Hooper, broadcasters with extensive Texas and Alabama broadcast interests.

At the same time the Commission okayed a power boost for KGBC, Galveston, Texas, from 250 watts to one kilowatt, also on the 1540 band, and turned down the application of Bayou Broadcasting Company, Baton Rouge, for the same frequency with 50 kilowatts day and 10 kilowatts night.

Two Power Boosts Granted

Two power boosts and several transfers of control were approved by the FCC this week, with WDXI, Jackson, Tenn., and WKNA, Charleston, W. Va., both granted increases in daytime power from one to five kilowatts. Among five transfers approved, the largest sum changing hands was \$61,335 paid H. Ross Perkins by John Deme, Clifford Oat and Harrison Noyes to purchase WNOG, Norwich, Conn.

Transfer of control of WJVB, Jacksonville, Fla., from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Lester M. Combs for \$24,296 (for 90 per cent of the voting stock) was approved.

Assignment of the license of WDIG, Dothan, Ala., from Jess M. Swicegood, J. B. Burnett and Lola C. Robison to a new partnership including only Swicegood and Robison was okayed, with the partnership paying the former licensee combination \$12,500.

The Commission also okayed the purchase by George W. Smith, Jr., who was already a one-quarter owner, of 50 per cent of the outstanding stock in KMAE, McKinney, Texas, from Clay E. Thompson, Jr., and Noel E. Thompson.

Radio Electrocutes Baby

Mahwah, N. J.—The two-and-a-half year old son of Mr. and Mrs. Cyril Hopkins was electrocuted Monday night. Mrs. Hopkins was giving the child a bath and had placed him on a drain board. The baby's wet skin came in contact with a metal section of a radio which was in operation at the time.



Mainly About Manhattan. . . !

• • • Justin Miller, president of NAB, may have to answer a S64 question at the Radio Execs luncheon tomorrow. New York dailies are wondering just how far NAB will go toward enforcing the new Code. . . . Word comes from Paris that Frank Stanton, CBS prexy, is finding it tough to get away from radio and TV on his European jaunt. Stanton is being feted everywhere he goes by European radio and television execs. . . . Mrs. Anne Parenteau Norman, for eight years with Jimmie Fidler, has launched a thrice-weekly radio and TV column in the Hartford Times. (Incidentally, radio-TV news columns are on the upbeat throughout the nation, with some 350 daily papers carrying either daily or weekly features). . . . Hypnotists plan to petition FCC so that they may be permitted to appear on television. . . . "Murder and Mrs. Malone" may return to the air bankrolled by Kelvinator. . . . One of the masterminds behind the public relations campaign that unseated Frank Hague and elected John V. Kenny in Jersey City was our boy, Jack Banner. . . . Goody Ace has sold a five-a-week TV series, which he'll write, to CBS. It'll start in August with Philip Morris picking up the tab. . . . Geo. Wallach has resigned as program director for WNYC. . . . Henny Youngman sez those old Westerns on television at least prove one thing—that Tom Mix had the first Tony.

★ ★ ★ ★

• • • When Phil Spitalny moves into the Strand Theater on June 10th with his troupe of 42 femme artists, he doesn't figure to clear a dime on the engagement. Which is quite a switch from most bands who depend upon theaters to recoup their losses from hotel dates. Actually, Phil is using the date as a sort of television break-in or showcase. He's got two big sponsors heated up and he figures there's no better way to present his idea. Spitalny could've been on TV a long time ago had he been willing to accept a short-term pact, but he's holding out for a worthwhile deal.

★ ★ ★ ★

• • • AROUND TOWN: Arthur Simon, ex-RADIO DAILY scribe, who traded in his typewriter to become gen'l manager of WLIE, WPEW and WOV and later executive veepee of WKBW, has joined the staff of Gale, Inc., as head of the radio dep't and assistant to Moe Gale. (You've got yourself a good boy, Moe). . . . Tom Hudson back on the local radio scene again after spending 6 months in Texas with his two brothers, Dick and Harry (Tom, Dick & Harry?) with whom he operates the Hudson Transfer and Warehouse Co. He just finished the narration on an Atomic Bomb film for the government at Pathe. . . . Recommended: Al Bernie's quizzipy sessions on his Mutual airer, "Let's Play Games." . . . Eugene Lowell, who conducts the Choraliers on CBS, is Eugene Lowenthal, former partner of Lyn Murray. . . . Hugh James commentating for Telenews newsreel. . . . Claire Mann, the society slenderizer, has given up her East Side reducing salon to devote her full time to her WNBT series. . . . WHOM's Willie Bryant has recorded a flock of his famed blues for Apollo. . . . Lawrence Tibbett has wrapped up a weekly pop opera series and is shopping around for a TV sponsor. . . . A Shirley Booth starrer, "Hogan's Daughter," is being considered as the summer replacement for Ralph Edwards' "This Is Your Life." . . . Gregg Sherwood can't figure out howcum Artie Shaw ever became a bachelor of music.

★ ★ ★ ★

• • • On "The Fat Man" series last week, which was a baseball whodunit, the major sequence revolved around a scene which had the manager's wife seated in the press box with the baseball writers. Somebody oughta tip off the author that no woman, not even a femme sports writer, is permitted to occupy the press box in any ball park in the country.

C. E. Arney Secretary Of Ad Council Group

(Continued from Page 1)

tee are Ben Strouse, WWDC, Washington, chairman; Charles Barham, Jr., WCVH, Charlottesville, Va.; Kenneth Berkeley, WMAL, Washington; H. J. Brennan, WJAS, Pittsburgh, Pa.; Carl J. Burkland, CBS; John Elmer, WCBM, Baltimore; E. K. Jett, WMAR, Baltimore; Merle Jones, WCCO, Minneapolis; C. T. Lucy, WRVA, Richmond, Va.; James H. Neu, CBS; Gustav Margraf, NBC; and Herbert L. Pettey, WMGM, New York.

Fadiman In Legal Action Against Piano Quartette

Edwin Fadiman and Fadiman Associates, Ltd., a New York management corporation, has served legal papers upon Carnegie Hall, Inc., to restrain the concert hall's payment to members of the First Piano Quartet individually of any of the proceeds of the May 14th concert by the Quartet.

Statement by Attorney

L. Arnold Weissberger, counselor for Fadiman, told RADIO DAILY yesterday that the First Piano Quartet "is under contract and has been under contract for the past eight years with Fadiman Associates." The attorney explained that their contract is automatically renewed for an indefinite period provided a certain minimum income is provided by the management corp. "The Quartet's income has been far above that minimum," he added. He said similar action would be brought against any other contractor with the quartet except through Fadiman.

Harry M. Davis

Harry M. Davis, 38, science editor of "Newsweek" magazine, was drowned in the Gulf of Mexico on Monday night near Biloxi, Miss., when he failed to return to the surface following a dive from the steps of a pier. His body was recovered in four feet of water.

Davis was a science reporter and Sunday feature writer for the New York Times from 1935 to 1942. During the war he served in the Signal Corps. He joined "Newsweek" following his discharge from the service.

**REX
MARSHALL**

Announcing
"SUSPENSE"
"WHO SAID
THAT"
ON TV
SC 4-5700



NEW BUSINESS

WMAQ, Chicago: Armour & Co., through Foote, Cone & Belding, Inc., renewed four 30-minute periods of the "Town and Farm" program for 52 weeks. Renewals are for the Monday through Thursday segments and became effective May 2. Spot business reported by the station included Richards and Associates (film merchandise), live one-minute announcements on the "Early Bird" program for 13 weeks effective May 9; Belton Hearing Aid Co., through Presba, Fellers & Presba, one-minute announcements weekly on the "Early Bird" program for six weeks effective May 9; Chrysler Corp., Dodge division, through Schrauff & Ryan, Inc., four station breaks and four one-minute announcements weekly for four weeks effective June 6; Hudson Motor Car Co., through B.B.D. & O., three station breaks weekly for two weeks starting May 15; Allied Florists Association of Illinois, through Ruthless & Ryan, Inc., three station breaks weekly for 52 weeks effective May 10; Procter & Gamble Co., through Dancer-Fitzgerald-Sample, and Compton Advertising, five one-minute participation announcements weekly for 52 weeks effective May 9; "The Hometowns"; Peter Fox Printing Co., through H. W. Kastor Sons, two station breaks weekly for 13 weeks starting May 9; Best Foods, Inc. (Shinola), through Benson & Bowles, Inc., a one-minute announcement weekly for six weeks starting May 9.

Stork News

Cleveland, Ohio—WJMO's sportster, Paul Nakel, who doubles as the town's leading Polka Jockey, the father of a son, Michael Alan.

Columbia, S. C.—Sam Zurich, staff announcer at WIS Columbia, is the father of a daughter, Kathleen Elizabeth, born at Columbia Hospital on May 11.

★ **AGENCY NEWSCAST** ★

FOOTE, CONE & BELDING Ltd., London has been appointed to direct the advertising of J. Lucas Ltd., British designers and manufacturers of fuel and combustion equipment for jet engines.

RA - TEL REPRESENTATIVES, Inc. has added to its New York sales staff Thomas Hurley, formerly expeditor for H. E. Brassert, Steel Mill Consultants and prior to that with the market research division of Eastern Airlines. Hurley is a former Lieutenant Commander in the U. S. Navy.

JOSEPH C. LIEB has joined Geyer, Newell & Ganger, Inc., as an account executive, it was announced yesterday by H. W. Newell, executive vice president. Lieb was previously a vice-president with Kastor, Farrell, Chesley & Clifford, Inc. He was formerly an account executive with Batten, Barton, Durstine & Osborn. During the last war, Lieb served as a major in the U. S. Army, attached to the office of the Chief of Staff. He saw duty in the Far East.

ALFRED PAUL BERGER COMPANY, INC., has been named advertising agency for the Rek-o-Kut Company, Inc., Long Island City, manufacturers of recording machines. Sidney Rosendorf is account executive.

WPLH AND WPLH-FM, Huntington, W. Va., have engaged Transit Radio, Inc. as their national representative, effective immediately.

PAUL V. HANSON, formerly advertising director of Everywoman's Magazine, has joined Storecast Corporation of America as director of sales and advertising. Hanson was an associate of the late Paul Block, newspaper publisher, managing his Boston office for several years, and later filling an important post in Block's New York operation.

COUNCIL OF ADVERTISING AGENCY LIBRARIANS has elected the following officers to serve for one year: president, Rosalind Morrison, Doherty, Clifford & Shenfield, Inc.; vice-president, Katherine D. Frankenstein, Batten, Barton, Durstine & Osborn, Inc.; secretary, Vera Halloran, J. M. Mathes, Inc.

MRS. SYLVIA JAMES, of the public relations department of the Philadelphia Community Chest, was awarded first place and \$100 cash in the radio division of the 1949 Erma Proetz Award sponsored by the Women's Advertising Club of St. Louis. Two other awards of \$100 each were presented to: Elizabeth Eyerly, account executive of Botsford, Constantine and Gardner, New York, winner of the 1946 Award, who received first place in the copy division for a magazine campaign for Jantzen Foundations, and Jane Trahey, advertising manager of Nieman-Marcus, Dallas, first in art, for layout and photography on a Nieman-Marcus newspaper campaign. Miss Trahey, who won Honorable Mention in 1948, received it again this year for fashion copy written for a newspaper campaign.

JOHN T. WEST has joined the art department of Fred Gardner Company, Inc.

PROMOTION

Shirt Band Tieup

WMGM has distributed 100,000 shirt-band ads, printed in blue on pink, promoting three sports programs, to laundries in metropolitan New York. The bands plug pre-game "Warm-Up Time," sponsored by Truval Shirts, Chase National Bank, Piel's Beer and Buddy Lee Clothes; post-game "Sports Extra," presented by Fitch Shampoo, the New York World-Telegram, Kool cigarettes and Buddy Lee Clothes; and the recreation show, "Today's Baseball," sponsored by the World-Telegram and Nedick's, Inc.

Will Sponsor Baseball

Hartford — WONS has begun broadcasting all games of the Hartford Chiefs of the Eastern League Monday through Friday. Home contests as well as those on the road will be aired by the Hartford Mutual-Yankee outlet, according to Manager Robert L. Kennett. Jim Morris, head coach at Kingswood School, Hartford, will do the play by play. Sponsors are Bryant & Chapman Dairy and General Ice Cream Corporation, home games, with Hartford-Connecticut Trust Company footing bill for road games broadcast. WTHH, Hartford, ABC station, will carry Chiefs' games on Saturdays and Sundays.

IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1 1/2 acres—500 yds. from Stamford Yacht Club—1 1/2 acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. Must be sold by June 15th.

\$60,000 VALUE—ONLY \$12,500 NOW

Beach privileges. More information.

Call Plaza 7-4370 or Stamford 3-7119

Sold..

A hatchery using early morning (6:30) announcements on KEX sold 41,800 chicks in seven weeks! Orders came from Oregon, Washington, California, and Nevada, proving the pulling power of KEX's persuasive voice—and underlining once more that terrific 50,000-watt KEX coverage of the great Pacific Northwest.

To hatch bigger sales for your product in this rich market, check with Eldon Campbell at KEX, or with Free & Peters.

PORTLAND, ORE. 50,000 WATTS ABC AFFILIATE

KEX

WESTINGHOUSE RADIO STATIONS Inc
 KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
 National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

SOUTHWEST

J. M. BISHOP, WOAI, San Antonio account executive, reports for two weeks on active duty in the U.S. Air Force Reserve. Assigned to Public Information Office, Headquarters Flying Division, Air Training Command, Randolph Field, San Antonio. Bishop served five years in the Air Force during the last war, joining the staff of WOAI following his discharge in Aug., 1946.

The FCC has approved the request of Leonard R. Lyon of Big Spring for a new standard broadcast outlet to be built there at to operate full time on 1400 kilocycles with a power of 100 watts.

Jerry Sperling, formerly on the staff of KFRO, Longview on special events and sports, has joined the staff of KACB, Alexandria, La., as production director and master of ceremonies.

The Rev. James W. McClain, who was radio's Dr. I. Q. for six years will resume that role in a special fund raising program by the Saint Matthew's Cathedral Woman's Auxiliary on May 20 at the McFarlin Auditorium in Dallas. The Rev. McClain is now being heard over WFAA and the Texas Quality Network as emcee of "Mrs. Tucker's Smile Program." Ivan Wayne, tenor also on the same program and WFAA will also participate in the Church program.

Request has been made by KLIF, Dallas to the FCC for increase in power, change in dial setting and to go from daytime operation only to full time operation. KLIF operates with 100 watts on 1190 kilocycles daytimes and would operate on 1480 kilocycles with 10,000 watts day and 1000 watts night.

Starting the vacation season a bit early were Bob Thompson, program director for KTSA, San Antonio and Mildred Winnemeyer of the KTSA accounting department.

KRGV, Weslaco, has been granted a power increase by the FCC. Output will shift from 1000 watts to 5000 watts on 1290 kilocycles.

The FCC has approved the assignment of KSTB, Breckenridge from Robert W. Chapman and Manning L. Trammell operating as the Stephens County Broadcasting Co., to a new corporation of the same name with Trammell as president with 40 per cent interest; Chapman is secretary-treasurer with 40 per cent and Augusta J. Trammell and M. Elizabeth Chapman each have 10 per cent interest in the corporation.

School Concert On WQXR

WQXR will broadcast the semi-annual concert of the High School of Music and Art, featuring original works by two members of the senior class, May 21, 10:05-11 p.m.

The station's music director, Abram Chasins, will interview the two young composers, 17-year-old Frederick R. Schick and 16-year-old Coleridge-Taylor Perkinson.

NBC-Schwerin TV Project In Test Of 13,000 Viewers

(Continued from Page 1)

necessary; how do audiences react to the TV version of 'Quiz Kids' compared to the AM version; which types of questions are the more popular; how should the commercials be handled; which groups (by age, sex, income, education) like which portions of the program best, and which least?"

Deal Most Unusual

Unique deal for recording the show had Miles buying cable time from Cleveland to New York on closed circuit for the sole purpose of getting a kinescope film to be tested by Schwerin and NBC. New

York tests are expected to be completed within two weeks with detailed results on entire project expected by June 15.

Research questions hoped to be answered by the test include: "How large a sample is needed to get reliable results; how frequently should reactions be checked during a program; what new audience characteristics, in addition to those that turn up in radio testing, affect liking for television programs; what differences in reaction occur between a test in the studio and one in the home?"

Effect Of Warm Weather Noted In Latest Hooper

(Continued from Page 1)

of 22.3, followed by Walter Winchell with 21.9 and Jack Benny with 19.1. A sidelight on changes in the "First Fifteen" is that Louella Parsons moved up from 54th position in the previous report to 8th place, improving her rating from 8.7 to 14.0.

Here is the "First Fifteen" list, starting with fourth place:

(4) My Friend Irma 18.2; (5) Arthur Godfrey's Talent Scouts 17.9; (6) Fibber McGee & Molly 15.3; (7) People Are Funny 14.4; (8) Louella Parsons 14.0; (9) Dennis Day 13.5; (10) Bob Hope 13.5; (11) Suspense 12.9; (12) Crime Photographer 12.5; (13) Your Hit Parade 12.5; (14) Bob Hawk 12.1; (15) Stop the Music 11.7.

CBS has seven programs on the list, NBC five and ABC three.

ABC Airs Clay

Gen. Lucius D. Clay, retiring military governor of Germany who arrived by plane in Washington yesterday, was heard in a special half-hour broadcast last night over ABC network at 10 p.m., EDT. Gen. Clay delivered "A Report to the People."

New Morley Book Out

"The Power in the People" is the title of the new book written by Sunoco 3-Star Extra (NBC 6:45 p.m. EDT) Foreign Affairs Editor Felix Morley. Morley's latest literary effort brings to the American scene a unified study of the sources of our political ideas, the manner of their development, the circumstances which governed their evolution and the hard basic core of our culture which has led us, thru mistakes and failures from the time of our colonial history to our present responsibilities of the greatest power of the modern world.

WHOL Exec Joins SESAC

Rod Schoenlank, commercial manager of WHOL, Allentown, Pa., has left that post and has joined the transcription sales staff of SESAC in New York.

WNEW, Starting May 21, To Call Sun. 'Song Day'

WNEW has revised its Sunday afternoon programming schedule to conform to the theme that "Sunday is Song Day" and to surveys showing that "recordings highlighting bands have been losing popularity with radio listeners while discs starring vocalists have been gaining in audience," it was announced yesterday by Ted Cott, WNEW's program director.

One of the new features to start this coming Sunday, 2 P. M., will be the "Disc Jockey Jury," featuring a combined panel of the station's six top record spinners: Martin Bloch, Bert Wayne, Rayburn and Finch, Jerry Marshall and Art Ford. Bloch will select the overall top tune of the week while the others will pick top vocals in various categories.

New CBS Comedy Series To Take Helen Hayes Spot

"Young Love," a new comedy series starring Janet Waldo and Jimmy Lydon, will make its debut over the CBS network, Sunday, June 5, 9:00-9:30 p.m., EDT. A CBS package, the program will go into the spot vacated by Electric Companies Advertising Program, "Helen Hayes," for eight weeks through July 24.

On Sunday, July 31 and continuing for ten weeks, the Electric Companies will return to the air with a new summer series, "Meet Corliss Archer." The Electric Theater with Helen Hayes will return to the air in early fall.

Youth Program ETs Offered

The Record-Loan Library of the College of Home Economics at Cornell University, Ithaca, N. Y., is distributing recordings of a youth program, "How Shall I Choose My Mate?" recently broadcast by WHLLI, Hempstead, N. Y., to Parent-Teacher Associations, Family Life Study Groups and other organizations throughout the state affiliated with Cornell's extension service to stimulate discussion within local groups.

COAST-TO-COAST

Vacation Contest On WPDQ

Jacksonville, Fla.—Listeners WPDQ have been invited to enter a \$2500 vacation contest. All that is required of an entrant is to stay tuned to the station and complete in fifty words or less, "One of my favorite WPDQ programs is—because—". Winners will be announced July 11th.

KSL Has Promotion Tie-In

Salt Lake City, Utah—KSL arranged a public relations tie-in with the Deseret News, daily Salt Lake newspaper, in an effort to increase interest in a series of public service broadcasts currently featuring the University of Utah music department. The paper runs three stories and two pictures on each broadcast. The program sked, guest artists time and KSL are given prominence play on three separate days prior to each week's program. In return program is announced "KSL at the Deseret News present the University of Utah concert series."

KYW's Wayne Recording

Philadelphia, Pa.—Stuart Wayne disc emcee on KYW's "Music Clock" and "Tunes for Tiny Toes" programs made his first record in Mayfair scheduled for release in the near future. Billed as "Uncle Stu" on the records, Wayne will make a series of sides incorporating features of his kiddie program and is preparing a wide-spread publicity promotion campaign to support the venture.

WPTR Salutes "American" Day

Albany, N. Y.—In co-operation with the Albany Times Union WPTR featured officials of the I.A.A. An American Day program held recently on the station's "Luncheon at the Empire Room" program. Fred I. Archibald, publisher of the Times Union; George Williams, editor, and Walt Mourdant, feature writer of the paper, were among the guests. H. W. Maschmeier, station's program director, acted as moderator.

KLZ Program Commended

Denver, Colo.—KLZ was afforded recognition for "accuracy in reporting" recently when the Colorado State Legislature passed resolution H.J.R. No. 13, expressing appreciation for the program, "State Problems," which was carried weekly over KLZ and featured discussions by state representatives on problems facing the 37th General Assembly.

New Music Series For KTRE

Lufkin, Texas—The title of a new series of broadcasts presented over KTRE is "Emotions in Music" featuring Buddy Ryland's orchestra from the Stephen F. Austin State Teacher's college in Nacagdoch, Texas. The programs are heard Tuesday nights from 9:30 to 10:30 p.m.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

TBA, NAB SEEKING TV LEADERSHIP

TELE TOPICS

IF YOU ARE FOND of Morton Downey's singing and enjoy seeing close-ups of his face, you may like his three-a-week hit on the "Mohawk Showroom" over NBC, because that's all there is on the new. Downey sits at a piano and sings, whistles, mugs occasionally and his informal, intimate-type chatter gives the impression that the guy has a world of confidence in himself. ("I'm glad you liked it," he said as he finished a number Sunday night.) He also delivers hefty plugs for Coca-Cola. . . . For those who are aficionados of the Downey personality, the program is rather dull. There is almost no movement, and Monday night at least, was badly paced with only one bright spot during the quarter-hour. Like many other shows of this type, it would make a pleasant radio program. Music is by the Carmen Mastren trio. . . . Live commercials for Mohawk carpets are well-handled. Charlie Stark is subbing this week for the ailing Bob Stanton. Roger Pryor produces and Clark Jones directs. Agency is George R. Nelson Co., of Connecticut.

PHILIP MORRIS will sponsor a five-minute comedy strip written by Goodman on CBS, 7:55 p.m., beginning in early August. . . . At the Ascap luncheon for agency execs yesterday, Roger Pryor found himself on both sides of the fence. He is invited to the meeting as tele director of Foote, Cone & Belding, and he also is a member of Ascap. . . . Lever Brothers of General Mills are the first advertisers to subscribe to TV-network Hooperatings which will be published for the first time on June 23. . . . Kyle MacDonnell will undergo a minor operation today at University Hospital. She'll be there for the rest of the week and Earl Wrightson will sit alone on their Sunday NBC show. . . . Bell Television is installing 100 15-inch receivers in 25 Grand Union supermarkets throughout the city for the ABC timer "Market Melodies," which bows May 24.

BOTH ADMIRAL AND RCA VICTOR are reportedly bidding for TV rights in Notre Dame football games this fall. . . . The Ballet Theater makes its first appearance Sunday, over NBC, 9 p.m., singing "La Fille Mal Gardée" and "Pas Quatre." Dimitri Romanoff will stage production, Garry Simpson will direct and Max Goberman will conduct the NBC orchestra. . . . Lucky Strike still undecided about a replacement for "Your Show Me." They will retain the time slot on NBC, but may take an eight-week hiatus. . . . Quarterly all-day forums are planned by NTFCA, with the first tentatively scheduled for June 30, which will mark the organization's first anniversary. Burt Balaban, of Paramount, will head committees for arrangements for the sessions.

TV Zooms Sales; Gets Store's Total Budget

A TV payoff to the tune of a 100 per cent increase in business has caused Joseph Rudnick, president of Sunset Appliance Stores, Inc., to allot the entire advertising budget for the firm—believed to be in excess of \$3,000 a week—to sports shows on WPIX.

Firm has signed with the News outlet for sponsorship of Thursday night boxing from Queensboro Arena, Tuesday night wrestling from Coney Island Velodrome, and weekend editions of "Sport of Call" a studio program with Guy Lebow preceding N. Y. Giants baseball pickups.

Sunset began in video with bank-rolling of N. Y. Rovers hockey games over WPIX in November, 1948. This boosted sales of the retail store to \$17,500 weekly. At the end of the hockey season, Sunset picked up the tab for wrestling matches from Eastern Parkway Arena and gross sales jumped to the present high of \$35,000 a week.

Rudnick said that 90 per cent of the store's business lies in receivers and servicing. His firm sells also refrigerators and other appliances.

Gillette Will Sponsor Jersey Race Over ABC

Running of the Jersey Stakes Race May 28 in Garden State Park, Camden, N. J. will be aired simultaneously on the ABC AM and TV webs under sponsorship of Gillette Safety Razor Co., J. P. Spang, Jr., president of Gillette, announced.

BMI Steps Up Tele Activity Prior To Ascap Deadline

As negotiations between Ascap and the networks continued, with the week's second meeting scheduled for 11 a. m. today, BMI stepped up its service to TV stations in preparation for the expected elimination of Ascap music from the air on June 1.

Execs who attended the first meeting with Ascap on Monday reported that nothing conclusive was decided. Yesterday the Society was host at a luncheon in the Barberrry Room to tele execs of leading agencies.

This week BMI shipped to all tele outlets 727 items of music, weighing 123 pounds, as a starter, including professional copies, regu-

Full-Time Aide

The new television committee of the Motion Picture Assn. of America yesterday unanimously approved a continuing study of video as it affects the film industry and authorized a paid aide to Edward T. Cheyfitz, committee secretary, who will devote his entire time to the group's tele-activities.

DuM Program Sked Revise Due In 2 Wks.

Complete revision of the DuMont program schedule was announced yesterday. Planned by program director James Caddigan and manager of program planning Larry Menkin, new lineup includes:

(1) Three new shows now in rehearsal to debut within two weeks—"Magic Cottage," starring Pat Meikle; "Lady Luck Or The Tiger," and "Captain Video."

(2) Eight new programs written, cast and given preliminary run-throughs. These will be showcased, one a week, starting next month.

(3) Fifty new shows, representing all types, planned, scripted and under consideration by the web's program board.

(4) Revamping of stanzas now on the air.

"Magic Cottage" will be an across-the-board children's stanza. "Lady Luck" is an audience participation show with studio audience competing against home viewers. "Capt. Video" will be a Monday-through-Friday children's serial.

Each Organization Plans Full-Time Video Official

(Continued from Page 1)

as possible choices for the full time presidency of TBA. One is Wayne Coy, chairman of the FCC; another is Jack Poppele, WOR-Mutual executive and current president of TBA while the third is Ralph Austrian, television consultant and former executive of RKO and RCA. Coy is not expected to make a decision until his return from Europe next month and the move to draft Poppele for the post is gaining momentum. Austrian is reported to have a number of friends among the TBA membership who are supporting his candidacy.

A. D. Willard, Jr., executive vice president of NAB, is reported slated to head up the TV department of the organization as director. The board has voted \$25,000 a year as a salary budget for this post. Charles Batson, former director of press for NAB, is also active in the organization's television planning.

TBA, according to reports, has around 35 TV broadcasters on their list of membership. NAB, on the other hand, lists most of the 62 TV stations as members as many of them are owned by AM operators who have been members of NAB for sometime.

In New York TV circles yesterday it was the consensus of opinion that TBA would strengthen its position as an organization representing the networks and manufacturers and that NAB would probably gain its membership from the television stations.

4 Named CBS Directors, Six Associates Added

Appointment of four new directors to the CBS-TV program staff was announced yesterday. They are Herbert Sussan and John Wray, promoted from associate director; Alan Dinchart, Jr., formerly production supervisor, and Ralph Nelson, actor and writer.

Six associate directors also were appointed. They are: Theodore Fetter, Peter Lawrence, William Patterson, Alice Smart, Saunders Thomas and Matt Harlib.

Van Ells Gets WLW-D Post

Dayton—Neal Van Ells has been appointed chief announcer of WLW-D, it was announced by Don Faust, program director of the Crosley station. Van Ells previously was with WBOV, Terre Haute, and WIRE, Indianapolis.

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THE
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Michigan's Greatest Advertising Medium

Call or write
your nearest
PETRY office

WJR

CBS
50,000 WATTS

FREE SPEECH MIKE



THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

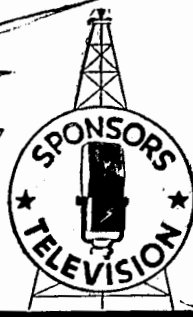
FRANK E. MULLEN
President

HARRY WISNER
Asst. to the Pres.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 35

NEW YORK, THURSDAY, MAY 19, 1949

TEN CENTS

FCC OK'S 8 NEW STATIONS IN BUSY DAY

\$60,000,000 Loan Arranged By RCA

Completion of arrangements whereby Radio Corporation of America can borrow \$60,000,000 through Lehman Brothers from investment institutions, was announced yesterday by Brig. General David Sarnoff, chairman of the board of RCA.

It was stated that the corporation has drawn down \$40,000,000 of the principal amount provided by the loan agreement, and will borrow the remaining \$20,000,000 before December 29, 1950. The promissory notes, which will bear interest at

(Continued on Page 4)

AFRA Plans 'Giveaways' As Feature Of Ball

Not to be outdone by the giveaway shows on the networks, AFRA is planning "a super colossal collection of prizes" as one of the attractions of their annual ball which will be held at the Astor Hotel on Friday night, Elizabeth Morgan, chairman of the AFRA ball committee announced yesterday.

List of prizes to be awarded include two round trip tickets to Bermuda via Pan American airways,

(Continued on Page 6)

ABC Leases Theater; Now Has Four Houses

ABC has increased its use of theaters in New York City for radio and TV to a total of four with the signing yesterday of a five-year lease, effective June 1, with Edin Films, Inc., for the Elysee Theater, 202 West 58th street.

The 704-seat Elysee Theater will

(Continued on Page 6)

Award

Milwaukee — WISN's "Your Question. Please." a panel discussion of teen-age problems by teen-agers, has been given the 1948-1949 "First Award" by the Milwaukee County Radio Council as the outstanding "locally produced teen-age radio program which best meets the needs of teen-agers." Dr. Ella Callista Clark is the Council president.

Preview

Mutual will give listeners a preview of the planning for the Four Power Conference in Paris with a hook-up linking Paris, Washington and New York Friday night. The program is scheduled for 8:30 p.m., EDT., with correspondents in the three cities participating.

Yankee Web Strike Settled In Boston

Settlement of the Yankee Network strike of radio engineers on six of the regional network stations was announced yesterday by network and IBEW officials in Boston. Eighty engineers who have been on strike the past two weeks resumed their normal working schedules last night.

Under terms of the settlement it is said that the Yankee web will not put in effect the proposed 20 per cent wage cut at some of the stations.

355 Sponsors Using Transit Radio Service

Transit Radio advertising is being used by 355 sponsors, it is announced by Frank E. Pellegrin, vice-president of Transit Radio, Inc., Chicago. The figure is from a compilation as of May 1, and represents an increase of 145 sponsors since February, Pellegrin said. The list includes national, regional and local sponsors buying Transit Radio time on the 10 stations now in commercial.

(Continued on Page 2)

Radio Com. Shortcomings Emphasized By Schwerin

Chicago—Television is the best thing that has happened to radio in 25 years because it will speed up the elimination of 90 per cent waste in radio commercials and 50 per cent waste in radio programming, Horace Schwerin, New York researcher, told the Chicago Radio Management Club yesterday.

In presenting the findings by the Schwerin Research Corp. from more than 1,800 tests of radio commer-

Hofheinz, Hooper Get 2nd In 48 Hours; Pittsburgh Request Turned Down; KTRH Application Rejected

NBC And CBS Benefit In New Garden Deal

There will be no sharing of radio and TV rights by NBC and CBS to boxing bouts staged in Madison Square Garden, but both networks will benefit by the Garden's purchase of the Tournament of Champions, it was learned yesterday from a source close to the Garden. NBC will get rights to all bouts staged in the Garden but it will not necessarily be entitled to outdoor fights and those promoted by

(Continued on Page 7)

Rogers Show Renewed By Quaker Co. On MBS

Chicago—The Quaker Oats Co., Chicago, has renewed its sponsorship of "The Roy Rogers Show" over the Mutual network for the fifth consecutive year, it is announced by Ade Hult, Mutual vice-president;

(Continued on Page 2)

ABC Artists Salaries Revealed In SEC Report

Mark Woods, president of ABC, drew an even \$75,000 last year, according to reports filed with the SEC yesterday, but his earnings fell

(Continued on Page 5)

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday approved new stations for the East Liverpool Broadcasting Company, East Liverpool, O., on the 1490 band with 250 watts unlimited; for Cecil W. Roberts, Nevada, Mo., on the 1240 band with 250 watts unlimited, and for the following daytime-only operations:

(Continued on Page 6)

'Town Meeting' Tour Of World Capitals Set

American democratic principles and "way-of-life" will be promoted by American radio when ABC's "Town Meeting" makes its 65-day world tour of 12 national capitals and the Hawaiian Islands, beginning June 26, it was announced, by George V. Denny, Jr., president of Town Hall, Inc.

Twenty-five persons representing 23 national organizations in the

(Continued on Page 4)

Public Service Programs To Deal With Pollution

Two drama-documentaries of NBC's "Living-1949" series, will deal with "Our Polluted Air," and "Our Polluted Waters." They will be presented on successive Sundays, May 22 and 29 at 10:05 p.m. EDT;

(Continued on Page 4)

Ballyhoo

When vaudevillian comes back to the RKO Palace Theater after his 14-year retirement today, WOR reporter John Wingate will be on hand to record the first show at midday for rebroadcast that evening on Lyle Van's 6 p.m. "News On The Human Side" program. Wingate will record impressions of many oldtimers who will be guests of honor.

(Continued on Page 6)



Vol. 47, No. 35 Thurs., May 19, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Stan. Manager 6425 Hollywood Blvd. Phone: Gladstone 8436 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonege Rd. Phone: Wisconsin 3271 CHICAGO BUREAU Nat Green Suite 905 139 No. Clark St. Phone: State 2-2332

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FINANCIAL

(May 18)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Rogers Show Renewed By Quaker Co. On MBS

(Continued from Page 1) the half-hour Sunday western mystery series is heard over the full Mutual network, and will be broadcast throughout the summer, it was stated by the agency, Sherman & Marquette, Inc.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 850 W. 4th Street, New York 14, N. Y.

★ COMING AND GOING ★

JOHN E. FETZER, owner and president of WKZO, Kalamazoo, and WJEF, Grand Rapids, Mich., was welcomed yesterday at the New York headquarters of the Columbia network, with which both of the Fetzer stations are affiliated.

FRANK CONNOLLY, of the NBC engineering department, left yesterday for Hollywood, where he will supervise construction and installation of audio equipment in four audience studios.

KENYON BROWN, general manager of KWFT, Columbia network outlet in Wichita Falls, Tex., has returned to the station following a few days in New York.

LYNN L. MEYER, vice-president of the Inter-mountain Network in charge of sales, will arrive from Salt Lake City this week-end for huddles with the web's New York reps. He'll remain until June 2.

SAM H. BENNETT, vice-president of KMBC, Kansas City, in charge of sales, has arrived from Missouri for conferences with his national reps. He plans to leave on Saturday.

ANNIE ROBINEAU, 20-year-old French girl chosen by the American Legion as "Miss Poppy of 1949," will arrive in New York by plane next Wednesday, with several radio and video appearances scheduled. She will be heard tonight by transcription from Cannes, France, speaking on Maurice Chevalier's "This Is Paris" over the Mutual network.

DENNIS JAMES on Saturday will pilot his new cabin cruiser to the Larchmont Shore Club to guest star at a dinner and benefit auction being staged by the National Cerebral Palsy Foundation.

JANE PICKENS, vocalist whose programs are heard Sundays on NBC, left yesterday for Toronto, where today she will be heard in concert with the Promenade Symphony Orchestra. Then she'll leave by plane for Pittsburgh to sing at the 75th Anniversary Celebration of that city's Chamber of Commerce Saturday evening.

WILLIAM McBRIDE, general manager of WDBO, Orlando, Fla., a CBS outlet, is in town on station and network business.

JOHN GUEDEL, Hollywood producer, is visiting in Gotham.

AUSTIN HARRISON, general manager of KSWM, Joplin, Mo., paid a call yesterday at the offices of CBS.

PAUL RAYMER, station rep., now on a short trip, is expected back in a couple of days.

GEORGE W. BOLLING, head of the station-rep organization bearing his name, has returned from an extended fishing trip at Turtle Lake, in Canada.

PAUL E. MILLS, sales manager of WOWO, Ft. Wayne, Ind., conferred this week at the New York offices of his national reps. He'll leave for home tomorrow.

VIC SEYDEL, director of the "Fishing and Hunting Club" on Mutual, is back on the job after having been absent as a result of illness.

HERB LANDON has left for Molehill, West Va., to set up a new stunt for the "County Fair" program.

SYDNEY YALLEN, advertising director of KFWB, Hollywood, Calif., is spending a week in New York.

JAMES ALLEN is here from KSD-TV, St. Louis. He plans to remain about a week and a half.

355 Sponsors Using Transit Radio Service

(Continued from Page 1)

cial operation in St. Louis, Washington, D. C.; Cincinnati, Houston, Tacoma, Des Moines, Huntington, W. Va.; Topeka, Kan.; Wilkes-Barre, Pa., and Bradbury Heights, Md. New Transit Radio outlets will be commercially operating soon in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo., and Baltimore, Md. Pellegrin states that negotiations for franchises also are under way in many other cities.

WEVD advertisement featuring a microphone and text: 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN. 3 RESPONSIVE AUDIENCES. 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD. WEVD 117-119 W. 46 St. HENRY GREENFIELD, Mg. Director N.Y. 19

New England Outlets Get Peabody Awards

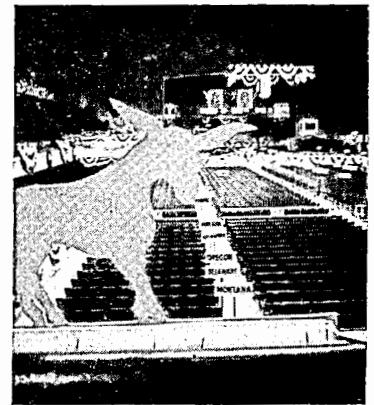
Boston—The Massachusetts Committee, George Foster Peabody Awards for Radio, presented nine stations in this state with citations for "outstanding meritorious public service through locally originating broadcasts," at last night's annual award dinner at the Hotel Statler. Chairman Dorothy Kraus presented the following citations: WNAC for "The Yankee Network Institute"; WLAW, Lawrence, for "This Week in the State House."

Community Forum

WSPR, Springfield, for "The WSPR Community Forum"; WCOP for "The Monitor Views the News" and WBZ-WBZA for the special broadcast of six programs, "Berlin Journal"; WBZ-WBZA for carrying the NBC program "Dress Rehearsal"; WBMS for the "Elsie Sears' Music Gallery"; WNAC for carrying the special program "Great Scenes from Great Plays"; WHDH for "Success Story"; WBZ-WBZA for "Classroom Concert".

WBZ-WBZA for "The Chimney Corner"; WCOP for "The Children's Songbag"; WRUL for "Caravan Diary," and WTAG, Worcester, for "Town to Town." Honorable mention was made of the program "Report to Boston" on WCCP and the all over news coverage of that station.

"Ladies and Gentlemen.."



Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. It takes audience to give meaning to any message.

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.

W.I.T.H. AM Baltimore, Md. FM Tom Tinsley, President • Represented by Headley-Reed

BMI

BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

AM

FM

TV

S I N C E 1 9 4 0

\$60,000,000 Loan Arranged By RCA

(Continued from Page 1)

the rate of 3 per cent per annum, will mature May 1, 1974. Upon issuance, they will be the only long term debt of the corporation.

Proceeds will be used to prepay term bank loans maturing 1951 through 1956, which are outstanding in the amount of \$40,000,000. It is contemplated that the balance, when borrowed, will be added to the working capital and be used for general corporate purposes in financing the corporation's expanded business.

Under terms of the loan, according to financial circles, there is no sinking fund payment until the end of the 21st year—then the loan will be paid off at the rate of 20 per cent per annum which retires the entire obligation in equal installments by the end of the 25th year.

The dividend covenant in the loan agreement carries no restriction on dividend payments on the present preferred stock, and permits the disbursement of all net income earned after December 31, 1948 plus \$15,000,000 of previously accumulated earnings and plus the cash proceeds from capital stock. The transaction in repaying all shorter term bank indebtedness places the entire capital structure on a basis consistent with the Corporation's long-range expansion program. By procuring long-term funds in important amount without disturbing the stock capitalization, the Corporation has met its problem of capital needs without diluting the stockholders' ownership.

Public Service Programs To Deal With Pollution

(Continued from Page 1)

first program will deal with poisoned air in congested cities and the second will report on the abuse of U. S. rivers and streams. Scripts are by Lou Hazam. Wade Arnold is supervisor and Jack Kuney directs. Ben Grauer will narrate both programs.

New ABC Show Bows Sunday

"The Eye," a new Saturday half-hour detective series, written by Peter Barry and directed by Clark Andrews, will be premed over the ABC network, May 21, 7:30 p.m., EDT.

GET AWAY FROM IT ALL!

FOR SALE—Beautiful 45 foot—2 cabin power cruiser, just painted and in sail-away condition—sleeps six—2 toilets—dual controls to flying bridge—open cockpit—terrific sacrifice. First \$4,000 takes it. Call Lister, LO. 4-1367.



Windy City Wordage. . . !

● ● ● Chicago will be included in a cross-country tour being planned by Adolphe Menjou and his wife, Verree Teasdale, to plug his new Mr. and Mrs. program, "Meet the Menjous." . . . Burton Holmes, veteran travel lecturer, is readying a TV show. . . .

Chicago On the production list of Jackie and Eddie Hubbard are a new radio show, a new television show, and an heir—the latter expected in September. Jackie is the former Mercury Records production gal, and Eddie is a favorite Windy City disc jockey. . . . Four broadcasts of the Indianapolis Speedway classic on Memorial Day will be broadcast over WGN, and in addition the speed trials on May 21 and 28 will be aired on WGN-Mutual by Gene Kelly on his "Sports Parade." . . . Craig Claiborne, ABC's TV publicity co-ordinator, is off for a two-week cruise to the Virgin Islands.

☆ ☆ ☆ ☆

● ● ● Ulmer Turner, WBKB news editor, had a disconcerting experience a few days ago. Driving into Chicago after an inspection tour of his new North Shore property, Turner met the community fire engine speeding to a fire. The firemen waved at Ulmer and he waved back, in a jovial mood. But when he pulled up in front of his apartment building he found the fire engine there putting out a blaze—in Turner's short-wave laboratory.

☆ ☆ ☆ ☆

● ● ● Tom Moore, emcee of the "Ladies Be Seated" TV program, has lost 20 pounds since he's been practicing up on his water-skiing technique on Lake Michigan. . . . Faculty members of the NBC-Northwestern University Summer Radio Institute will hold their first meeting June 3 at the Merchants and Manufacturers Club. . . . H. Leslie Atlas, CBS central division vice-president and general manager of WBBM, has a new secretary, Arleen Johnson, formerly of the Veterans Administration. . . . And WBBM farm director Harry Campbell's new sec is Mrs. June Smith. . . . Osgood (Ozzie) Westley, WLS music director, has been appointed to the faculty of Central YMCA's educational department. . . . "Singing Story Time," new WGN program for three to nine-year-old children, made its bow Monday, with Vicki Stevens as storyteller, pianist and singer. . . . Toni's first TV venture, "That Wonderful Man," which debuts June 2, will be aired over WBKB.

☆ ☆ ☆ ☆

● ● ● Reminiscing about celebrities they have interviewed in their long radio career, Eddie and Fannie Cavanaugh, who started their first television show, "Window Shopping," on WBKB this week, recalled Martha Raye, who went before their mike at the age of six and had to stand on a chair, and Bing Crosby, who was interviewed by them "when he had a full head of hair."

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● ● ● Don E. Kelley, WBBM publicity director, and announcers Art Mercier and George Watson, along with producer Bev Dean, Ed Wojtal chief sound man at WBBM, and Jim Mitchell, editor of Outdoorsman magazine, expect to come back loaded—with fish, this week-end, from Chain O'Lakes, Wisconsin. . . . The Honey Dreamers will headline the "Grennan Dessert Party," which debuts on WENR-TV today (19) under sponsorship of the bakers of Grennan cakes. Greg Garrison will produce and direct. . . . Bonnie Pritchett, 21-year-old WGN receptionist, made her television debut last week, portraying a 50-year-old woman on WGN's "Chicagoland Mystery Players," and did a commendable job of it. Bonnie broke into the radio dramatic field three months ago as a sinister villainess in WGN-Mutual's "Captain Midnight."

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'Town Meeting' Tour Of World Capitals Set

(Continued from Page 1)

fields of labor, education, management, agriculture, etc., have accepted invitations to accompany at their own individual expense the "Town Meeting" group in the round-the-world-tour. Additional organizations are expected to send representatives to take part in the Town Hall panels in foreign countries.

Radio's drawing power was credited by Town Hall officials for the contributions mailed in by 10,000 listeners during the past six broadcasts of "America's Town Meeting" in response to 30-second plugs announcing the world-tour plans. During the period, contributions from the radio audience alone totalled \$28,000, it was announced by Dr. Thurston J. Davies, executive assistant to Denny. The total budget for the tour will range between \$54,000 to \$60,000. Transcribed spots to plug the world tour, made by nine prominent persons, including stars of stage, radio and screen, are being sent currently to the 266 stations affiliated with ABC.

Will Advance Tour

Town Hall program director Elizabeth S. Colclough and business manager William R. Traum will leave about May 28 in order to make advance arrangements for the town meetings in the countries to be toured. Foreign radio networks have indicated interest in picking up the town meetings for broadcast in their own countries. ABC will broadcast the meetings at the regular Town Hall periods in this country, Tuesdays, 8:30-8:30 p.m., EDT, via recordings. The tour is expected to supply sufficient broadcasts for thirteen weeks.

In explaining the language difficulties to be worked out by the touring group, Denny told RADIO DAILY that the IBM simultaneous translation equipment, like that used by the UN, would be utilized whenever possible. Where facilities would not be available, "consecutive" translations would be made. A successful test of the IBM system was made by Town Hall on May 9. Town Hall will have to cope with nine different languages in the course of its tour.

Two Americans and two prominent local citizens will sit on the panel in each world capital to be visited, it was explained. The two advance representatives of Town Hall will line up in each capital; two persons qualified to discuss the problems of that locality.

The itinerary includes: London, Paris, Berlin, Vienna, Rome, Istanbul-Ankara, Tel Aviv, Cairo, Karachi, New Delhi, Manila, Tokyo and Honolulu.

Stork News

Detroit—Bill Walbridge, general sales manager for WWJ, WWJ-FM, WWJ-TV, is the father of a boy Peter Frederick.

SOUTHWEST

ROUND table discussion on next year's Dallas Symphony Orchestra plans will be heard in a special broadcast over WFAA, Dallas, today. Participants include Walter Endl, the new Dallas Symphony Orchestra conductor; S. I. Munger, president of the Symphony Society; Mrs. J. F. Stuart Arthur, vice-president of the organization; Giovanni Cardelli, business manager; Lawrence S. Pollock, chairman of the finance committee, and John Benfield, amusement editor of the Dallas News.

J. R. Duncan, who will direct television programming when KOAT-TV, San Antonio, begins operation, was among the speakers at a meeting of 200 Zenith dealers held here at a Zenith Spring Showing of new models of AM, FM and Television receivers.

Lee Petrich is the new midnight dawn disc jockey being heard now over KONO, San Antonio. Petrich came here from Ft. Worth.

KBUD, Athens, has requested the FCC to change its frequency and increase its operating hours. Outlet now is heard on 1410 kilocycles with 50 watts day. It is seeking to switch to 1470 kilocycles and operate with 250 watts day and 100 watts night time.

"Uncle" Joe Allison, popular disc jockey and emcee heard over WMAC, San Antonio, will be emcee of a gigantic western show to be staged at the Municipal auditorium in San Antonio on May 18. On the stage will be Ernest Tubbs, Hank Williams, "Butter Ball" Paige, Jerry Ferricho and Ben Christian and his band.

Melvin Winters, musical director, made the special musical arrangements of "The Lass with the Delicate Air" for Louise Martell when the singer appeared recently on Arthur Godfrey's Talent Scouts broadcast over the CBS network. Miss Martell originally lived in San Antonio.

ABC Artists Salaries Revealed In SEC Report

(Continued from Page 1)

short of the salaries paid some of the top name talent on the network.

Top money for talent went to Don McNeill, emcee of the Breakfast Club. McNeill received \$180,229 from the show and another \$20,000 was paid to his wife, Katherine McNeill.

Whiteman Got \$145,316

Paul Whiteman, as musical director of ABC, drew \$145,316 on the network payroll, with Ted Malone credited with \$79,350, Allen Funt with \$78,627 and Peg Lynch, producer, with \$62,549.

"It's Your Life" Airs Sex Discussion By Kids

Chicago—Children will air their views on sex during the "It's Your Life" regular Sunday afternoon broadcast May 22 over WMAQ. The group of children, guided by a physician and a school teacher, will speak frankly about their problems, describe physical changes and explain their views on the subject of sex. Tape recorded broadcasts, produced by the Chicago Industrial Health Association and directed by Ben Park, is designed to show both parents and teachers the importance of intelligent sex education.

Substituting For Mother

Hollywood—Harriet Parsons, film producer and daughter of Hollywood columnist, Louella Parsons, will take over the microphone on ABC's Louella Parsons Show Sunday evenings at 9:15 p.m., EDT, beginning May 22, while her mother is in Europe for a three-week visit.

Louella Parsons, who flew to Paris following her ABC broadcast last Sunday, will attend the wedding of Aly Khan and Rita Hayworth on May 27. She also will visit other Hollywood celebrities now on the continent, recording interviews to be aired on her return to this country.

Radio-TV Manufacturer Buys Time On FM Outlet

(WABF, New York FM station, has increased the number of its sponsored programs of more than 3½ hours each airing to a total of four with the sale of the 6—9:30 p.m. period, Mondays, to the Lafayette Concord Co., radio and TV set manufacturer.

The other three long programs are: Columbia Records, 6 hours, Tuesday nights; Decca Records, 7 hours, Thursday nights; and Emerson Radio & Phonograph, jointly with Dynamic Electronics-N.Y., 6 hours, Wednesdays.

WPAT Plans News Series

Newman Wright, manager of the Washington, bureau of the Herald-News of Passaic, begins a series of exclusive WPAT broadcasts from the nation's capital this weekend based on news of personal and important interest to the people of North Jersey. Entitled "Wright From Washington," the series will start 12:00 noon Sunday (May 22) and be heard every Sunday thereafter.

Vote Football Fee

Brownwood, Texas—The Texas conference voted here at a meeting to charge a \$100 fee for football game broadcasts this fall. The conference also voted a \$50 fee for basketball games.

AGENCIES

"PERFECTION IN TELEVISION AT COMPETITIVE PRICES" is the theme of a new consumer and trade campaign inaugurated this week by Starrett Television Corp. Advertisements, which will break first in New York, will be repeated in other cities as dealers are appointed. A co-operative advertising program also is in the works.

ZENITH RADIO CORP. has named Jack Farren director of industrial relations.

JACK DAVIS has been appointed manager of the New York office of W. S. Grant Company, Inc., station representatives.

JAMES F. (JERRY) BAXTER, recently manager of Variety's Chicago office, and prior to that of assistant publicity manager of ABC's central division, has joined United Air Lines as publicity representative at the company's offices in Chicago. He will be in charge of magazine publicity.

Stork News

David S. Smith, ABC attorney, became the father of an 8 pound, 6 ounce baby boy, born at Doctor's Hospital on May 16. The Smiths have named their newborn David S. Smith, Jr.

IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1½ acres—500 yds. from Stamford Yacht Club—½ acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. Must be sold by June 15th.

\$60,000 VALUE—ONLY \$42,500 NOW

Beach privileges. More information.

Call PLaza 7-4870 or Stamford 3-7149

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA

(Lp) Microgroove Method

See How You Save!

- *Substantially Lower Cost Per Record
- *More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. ®

Trade Marks "Columbia" and ® Reg. U. S. Pat. Off. Marcas Registradas ® Trade Mark

Los Angeles:	New York:	Chicago:
8723 Alden Drive	799 Seventh Avenue	Wrigley Building
Bradshaw 2-5411	Circle 5-7300	410 North Michigan Ave.
		Whitehall 6000

Schwerin Stresses Commercials' Faults

(Continued from Page 1)

he used slides and graphs to illustrate the results of his tests. His research conclusions and the fact that recently-released figures show that only 44 per cent of the nation's population will own television sets by 1954 were given as the underlying factors for his optimism on radio's future.

"Most advertisers approach their commercials as though listeners had been born yesterday," he declared. "They lose sight of the fact that a 35-year-old individual has had 12,000,000 minutes of impressions made upon him in his lifetime before he was exposed to the sponsor's one-minute commercial. In order for that commercial to make an impression, it must take advantage of those 12,000,000 minutes and fit into the frame of reference they have created."

He cited several examples of how he believed commercials have failed to do their jobs. He pointed to:

The soap commercial which used scientific terms to describe the product. "Sixty per cent of the listeners didn't know what the words meant."

The drug product that emphasized its brand name. "Forty-five per cent of the listeners left the program thinking it was sponsored by a leading competitor."

The singing commercial built on a universally-known tune. "Ninety per cent of the listeners remembered the tune, only 5 per cent recalled the sponsor."

A commercial for children was remembered by only 10 per cent of them when it was presented by an announcer, but when the show's star made the pitch, 85 per cent remembered it.

A commercial which painted a "dull image," resulted in only 50 per cent of the total audience remembering it; when its approach was reversed, and a "bright image" created, an additional 17 per cent recalled it.

An idea on economy, when expressed in terms of how many pennies cheaper the item was, persisted in the memory of only 38 per cent of the audience; when it was changed to "what you can buy from the savings at the end of the year," 25 per cent more of the audience remembered it.

Perplexing

Station Manager James Murray of KQV isn't quite sure when his new daughter will celebrate her birthday. The little lady was born at 12:21 a.m. Daylight Saving Time on May 14th. However, since the State of Pennsylvania doesn't run its offices on D.S.T., her birth certificate is dated May 13th. In a few years the gal will have a good argument for two birthday celebrations a year.

Eight New Stations Okayed In Heavy Day At The FCC

(Continued from Page 1)

Peoples Broadcasting Company, Minneapolis, on the 980 band with 500 watts at estimated cost of \$53,850; Blake-Formby Broadcasting Company, Snyder, Texas, on the 1280 band with 500 watts at estimated cost of \$24,222; H. W. Greenhow Company, Hornell, N. Y., on the 1590 band with one kilowatt at estimated cost of \$14,459 exclusive of land and studio equipment; Chester County Broadcasting Co., Coatesville, Pa., on the 1420 band with one kilowatt at estimated cost of \$40,000, and the Wythe County Broadcasting Company, Wytheville, Va., on the 1280 band with one kilowatt at estimated cost of \$21,955.

The Commission reaffirmed an earlier decision to turn down the application of United Broadcasting Corporation, Pittsburgh, Pa., for a new station on the 1470 band with one kilowatt night and five kilowatts day.

Hofheinz; Hooper Favored

Roy Hofheinz and W. N. Hooper, owners of KTHH, Houston, and KSOX, Harlingen, Texas, and part-owners of WTNB, Birmingham, Ala., yesterday were slated by the FCC for their second new station in two days. On Tuesday the Commission announced a proposed decision approving their application for the 1540 band with 50 kilowatts daytime and 25 kilowatts night in New Orleans, and yesterday a proposed decision was issued granting them a new station in Dallas on the 740 band with 10 kilowatts day and five kilowatts night, with engineering conditions to be met.

At the same time the Commission proposed to turn down the application of KTRH, CBS outlet in Houston, to extend its daytime coverage on the 740 band, where it now operates with 50 kilowatts unlimited with directional antenna. Also rejected was the interference complaint of KSEO, Durant, Okla., which operates on the adjacent 750 channel.

Examiner Overruled

The Commission's decision, with Commissioners Walker and Jones dissenting in favor of KTRH, overruled the recommendations of Examiner Hugh B. Hutchinson, who had proposed to grant KTRH and turn down Hofheinz and Hooper. The compelling reason offered by the Commission is that the grant means "a more fair, and equitable distribution of radio frequencies among the various communities." Dallas, with an estimated population of 466,300 in 1947, had service from only five local stations—two of them daytime only, the Commission said. Houston, on the other hand, had service from eight stations—seven unlimited, for its metropolitan district population of 510,397 (1940 census.)

"The grant of the Dallas proposal would provide an entirely new primary service to approxi-

mately 1,383,160 persons daytime and 642,000 persons nighttime, whereas a grant of the Houston proposal would not provide the city of Houston with additional primary radio service but would only mean a change in the rural service rendered daytime by that applicant and a net gain in rural population served of from 374,492 to 427,197 persons," the Commission said.

The extent of the interference to KSEO could not be accurately determined, the Commission said, although there is no doubt that it would be substantial. On the other hand, the Commission said the interference would not mean a loss of service, but rather the substitution of service from Dallas for service from Durant, since the two stations will be 10 kilocycles removed.

It was pointed out further that the interference area is agreed to be in Texas rather than in Oklahoma, and that it is within the Dallas trade area. Thus the need for additional service of Dallas is held to be sufficient to justify the diminution of the KSEO service area.

The Commission predicted only minor interference with KTRH and the new station on the 740 band being built in Tulsa by the All-Oklahoma Broadcasting Company.

Extension Granted

The FCC announced yesterday a permanent extension of hours, daytime-only to unlimited, for KAMQ, Amarillo, Texas, on the 1010 band, subject to engineering conditions, and at the same time okayed the transfer of control of KVAI, Amarillo, from Lonnie Preston, Alice Howenstine and V. M. Preston to R. G. Hughes. Hughes paid \$30,000 for 56.4 per cent of the stock. KAMQ operates daytime with one kilowatt and will use 500 watts at night with a directional antenna.

The Commission also approved the transfer of 125 shares of stock in KTRI, Sioux City, Iowa, from Dietrick Dirks to the licensee corporation for \$75,000. The stock represented negative control.

The transfer of control of WTPR, Paris, Tenn., from Earl W. Smith, Roy W. McKinney and Parkman R. Freezer to 58 persons for \$47,000 and other considerations was okayed, providing those of the purchasers who hold a permit for a new AM station in Paris surrender it.

KVAI Joining CBS

KVAI, Amarillo, Texas, becomes an affiliate of CBS effective July 15, it was announced yesterday by Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations. This brings total number of CBS affiliates to 183.

KVAI, owned and operated by the Plains Empire Broadcasting Co., operates on 940 kilocycles with 1000 watts. General Manager is Carl Benefiel.

ABC Leases Theater, Now Has 4 Houses

(Continued from Page 1)

be used primarily for radio it will be available to ABC television. Other theaters currently utilized ABC are: The Playhouse with 850 seats, and the Vanderbilt a Ritz Theaters with a combined seating capacity of 1300, all on W 48th street.

AFRA Plans 'Giveaway' As Feature Of Ball

(Continued from Page 1)

a ham, fifteen cases of liquor, Gruet watches, travel luggage and 50 dozen highball glasses. All of the prizes have been donated for the occasion.

Program for the evening will include dancing to the Meyer Davis and Manuel Ovando orchestras and a revue titled, "For the Love of Mike" during which the artists will poke fun at themselves. Talent appearing in revue includes Lann Ross, Lawrence Tibbett, Herb Shrier, Mario Berini, Hugh Laine Lucille Browning, Bill Robinson, Rosemarie Brancato, Arthur Treacher and the team of Kirkwood and Goodman. The show is being produced by Bob Ross and James Shepton with musical arrangements by Tony Cabot and choreography by Anthony Tudor.

Crooning FBI Agent Turns Out To Be Imposter

Cincinnati—A 20-year-old youth identified as Robert Palmer, Springfield, Ohio, accused of posing as an agent of the Federal Bureau of Investigation in an attempt to sing over WLW, was ordered held under \$1,000 bond yesterday by J. Paul Geohagan, U. S. Commissioner here.

The youth, it was reported, tried to get time on WLW on several occasions by allegedly posing as an FBI man. In his latest attempt Palmer was shown to a studio and allowed to sing into a dead microphone while FBI agents (real ones) were notified.

Yumpin' Yimminy!

Johnny Olsen last Thursday did six complete half-hour radio and tele participation shows within 12 hours. Day began with his "Rumpus Room" on WABD-TV, followed by "Luncheon Club" 12:30 WMGM; special "Rumpus Room" audition, NBC, 4 p.m.; transcribing of his Saturday morning "Get Together" ABC, 7 p.m.; winding up with two half-hour "Prince Charming" transcriptions, WOR, 10 p.m. In each show, Olsen did warm-up, and estimates in the six half-hour performances, he interviewed on mike, 112 people, asked 1,215 questions, and awarded 319 prizes.

TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, May 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

THEATERS URGE VIDEO TRAILERS

TELE TOPICS

TELE DEBUT of the Jerry Fairbanks film series, "Paradise Island," over WNBW last week displayed almost no grasp of the concept of visual entertainment and even less of the advantages of film. It was in many ways reminiscent of musical shorts occasionally shown in theaters to empty theaters between features. . . . The "Paradise Island" of the title is an almost empty studio with several disinterested-looking persons sitting around to make up the applause at the end of each number. Danny O'Neil emceeds the show, dressed in sports jacket, loud tie and a matching cap. He sang a song and then introduced bandleader Everett Hoagland and his band, dressed in sailor suits, played a number with the camera focused for most of the time on Hoagland, also wearing a yachting cap. There were also an interesting dance number by Pierre, Ruth and Laura, an imitation of Spike Jones by Leo Diamond on harmonica and guitar apparatus, and one or two more instrumental songs by O'Neil. In between O'Neil indulged in some senseless conversation with Anne Sterling, a rather buxom blonde whose exact function on the show was never clearly defined. In short, a banal production completely devoid of imagination. . . . The best part of the quarter-hour was the film commercial for Trimz paper—a rather interesting demonstration of paperhanging, modern style. Agency: MacFarland Aveyard.

ALTHOUGH YESTERDAY'S PAPERS reported that Gen. Clay made a speech last night over a nationwide pickup, they neglected to point out that the pickup originated in a tele studio. It spoke in the headquarters of WNBW. His talk was fed to the NBC-TV net and also to WMAL-TV in Washington. The portion was piped to Mutual and NBC for radio airing. . . . CBS-TV planning to debut a new series built around Bert Q. Lewis in the fall. . . . James McGuire, former contact rep for Van Productions, has moved over to the West Hooker office. . . . NBC sales staff have begun their pitches on the Dean Martin-Jerry Lewis tele package.

MEMORIAL DAY DEBUT of WFBM-TV, Indianapolis, will be saluted by the "54th Street Revue" over CBS. Kinescope version of the show will be part of the outlet's kickoff program. . . . Ceremonies marking the 105th anniversary of the sending of the first telegraph message will be carried by NBC in Washington Sunday, 3:30 to 4 p.m. John Bryson and Vince Garrity have been assigned to handle commentary for WBNR-TV pickups of National Girls Professional Baseball League games for two weeks beginning May 28. Sponsor is Ambrosia Brewing Co.

TOA Chief Gael Sullivan Tells Producers Tele's Ad Impact Will Aid Movie Gross; Advises Immediate Production of Trailers

Convinced that at the present time tele can serve the movie industry best through its advertising impact, the Theater Owners of America is urging producers to make an immediate start on the preparation of special trailers for video use.

In a letter to all producing and distributing company presidents made available yesterday, Gael Sullivan, TOA executive director, declared that it was the opinion of that organization's TV committee that "the theater men of the country are ready to use television trailers if and when they are available." TOA's board of directors concurred unanimously in the committee's conclusions, Sullivan added.

Wants Experimentation Now

Conceding that it was not probable that anyone in the industry would be able to perfect now the kind of trailers which will eventually be used on video to attract movie patrons, Sullivan nevertheless urged that experimental trailers be made immediately. "The producers should do this at the national level, and the theaters should advertise at the local levels," he said, indicating that exhibitors were prepared to pay the costs of utilizing the new medium wherever it would aid in stimulating box-office.

"We believe," Sullivan said, "that

the use of television trailers will not give the television industry sufficient revenue to develop this medium any more rapidly than it will develop. We also are convinced that advertising trailers do not furnish entertainment since we know that much better entertainment is available without cost to the television industry from the railroads, Chambers of Commerce and other sources who already have hundreds of shorts available to television without cost."

Makes Definite Suggestions

Sullivan made specific recommendations regarding the character of the proposed trailers based on research in this direction by the organization's TV group. "There should be several trailers made for every picture," he suggested. "Some of 30 seconds duration, some of 1½ minutes duration; and perhaps on outstanding features—of 2½ minutes duration. This much we know, one trailer cannot be used too long, as it becomes boring. Also spot television trailers' use—like the 'saturation' plan local movies use in radio can be very effective."

Sees Needed Emphasis

Availability of video trailers would provide exhibitors "with the needed emphasis in this advertising medium to increase box office receipts for our entire industry," Sullivan concluded.

Report Theater-TV Interests Will Seek Bands Above UHF

Theater-television interests will concentrate their efforts in obtaining from the FCC channels higher in the spectrum than UHF, it is reported in a survey made here this week. This move is prompted by the belief that the Commission is not likely to grant any request made by those concerned with theater video for bands in the VHF or UHF spectrum.

Between 3,000-5,000 M. C.

Application will be made, it is believed, for space between 3,000 and 5,000 megacycles, in contrast with the 890-megacycle point which is the outermost limit of the UHF area.

Utilization of such frequencies, although a potentially practical method of linking numerous theaters by video, is by no means certain of FCC approval, although such use would in no way interfere

with the already assigned or scheduled to be assigned broadcasting channels to home television.

Vincent B. Welch, Washington counsel for 20th-Fox and a close observer of developments in theater television, is of the opinion that film interests will be able to successfully convince the Commission of the ultimate need for the proposed service. "If experimental licenses are obtained by the theater interests," Welch declared, "and large scale experiments are conducted looking to the development of equipment, the analysis of audience reaction, etc., I am sure the need for theater television service can be demonstrated to the Commission with the result that it will conclude that the allocation of frequencies higher in the spectrum for theater television service is in the public interest."

NBC And CBS Benefit In New Garden Deal

(Continued from Page 1)

the Garden and its ally, the International Boxing Club, outside of New York.

That's where CBS gets its foot in the door. Columbia, while not obtaining rights to a regular fight schedule such as NBC, will have a crack at championship fights which may be staged in the Polo Grounds, Yankee Stadium, Chicago, Philadelphia or other points. It could not be determined yesterday just what the new contracts will specify but it's understood that the wording will clearly show that CBS gets a bigger slice of the boxing pie than it had before.

A contract already has been drawn up for the Garden's purchase of the Tournament of Champions but the delay in completion of the deal is linked to certain revisions by the lawyers. T of C is owned jointly by CBS, Music Corp. of America, Allied Syndicates and George Kletz.

One of the major obstacles in working out a deal for the Garden to purchase T of C is making arrangements with all four stockholders of the latter outfit. It's reported that MCA may continue to be a part of the new boxing set-up. Allied Syndicate and Kletz are expected to get a cash settlement.

Armed Services Plan Increased TV Activity

Washington Bureau of RADIO DAILY
Washington—Unification of the radio and TV activities of the armed forces into one office to be known as the Radio-Television Branch Office of Public Information, National Military Establishment, was announced yesterday by William Frye, director of information and special assistant to Secretary of Defense Louis Johnson.

Increasing attention to tele is expected under the new setup, which is headed by Charles Dillon, former radio director of the Veterans Administration. His assistants will be Cmdr. Harry Holton, of the Navy, in charge of news and special events; Major Tom Mathews, of the Army, in charge of scripts and production, and Capt. Robert Keim, of the Air Force, in charge of video.

Working in the TV section with Keim will be Lt. Ben Greenberg of the Navy; Capt. Robert Cranston, of the Army, and Lt. Cass Bielski, of the Air Force.

NOW TELECASTING!

KGO-TV

CHANNEL 7 — SAN FRANCISCO

**One More ABC Owned & Operated Television Station
in a Strategic Sales Market . . . Another Powerful Link
in the Fast-Growing ABC Television Network**

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

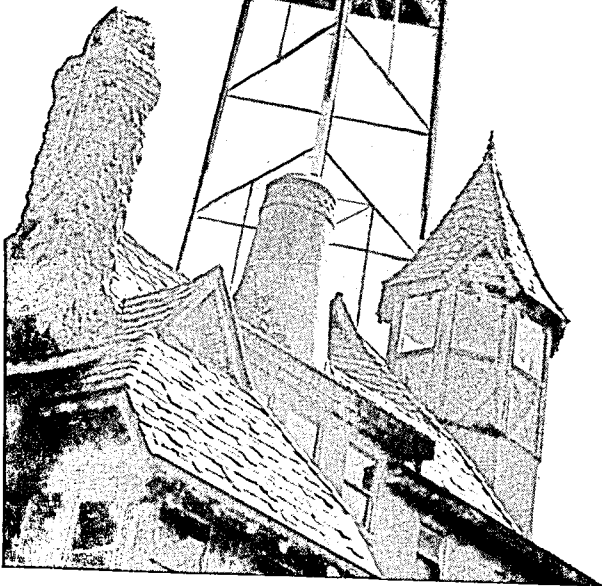
With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. *A distribution of TV stations not matched by any other broadcasting company!*

By using ABC-TV facilities you buy from one representative . . . one organization to cover America's top buying markets. All your television problems are handled under one roof.

The simple, efficient way to sell your products is to use ABC-TV

... in New York WJZ-TV CHANNEL 7	<i>Finest TV Studio Facilities in the World</i>
... in Chicago WENR-TV CHANNEL 7	<i>Tallest TV Tower in Chicago</i>
... in Detroit WXYZ-TV CHANNEL 7	<i>Most Modern Studio Equipment in Detroit</i>
... in San Francisco KGO-TV CHANNEL 7	<i>Atop Highest Point in San Francisco County</i>
... in Los Angeles KECA-TV CHANNEL 7	<i>A Movie Lot for a Studio</i>

The highest point in San Francisco County: KGO-TV's giant transmitter tower atop Mt. Sutro rises 1362 feet above sea level. Viewers in Reno, Nevada, 220 miles distant, report "Consistently Good Reception."



ABC TELEVISION
ABC Television Center, New York 23, New York

American Broadcasting Company

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 36

NEW YORK, FRIDAY, MAY 20, 1949

TEN CENTS

COSGROVE ELECTED PRESIDENT OF RMA

Name City, Date, Site For 17 NAB Regionals

Washington Bureau of RADIO DAILY
Washington—NAB's secretary-treasurer, C. E. Arney, Jr., announced yesterday that the 1949 series of district meetings will begin September 8 in Cincinnati and end December 29 in San Francisco. The meetings will be workshop sessions, featuring discussions of operating problems, with special emphasis on sales. Full details are yet to be worked out with the district directors, but all will be designed for station personnel and

(Continued on Page 4)

Engineers Talking Pacts With CBS, WOR, WPIX

Three separate labor-management contract discussions for radio and TV engineers were in progress yesterday—one beginning, another resuming and the third nearing conclusion after a full year.

WOR resumed its discussion with NABET after a break off which lasted several weeks. On hand was Federal Mediator Bernard Forman. Another meeting is scheduled today.

CBS continued its negotiations

(Continued on Page 6)

Beneke Band Signed By NBC Thesaurus

Tex Beneke and his orchestra have signed a contract with NBC Thesaurus, giving the musical program service exclusive transcription rights to the Beneke organization, it was announced yesterday by Donald J. Mercer, director of NBC Radio Recording Division.

Beneke, who first became popu-

(Continued on Page 3)

Forgotten?

In preparing the agenda for the first NAB Program Directors Clinic to be held in Chicago on June 27, 28 and 29, Harold Fair failed to include Ted Colt of WNEW, New York, as one of the speakers. It was Colt's article in last year's edition of "Shows of Tomorrow" published by RADIO DAILY that created enthusiasm for such a clinic.

Debut

Frank White, now president of the Mutual Broadcasting System, made his first public appearance in his new role at the Radio Executives Club luncheon at the Hotel Roosevelt yesterday. Later in the day he was guest at a cocktail party tossed by the Mutual press department at MBS headquarters in New York.

S-H Told To Choose One Of Two Requests

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday called upon Scripps-Howard Radio to decide within 30 days which of two conflicting applications it wants to process in the Cincinnati area. WOPO, S-H station in Cincinnati, has applied for a frequency shift from the 1230 band to the 630 band, and is in competitive hearing for the assignment with WLAP, Lexington, Ky., which would move from the 1450 band, and with the Queen City Broadcasting Company.

In addition, Scripps-Howard has

(Continued on Page 2)

Dillon Leaves VA Bureau For New Government Post

Charles Dillon, former director of radio for the Veteran's Administration in Washington, has been named director of the Radio-Television branch, Office of Public Information, National Military Establishment, William Frye, director of information and special assistant to Secre-

(Continued on Page 3)

NAB Pitchmen Perform Before REC Luncheon

With Justin Miller, president of NAB, as ringmaster some of the organization's best pitchmen gave an excellent demonstration of how you can be both Radio and TV minded at yesterday's luncheon of the Radio Executives Club at the Hotel Roosevelt.

Judge Miller, who confined his remarks to giving the radio executives an insight into the organizational setup of NAB, let Jess Wil-

Succeeds Balcom; Marks Fourth Term As Head Of Manufacturer Ass'n; Five New Directors Named

Management Theme Of Ohio Meeting

Station management problems will be the theme of annual meeting of the Ohio Association of Broadcasters, during their two-day Management Conference, which will be held at the Neill House, Columbus, on May 25th and 26th, Fred C. Bock of WADC, Akron, secretary-treasurer of the association, announced yesterday.

James C. Yocum, editor of the

(Continued on Page 4)

Texas Stations Cover Fort Worth Flood Area

Fort Worth — One of the worst floods in Texas history was covered throughout Tuesday, by all radio stations in Fort Worth, Dallas, area.

KFJZ-Texas State Network carried two 30-minute wire recordings of eye-witness material gathered by

(Continued on Page 3)

NBC Gets Exclusive Rights For Chi. Golf Tourney

Exclusive radio and television rights to the National Open Golf Championship, to be held at Medinah Country Club, near Chicago,

(Continued on Page 2)

Chicago — Raymond C. Cosgrove, executive vice-president of the AVCO Manufacturing Corp., of Cincinnati, yesterday was elected president of the Radio Manufacturers Association, succeeding Max F. Balcom.

This will be Cosgrove's fourth term as RMA president. He was head of the association for three consecutive years, 1944 to 1947, and directed the industry's wartime and post-war reconversion activities.

Cosgrove was also elected a mem-

(Continued on Page 5)

Army May Sponsor Only Sports In Fall

Network programs sponsored by the Army and Air Force Recruiting Service next season may be confined entirely to sports broadcasts. The return of such programs next fall as "Skyway to the Stars" (CBS) and "Theater U. S. A." (ABC), now sponsored by the Army and Air Force, is in doubt.

It's understood that the 50 per cent cut (as has been recommended)

(Continued on Page 6)

Michigan Broadcasters Plan State-wide Meeting

Kalamazoo, Mich.—Announcement has been made of the proposed agenda for the first general membership meeting of the Michigan Assn. of Broadcasters, at the Bur-

(Continued on Page 3)

Resume Remotes

Boston — Settlement of IBEW engineers strike at Yankee Network headquarters resulted in the resumption of normal remote pickups of both radio and TV by WNAC from race tracks and baseball parks yesterday. The remote service was suspended during the 10-day period while the strike affecting Yankee stations was on.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Nat Green
Suite 905 139 No. Clark St.
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FINANCIAL

(May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	7	7	—
Admiral Corp.	197 1/2	183 1/4	191 1/4	— 1/2
Am. Tel. & Tel.	141 1/4	141 1/8	141 1/8	— 3/8
CBS A	18	17 5/8	17 5/8	— 1/8
CBS B	17 1/4	17 1/4	17 1/4	— 3/4
Philco	28 1/2	28	28	— 1/8
RCA Common	11 7/8	11 1/2	11 5/8	— 1/8
RCA 1st pfd.	69 3/8	69 3/8	69 3/8	+ 1/8
Stewart-Warner	11 3/8	11 1/8	11 1/8	— 1/4
Westinghouse	23	23	23	— 1
Zenith Radio	29 1/2	28 1/2	28 1/2	— 1
NEW YORK	27 1/2	27 1/2	27 1/2	+ 1/8
NORB EXCHANGE				
Nat. Union Radio	27 1/2	27 1/2	27 1/2	— 1/8
OVER THE COUNTER				
DuMont Lab.		123 1/4	133 1/4	
Stromberg-Carlson		10 1/2	11 3/4	
U. S. Television		3 1/8	5 1/8	
WCAO (Baltimore)		20	23 1/4	
WJR (Detroit)		7 1/4	7 3/4	

News Program Renewed

Seeman Brothers, Inc., has signed a 52-week contract renewing their sponsorship of WNBC's 11:30 a.m. Sunday news with Charles F. McCarthy. White Rose Tea is the product advertised. The order was placed through J. D. Tarcher & Company, Inc.

ARTHUR EDDY

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Hollywood

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★ **COMING AND GOING** ★

WILLIAM SCHUDT, JR., director of station relations for the Columbia network, will return over the week-end from a business trip which took him to CBS affiliates in Dayton, Toledo and Cleveland.

HENRY LA COSSITT, who reported the Berlin blockade for the Mutual network, will arrive in the States by plane today in time to participate in the web's special 8:30-8:45 roundup of news regarding the forthcoming Paris conference. Richard Callen will be heard from the French capital.

CHARLES COLLINGWOOD, White House correspondent for CBS, is back in Washington following two weeks in Germany, where he covered the lifting of the Berlin blockade.

E. RUDD, Australian broadcaster, is in New York visiting with Joseph D'Agostino, liaison engineer at NBC.

GORDON GRAY, vice-president of WIP, was in New York yesterday on business.

HOWARD K. SMITH, European news chief for CBS, has left for London and Paris. He'll cover the Big 4 Minister meeting in the French capital.

EDWIN K. WHEELER, assistant general manager of WWJ, Detroit, Mich., who has been conferring this week with officials of NBC, will leave for home tonight.

KEN SPARNON, of the BMI field staff, will leave Monday for Richmond, Va. He'll attend the meeting of the Virginia Association of Broadcasters next Thursday and Friday at Tide's Inn, Irvington.

RAY HEATHERTON, cmcc heard on CBS, off for Burlington, Vt., originating point of the military ball which will be aired over the network tomorrow.

ANDREW M. WISWELL, vice-president and recording director for Muzak, left yesterday on a business trip to the West Coast. While there, he'll record Evelyn Knight and Ted Dale.

THEODORE GRANIK, of Mutual's "American Forum of the Air," is back in Washington to ready the premiere of his "American Television Forum," which will make its debut Sunday over NBC-TV.

HEIDY, of "Here's Heidy," kiddie program on WOR, has returned from Willimantic, Conn., where she spent a week.

NBC Gets Exclusive Rights For Chi. Golf Tourney

(Continued from Page 1)

on June 9, 10 and 11, have been awarded to NBC. It was announced by William Ray, news and special events manager of the NBC Central Division.

Portions of the tourney, one of the biggest in golfdom, will be fed to both the radio and television networks by NBC Chicago, Ray said.

Burrows' Comedy Series To Debut On CBS, July 4

Abe Burrows' new comedy series for CBS will make its debut Monday, July 4, in the 9:30-10:00 P. M. EDT. time period, the network said yesterday. Series, as yet untitled, will fill the last half-hour of "Lux Radio Theater" which goes on a hiatus for the summer months. Joan Davis' new series, "Leave It to Joan," will occupy the first half-hour, 9:00-9:30 P. M., also starting July 4.

S-H Told To Choose One Of Two Requests

(Continued from Page 1)

applied to purchase WVLK, Versailles, Ky., and move it in to Cincinnati. WVLK is on the 590 band with one kilowatt.

Besides calling upon Scripps-Howard to select one or the other application to prosecute, the Commission also reversed an earlier decision by its motions commissioner granting Queen City the right to amend its application to specify a new transmitter site.

Both Scripps-Howard applications will be dismissed, the Commission said, unless the applicant chooses one within the 30-day period.

Sportscaster Hospitalized

Montgomery, Ala. — **Charley Zeanah**, WSFA sports director, soon will undergo another bone operation. This is expected to be the last of several he has undergone during the last three years. He expects to return to WSFA in time to broadcast Alabama "U" football.

IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1 1/2 acres—500 yds. from Stamford Yacht Club—1/2 acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. *Must be sold by June 15th.*

\$60,000 VALUE—ONLY \$42,500 NOW

Beach privileges. More information.

Call PLaza 7-4870 or Stamford 3-7149

Are you buying lots of **WATTS** or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

LOS ANGELES

By AL STEEN

HERMAN ELLER, recently signed as a comedy writer for Al Burton's "Varsity Varieties" over KTSL, is reported to be the first full-time writer to be signed for a television show on the West Coast. Eller formerly wrote for the Groucho Marx show.

NBC's option on Elliott Lewis' "Voyage of the Scarlet Queen" expired last Sunday, but the network has asked for an extension because of new sponsor interest.

Jack Carson has dreamed up a new video idea and NBC is standing full cost of an audition. If set, the show will be kinescoped for eastern release.

Meredith Willson last week cut an audition at CBS for a new five-a-week quarter-hour series in which he would do no music but be featured as a humorist, relating stories in the style of his best-seller, "And There I Stood With my Piccolo."

Academy of Television Arts and Sciences will hold its second annual seminar on Nov. 1. Admission will be charged and exhibition space will be sold.

Patrice Neely is the latest member of KFI and KFI-TV publicity and promotion staff.

Low-cost daytime television has induced previously inactive Eastern accounts to try TV over KFI-TV. Kevin Sweeney, sales manager, reports that in the first two weeks of May, four national accounts which never have used television before have started on the station.

Jack McElroy's "Breakfast in Hollywood" is being prepared for television production over ABC's new station here in August. Sponsor interest is said to be high for "Breakfast in Hollywood" on film, but McElroy is gearing for live video as well.

Noel Madison, now in London, has been signed by Procter & Gamble to produce and direct 13 television shorts running 15 minutes each in the British capital, starting in June.

10 YEARS AGO TODAY

From the Files of Radio Daily

The Don Lee television station, W6XAO replaced 300-line equipment with 441-line apparatus to make possible the use of standard receivers in Los Angeles. . . . Negotiations have started with WIOD, Miami and AFRA which states that the Florida station has agreed to discuss working conditions and scales. . . . Representative Martin L. Sweeney (D., Ohio) in a speech inserted into the Congressional Record, criticized findings by the FCC super power committee which recommended limitation of broadcast power to 50 kw.

Beneke Band Signed
By NBC Thesaurus

(Continued from Page 1)

lar as vocalist and tenor sax soloist with the late Glenn Miller, reorganized the band at the end of the war. Thesaurus secured the entire Miller library from Glenn's wife, who still holds an interest in the orchestra, and continued playing "Music in the Miller Mood"—even retaining the theme, "Moonlight Serenade."

Although both Miller and the Beneke band have recorded many of the original arrangements for RCA-Victor, neither has ever transcribed for a program service. However, in 1944, just before the then Major Glenn Miller went overseas, Thesaurus program manager, Norman Cloutier, had been discussing with him the possibility of doing a series of duets for Thesaurus.

The Beneke organization includes vocalists Glenn Douglas and Mary Mayo, Bob Mitchell and the Moonlight Serenaders and an 18-piece orchestra. Twenty-five selections, comprising such favorites as "In the Mood," "Kalamazoo," and "Chattanooga Choo Choo" have already been cut and programming is currently being readied to make them available with the July Thesaurus release.

Dillon Leaves VA Bureau
For New Government Post

(Continued from Page 1)

tary of Defense Louis Johnson, announced yesterday.

Named as assistant to Dillon are Commander Harry Holton, Major Tom O. Mathews and Captain Bob Keim. They will handle news and special events; script and production and television respectively.

Special emphasis is being placed on TV operations to meet the growing demand of the television industry. Also, all radio programs previously broadcast under the auspices of the Public Information Offices will continue for the time being under the new setup.

Texas Stations Cover
Fort Worth Flood Area

(Continued from Page 1)

KFJZ-TSN staffmen: Wally Blanton, Bill Hightower, Dave Naugle and Hal Thompson. Feature wire recording was made by Wally Blanton and Bill Hightower in motor boat on West Seventh Street, which was inundated with 15 to 20 feet of water. KFJZ, Ft. Worth, throughout the day cooperated with police, city and health officials airing various directives for rescue and salvage operations in the flooded areas.

"Sponsors "Lone Ranger"

Initial use of network radio will be made by American Bakeries Co. of Atlanta, Ga., for thrice a week sponsorship of the "Lone Ranger" over 35 ABC southeastern affiliates starting June 13. The 65-week contract was placed through Tucker Wayne & Co., Atlanta.

Michigan Broadcasters
Plan State-wide Meeting

(Continued from Page 1)

dick Hotel, May 24, beginning with a business session at 10 a.m.

Slated for the morning sessions is a legislative roundtable discussion on the sales tax, the use tax and the radio-newspaper-television privilege law. Talks also will be given by C. Bruce McConnell of WHOT, South Bend, Ind., and former president of the Indiana State Assn. of Broadcasters; and Kenneth F. Schmitt of WIBA, Madison, Wis., and secretary of the Wisconsin State Assn. of Broadcasters. The morning sessions will include also a report and discussion on basketball broadcasting.

Socony Exec to Speak

The luncheon, scheduled for 12:30-2 p.m., will be followed by a roundtable discussion on "the national trend in advertising" with the principal speaker to be Ernest Jones of McManus, John and Adams. Gerald Vanek, public relations director of Standard Oil, will speak on "What's Your Hurry" at the luncheon.

CBS Adds Affiliate

CBS adds its 183rd affiliate on July 15 when KAVI, Amarillo, Tex., joins the network. The 1,000-watt station is owned by the Plains Empire Broadcasting Co. General manager is Carl Benefiel.

BEHIND THE MIKE

HAROLD STEIN again chosen as official photographer for the AFRA shindig—on his birthday, no less. He's also observing his 11th year in that capacity with Mutual.

Mike Ames, Dave Alber Slack, "guest-professor'd" at Dick Pack's N. Y. U. publicity class the other p.m.

Newest contender among east coast units producing motion pictures for television is the N. Y. firm of Media Productions, headed by John Houseman.

"County Fair" is well represented on the newsstands these days. Right now and within the next month there are layouts in Radio Mirror, Night and Day, Radio Best, Picture Show, Young America, plus a two-and-a-half page feature on their Junior Achievement promotion in the next issue of Look. (Take a bow, Hal Davis and Herb Landon.)

Red Benson planning to do stage adaptations of movies in summer stock this summer.

Al Jolson will be making Leslie House regularly when he gets here. His old pal, Sammy Hamlin, is the new co-owner there.

"Lopez Speaking," the Vincent Lopez show on DuMont, extended another 26 weeks.

faces • facts • figures • wins



COST \$1.52*

MARTIN STARR

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to how in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

wins • faces • facts • figures • wins

Name City, Date, Site For 17 NAB Regionals

(Continued from Page 1)

will cover local needs of members. A number of state association meetings have been planned to coincide with the NAB schedule. Non-members will be invited to attend the NAB sessions at the discretion of the district directors.

NAB President Justin Miller will be present at some of the meetings. NAB staff directors who will participate in the workshop sessions will be announced later.

The schedule has been arranged to allow staff directors attending to spend additional time in the larger cities in order to work with the local broadcasters and to assist in contacting non-members to increase the membership of NAB.

Hotel reservations for all meetings should be handled through NAB and not with the hotels direct. Arney said.

The full schedule of meetings, together with date and site, follows:

First Series

District 7: Thursday-Friday, Sept. 8-9, at the Terrace Plaza, Cincinnati, Ohio.

District 9: Thursday-Friday, Sept. 15-16, at the Northernaire, Three Lakes, Wis.

District 11: Monday-Tuesday, Sept. 19-20, at the Radisson, Minneapolis, Minn.

District 10: Monday-Tuesday, Sept. 26-27, at the Savery, Des Moines, Iowa.

District 12: Thursday-Friday, Sept. 29-30, at the Allis, Wichita, Kansas.

District 13: Monday-Tuesday, Oct. 3-4, at the Adolphus, Dallas, Texas.

District 6: Thursday-Friday, Oct. 6-7, at the Peabody, Memphis, Tenn.

District 5: Thursday-Friday, Oct. 13-14, at the Roosevelt, Jacksonville, Fla.

District 4: Monday-Tuesday, Oct. 17-18, at the Carolina Inn, Pinchurst, N. C.

District 3: Tuesday-Wednesday, Oct. 25-26, at the Skytop Lodge, Skytop, Pa.

District 2: Thursday-Friday, Oct. 27-28, at the Berkeley-Carteret, Asbury Park, N. J.

District 1: Monday-Tuesday, Oct. 31-Nov. 1, at the Somerset, Boston, Mass.

Second Series

District 8: Monday-Tuesday, Nov. 21-22, at the Book Cadillac, Detroit, Mich.

District 16: Monday-Tuesday, Nov. 28-29, at the Paradise Inn, Phoenix, Ariz.

District 14: Monday-Tuesday, Dec. 5-6, at the Utah, Salt Lake City.

District 17: Monday-Tuesday, Dec. 12-13, at the Benson, Portland, Ore.

District 15: Monday-Tuesday, Dec. 19-20, at the Mark Hopkins, San Francisco, Cal.

Hoffman Joins Pope Firm

Robert Hoffman, formerly with Ziv and World Broadcasting, has joined Fortune Pope's Coastal Records Co. in a sales promotion capacity.



Mainly About Manhattan. . . !

Some members of the Television Broadcasters Association would like to have George Shupert, Paramount TV executive, as the first full time paid president of the TBA organization. . . Olsen and Johnson reported looking for some top writers to script their forthcoming TV show on NBC. . . Prospects of a national FM network next fall are reported fading because of financial difficulties. . . A woman guest on "It Pays To Be Ignorant" almost broke up the show the other p.m. when Tom Howard asked her what she did before she was married. "I'm still doing it," was her eyebrow-raiser. . . Vaughn Monroe taking a month off for a Juno operation. . . Earl Wilson reports that the band biz is so tough that 10 leaders worked at a local hotel this week as a 10-piece combo. . . Les Gottleib has built "Sing It Again" into CBS' highest rated Saturday night show—but it still remains sustaining. . . Fred Allen's simile: As busy as a short-tailed bull in fly time. . . A ciddle company, which is dropping its current TV dramatic series, is looking to Martha Raye for a fall variety show. . . Jimmy Durante feels the same way as Ed Gardner about video—great possibilities but no hurry to get in. . . Frank Cooper, who's been ill on the coast, returning to New York this week.

★ ★ ★

"Strike It Rich" has passed the \$125,000 mark in cash giveaways, which is some sort of record in its less than two year period. Show has averaged some \$1500 weekly in actual cash prizes. Walt Frammer, its producer, is observing his 21st year in radio and as a birthday gift to himself is concentrating on television from now on, it sez here.

★ ★ ★

Henny Youngman brought his 9-year-old son, Gary, home from Brooklyn's Adolph Hosp. a few days ago following an emergency appendectomy. The medico warned Henny that the kid should remain very quiet and particularly cautioned him against trying to be funny in front of the youngster for a few weeks. "Oh," cracked Henny's heir and severest critic, "that'll be easy for Pop!"

★ ★ ★

BOULEVARDISTS AND MODELS: Herb Sheldon creating much femme herba herba (he's that handsome) entering the Leslie House. . . Peter Lorre scare-conditioning the chit chatmosphere at Bill Bertolotti's. . . Comic Peter Donald, for the laugha Pete, dining in Sardi's on Sardi-day afternoon as the Bill Slater show airs.

★ ★ ★

SMALL TALK: Ted Granik's "American Forum of the Air" salutes World Trade Week on its Monday night airing from the Waldorf. Senators Owen Brewster, of Maine, and Claude Pepper, of Florida, will discuss U.S. responsibility to the world's undeveloped areas. . . First program Jane Barton created and helped produce for the Radio Bureau of N.Y. State just won top award in its class at the Ohio State Radio Institute. . . Marilyn Cantor, Eddie's daughter, starts a singing date at the Penthouse Club next week. . . Jack Perlis thinks Palace vaudeville hasn't a chance. Television'll kill it, he sez.

★ ★ ★

MAIN STREET TREATS: Irving Mansfield's new big-timer for CBS tagged "This Is B'way." . . Dun Dunphy's smooth handling of the TV assignment for the Yanks. . . Bob Berry's terrific job on WBAL, Baltimore, with his daily "Hi Jinks" and "Open House" stanzas. . . Todd Russell's emceeing of "Strike It Rich." . . Bob Lido's warbling with the Cavallero crew. . . Frankie Laine's way of toying with "Georgia On My Mind" via the Mercury label.

Management Theme Of Ohio Meeting

(Continued from Page 1)

Ohio Retail Analyst, published in cooperation with the Business Research Bureau of Ohio State University, will be the principal speaker at the luncheon session on Wednesday, May 25. He will analyze the buyers market and offer suggestions to broadcasters for increasing time sales.

During the afternoon session of the first day, Paul Daugherty of the Ohio Chamber of Commerce, will discuss pending legislation before the Ohio state legislature. In the evening Ohio legislators and elected state officials will be guests of the association at the organization's annual dinner.

The Thursday session will be a "Station Management Problem Forum," with discussions on sales, programs, accounting, television and engineering. C. L. Weaver, president of the Ohio Chamber of Commerce, will address the noon-day luncheon on "The Crossroads of Business."

The annual election of officers will be held during the noon-day session on Thursday.

Cotton Bowl To NBC

NBC has signed a three year contract for the exclusive broadcast and television rights to the New Year's Cotton Bowl football classic, Dallas, Tex.

Send Birthday Greetings To—

May 20

Patricia Dunlap Robert Hansen
Harold Stein L. B. Wilson
Gail Patricia Gander
Eldon A. Park

May 21

Dennis Day Horace Heidt
Arthur Kemp Lucille Manners
Leonard Stokes Frank Cooper

May 22

James Farrell H. Ward Wilson

May 23

Luise Barclay Helen O'Connell
Hal R. Makelim Frank McHugh
Artie Shaw Jack Eigen
Lindsay MacHarrie Betty Garrett

May 24

Rachel Carlay Dwight Latham
Wilbur Hatch Tony Barrett

May 25

Doris Kerr Helen Munroe
Bill Robertson Virginia Simms
William Miller Don W. Haynes

May 26

Margaret Fuller Frederic Mackaye
Howard Parker Jules Alberti
William Kephart

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, May 20, 1949

Cosgrove RMA Prexy; Five New Directors

Tourist Attraction

The RCA Exhibition Hall at New York's Radio City, which opened in May 1947, is celebrating its second anniversary this week. Some two and a half million visitors have passed through the Hall since its opening to view the newly created wonders in the field of radio, TV, records and equipment.

ENGINEERS—CONSULTANTS

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Shift From AM To TV Benefits Parts Mfrs.

Chicago—Addressing members of the RMA, attending their "Silver Anniversary" here, chairman A. D. Plamondon, Jr., told the RMA parts division that "the business of manufacturing parts for radio and television receivers has been good despite the transition in set production from radio to TV, particularly since January 1, 1949." In his annual report, Plamondon stated further that "while some producers of audio components have been adversely affected by this shift in receiver production, the radio-television parts industry as a whole, I believe, will gain, ultimately if not immediately, by reason of the change."

Plamondon said that 207 component parts manufacturers are now members of RMA and a current membership campaign is adding new members. Three new sections were formed during the past week, bringing the total to 21.

Radiant Heat Installation

One of the few radio stations in the country with a radiant heating installation is WJAC, located atop a mountain, six miles from Johnstown, Pa. The new FM transmitting station remains comfortable amidst the severe mountain storms, due to the new heating system embedded in the building's concrete floor. The system employs about two and a half tons of wrought iron pipe coils through which hot water is circulated, converting the floor into a heating panel that maintains a comfortable room temperature for operating personnel.

Lowest Priced RCA TV Set Announced

The RCA Victor Div. of Radio Corp. of America today announced a new 10-inch direct-view table model television receiver to retail for \$269.50, the lowest price for any comparable set in RCA's 10 years of commercial TV activity.

According to H. G. Baker, general manager of the RCA Victor Home Instrument Div., the set is priced \$55 less than any comparable set on the market with a 61-square inch expanded picture screen.

The new receiver (Model 9T240) can be transformed from a table model into the company's most modestly-priced TV console by addition of a matching table which retails for \$15.50.

Simplicity in cabinet design has been achieved by locating the 5 x 7" electro-dynamic speaker in the top of the cabinet, permitting styling of a solid-panel front surrounding the 10" picture screen. Set consists of 22 tubes, including kinescope, plus two rectifiers. All other developments and exclusive features found in previous RCA Victor sets are included in the new model.

Tele-tone Employment Up

Tele-tone Radio Corp. this week reported an employment increase of 500 workers added to the payroll in the past 90 days and estimated that an additional three to four hundred persons would be put on the assembly lines in the next few months. S. W. Gross, president of Tele-tone attributed the job increase partly to the firm's new portable TV model with a seven-inch screen at \$149.95.

PRODUCTION PARADE

Astatic Utility Kits

Three new cartridge utility kits manufactured by the Astatic Corp., Conneaut, Ohio, have been announced this week. The kits, ranging in price from \$159.80 to \$37.00 for the No. 1 kit, have a well labeled, immediately accessible arrangement, containing pickup cartridges, matched needles and a ready reference chart showing all type of cartridges.

New Television Table

A new turntable for all table top and console type TV sets is being offered by Krenco Mfg. Co., Chicago. The new table, known as Tele-Turn allows the TV set to

be turned to any desired direction for more efficient viewing. Unit is constructed from heavy gauge steel, with the top plate felt covered and so constructed that the TV set is ventilated.

Jensen Loudspeakers

Eleven new loudspeaker models, additions to the Jensen Standard Series line were announced this week. This brings to 53 the total number of models offered in the Standard Series and provides a speaker size for 99 per cent of the TV and auto receiver replacement needs. New models include five ovals in 6x9 in. size, five 7 in. speakers, and one 5¼ in. model.

Muter Treasurer; Baker To Head Engineering

(Continued from Page 1)

ber of the RMA board of directors along with five new directors. Nine other directors were re-elected.

The newly-elected directors are: J. B. Elliott, vice-president of the RCA-Victor division, Camden, N. J.; W. J. Halligan, president of the Hallcrafters Co., Chicago, and Richard A. O'Connor, president of the Magnavox Co., Fort Wayne, Ind., all representing the set division; R. L. Triplett, president of the Triplett Electrical Instrument Co., Bluffton, Ohio, representing the parts division, and A. Liberman, president of Talk-A-Phone Co., Chicago, representing the amplifier and sound equipment division.

Directors Re-Elected

Re-elected directors are: Paul V. Galvin, L. F. Hardy, and E. A. Nicholas, of the set division; Lloyd H. Coffin, of the tube division; Dr. Allen B. DuMont, and Walter Evans, of the transmitter division; George R. Haase, R. E. Laux, and J. Hal Stackpole, all of the parts division.

Leslie F. Muter, president of the Muter Co., Chicago, was re-elected treasurer of RMA for the 15th term, and Dr. W. R. G. Baker, vice-president of General Electric Company, Syracuse, N. Y., was re-elected director of the RMA engineering department.

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NAB Both TV & Radio Via REC Legerdemain

(Continued from Page 1)

Mitchell covered the advertising aspects of both services.

The programmed question and answer period never materialized. Luncheon guests who had private views on standards of practice, the write-off of radio and the future of TV didn't speak up. As a matter of fact many of them left the Henrik Hudson room following Judge Miller's opening remarks.

Speeches were limited to 10 minutes and most of the comments were a rehash of what was said during the recent NAB convention in Chicago. Willard who will become director of NAB's television department gave reasons why the organization's revenue in future years might come from television. Mitchell, just as enthusiastically, said that radio was a potent force and would be here for many years to come.

Haverlin Retires

Carl Haverlin, president of BMI and retiring president of the REC, graciously turned over the gavel to John Karol, sales manager of CBS, who will succeed him as a president of the club. In retiring, Haverlin paid tribute to club associates who made his administration a pleasant one. He was especially grateful to Bill Hedges, NBC vice-president and former REC head, who gave him invaluable assistance the past year. RADIO DAILY was complimented by Haverlin for the consistent support given the club.

Seated at the head table were Kenneth Baker, active president of BMB; G. Richard Swift, manager of WCBS; Ralph N. Weil, general manager of WOV; J. Donald Wilson, program director of ABC; Robert Richards of NAB; Gordon Mills, business manager of Kudner Advertising Agency; Maurice B. Mitchell of NAB; Thomas R. McFadden, general manager of WNBC; Frank White, president of Mutual; A. D. Willard of NAB; John Karol of CBS and Richard Doherty of NAB.

Frank Farrell To WTAM

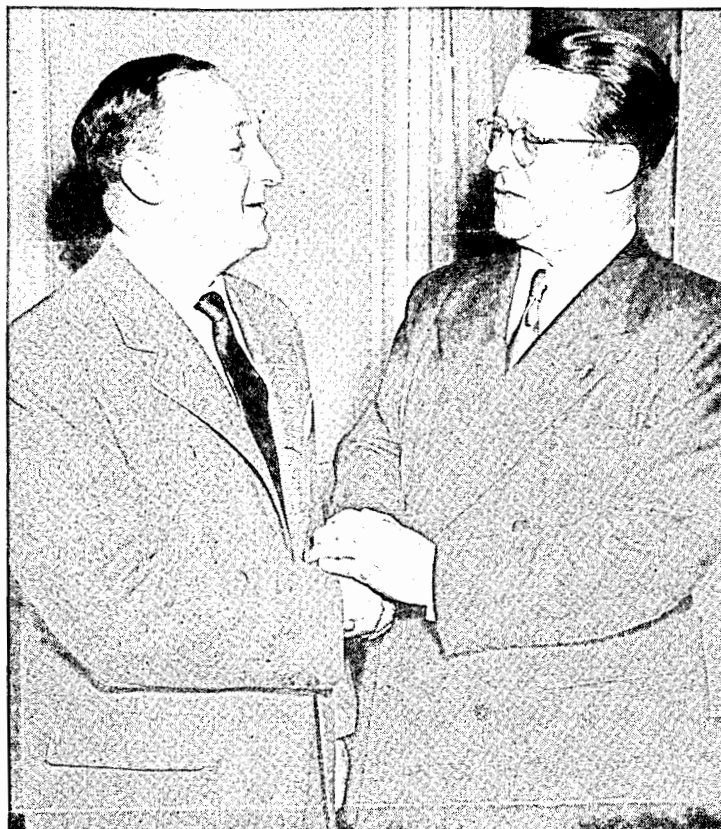
Cleveland, Ohio—The latest addition to WTAM's announcing staff is Frank Farrell. He was 13 weeks at Radio City Music Hall, two J. J. Shubert Broadway shows and a tour with "Student Prince" and "Blossom Time." As staff announcer at WTAM he replaces Frank Frederics, now with WMAQ, Chicago.

REX MARSHALL

Announcing
"SUSPENSE"
"WHO SAID
THAT"
ON TV
SC 4-5700



PICTURE OF THE WEEK



John Karol, sales manager of CBS and newly elected president of the Radio Executives Club of New York, received the good wishes of Carl Haverlin (right), retiring REC president, at yesterday's session of the luncheon club at the Hotel Roosevelt.

Engineers Talking Pacts With CBS, WOR, WPIX

(Continued from Page 1)

with Local 1212 of IBEW for a new pact to replace the one which expires May 31. Representatives of both sides are holding their first meetings this week and the round robin is strictly in a preliminary stage at this moment. No real bargaining has yet set in.

The same IBEW local is about to write its first contract with WPIX, the Daily News television station, it was learned yesterday. Negotiations have been going on for a year.

Godfrey Adds ¼ Hour To His Morning Show

Another quarter-hour (starting at 10:15 a.m., EDT) will be added to Arthur Godfrey's daily morning show over CBS, effective May 30. The 15-minute period will be sponsored by the Lee Pharmacal Co. of Beverly Hills for Spray-A-Wave. Agency is Dancer-Fitzgerald-Sample. This gives Godfrey four sponsors for his Monday-through Friday series.

Army May Sponsor Only Sports In II

(Continued from Page 1)

in the recruiting service but makes it doubtful that the Army will sponsor any musical or dramatic programs. Sports broadcast will get top priority where decision has to be made on the show to be used.

At present the Gardner agency can make no definite plans next season until a new budget approved by Congress. The year starts July 1. When the budget is okayed, one of the first contracts is expected to be for Red Barber Saturday night sports comment "The Catbird Seat," on CBS, 6:30 p.m., EDT. The agency is considering signing the show for radio and TV and also giving it a new name.

If the deal goes through with the Barber show, it may be the first step towards the Army Air Force sponsoring football on Columbia next Fall. For the several years the recruiting service has sponsored "The Game of the Week" on ABC. The Gardner agency is interested in using part of the budget for television and will see if there are sufficient funds.

Heidt Doubles Rating

Philip Morris and Biow are happier now that Horace Heidt has switched back into the 10:30 p.m., EDT, Sunday slot on NBC, a change which caused his rating to more than double. The band leader's Hooperating against Jack Benny 5.2 and now in the later hour hitting 10.6. Share of audience jumped from 17.2 to 37.2.

Medium Sized Advertising Agency offers

MAN SIZED OPPORTUNITY IN TELEVISION

IF the TV bug has bitten you in a dozen different ways, if you've lived with TV the past couple of years . . .

IF you know most of the problems of effective time-buying, selling, programming, commercials . . . and some of the answers . . .

IF you are young, energetic, self-starting, bursting with ideas and the drive to implement them . . .

IF you want the challenging opportunity of heading up the TV department of one of New York's outstanding medium-sized advertising agencies . . .

Write complete details of background, age, salary requirements.

RADIO DAILY, BOX NO. 241, 1501 BROADWAY, N. Y. C.

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, May 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEW ASCAP DEADLINE JUNE 15

TELE TOPICS

FUNT, whose wonderful "Candid Microphone" returns to the air soon, of some films yesterday that will be in the new series. They are vastly improved in quality and display unusual path, understanding, humor and imagination. One criticism of his old stuff—was too cruel on the subjects—has about about a change in that Funt will no longer place those caught by the camera in uncomfortable situations. . . . Funt is that one of the greatest headaches on how to show is convincing viewers that the sequences really involve persons who are unaware of the camera and microphone plants. Many devices are used to hide the camera, including trick mirrors, said, but the greatest precautions are to be taken with children who are in spot installations that would fool adults. . . . Program is slated to start on NBC May 29, 7:30 p.m., for an initial week run. About four film sequences are used during the half-hour, with elaborate live introductions to each.

ER CONSIDERABLE HASSEL over time, the Olsen and Johnson show for has finally been set in the Tuesday leg on NBC now occupied by Berle. will start June 28 and switch to an spot in the fall. Kudner agency handles the show. . . . Household Finance any dropping "Backstage With Barry" on CBS after the May 24 airing. "Leave It To The Girls" has been picked up by General Foods on behalf of Well House coffee as replacement for "Gambol," over NBC beginning May 22. Martha Rountree is producer, Benton handles the agency. . . . "Fun For the Day," a baseball-type quiz packaged by L. Saphier and produced by Steve, will bow on ABC for Kleenex June 10, 9:30-10 p.m. FCGB is the agency. Ken Olsen will emcee and Ed Skotch do. Program will originate in Chicago.

THE LORILLARD COMPANY may switch the Old Gold Amateur Hour to CBS in the Fall. . . . When Fran Allison comes to New York with the Don McNeill show, she will fill in for her on "Kukla, Fran and Ollie." Everyone in town had been saying that Burr Tillstrom would bring the entire show east during that time. From may visit N. Y. when Kuk goes for the Summer, however. . . . Liberty is prepping a 16-page section on tele for the August issue. Gertrude Wilkinson is adding it. . . . WPTZ, Philadelphia, added new accounts during the first week of to bring its total to over 100. The Philadelphia area, incidentally, now has 165,000 with new installations estimated at 100 monthly for the balance of the year. This would mean 200,000 receivers by the end of 31 and over 265,000 by the end of year.

New Tape ET Device Adaptable To TV-Pix

A new system providing sprocketless lip synchronization on magnetic tape for TV films was announced yesterday by Rangertone, Inc., of Newark, N. J.

Principle provides for the recording on magnetic tape of the sixty-cycle current which operates both the magnetic sound recording equipment and the camera in such a way that it does not interfere with the normal sound recording. On playback, the firm said, this extra recording is used to hold the tape and film in strict synchronism throughout the complete run.

Demonstration Next Week

Method will be demonstrated by R. H. Ranger, president of Rangertone, at the Georgia Tech broadcast engineers conference, next week in Atlanta.

Many advantages are inherent in the system, Rangertone said: It provides high fidelity sound because of the use of regular magnetic tape; tape may be used directly to playback sound in sync with pictures in projection for tele, or it may be played back after editing and cutting to the regular film photographic recording for use with single system projection. Use of the tape as the intermediate even when the ultimate record is to be made on film minimizes losses in dubbing and reduces film costs, it was said.

6,000,000 Sets In Two Years Predicted By Balcom, Of RMA

Chicago — The RMA convention was told yesterday by President Max F. Balcom that there will be six million TV receivers in American homes by 1951. He predicted production of two million sets this year, but added that he is convinced that "radio is not doomed."

Balcom thanked FCC Chairman Wayne Coy for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurance to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited

Jess vs. Jack

NAB and TBA will both be represented in a panel on television to be staged tomorrow at a special luncheon in Washington by the American Association of University Women at the Willard Hotel. Jess Willard will represent NAB and President Jack Poppolo, TBA. The Motion Picture Association will also be represented, as well as the American Association of Booksellers and the U.S. Office of Education.

Stations May Share Empire State Tower

ABC is planning to transfer the transmitter of WJZ-TV from its present site atop the Hotel Pierre to the tower of the Empire State Building, if it can clear the proposal with NBC which now has an exclusive lease on the building for the WNBC antenna and transmitter, it was learned yesterday.

Negotiations Deadlocked

NBC has been paying \$75,000 a year to the Empire State for use of its tower. The building corporation has asked for a considerable increase, said to be over \$225,000. Negotiations between the two were deadlocked and the matter submitted to arbitration.

Latest Extension Raises Hopes For Accord

Hope for settlement of the dispute between the TV broadcasters and Ascaph over a contract covering usage of and payment for Ascaph music on tele rose yesterday when it was announced that the society has extended until June 15 rights to use of its members' music.

Extension of the deadline means that Ascaph music will be reinstated on kinescope recorded shows. Ascaph material had been taken off kinescope shows this week when the deadline was June 1. Recorded programs are usually aired two weeks after the live presentation.

"Progress" Cited By Ahlert

Extension yesterday granted at a meeting between Ascaph officials and representatives of the five networks at the society's offices. "Progress was made at today's meeting," Ascaph prexy Fred E. Ahlert said following the confab. "No final decision was reached, but discussions will continue," he added.

Representing the broadcasters at the meeting were Mark Woods, president of ABC; Joseph Ream, executive v-p of CBS; Mortimer Loewi, director of DuMont; Theodore Streibert, chairman of the board of Mutual, and Charles Denny, executive v-p of NBC.

Representing Ascaph, in addition to Ahlert, were Oscar Hammerstein, II, member of the board of directors; Herman Finkelstein, resident counsel, and Richard F. Murray.

Original Deadline Dec. 31, 1948

Original Ascaph deadline was Dec. 31, 1948. This was extended month by month as negotiations with NAB went on, until May 31. Last week negotiations with NAB were broken off and direct parleys with the network committee begun.

Ascaph said the latest extension was granted "in the earnest desire to keep the Ascaph repertory of musical compositions continuously available to the public."

Bernsohn Elected Prexy Of Philly Tele Assoc.

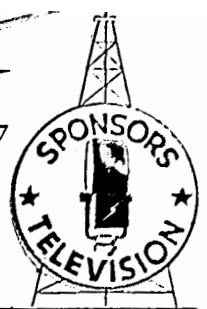
Philadelphia—Al Bernsohn, of the RCA Victor publicity department in Camden, has been elected president of the Television Association of Philadelphia. Hal Lamb, of Geare-Marston, was chosen as vice-president; James Tabor, of the Foley agency, was named secretary, and Billie Farren was elected treasurer.

Ken Stowman, of WFIL-TV, was named chairman of the board of governors.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 37

NEW YORK, MONDAY, MAY 23, 1949

TEN CENTS

REPORT BUYING POWER AT GOOD LEVEL

ABC Gross Sales Up 18% Over 1st Period '48

Gross sales of the American Broadcasting Company for the first quarter of 1949 totaled \$10,218,410 compared to gross sales of \$9,631,418 for the first three months of 1948. The 1949 sales represents a 6.1 per cent increase over the same period a year ago.

Despite the increase in gross sales a decrease in net earnings was noted due to the network's rapid expansion in television. The estimated loss for the quarter ending March 31, 1949, is \$64,000, compared with the estimated net income (after Federal income taxes) of the same period of the previous year.

Takes Alan Young Spot For Summer On NBC

The "George O'Hanlon Show," will be presented on NBC beginning Tuesday, July 12, 8:30 p.m., EDT, while the cast of the "Alan Young Show" is on vacation. O'Hanlon, star of the recent film shorts, "Behind the Eight Ball," will be supported on his radio show by a permanent cast including Lurene Tuttle, Sheldon Leonard and Willard Waterman. The "George O'Hanlon Show," from Hollywood, will be sponsored by the Lewis-Howe Company. The "Alan Young Show" will return to NBC Tuesday, Oct. 4.

A. F. Recruiting Program Bows Out On Columbia

"Skyway to the Stars," CBS Sunday feature sponsored by Army Air Forces Recruiting Program, aired its final broadcast yesterday. CBS will fill the 4:30-5:00 p.m. Sunday time (Continued on Page 2)

Gets Broncho Role

Hollywood—Don Harvey, 24-year-old film and radio actor has been chosen to play the title role in the new radio series "Broncho Billy" being waxed at NBC. The young Chicago born player was selected from a large group of contenders by G. M. Anderson the original "Broncho Billy" and first big western screen idol.

Code Comment

A telephone survey of networks, agencies and stations in New York area the past week-end on the question of Standards of Practice adherence revealed that the advent of the NAB Code on last Thursday resulted only in routine acceptance. In most instances it was stated that broadcasters and sponsors alike were living up to the general terms of the Code but did not regard the NAB version as obligatory.

Awards Announced By Chicago Ad Clubs

Chicago — Awards made by the Chicago Federated Advertising Clubs in its 1949 local program competition were announced last Thursday night at a banquet in the Terrace Casino of the Morrison Hotel.

WMAQ and the NBC tele station WNBQ received six firsts and an honorable mention. The radio programs, all of which won first place awards, were "It's Your Life," in the public service category; Jim (Continued on Page 5)

Music-To-Drive-By Show On WNEW For Auto Club

The New York Automobile Club has returned to the air for its first postwar series, "Travel Time," designed primarily as a music-to-drive-by show, on WNEW, Sundays, 10-10:30 p.m.

J. P. Crossley, executive v-p of (Continued on Page 2)

Industry Leaders Will Speak At NAB's Program Clinic

Washington Bureau of RADIO DAILY
Washington—Harold Fair, NAB program director, has announced the speakers at the forthcoming Program Directors Clinic, to be held on the campus of Northwestern University, Chicago, June 27-29.

In addition to NAB personnel, Fair promised "nationally known experts, who have made important contributions to the broadcasting industry while performing outstand-

Should Be Converted Into Actual Sales By Businessmen's Own Efforts, Says JWT Media Head

Hofheinz And Hooper Nixed; Average, 667

Washington Bureau of RADIO DAILY
Washington — The FCC Friday announced that Roy Hofheinz and his partner, W. N. Hooper, had batted only .667 last week, being turned down in their try for a new station on the 860 band with one kilowatt, night, and five kilowatts, day, in San Antonio, Texas. Last week the pair, who already own KTHH, Houston, and stations in Harlingen, Texas, and a substantial part of WTNB, Birmingham, (Continued on Page 4)

Summer Replacement Set For Herb Shriner Feature

A 15-minute, across-the-board musical series starring singers Martha and Curt Massey will be the summer replacement for CBS' "Herb Shriner Time," sponsored by Miles (Continued on Page 2)

Koste Opens Rep Office For Independent Stations

Jack Koste, formerly New York sales manager at Forjoe & Co., has established a new rep firm dealing only with indie stations. It's called Independent Metropolitan Sales and (Continued on Page 2)

The current period is one of "great opportunity" for business despite the fact that "we have done a fairly complete job of talking ourselves into a depression," Arno Johnson, vice-pres. and director of media and research at J. Walter Thompson, told the monthly meeting of the N.Y. Chapter of the American Marketing Assn. last week.

One of the reasons that people have been hesitant to buy, in spite of their increased ability, Johnson

(Continued on Page 2)

RMA Board Meeting Endorses 1949 Plans

Chicago—Plans for the continuation and expansion of RMA services during the coming year were set up by the board of directors at their post convention meeting held at the Stevens Hotel on Friday.

An appropriation of \$15,000 was approved to promote National Radio Week, October 30 to November 5. An elaborate plan of dealer pro- (Continued on Page 7)

ABC Adds 2nd Religious Program For Sunday a.m.

For the second time in less than a week, ABC has announced the acquisition of a religious program to be broadcast in a commercial time period. This one is titled "The Voice of Prophecy" and will be aired on some 80 ABC stations from 9:30-10 (Continued on Page 4)

Touring

CBS cowboy star Gene Autry will stage a show before 300 members of the Midwest Association of News Editors in Minneapolis, Sunday, May 29. Autry left Hollywood yesterday, stops over in Dallas, airs his CBS "Gene Autry Show" from Chicago May 28, flies to Minneapolis for the News Editors gathering, then heads for New York.

ing work in their own operations."

Among the latter will be Lew Avery of Avery-Knodel, former NAB advertising director, who will discuss program executive relations with station representatives, and the following, who will discuss better use of transcription library services: Walter Davison, manager, Capitol Transcriptions; C. A. Langlois, president, Lang-Worth Feature (Continued on Page 5)



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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FINANCIAL

(May 20)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, FCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

Wedding Bells

Virginia McGlynn, assistant to the employment manager of CBS, and Dan MacDonald, network announcer, were married Friday afternoon at St. John's Chapel, New York.

10 YEARS AGO TODAY

From the Files of Radio Daily

C. E. Hooper has developed a new type of survey service for station use called the "Cumulative Station Audience Reports." The new service will be available to stations in 40 cities. . . . It has been disclosed by NBC that the purchase of talent by the web for new television programs is reaching a new all-time high, with programs being built from name talent submitted by talent agencies who are anxious to place some of the vaudeville acts now unemployed in television for build-ups via the new media.

Buying Power At High Level, Says Agency Media Director

(Continued from Page 1)

said, is perhaps "because businessmen themselves are not doing enough to convert purchasing power into purchases." He held "we have a high level of purchasing power" from current income plus a huge savings backlog and low consumer debt. He detailed seven points on consumer purchasing power, as follows:

"1. Total disposable personal income after taxes in the first quarter of 1949 at an annual rate of \$197 billion was over two and one-half times the 1940 level of \$75.7 billion and was up 7 per cent over the same period of last year.

"2. Real purchasing power after full correction for both taxes and prices is 53 per cent higher than in 1940 and is 6 per cent higher than in the first quarter of 1948.

"3. The surplus income available for discretionary spending or saving is four times as great as pre-war at the rate of over \$103 billion now compared to \$26.5 billion in 1940.

"4. The backlog of accumulated savings of individuals totalling over \$200 billion at the end of 1948 is over three times the 1940 level and has a real purchasing power at to-

day's prices about double the purchasing power of the savings that existed in 1940.

"5. Consumer debt is unusually low in relation to savings or to disposable income. Debt could be increased 100 per cent without exceeding the 1940 ratio to savings—it could be increased over 60 per cent without exceeding the 1940 ratio to disposable income.

"6. About 16 million families have moved up above the level of \$3,000 after taxes from the \$1,000 to \$3,000 level in 1941. Over 21 per cent of the families now have incomes over \$5,000 after taxes compared with 4 per cent in 1941 and over 50 per cent have incomes over \$3,000 compared to 16 per cent in 1941.

"7. Employment in the first quarter of 1949 was at an all time peak for this time of year and averaged 204,000 greater than the same period of 1948. About 14 million more civilians are employed in non-agricultural pursuits now than in 1940. Average weekly earnings in non-agricultural industries in the first quarter of 1949 were double the pre-war rate and 5 per cent higher than the same period of 1948."

Koste Opens Rep Office For Independent Stations

(Continued from Page 1)

has offices in New York and Chicago and others are planned.

Koste is president of IMS and Jack Mulholland is in charge of the Chicago office. First stations to sign up are WHHM, Memphis; KSTL, St. Louis; KITE, San Antonio; and WXLW, Indianapolis. IMS stations retain the right of qualifying any new member.

A. F. Recruiting Program Bows Out On Columbia

(Continued from Page 1)

vacated by 'Skyway' with a musical series tentatively titled "Music For You," with Caesar Petrillo's orchestra and vocalists Billy Leach and Connie Russell. Show will originate in WBBM, Columbia-owned Chicago station.

Re-sign Chesterfield Show

The "ABC Chesterfield Roundup," with Master of Ceremonies Zack Hurt, starts its fourth year over the Texas State Network on June 20, it has been announced at network headquarters in Ft. Worth. Heard Mondays thru Saturdays from 9:30-10 P. M., CST, the account has added East Texas coverage on June 20 renewal thru KPLT Paris, KCMC Texarkana, and KFRO Longview to the present list of outlets: KFJZ Ft. Worth, WRR Dallas, KTHH Houston, KABC San Antonio, KRIO McAllen, KNOW Austin, WACO Waco, KRBC Abilene and KGKL San Angelo.

Music-To-Drive-By Show On WNEW For Auto Club

(Continued from Page 1)

the Club, launched the series yesterday on the theme: "Make your motoring safer, more pleasant and less costly." "Travel Time" will offer listeners tips on tours, safety suggestions and news of interest to motorists.

Under the joint arrangement, WNEW will be given plugs in the New York Automobile Club's monthly magazine, "The New York Motorist." Large posters announcing the program will be displayed at the AAA headquarters in New York City and at its six branches, as well as at official AAA filling stations.

Summer Replacement Set For Herb Shriner Show

(Continued from Page 1)

Laboratories, starting Monday, June 6 and continuing for 13 weeks, it was announced Friday. Series will originate in Hollywood. Agency is Wade Advertising, Chicago.

New AP Members

Oliver Gramling, assistant general manager, announced the election of four additional stations to membership in The Associated Press, bringing the total in the United States to 1,014. The additional stations elected to membership are: KCBS, San Francisco, Calif.; KHBG, Okmulgee, Okla.; WBVP, Beaver Falls, Pa. and WRNO, Orangeburg, S. C. KHBG and WBVP had not previously used AP service.



Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually, every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

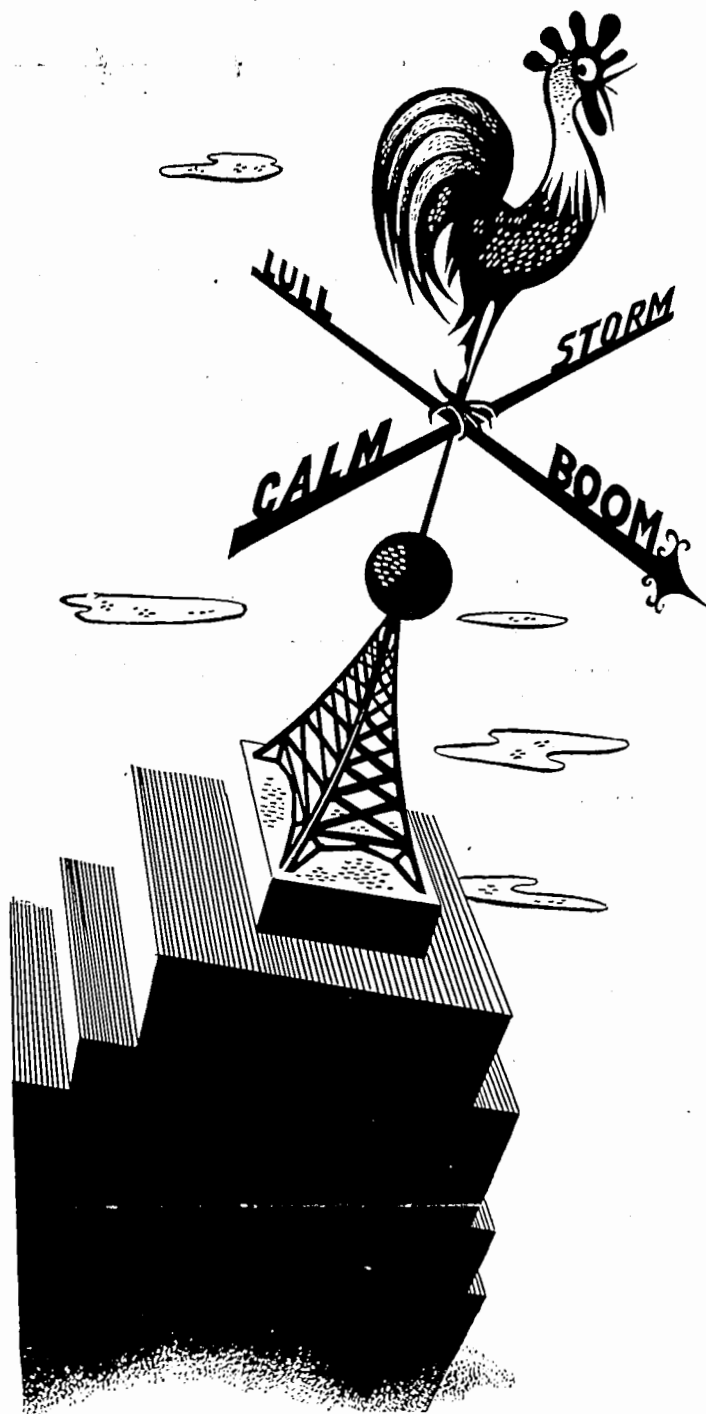
It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a logo with a face and the text 'AM W-I-T-H FM' and 'Baltimore 3, Maryland TOM TINSLEY, President Represented by Hoodley-Rood'.

The **WWJ** AM-FM market...

weathervane for the nation!



As Detroit goes, so goes the nation ... that's an old axiom in the business world. And Detroit is going great! Auto production for the first quarter of this year passed up all post-war records.

That means another boom year for the Detroit market ... and the *Detroit* market is the *WWJ* market.

WWJ, first radio station in Michigan, blankets the entire six counties that comprise the Detroit trading area. WWJ's top local talent, its NBC affiliation, and public service features which have won many national awards, assure attentive ears for advertisers on this medium that has enjoyed community confidence for 29 years.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

Basic NBC Affiliate



AM-950 KILOCYCLES-5000 WATTS
FM-CHANNEL 244-97.1 MEGACYCLES

SOUTHWEST

ADOLPH HOFNER and Wranglers, western group on KTSA, San Antonio, Monday through Friday for Pearl Beer, played host to a group of twenty soldiers from Lackland AFB hospital at their noon-time broadcast last week.

Corwin Riddell, well-known southwestern newscaster, is now being heard as newscaster over KTRH and KTRH-FM, Houston. Riddell was formerly with WOAI and KABC, San Antonio.

Cecil Bland of KTBS, Shreveport, La., a recent visitor to San Antonio and to the studios of WOAI where a "Young American's Club" program is being started for the Foremost Dairyland Co., sponsors of a similar program broadcast from Shreveport.

Eleanor Cooper, of the KTSA, San Antonio, continuity department who models in her spare time, "made the papers" in her first assignment here for Joske's of Texas. Miss Cooper, in a svelte cotton ensemble, was shown in the local dailies as part of a special style release layout by the store.

ABC Adds 2nd Religious Program For Sunday a.m.

(Continued from Page 1)

a.m., EDT, starting June 19. The 52-week contract was signed through Western Advertising Agency of Los Angeles.

"The Voice of Prophecy" has been heard on MBS since early in 1942. It will continue to be broadcast on that network in addition to ABC. The sponsor is Voice of Prophecy, Inc.

Last week ABC announced that on June 19 it would begin broadcasting "The Old Fashioned Revival Hour" every Sunday from 8-9 a.m., EDT, under the sponsorship of the Gospel Broadcasting Association, a non-sectarian organization. Program will be heard over the entire ABC network of 272 stations. This program previously has been heard on Mutual but it went off that network in the fall of 1944.

Hofheinz And Hooper Nixed; Average, 667

(Continued from Page 1)

were granted new stations in Dallas and New Orleans, both in the space of two days.

Eugene Roth was granted a conflicting application to change the frequency of KONO, San Antonio, from 1400 to 860 kc., boosting his power from 250 watts, unlimited, to the power sought by Hofheinz and Hooper.

While Commissioners Coy, Hyde and Jones felt that the long local residence of Roth was a determining factor, Commissioners Walker and Hennock voted to grant the Hofheinz-Hooper application on the ground that the programs the latter



California Commentary. . . !

• • • Busiest guy in town is Bill Boyd, whose activities now include television, radio transcriptions, motion pictures, record albums and a new merchandising enterprise—all on Hopalong Cassidy. . . .

San Diego, which is able to pick up most of L.A.'s video shows, is having trouble beaming its new tele station's programs to Los Angeles because of its lower tower. Reno, however, can pick up KGO-TV from San Francisco. . . . The James Saphier agency has set a deal with Dave Kapp for Eileen Wilson, femme Hit Parade vocalist, to record on the Decca label. Her first records will be cut in New York when she goes East with the Hit Parade for which she has been re-optional. She will record with Gordon Jenkins. . . . Bill Stewart today takes over the Al Jarvis "Make Believe Ballroom" over KLAC while Jarvis goes on a three-week vacation. . . . Dick and Gene Wesson are readying their own five-a-week, quarter-hour video strip for Fall entry. Manager George "Bullets" Durgom is handling TV negotiations through GAC. . . . Jack Smith's CBS Oxydol show will receive the tape treatment the final week of the broadcast, June 27-July 1. . . . Procter & Gamble has denied the report that Noel Madison, now in London, has been signed to a contract to direct thirteen television shorts on British subjects. . . .

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• • • Jim and Marian Jordan, who leave the air for the summer on May 31, will host a party for the members of the show at their home on Thursday. . . . The King's Men, Fibber's replacement show, takes over on June 7. . . . Irma Glen, well known organist-composer, has been named musical director for George Ellsworth Mellon Productions. . . . Gordon MacRae starts a three-week personal appearance engagement at the Oriental Theater, Chicago, on June 9. . . . The Mal Boyd-Bob Joseph tele show, "Hollywood in Three Dimensions," is back on KTTV on a three-year contract with 26-week options. . . .

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• • • The old question of whether television hurts attendance at sporting events has been answered by Walter Marty, general manager of Agua Caliente. Marty reports that attendance at the races has gone up 16 per cent since KTTV started televising the Sunday races via film in March. . . . Television is reaching into motion pictures. William Cameron Menzies has been signed by KTTV as consultant on scenic production, while Menzies' assistant, Ed Haworth, has been appointed director of production facilities. . . . Buddy Clark has been signed by Paramount to sing the musical accompaniment to the main title of "Song of Surrender." . . . NBC press department is busy preparing added chores, since the network's Chicago publicity department has been cut to the bone. Hollywood office will service papers between here and Kansas City, while New York will handle from Kansas City eastward. . . .

★ ★ ★ ★

pair would provide seemed better than the KONO plans. Commissioners Webster and Sterling did not participate.

Miss Hennock wrote that the most important public interest factor to be considered is the program prospect offered by the competing applicants. On the basis of past performance, she said, she would go along with the programming to be provided by the licensees of KTHT,

Houston, rather than by KONO, San Antonio. The latter has "continually broadcast an excessive number of commercial spot announcements and has violated its own stated policy with regard to their length and the number of such announcements during any 15-minute period," she said. She also criticized KONO for sparse public service programs, and lauded the KTNT operations in Houston.

CHICAGO

By NAT GREEN

"**B**ACKSTAGE REVUE," new variety show, made its bow on WBBM May 17. Show features the Skylarks, vocal quartet, and includes Earl Nightingale, program host; Jean Williams, vocalist; Charlie Agnew, trumpet virtuoso; Don Orlando, accordion, and George Ramsby, singer of western songs.

Stephen Fentress, of Evanston, Ill., has been awarded the second annual WGN-TV news internship, jointly sponsored by Spencer Allen, WGN-TV news director, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern.

ABC's "Welcome Travelers" has started a Famous Landmark Contest in which landmark descriptions of landmarks, sent in by listener are to be guessed by persons who are called on the phone by Tom Bartlett.

Beginning May 30, FM static WXRT will devote its full schedule exclusively to classical music. For the past eight months the static has been devoting its daytime hours to an in-store broadcast service for one of Chicago's large grocery chains, and its evening hours have been programmed with classic music. Listener demand for a large schedule of classical music led to the change.

Bill Brundage, former chief sports for the AFPS, joined Roger Hornsby this week as co-announcer of the Chicago Cubs home game telecasts over WENR-TV.

Two NBC programs won awards in the annual program competition conducted by the Illinois Federation of Women's Clubs. The University of Chicago Round Table was selected as the best discussion program, and "Kukla, Fran and Ollie" won top honors in the television classification. The awards were presented May 17 at the federation annual convention in Chicago.

WBBM is now broadcasting the "Sammy Kaye Showroom," 15-minute transcribed program sponsored by Chrysler-Plymouth dealers.

Eddie Hubbard, WIND disc jockey was guest speaker on the "G Seminar of Music" held at Roosevelt College, May 18. Eddie upheld the virtues of popular music against arguments of two other disc jockeys who took the stand for classical and jazz.

On Benefit Circuit

Betty Clark, 12-year-old blind student of ABC's "Betty Clark Sings" radio program, performed at three separate benefit shows Friday (May 20) evening. She entertained at the World Youth Fund Benefit at the Railroad YMCA on 47th Street, the Newspaper Guild's Page One Ball at the Hotel Commodore and at the 2nd Annual Benefit Ball of the Charles B. Dillingham Theatrical Post of the American Legion, at the Riverside Plaza Hotel.

Speakers Lined Up For Program Clinic

(Continued from Page 1)

programs, and John L. Sinn, president, World Broadcasting System, Inc.

Copyright Execs Scheduled
Copyright societies, including SCAP, SESAC and BMI, will be presented by top executives. These include, by Herman Finkelstein, resident counsel, ASCAP; Kurt Jaddahn, general manager, SESAC; Carl Averlin, president, BMI, and Robert Burton, vice-president, BMI, will be devoted entirely to information on how to make better use of facilities and services.

Kenneth H. Baker, acting president, BMB, and director of research, NAB, is preparing a talk on conducting research and gathering facts in any community at a minimum cost.

ET Shows to Be Covered

Recorded programs will be covered by Dick Redmond, program director, WHP, Harrisburg, Pa., and John Tinnea, assistant station director, KWK, St. Louis. During this meeting the various facets and requirements of ideal recorded programs will be stressed so that program directors may adapt successful formulae to their own use.

Charles A. Batson, editor of NAB's report on television, will be heard on TV. Batson will reveal the possibilities available to program directors in planning a program structure for television.

Newsmen Included

A panel of top-notch news men, including John M. Cooper, director, radio department, INS; Phil Newsum, radio news manager, UP, and Tom O'Neill, news director, AP, with E. R. Vadeboncoeur, vice-president and general manager, WSYR, Syracuse, as chairman, will point out methods by which local stations can capitalize on special, feature program material provided by the various wire services.

Edgar Bill, president, WMBD, Peoria, Ill., will talk on "What Management Expects of the Program Director" in community relations, as a showman and as a business man.

Will Treat Farm Service Programs

In the field of farm service programming, Chuck Worcester, farm director, WMT, Cedar Rapids, Iowa, will present practical ideas for providing listeners with a real service that builds an audience and shows a profit.

The "why" and "how" of public-interest programming will feature talks by Rex Howell, general manager, KFXJ, Grand Junction, Colo., who has received national recognition for his efforts in the field, while specific case histories of successful projects will be outlined by Bernice Brevik, public interest director, WDAY, Fargo, N. D., and Ed Wheeler, assistant general manager, WWJ, Detroit.

The importance of continuing work in the field of program promotion will be stressed by Lee Little, general manager, KTUC,

★ THE WEEK IN RADIO ★

TBA And NAB Spar For TV Supremacy

By VAL ADAMS

BATTLE shaping up between TBA and NAB for television supremacy. TBA unhappy over NAB's plans to set up TV department with full time director. TBA is asking membership for additional \$100,000 to hire a paid president and enlarge operations. Possible presidents mentioned to date: Wayne Coy, Jack Poppele, Ralph Austrian.

Raymond C. Cosgrove of AVCO elected president of RMA, succeeding Max Balcom. It'll be Cosgrove's fourth term. . . . Supreme Court reversed Court of Appeals decision and upheld FCC's action of last year which refused to renew license of WORL, Boston. High court simply referred to the WOKO decision.

Justin Miller and NAB department heads worked both sides of the street at REC luncheon in New York. Their speeches pictured radio and TV as one big happy family.

. . . RCA completed arrangements to borrow \$60,000,000 through Lehman Brothers from investment institutions. Money will be used to prepay term bank loans with the balance added to working capital.

TV is the best thing that has happened to radio in 25 years, according to researcher Horace Schwerin. He says it will speed up the elimination of 90 per cent waste in commercials and 50 per cent waste in radio programming.

. . . Top money for talent at ABC last year went to Don McNeill who got \$180,229. Paul Whiteman was paid \$145,316 and Ted Malone received \$79,350.

IBEW opened contract negotiations with CBS. NABET resumed talks with WOR. . . . IBEW engineers halted their strike against Yankee Network. Yankee agreed not to put into effect its proposed 20 per cent pay cut. . . . Mystery series, "A Life in Your Hands," will be sponsored by Brown & Williamson over NBC as summer replacement for "People Are Funny."

Rep. Francis E. Walter charged FCC has failed to act on many important issues on deck for years. . . . Champions of both sides in oleo-butter issue seeking to get their views disseminated via free transcriptions. . . . NBC plans to revitalize Chicago as radio and TV production center. Niles Trammell indicated a number of sustaining AM shows will switch their origination to Chicago.

Public confusion over new types of records blamed for Capitol Records drop in sales and earnings. President Glenn Wallichs revealed net income for first quarter in '49 was \$40,413 compared to \$583,588 for the similar period in 1948.

WPEN, Philadelphia, dropped its membership in NAB. Ed Obrist said "tangible benefit no longer

Tucson, Ariz., who has been awarded numerous prizes for his practical, workmanlike approach to this phase of industry effort.

accrues either to the station or the association." . . . Happy Chandler ruled that a minor league baseball club cannot sell exclusive rights to a local station to broadcast a big league game. This means a minor league team has no property rights on the majors although it retains its own territorial rights.

Schwerin Research Corp. and NBC testing reactions of 13,000 home viewers in Chicago, Detroit and Cleveland to TV version of "Quiz Kids." Reactions will be matched with studio audiences in New York. . . . ILGWU's FM station, WFDR, went on the air in New York. . . . McCall's magazine using spot campaign May 26 to June 4 to plug Mrs. Eleanor Roosevelt's memoirs beginning in the June issue. Federal Advertising handles the account.

Seasonal decline noted in latest Hooperatings. . . . FCC asked Scripps-Howard Radio to decide within 30 days which of two conflicting applications it wants to process in Cincinnati area. S-H has asked for frequency shift of WCPO and also applied to buy WVLL, Versailles, Ky., and move it to Cincinnati. . . . Army and Air Force Recruiting Service may sponsor only sports broadcasts next season. Sports expected to get top priority in face of proposed budget cut.

"Dr. Christian" Winners Announced Over CBS

For the eighth consecutive year, Jean Hersholt, the star of the "Dr. Christian" program, announced the winners of the 1949 Dr. Christian Award script competition on his CBS broadcast of Wednesday, May 18, 8:30-9:00 p.m., EST.

Russell F. Johnson of Thomaston, Conn., is the winner of the \$2000 first prize for his play "Stolen Glory." The winners of the three special \$500 awards are: Earl Hamner, Jr. of Cincinnati, for his play, "All Things Come Home;" Mrs. Lillian Kerr of Tillamook, Ore., for "Angel With A Black Eye," and Rod Serling, of Antioch College, Yellow Springs, Ohio, for his play, "To Live A Dream."

Ten outstanding scripts were awarded \$350 each: These winners are: Justine Kandarian, Burlingame, Calif.; Edgar L. Hay, Miami, Fla.; Marie Dow Gagne, New York City; Terry McCoog, Philadelphia; Aida Cromwell, Stamford, Conn.; Louis German, New York City; Margaret Lowery, Los Angeles, Calif.; Marjorie Fee, Omaha; Kenneth Hoffman, Burbank, Calif., and Halle Truitt Yenni, New York City.

The judges included: Irene Dunne, screen actress; Rupert Hughes, author; Sol Lesser, motion picture producer; Jean Hersholt, star, and Dorothy B. McCann, producer of the "Dr. Christian" program.

Awards Announced By Chicago Ad Clubs

(Continued from Page 1)

Hurlbut, reporter-at-large, for news commentaries, and "The Hobby Horse Presents," in the juvenile division. The television awards went to "Walt's Workshop," first in instructional program classification; "Clifton Utley and the News" for news commentaries, and "The Weatherman Show," public service. Honorable mention, in special events, went to WNBQ for television coverage of the consecration of three bishops of the Catholic Church in Chicago.

Awards to WGN and WGN-TV were four firsts and six honorable mentions. WGN winners in the radio division included "Calling All Detectives," first in local drama category; "Comedy Playhouse," network drama classification, and "The Northerners," tied for first place in the music division. "Smoke Rings" and "The Enchanted Hour" received honorable mentions in the music category. In the public service classification, WGN's "Mr. Heartbeat" contest tied for an honorable mention. In the television judging, WGN-TV's "Chicagoland Newsreel" was awarded first place in the news category. In the local dramatic competition, "Cross Question" received an honorable mention, highest in the group since no first place award was made. Other WGN-TV honorable mentions included the Holy Name Easter Pontifical Mass which tied in the public service category, and the Cycloid Micromatic Reel film seen on WGN-TV and entered in the one-minute spot commercial classification.

WBBM received two firsts, "Melody Lane" in the variety classification, and Paul Gibson in women's programs. It received honorable mention for "Allied Sports Review" in sports division, and "An Everyday Story" in public service classification.

WENR and WENR-TV received three firsts and two honorable mentions. WENR's "Breakfast Club" was first in the variety division, and Paul Harvey received honorable mention in the news division. In television, WENR-TV received a first for "Super Circus" in the variety classification, and for "Music In Velvet" in the music division. In the children's division, "Uncle Mistletoe" received honorable mention.

Radio-TV Workshop Planned By Adelphi

The Summer Radio Workshop of Adelphi College, Garden City, L. I., July 5-August 12, will include television in five of its eight sessions.

The studies will include: intermediate production and analysis of radio broadcasting, advanced radio drama production, intermediate and advanced script writing for radio and television, radio-television production laboratory, seminar on radio's role in society and art, television idea development seminar and actual production in radio and television, using outside broadcasting facilities.

COAST-TO-COAST

Vocal Quartet Joins WBBM
Chicago, Ill.—The "Skylarks," Chicago vocal quartet, have joined the talent staff of WBBM and will be heard in programs designed to display its interpretations of popular melodies. Included in the foursome are Elaine Rodgers, Eugene O'Brien, Pat Weaver and Maury Jackson. The three men also double with instrumental talents, Eugene playing bass, Pat the vibraphone and Maury the guitar.

WLBH Granted New FM CP
Mattoon, Ill.—WLBH recently received its CP for a new FM station to operate on 96.9 mc. with 23 kw. ERP. The new three-kilowatt Gates transmitter was delivered May 16 and a Collins Eight-Ring FM antenna is being mounted on the present AM tower. Station owner, Ray Livesay, states that on or before August 1st they expect to be on the air with FM.

KNBC Program Honored
San Francisco, Calif.—"Forests Aflame" KNBC's award-winning public service program had a new honor to add to its record. The National Board of Fire Underwriters for the second consecutive year has chosen KNBC to receive an honorable mention citation for outstanding service in fire prevention. The nine-week series of programs presented dramatic stories designed to bring home the message of forest fire prevention in an entertaining way. The program was recently awarded the George Foster Peabody award for public service by a regional station.

WCVI Has Cancer Drive Show
Connellsville, Pa.—WCVI recently presented a two-hour cancer-drive program which featured a host of local talent in addition to many of the city's leading business and professional men. During the two-hour period, well over \$500 was raised, which is more than one-sixth of the total goal of \$3000 set for the city of Connellsville.

WRNL Offers Golf Incentive
Richmond, Va.—Walt Hagen, Jr., son of the famous professional golfer and amateur champion in his own right, is currently giving Richmond's golfers a new incentive to improve their game. During his Sunday evening sport show heard on WRNL, he features the names of the week-end's low-score golfers for each of the six Richmond courses.

"Heidy" Contest
A weekly drawing contest for the juvenile audience is being conducted by the "Here's Heidy" program aired over WOR, New York, every Sunday at 8:45 a.m. A Firestone Autocruiser goes to the child submitting the best drawing showing how he or she visualizes the animals or objects discussed on the broadcast.

An Appraisal Of NAB

Editor's Note: Offering constructive criticism for improvement of the functions of the National Association of Broadcasters, Edward C. Obrist, general manager of WPEN, Philadelphia, wrote a letter to C. E. Arney, secretary-treasurer of NAB, as a sequel to WPEN's resignation from NAB membership. The Obrist letter, a provocative appraisal of NAB and its departments, is published with permission of the broadcaster. The letter follows:

"At the outset, please understand that no rancor is involved, and our withdrawal is not the result of anger or impulse. On the contrary, my associates and I have given much sober thought to it. The problem has been one of resignation vs. reform. In today's very tight and increasingly competitive market, the time and inclination to stomp for complete reevaluation of the purposes and procedures of NAB is unfortunately lacking. But here they are for what they're worth.

"I contend that the industry has become too large to be adequately represented by or handled at its present annual convention or by its present by-laws and national organization. AM, FM, FAX, and TV are now in one big ring under the radio circus tent. These already varied interests are further complicated by the fact among them are Independents and Network affiliates, clear channel, regional and local operators, part-time and full-time stations, in small, medium and metropolitan markets. Few, if any of the metropolitan market operators are interested in FM. Their big 'going concern' problems are AM problems. On the other hand, FM's development is vital to smaller town or rural operators where the medium is looked upon with exuberant enthusiasm.

"If we are to believe what we read and are told, TV is an arch-rival of AM. If therefore should have no place on the agenda or in the treasury of the AM-FM broadcasting industry any more than should newspapers or transit advertising.

COMMENTS ON CODE

"I also contend that no single code of ethics or practices can govern our vast industry and its various constituents. High school football teams have one set of rules, colleges another, the pro's still another. Each group stays in its own class, agrees on and enforces the rules and progresses admirably. What would happen at the pro-football turnstiles if grammar or high-school rules were invoked? I am not unconvinced that a somewhat similar or identical plan must be effected within our own industry. Isn't it rather far-fetched, in this radio day and age, to assume that a 250-watt independent can get along just as nicely as a 50-kilowatt network key station, each being subjected to the same rules, regulations and circumscriptions?

"As our industry grew, it seems vital that in certain circumstances, matters be submitted to referendum. This has been impossible under the present set of by-laws, and I believe that the time has now passed wherein a referendum would solve our many problems. At our last convention it might have defeated the BMB loan, the approval of which has caused much unfavorable reaction. At the Atlantic City Convention it would have defeated the code. Perhaps if a couple of things like that had occurred it would have thrown into clear, sharp focus the very acute and almost impossible problem we have of reconciling the differences inherent in our many operations. None of us wants to see measures defeated for the sake of defeat. We want to see things happen for the good of all.

EMPHASIZES COMPETITIVE ASPECTS

"I look to NAB for strong, militant guidance in fighting my competition—not necessarily the stations in my area, but the competitors of our industry—the daily press, the magazines, TV, transit ads, billboards and any other media that compete for the advertising dollar. I look to NAB for program ideas, help and suggestions based on qualitative analyses in markets similar to my area. I look to NAB for

the publication of election results; certainly the availability of the figures on request. The democratic way is still best. I look to NAB for a final and sensible solution of the coverage problem, one that holds water, makes sense and with which all or nearly all stations can agree even if they do not actually support it. I look to NAB for a business convention, completely devoid of speeches that tell us how good we are, that urge us one year to 'get into FM' and later, to 'get into TV,' a convention that builds respect for our industry and business for the individual stations. I'd like to hear how bad we were during the previous year, from agencies, account executives and advertisers, so we can derive a modicum of benefit instead of false balm from our annual sessions.

"Perhaps this is Utopia. But why strive for less? I believe we can go a long way in that direction if we first of all break up and go back to our proper classes. FM and TV have their own conventions. They should stay there and do their own business in their own way. If they decide to set up research and promotion bureaus, excellent! Let them do so and pay the bill. TV is especially separate and distinct. It's selling hard against radio. Why mother our murderer? The National Association of Broadcasters should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it.

WOULD SEPARATE MEETINGS

"Further, it seems to me, AM broadcasters have problems that can best be solved by separate meetings or conventions. The Network affiliates should have their annual conclave; the Independents theirs, where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them. These groups will elect their own representatives who will go to a smaller annual Association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidences of concrete progress.

"Each group or representative should be respected equally and considered equally. If this is an indirect promulgation of more activity and more control and more power in the hinterlands and less power in radio headquarters at Washington, then so be it. These groups should adopt codes that pertain to their own classes. The association as a whole should then fashion a code to complement those that would generalize over and above these specific items and that would be representative of the industry at large.

"That, it seems to me, is the problem. You flatter me when you say that I would be among those out organizing a trade association were none in existence. But it's true, I guess. I would first define 'trade,' however, before I started. Since you have credited me with know-how gained through years in the field, and suggest it be used along constructive lines to help guide the association, I here do so in dispassionate, friendly manner. I think much of this is each individual station's fault. Perhaps some broadcasters more brilliant than I can take up where I've left off and do something constructive without creating the impression of open warfare within our ranks which I would be grieved to see. Perhaps you Association men in Washington should go to the broadcasting people to find out what, if anything, is wrong. I may be in among the smallest of minorities, but a lot of us heard a great deal of complaining at the Chicago confab, and a lot of broadcasters complained. They may not come forward to be counted, but I was one of them, and here I am. Here, too, I must stay, outside the ranks of NAB until such time as I see good, practical benefit accruing both to me and to the group by my return."

Plaque Unveiled on WFDR

WFDR, the newest FM station in NYC, aired the unveiling ceremonies of a historical plaque at the Roosevelt High School in Hyde Park, yesterday, 9 p.m. The marker indicates that the late president attended school in the building. Mrs. Eleanor Roosevelt officiated.

AGENCIES

DIAMOND MATCH COMPANY
announces the appointment of McCann-Erickson, Inc. as its advertising agency. For the first time in its seventy-year history, Diamond Match Company is launching an extensive national advertising program. The advertising will be placed by the Chicago offices of Diamond and the agency, it was stated by Homer Havermale, regional v-p of McCann-Erickson.

ROBERT V. WALSH, formerly with American broadcasting stations WJIM, Lansing; WGFG, Kalamazoo and WPDJ, Clarksburg, West Virginia, has joined the radio staff of VanSant, Dugdale & Company Inc., Baltimore, Maryland. A native of New York City, he served in the Army Air Force three years and at the war's end an assignment with NBC in New York preceded his connection with ABC. Mrs. Walsh is the former ABC radio commentator, Ruth Lawson.

DAVID C. STEWART, secretary of Kenyon & Eckhardt, has been elected to the board of directors. He fills the vacancy left by the recent death of Otis Allen Kenyon.

MRS. ELIZABETH MACKINTOSH, formerly publicity director for Elizabeth Arden and promoter director for Dorothy Gray, has formed her own publicity company Office of Elizabeth Mackintosh & Associates is located in Manhattan at 667 Madison Avenue. Fanny Hearst (Mrs. John Randolph Hearst) is vicepee and Phyllis Riley is account executive.

GREY ADVERTISING AGENCY INC., has added Roscoe Sturges to its roster of account executives.

UN Language Reports Will Be Carried By WWRI

Lake Success, N. Y.—The Monday-through-Friday five-minute U. N. news reports in the Spanish language, prepared by the Latin-American Radio Division of the United Nations and shortwaved to South America, will be picked up "live" by WWRI, beginning today, 7:53 7:58 p.m.

The Spanish newscast will be a regular feature of WWRI's "La Vo Hispanna Del Aire," produced by Jose De La Vega, 5:30-8:30 p.m. daily. It will be the only station to-date in the United States carrying the program, it was disclosed at U. N. Radio headquarters.

Renews WCBS Time

Joseph Martinson & Co., for Martinson's Coffee, has renewed its Monday, Wednesday and Friday sponsorship of WCBS' 7:45-8:00 a.m. news period featuring Harry Clark as reporter, for another 52 weeks effective May 30, it was announced by Don Miller, WCBS sales manager. Agency is Neff-Rogow, Inc., New York.

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

RECEIVER PRICES COMING DOWN

TELE TOPICS

"BLIND DATE," the Bernard L. Schubert package that opens ABC's big Thursday night lineup, is, in spots, a mildly amusing show in which six all-American-type girls vie for dates with three models. The girls are lined up in two teams, each representing a different college—last week it was Rutgers and N.Y.U. They try to sell themselves to the girls over the phone, with each model picking one of two students. . . . Before each fellow is allowed to make his pitch to the babe, emcee Gene Francis snuggles up to him, pumps him about his school work and hobbies, and before he can offer much information, Gene Francis takes over. Her quips fly quick and fast. Only a few are funny, and winners are but a step or two away from the line. By and large the kids are fun to watch. They are brash and refreshing and sometimes talented. Last week one played the harmonica, while another did a few sleight-of-hand tricks. . . . Winners get an orchid and perfume to give to the girl, plus five bucks and a nite at the Stork, with chaperones. The three winners get theater tickets and a wrist watch, which should last longer than the nite at the Stork. . . . Fred Carr directs the show, with music by Glen Osser. Announcer is Walter Herlihy.

NORMAN LIVINGSTON, director of commercial program operations for WOR-TV, is expected to lower the boom on TV film producers and distributors at the May 26 meeting of the National Television Film Council. Recently returned from a visit to Hollywood and a tour of stations around the country, Livingston plans to blast the thinking and production efforts of film producers who, he feels, worry only about their own problems without bothering to acquaint themselves with the problems of broadcasters, to whom they would like to sell their product. Producers' lack of knowledge of broadcast operations is one of the biggest headaches in the business, he says. His informal talk, incidentally, will be titled "What A Television Station Looks For, And Can't Find, in a Television Film."

CONTRACT FOR COVERAGE of Metropolitan AAGU boxing bouts Saturday nights from Ridgewood Grove was signed last week by WPIX, giving the News outlet summer sports pickups five nights a week, plus N. Y. Giants baseball game. . . . Most performed song on tele, according to the Accurate Reporting Service, is "It's A Big Wide Wonderful World." . . . WCAU-TV, Philadelphia, celebrates its first anniversary today. WCAU was the first station to join the CBS (AM) net and WCAU-TV was the web's first video affiliate. . . . BMI's Coast office will not stay open until 11 p.m. nightly as previously reported.

RMA Board Meeting Endorses 1949 Plans

(Continued from Page 1)

motion was decided upon by the RMA advertising committee. Funds will be used for the joint sponsorship of the "Voice of Democracy" contest in co-operation with the NAB and the U.S. Junior Chamber of Commerce.

It was decided that the town meetings for radio technicians should be continued. Six meetings, sponsored by RMA, were held during the last 18 months and proved their value.

Television was the outstanding problem facing the industry, and the set division committee, headed by G. M. Gardner of Chicago, voted to collect information on the shipment of television receivers by manufacturers according to TV broadcasting areas, and to make the information available to the industry every three months. Statistics to be gathered will include types of television receivers being manufactured, and then the number of TV sets that include radio reception.

Action of set committee was approved by board of directors. It is planned to break down the TV set shipments into 49 television areas.

WFIL-TV Boosts Rates

Philadelphia—Rate card number five, issued last week by WFIL-TV, increases the station's basic hourly rate from \$400 to \$550 for class A time. Increase is based on the more than 150,000 receivers in the Philadelphia area—the second largest TV market in the country.

Coast TPA Elects

Hollywood—Mal Boyd on Friday was elected president of Television Producers Association and Mike Stokey was elected vice-president, each for two years. Gladys Rubens was named secretary, Maleese Black, treasurer. Directors are George Fogle, Syd Cassidy, Robert Coleson, John Slott and Mort Singer.

ABC Thurs. Lineup Pulls High Ratings

ABC's new Thursday night program lineup has paid off rating-wise with "Stop The Music" in first place in New York on both Hooper and Pulse lists for the time period. Program is rated by Hooper with 22.6 for the first half-hour and 30.5 for the second. Share-of-audience for the two segs is 48.3 and 50.3, respectively.

"Blind Date," at 7:30, also is first for the time period on the Hooper list with rating of 13.5 and share of 35.2. Pulse rates "Date" 7.6 for the half-hour in second place behind a western film on WATV.

"Crusade" 16.9

"Crusade In Europe" is rated 16.9 by Hooper with 26.3 share. Show is in second place behind Morey Amsterdam, with 19.8 rating on DuMont. Pulse rates "Crusade" 12.7.

"Actors Studio" is rated 10.3 with 16.5 share by Hooper, and 14.7 by Pulse. Program is third for the time, on the Hooper list behind the Bielow show on NBC, 21.8, and wrestling on WPIX, 16.7.

The Week In Television

Hope Rises For Ascap Settlement

Hope rose for settlement of the differences between broadcasters and Ascap, when the June 1 deadline for use of the society's music on the air was extended to June 15. Extension was granted following a meeting between Ascap and top brass of the five nets. Latter took up direct negotiations with Ascap after discussions had broken off between NAB and the society. . . . Battle lines were drawn between NAB and TBA for position as No. 1 TV trade organization, with NAB setting up a tele department with full time director, and TBA asking members for an additional \$100,000 to enlarge the association and engage a full-time paid president. . . . Theater Owners of America urged movie producers to make trailers for local TV sponsorship by theaters. . . . Industry leaders became increasingly irked at FCC's failure to lift the freeze on applications which, Chairman Coy said, would be in effect through the summer. . . . Theater tele interests, it was reported, will attempt to obtain channels from the FCC in the space between 3,000 and 5,000 megacycles.

Report Reduction On New Models; Expect Others

Complete reversal in the receiver sales picture has taken place during the past year, marked by drastic price reductions to the point where new table models introduced this spring are selling for at least \$100 less than comparable sets a year ago with greater cuts on larger sets.

It is believed certain that this trend toward lower prices will continue. Informed trade sources are of the opinion that further reductions in prices will be apparent by next autumn.

In addition to lower prices, most manufacturers have adopted, or will in the near future, an improved system of masking which utilizes more surface of the cathode ray tube and thus gives consumers more picture area for their money.

Another notable change has taken place in selling methods. A year ago or less, manufacturers couldn't make enough sets to supply the demand. Now large display ads offering many inducements to buy and emphasizing the lower prices are common in most areas.

Latest major manufacturer to put out a new low-priced model is RCA-Victor, which last week unveiled a ten-inch table model, with 61-square inch picture for \$269.50, the lowest price tag in the company's history. Admiral recently introduced a plastic console set with 10-inch tube selling for \$249.95, and most of the other manufacturers have either reduced prices on present models or brought out new sets considerably below previous prices.

It was reported also that two of the major manufacturers, Philco and DuMont, are putting finishing touches on new lines, with almost all models bearing reduced price tags. It is believed that these sets will make their appearance within the next month or two.

Wallpaper Sponsor Extends TV Coverage

The Trimz division of United Wallpaper, Inc., which recently purchased a 15-minute television package program for showing on WNEBQ, Chicago, has ordered the program for three additional markets, WNBZ, New York; WNEK, Cleveland, and WPTZ, Philadelphia. The package is the 26-week transcribed "Paradise Island" variety series produced for TV by Jerry Fairbanks. The agency is MacFarland Avenue & Co., and John McPartlin handled negotiations for NBC.



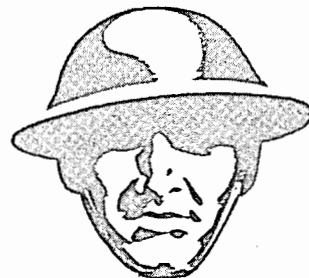
CIVIL WAR



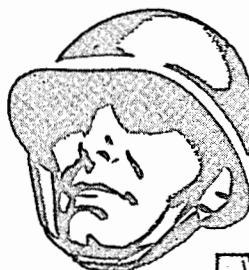
SPANISH AMERICAN WAR

"..... that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

—ABRAHAM LINCOLN



WORLD WAR I



WORLD WAR II



Free Speech Mike

50,000 WATTS
CLEVELAND

50,000 WATTS
DETROIT

50,000 WATTS (DAYS)
LOS ANGELES

WGAR ★ WJR ★ KMPC

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 38

NEW YORK, TUESDAY, MAY 24, 1949

TEN CENTS

BUSINESS URGED TO UP ADV. BUDGETS

Manufacturer Using Radio In Negotiations

Portsmouth, Ohio—Radio was assuming a new role at station WPAY and FM in Portsmouth this week as the Selby Shoe Company bought extensive time in an effort to reach settlement of a strike called by more than 2500 employees.

Beginning Tuesday, the second day of the strike, the company utilized all commercial time on its regular daily noon newscast to present a message to the employees from a company official. Speaking for the company at the conclusion of the newscasts have been N. B.

(Continued on Page 5)

Radio Gallery Of House Has 10th Birthday Fete

Washington Bureau of RADIO DAILY Washington—ABC Commentator H. R. Baukhage, was heard from the Capitol at the weekend on the tenth anniversary of the passage of the resolution which authorized the Radio Gallery in the House of Representatives. Robert Menaugh, superintendent of the House Radio Gallery, spoke on this and other programs, as did Harold McGrath of the Senate Radio Gallery, which

(Continued on Page 2)

Capital Program Series May Become CBS Feature

"Dear Mr. President," 30-minute series aired over WTOP, in Washington, D. C., may become a CBS network feature within the near future, it was learned yesterday.

Series covers via tape recording and narrative, feature stories and human interest happenings around

(Continued on Page 2)

Classical Favorites

Boston's first radio poll to determine classical music preference was released yesterday by radio station WBMS. The result of a four months' survey conducted with the station's monthly program subscribers, the poll elected Beethoven as its favorite composer by a wide margin. The Austrian master, Mozart, won second place, over Johannes Brahms, who was third. J. S. Bach followed in fourth place, and the Teutonic cycle was not broken until Tschaiakowsky placed fifth, in front of Richard Wagner.

WITH Leads Stations In Baltimore Survey

Baltimore—A local indie, WITH, led all other stations in this area in four out of five types of commercial establishments surveyed for listenership by two seniors at the School of Business, Johns Hopkins University, under the direction of the dean and faculty of the school.

WCAO, the CBS affiliate, held the top-afternoon audience at beauty

(Continued on Page 5)

New Directors Named To Philco Corp. Board

Philadelphia—At the annual meeting of stockholders of Philco Corporation, Leslie J. Woods and Courtney Pitt, vice-presidents of the corporation, were elected to the board of directors, and the following directors were re-elected to serve for

(Continued on Page 2)

Webs Have 9 Correspondents Reporting Paris Big 4 Confab

Nine correspondents have been assigned to cover the Big Four conference of foreign ministers in Paris for their respective networks in this country.

Martin Agronsky of Washington, D. C.; Pauline Frederick of New York, and Robert Sturdevant, head of the Paris bureau, are representing ABC. Mutual will be supplied with the latest developments by

NRDGA Exec. Suggests 10% Increase Over Current Funds To Maintain Present-Day Volume Levels

Proposes Dropping Canada License Fees

Montreal—Possibility that Canada's radio license fee of \$2.50 per annum will be abolished was envisioned by Colonel George Drew, Progressive Conservative leader, who will be Prime Minister of the Dominion if his party wins in the coming general election.

Colonel Drew said at Newcastle, (Continued on Page 2)

Commercial Radio Plans Of South Africa Delayed

Plans for inauguration of commercial radio broadcasting in South Africa have been held up pending the arrival of 14 transmitters which are being manufactured in the United States, Gideon Roos, director general of the South African

(Continued on Page 3)

N. Y. Radio Announcers Averaged \$7,100 In 1947

New York radio announcers earned an average of \$7,100 in 1947, it was revealed in a new report announced yesterday by Robert R. Behlow, Regional Director of the Bureau of Labor Statistics, U. S. De-

(Continued on Page 3)

Syracuse, N. Y.—The need for an immediate 10 per cent average increase over current advertising appropriations to meet today's business conditions and to maintain current volume levels was cited by Howard P. Abrahams, manager of the Sales Promotion Division, Visual Merchandising Group of the National Retail Dry Goods Assn., at a luncheon meeting of the Syracuse Advertising Club yesterday.

The NRDGA official challenged the "American spirit of pioneering" (Continued on Page 5)

Cantor Nixes Weekly TV And Leaves Pabst

First instance of a star parting company with his sponsor because the latter insisted on AM and TV shows every week has occurred in the case of Eddie Cantor and Pabst beer. After a three-year run, this will be Cantor's last season with the beer sponsor, a decision he made himself. Next fall Pabst will sponsor "Life of Riley" on radio and television over NBC.

Actually, Cantor came close at (Continued on Page 7)

WNBC Program Changes Announced By Provost

Three changes in WNBC's morning program schedule designed to increase its entertainment and new service to listeners will become effective on Saturday, May 28, D. L.

(Continued on Page 3)

Admirer

Fran Allison—"Aunt Fanny" of the Don McNeill "Breakfast Club"—met a fan yesterday in an RCA building restaurant who complimented her on her television accomplishments as Fran of "Kukla, Fran and Ollie" on the NBC network. The 'fan' was none other than Norman Brokenshire, one of radio's veterans and best known announcers.

Candid Photog

Ray Archer, sales executive of Sylvania Electric Products, Inc., is fast becoming one of TV's best candid cameramen. Archer photographs stars of TV programs appearing on the picture tube of his television set at Pleasantville, N. Y., develops them in his own dark room, and passes them on to the artists who were his subjects.



Vol. 47, No. 38 Tues., May 24, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES At Steen, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oiler, Chief, 617 Dahlonega Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green, Sulte 905 139 No. Clark St. Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 23)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Stork News

Announcer Hugh James and his wife, the former radio actress Clementine Porrell, are parents of a son born May 22 in Lawrence Hospital, Bronxville, N. Y. Baby weighed 7 pounds and 14 ounces.



Advertisement for WIBW with text: 'For SALES MAGIC in the "/>

The Voice of Kansas TOPEKA BEN LUDY, General Manager

★ COMING AND GOING ★

RAYMOND GUY, manager of radio and location engineering at NBC, left yesterday on a short business trip.

GLENN MARSHALL, JR., manager of WMBR, Jacksonville, Fla., a visitor yesterday at the New York offices of CBS.

MRS. ELOISE H. HANNA, president of WBRC, Birmingham, Ala., in town this week for conferences at NBC, with which the station is affiliated.

VAUGHN MONROE and the members of his band were in Cleveland last Saturday. They broadcast their CBS show from the campus of John Carroll University.

JAMES MCCONNELL, director of NBC spot sales, off for Hollywood Friday to spend two weeks on business.

VERNON ANDERSON, general manager of KLOU, Columbia network outlet in Lake Charles, La., paid a call yesterday at the New York offices of the web.

OWEN URIDGE, manager of WQAM, American network affiliate in Miami, is visiting in New York at the moment.

KEITH BYERLY, general sales manager of WBT, Charlotte, N. C., is in Gotham conferring with officials of CBS Radio Sales on television matters. He'll leave for the Carolinas next week-end.

New Directors Named To Philco Corp. Board

(Continued from Page 1)

the ensuing year: Messrs. William Balderston, John Ballantyne, James T. Buckley, Harold W. Butler, James H. Carmine, Charles S. Cheston, Joseph H. Gillies, Larry E. Gubb, Larry F. Hardy, R. L. Heberling, Robert F. Herr, W. Paul Jones, Thomas A. Kennally, Wm. Fulton Kurtz, and David B. Smith.

Radio Gallery Of House Has 10th Birthday Fete

(Continued from Page 1)

will celebrate its tenth anniversary next February.

Baukhage also made the first broadcast from the Senate Gallery, reporting the declaration of war with Germany, and the first international broadcast in the house radio gallery.

Capital Program Series May Become CBS Feature

(Continued from Page 1)

Washington that the President does not always have time to hear and see.

"Dear Mr. President" was conceived by John Hayes, WTOP president, with scripting and tape editing done by CBS Washington newsman Robert Nichols.

Special WHLI Program

The status of mental health in New York State will be discussed by Dr. Frederick MacCurdy, commissioner of the N. Y. State Dept. of Mental Hygiene, in an interview over WHLI and WHLI-FM, Hempstead, L. I., today, 7:45 p.m. He will outline the 1949 expansion program authorized by the legislature.

J. L. VAN VOLKENBURG, vice-president of CBS in charge of television operations, left New York Sunday on a business trip to the West Coast.

EDWARD STASHEFF, assistant program manager of WPIX, will leave today by plane for Montreal, where he'll address the members of the American Psychiatric Assn. He'll discuss the inter-relation of television and medical-hygienic.

HAL DAVIS and HERB LANDON, Kenyon & Eckhardt publicists; JOHN BATES, radio supervisor; LEN CARLTON, producer, and GEORGE MACGREGOR, account executive, are in Albany for tomorrow's broadcast of "County Fair" on CBS.

LeRoy MOFFET, staff engineer for the development group at NBC, and HOWARD GRONBERG, staff engineer in the television department, are in Philadelphia. They are accompanied by C. A. ROSECRANS, of RCA television.

PAULINE WARTSKY, secretary to Davidson Taylor, vice-president and director of public affairs at CBS, sailed last Friday aboard the Caronia for a six-week tour of Europe.

ROBERT STONE, of the program service division at SESAC, is in Kalamazoo to attend the meeting of the Michigan Association of Broadcasters.

JACK PERLIS, radio-video publicist extraordinaire, has returned from Washington, D. C., where he attended the premiere of Theodore Granik's new NBC-TV show, "American Television Forum."

KEN SPARNON, of the BMI field staff, currently in Irvington, Va., for the meeting of the Virginia Association of Broadcasters, will go on from there to Louisville, Ky., to be present at the conclave of the Kentucky Broadcasters Association.

Proposes Dropping Canada License Fees

(Continued from Page 1)

New Brunswick, "when we return to office we will do away with any license fee on radios owned in this country."

Mr. Drew said there is no reason why people living in an area where there is no CBC station should pay a radio license fee. He repeated a charge that the CBC is a propaganda agency for the Government and that it competes unfairly with private stations.

Owen Davis, Jr.

Funeral services for Owen Davis, Jr., 42, NBC television producer, will be held tomorrow (Wednesday) in the Little Church Around the Corner at 12 noon. His body was found floating in Long Island Sound near Kings Point, L. I., last Saturday morning (May 21).

Davis went sailing Friday night with a companion, Herbert V. Anderson, NBC account executive. When their boat went aground on a sand bar, Anderson went below to sleep and left Davis on deck smoking his pipe. Anderson said he was not aware of Davis's disappearance until 5 a.m. when a police boat came along and offered to tow the Anderson boat.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.

Advertisement for W.I.T.H. AM Baltimore, Md. FM. Includes a stylized logo of a face and the text: 'Tom Tinsley, President - Represented by Headley-Reed'.

PROMOTION

Quotes Hooper

To further exploit its "Duluth's Brightest Stars" campaign, KDAL is currently bombarding the trade with brochure on the theme "Hoopers Like This Don't Just Happen. KDAL and CBS Personalities Plus Long Range Promotion Made It Happen." The four-page, four-color mailing piece explains "In the Duluth-Superior Area" KDAL's Hooper Rating (October, 1948-February, 1949 Hooper Audience Index) places KDAL 25 per cent higher than the nearest competitor, undisputed first position."

Features of the piece are "Otto Mattick," KDAL character, decorated with a 25.4 per cent recognition rating in a recent survey of 300 national agencies, pictures of eight air stars with outstanding Hoopers, and the actual extract of the Hooper audience index, plus evidence of the "long range promotion," which made the audiences tune KDAL.

Radio vs. Newspapers

NBC has started mailing out to agencies, manufacturers and other prospective clients, 15,000 copies of a ten-page brochure promoting radio as against newspaper and magazine advertising, it has been announced by James McConnell, director of the net's spot sales department.

National spot radio is compared with the other four types of advertising in the form of charts, caricatures, and maps. The booklet points out that an average one-quarter hour program on one station alone reaches 32,300 adults compared to 13,300 newspaper readers.

Subway Tieup

Two special express subway trains, one from the Parsons Blvd. station in Jamaica, IND line, and the other from the Atlantic Ave. station, IRT, have been arranged to handle the crowds expected to attend the 15th anniversary celebration of NBC's Mary Margaret McBride at the Yankee Stadium, May 31.

Pauline Frederick Series Slated For May 30 Start

Pauline Frederick's forthcoming news series over the ABC network is scheduled to begin Monday, May 30, instead of June 6 as previously announced. Her program, "Pauline Frederick Reports," will be aired Monday through Friday from 8:50 to 9 a.m., EDT.

SUMMER RENTAL

Old country farmhouse in Bedford Village, Westchester County. About 1 1/2 hrs. from New York. 4 bedrooms, living room, den, two baths. A quiet spot for rest and recreation. Write Box 243, RADIO DAILY, 1501 Broadway, N.Y.C.

Summer Series

A new series of 17 weekly broadcasts with a summer stock flavor, and headlining leading screen players will be launched by CBS' popular dramatic show, "Prudential Family Hour of Stars," Sunday, June 5, 6:00-6:30 p.m., EDT. The series replaces for the summer the regular productions of "Family Hour of Stars," sponsored by Prudential Insurance Company of America. These broadcasts will resume on Oct. 2.

N. Y. Radio Announcers Averaged \$7,100 In 1947

(Continued from Page 1) partment of Labor. Radio singers, however, earned \$800 more in Los Angeles in the same year than their average of \$3,900 in New York City.

This report, "Earnings From Radio Performing," is the second in a series of three being prepared by the Bureau's Occupational Outlook Branch in cooperation with AFRA. Part one, "Employment and Unemployment" revealed that in the spring of 1948, about one out of every four radio actors, and one out of every six radio singers, was totally unemployed with the rate of unemployment in New York City second only to that in Los Angeles.

The second section, dealing with singers and actors for whom radio performing was the sole or main source of earnings, illustrated the strikingly wide range of income. While the top-paid fourth of radio actors reported earnings of over \$245 a week, at the bottom of the scale an equally large group made \$55. Since few shows using live talent originate in cities other than New York, Chicago and Los Angeles, earnings in smaller cities tended to be very much lower in the major cities.

WNBC Program Changes Announced By Provost

(Continued from Page 1) Provost, program manager, announced yesterday.

The new schedule calls for Tom Page's farm program to be heard from 5:30 to 6:00 a.m., as before, followed by a new program called the "660 Club" which will feature Tex Antonine and Charles F. McCarthy from 6:00 to 6:30 a.m. Mel Brandt will be heard in a newscast from 6:30 to 6:35 a.m.

Beginning at 6:35 and running until 7:30 a.m., with a news period from 7:00 to 7:05 a.m., Antoine will present a new show featuring records, time signals and weather reports, replacing Wally Butterworth. From 8:05 to 8:30 a.m., newscaster McCarthy will be heard in another new program of music and commentary.

Wedding Bells

Frank Dodge of the Arthur Godfrey staff, and Jacqueline Jones, CBS receptionist, will be married on Thursday, June 2. The couple will honeymoon in Bermuda.

Commercial Radio Plans Of South Africa Delayed

(Continued from Page 1)

Broadcasting Corporation, Johannesburg, advised RADIO DAILY yesterday.

Roos took issue with Col. Richard E. Meyer of Johannesburg, who recently was interviewed in New York about the operations of Lourenco Marques Radio. He questioned Meyer's claim of coverage in the Union of South Africa.

Calls Claim Exaggerated

"His remark that the Lourenco Marques Radio 'covers the Union of South Africa' is, to say the least of it, very optimistic," Roos wrote, "Even in South Africa they do not claim as much as that. Furthermore, in the interview I see no mention of the important fact that the Lourenco Marques service, directed at the Union, is a short-wave one, with all its attendant difficulties of erratic reception in a country with such high incidence of static as South Africa."

Source Of Interference

Montreal—H. O. Merriman of Ottawa says household electrical appliances are the major cause of irritating radio interference. In an interview the chief engineer of the Transport Department's radio division said interference from public-utility lines and electrical medical equipment has been controlled.

SAN FRANCISCO

By NOEL CORBETT

DICK TRACY couldn't do a more bang-up job in catching up with wanted persons as is Police Inspector Edward Comber doing on KPXX. Nabbed another one last week. Fellow was sitting in a bar over his beer and pretzels when zingo his puss came on the TV screen. Life is getting so that even a criminal can't have his privacy.

(The Highway 50 Association (50 circuits Lake Tahoe) now sponsors Ira Blue's "Blue Streak Final" on KGO Fridays. Alan Johnstone represented the station on the sale and Ned Burns is acct. rep. for John O'Rourke and Associates. Blue comments on sports and plugs the beauty of the Sierras.

In line with KSTN's coverage of all California race meets, Frank Arthur recreates actual running of all races at the Hollywood Park Meeting taking place at Santa Anita. The program is heard 6:30 to 7:00 nightly.

"Miss Bay Area Television," who will reign at the annual Bay Area Industrial Exposition June 8th, is being sought by KGO-TV and KPXX in twelve Bay Area counties. Winner will get the usual amount of gifts, publicity and a chance to appear on TV.

SMALLER PRESSINGS - MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

COLUMBIA

LP MICROGROOVE METHOD

- More For Your Money!
- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.
- Full Columbia Transcription Quality Maintained Throughout.
- CALL, WRITE, WIRE FOR FULL DETAILS

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Los Angeles: 8723 Alden Drive Bradshaw 2-5411	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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SOUTHWEST

WILLIAM P. SMYTHE, commercial and sales promotion manager for KCOR, San Antonio, has been also named general station manager. Charles F. Harris, formerly handling the manager duties has been named a vice-president of KCOR, Inc.

Ken Palmer, program director for KIPDN, Pampa, since 1947, has been named manager of the outlet, replacing John Michel who resigned to become manager of KTRY, Bastrop, La.

Charles Balthrope, owner and manager of KITE, San Antonio, has announced that he has signed and joined the newly organized Independent Metropolitan Sales group with headquarters in New York.

Application has been made to the FCC by the West Texas Broadcasters, Inc., at Plainview for a new standard broadcast outlet to be built at a cost of \$25,050 and which would operate daytime hours on 1570 kilocycles with a power of 250 watts. The principals in the group include Ed Holmes with 40 per cent interest; Byron A. Robertson with 20 per cent and Robin Baker with 40 per cent interest.

A new series of programs is to be aired over KLLF, Dallas, for a quarter hour each noon under the sponsorship of the Plastic Home Products of Dallas. Airings will be titled the "Plastic Party" and will have Jim Beck and Billy Jack Saucier and his Wagon Wheel Ramblers as featured entertainers.

G. Howard Hodge, New York millinery designer in Dallas for a visit, will be interviewed by Julie Benell on WFAA, Dallas. They will discuss the new trends in milady's hats.

Four young men have realized their dream last Saturday when KBRZ, Bryan, took to the air for the first time on that day with a power of 1000 watts. All are former war veterans. Joe A. Marinio is 22 and is president of the group and a veteran of two years with the Air Force. Pat McCusker is general manager, is 26 and served four and a half years as communications chief with the 345th Bomb Group. Dick Cousins served three and a half years with the 102nd Infantry and is program director. He is 26. Henry C. Hill is chief engineer, is also 26 years old and spent three years as a radio gunner in the Air Force.

REX MARSHALL

Announcing
"SUSPENSE"
"WHO SAID THAT"
ON TV
SC 4-5700



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Benny Goodman's new hour show for TV is down to the "how much will you really take" stage with at least one agency. . . Alan Courtney, one of the real pioneers in the disc jockey field (and still one of its most expert gabbers) is doing a nightly session down at WINZ, Miami Beach, Fla. . . NBC stations have banned Ray McKinley's platter of "Missouri Walkin' Preacher." . . Radie Harris doing a H'wood news period plus film previews on "H'wood Screen Test" via ABC-TV Sat. nights. . . Nancy Donovan, a click at the Versailles, landed a twice-weekly spot on Lanny Ross' Mutual daytime. . . TV viewers had their first look at Florence (beauty and brains) Pritchett on her "Leave it to the Girls" debut. . . Rumored that bandleader Gene Williams and Barbara Belle have reached an amicable settlement of his contract, with either Gen'l Amusement Corp. or Will Alexander taking over. . . Sid Franklin, noted H'wood vocal coach, has been imported to Gotham by Nick Schenck to guide the MGMogul's daughter, Mardi, in her new singing career. . . Another Godfrey alumnus, young comic Lenny Bruce, makes his B'way debut at the Strand Friday, just three weeks after winning the Godfrey-for-all. . . Despite his TV well-wishers, George Shupert isn't a candidate for presidency of TBA. . . Shupert is going to remain with Paramount. . . Catherine Mastice, whom Ben Gross 'caught' at her Town Hall debut a month ago and subsequently recommended for the Ted Steele TV stanza, will show her stuff on Milton Berle's show tonight. . . Ed Gardner arrives in town tomorrow to discuss new radio and television plans.



● ● ● Sammy Roen, publicity chief at MCA, like most of us at one time or another, suddenly got fed up with the business and bought himself an orange grove down in Orlando, Fla., figuring "to get away from it all." While down there he happened to meet the local radio station manager (WORZ). So wha' happen? Sammy and his wife are now doing a daily Mr. & Missus stanza right from their orange grove homestead.



● ● ● Final reports just in from Eddie Cantor's "Gifts to the Yanks Who Gave" campaign show this remarkable public service and humanitarian activity to be one of the biggest and most successful endeavors of its kind in history. It demonstrated once again that radio is a powerful means for accomplishing good, especially when used by such skilled entertainers and planners as Eddie. This latest drive netted more than 2,100,000 gifts, valued at some \$5,000,000. It brings the total for the drive (since its inauguration by Cantor in 1944) to 8 million gifts worth more than 20 million dollars for hospitalized service men and women. Cantor started this wonderful drive when he was visiting hospitals and saw the great need for Christmas cheer for vets. "I want to thank RADIO DAILY and everyone else who helped in publicizing this plan for their assistance," Cantor said. "And I pledge that this wonderful work will be continued as long as there is need for it." Cantor added that the successful culmination of the fifth annual drive was made possible through the support of and the financial backing given by Warwick & Legler, the account agency, and the Pabst Sales Co., sparked by Nate Perlestein, advertising director. Right now, Eddie is busy promoting the Green Cross safety drive throughout the nation. When any good cause is in need, he never fails to hear the call for help.



● ● ● WHEN THEY WERE SCHOOL KIDS: James Mason: He used to tie knots in the girls' hair. . . John Kieran: Used to mark the exam papers for the teacher. . . Clifton Webb: Voted the Most Likely To Succeed. . . Jack Benny: The class treasurer. . . Cary Grant: The teacher used to bring him apples.

MEXICO

LUIS G. DILLON, veepee, Foote, Cone, Belding, now here, appoints Publicidad General SA exclusive representatives in Mexico. Ruthrauff & Ryan of Mexico handling American Embassy educational radio campaigns including dramatic series entitled "Tia Maria," recorded at RPM laboratories.

XETX, Casas Grandes in state of Chihuahua, joins RPM.

ZELQ, Morelia Michoacan, announces new 1,000-watt transmitter installation.

RPM celebrates eighth anniversary Tuesday, May 31st.

Mexican Broadcasters met for annual convention of National Chamber of Radio Industry in Mexico City the past week. RPM honored visiting affiliates with banquet served at Circulo Rodem, Clemente Serna Martinez, host.

First Inter-American Advertising Convention will open here next June second. Asociacion Nacional De La Publicidad making arrangements to receive United States delegates from AAAA as well as South Americans. Advertising will include radio and video development.

Alonso Sordo Noriega, Mexico's pioneer radio announcer and sport-caster, lately founder and president of Station XEX, died of a heart attack on May 14.

Takes Zenith Post

Jack Ferren has been appointed director of industrial relations at Zenith Radio Corporation, Chicago. Ferren's appointment is the result of an expanded employee relations program now being put into effect by Zenith, and the need for correlation of the various phases of employee activities. Ferren has had 16 years experience in personnel and industrial relations. From 1946 to 1949 he was director of personnel at Stewart-Warner Corp., Chicago.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

WITH Leads Stations in Baltimore Survey

(Continued from Page 1)
 at the time of the interviews, WITH led all others in audience during the same periods at independent grocery stores, drug stores, bars and taverns, and barber shops.
 The survey's results were obtained from personal interviews in 345 independent grocery stores picked at random out of a total of 2,518 within city limits, 221 out of 494 drug stores, 352 out of 2,770 bars and taverns, 322 out of 1,500 barber shops, and 110 out of 1,300 beauty shops. A standard error of 2.5 per cent was within the poll.

55 Per Cent Have Radios
 Of the total of 8,582 establishments in the five categories, 55.2 per cent or 4,736 were found to be equipped with radios. The survey was conducted by Frank P. Montgomery, Jr., and Francis G. Malone, between the hours of 12-noon and 8 p.m.

Percentage of radios actually playing in grocery stores at the time of the interviews, 42.3 per cent; tuned to WITH, 16.9 per cent; WFBR, with third place shared by WCAO, WBAL and WSID. On the basis of all radios, including those actually playing at the time of the interviews, WITH led with 16.3 per cent, WFBR with 6.7 per cent, WCAO, WBAL and WSID with 4.7 per cent.

WITH was tuned in by 34.6 per cent of the radios actually playing in drug stores or 10.4 per cent of all radios in drug stores. WBAL was second with 24.1 per cent and 7.4 per cent respectively. WSID was third with 13.9 per cent and 4.2 per cent in the two ratios.

WITH Leads In Bars
 In the category of bars and taverns, 67.3 per cent of the radios actually playing were tuned to WITH. This represents 24.5 per cent of all radios, including those not actually playing in such establishments. WSID was second in audience with 14.5 per cent of radios actually playing or 4.5 per cent of all radios. Third place was taken by WBAL with 6.8 per cent of radios actually playing or 2.5 per cent of all radios.

A total of 49.3 per cent of radios actually playing in barber shops were tuned to WITH, equivalent to 16.5 per cent of all radios in this category of establishment. WSID followed with 16.2 per cent and 8.3 per cent, and WFBR with 11.0 per cent and 5.6 per cent respectively.

WCAO led all other stations in the evening audience at beauty shops. A total of 28.1 per cent of the radios

NRDGA Spokesman Urges Adv. Budget Increases

(Continued from Page 1)

and asked: "What has happened to the American business man? This year, of all years, the one-hundredth anniversary of 1849 and its '49ers, is a strange time to be gloomy." He likened the conditions of 1949 with the situation which existed in the last century when "it took brawn and brains to secure fortunes."

In discussing the present buyers' or replacement market, Abrahams declared we are returning to normal in American business, adding that "we have always grown and prospered during such market conditions . . ."

Urges Competitive Thinking

"To meet today's competitive situations," he said, "we must return to competitive thinking. Unfortunately, too many organizations, retailers too, have people in important positions who never worked in a competitive era. They do not know how to cope with it. Every store in the country, for example, has a large number of buyers appointed 4, 5 or 6 years ago. As buyers, their main function is to buy. These buyers began their careers and lived in a period when they didn't have to sell. They, along with other store people, must learn how to operate in 1949 competitive conditions. I have heard many business men indicate that they were going to seek executives of 45 to 50 years in age, men who lived through hard selling periods, to head their organizations and their departments. Those men, they feel, have the knowledge to meet the '49 problem."

Abrahams warned that retailers and manufacturers cannot coast along on the skimpy war and post-war advertising appropriations. "Today, we are allowing store and other industry controllers to booby trap us into thinking that we can secure 1949's buyers' market sales volume with 1946's sellers' market advertising percentage expenditures. You can't do it. Sales expense has climbed. Advertising, the super salesman, must be increased too if we want to sell the amount of merchandise which we must in 1949."

Would Intensify Sales

In calling for greater team-work within organizations to meet the conditions of an increasing competitive market, he called for the setting up of "complete, efficient follow-through methods" so that selling staffs will be fully aware of

actually playing in beauty shops were tuned to WCAO, or 13.1 per cent of all radios in such establishments. WITH was second with 25.7 per cent and 12.0 per cent, and WBAL was third with 19.1 per cent and 8.8 per cent in the two ratios.

Included in the survey were FM and out-of-town stations and the network affiliates: WCAO (CBS), WFBR (ABC), WBAL (NBC), WCBM (MBS). The indies shown on the survey reports were: WITH, WSID, and WBMD.

what is advertised in the newspapers, radio, direct mail or in the windows. "An unbelievable amount of sales are lost in retailing, as in every other industry, only because the salesmen were not informed. The best advertisements, prepared by the finest copy talents and illustrated by top artists, lose out if sales people are not informed about the selling messages and how to follow through.

"Knowing what we have to spend, and knowing how to do it, doesn't mean a thing unless we follow through. Every retail promotion manager has the responsibility today of discussing his sales producing program with his president and controller to be certain that he gets the necessary funds to do the right 1949 job."

"Every manufacturer's promotion manager has the responsibility today of doing the same thing plus determining how he can further help the retailer in distributing his products through cooperative advertising."

Abrahams called attention to the radio time salesman's responsibility of impressing his retail and national clients of the need to spend a buyers' market advertising appropriation in the buyers' market. In the case of retailers, he concluded, the radio time salesman should help his clients in program planning.

Plan Juvenile Series

A new weekly half hour Saturday morning broadcast is scheduled to be heard over WOAI, San Antonio, under the sponsorship of Foremost Dairyland. As part of the program, a "Young American's Club" will be inaugurated. The club is being started in the belief that the local boys and girls are greatly interested in activities which concern fundamental American ideals.

The club will be open to boys and girls between the ages of two and 16 years. Those especially talented will appear on the program. Group singing will be held, and an orchid to "the best mother of the week," will be given. The sponsor's ice cream will be awarded the participants and half dollars will be given on the quiz feature.

According to officials of the local Dairyland plant, the club's aim is to foster good, wholesome American principles in boys and girls; to teach poise and self confidence, to discover talent that would otherwise go unnoticed, and to develop leadership.

Here to participate in the inauguration of the series of airings will be Lloyd B. Hughes, vice-president and district manager for Foremost Dairyland of Dallas; George H. Kimmon, manager of the Foremost plant in Shreveport, La.; Cecil Bland, of KTBS, Shreveport, and Mrs. Elma Wylie, director of the Young American's Clubs.

Manufacturer Using Radio In Negotiations

(Continued from Page 1)

Griffin, president and general manager; E. J. Hoechst, director of industrial relations; William Hooley, vice-president and sales manager; and G. B. Carson, manager of engineering. The talks were recorded in advance of broadcast.

In addition, the company scheduled 46 spot announcements during the week to call employees' attention to the newscast on which each official would broadcast his particular message.

An unusual development was 12,000 WPAY continuity sheets going into the homes of all Selby employees, as the company secured the regular continuity sheets from the station on which to mimeograph for mailing copies of each day's talk by a company official.

Selby's has sponsored the 12:15 p.m. newscasts, Monday through Saturday, over WPAY for over ten years, using it to advertise the Selby Retail Store in Portsmouth and as a public relations service to the community.

TV Set Production Schedule Increased

John Meck Industries, Inc., of Plymouth, Ind., manufacturer of television and radio receivers, has announced a stepup in television output to 80 per cent by dollar volume of total production. John Meck, company president, states that although within recent months the production schedule had called for 20 per cent television as compared with 80 per cent radio, continually increasing orders for video have made it necessary to alter radically plans for the firm's future output. He stated that the only future changes he anticipates will be in continued growth of television dollar volume to reach a production level of 90 TV to 10 radio, or even higher. He says his organization would shortly go into production on 16-inch and 12½-inch television receivers, as well as the 10-inch and 7-inch sets currently being turned out.

CKCO Hires Consultant

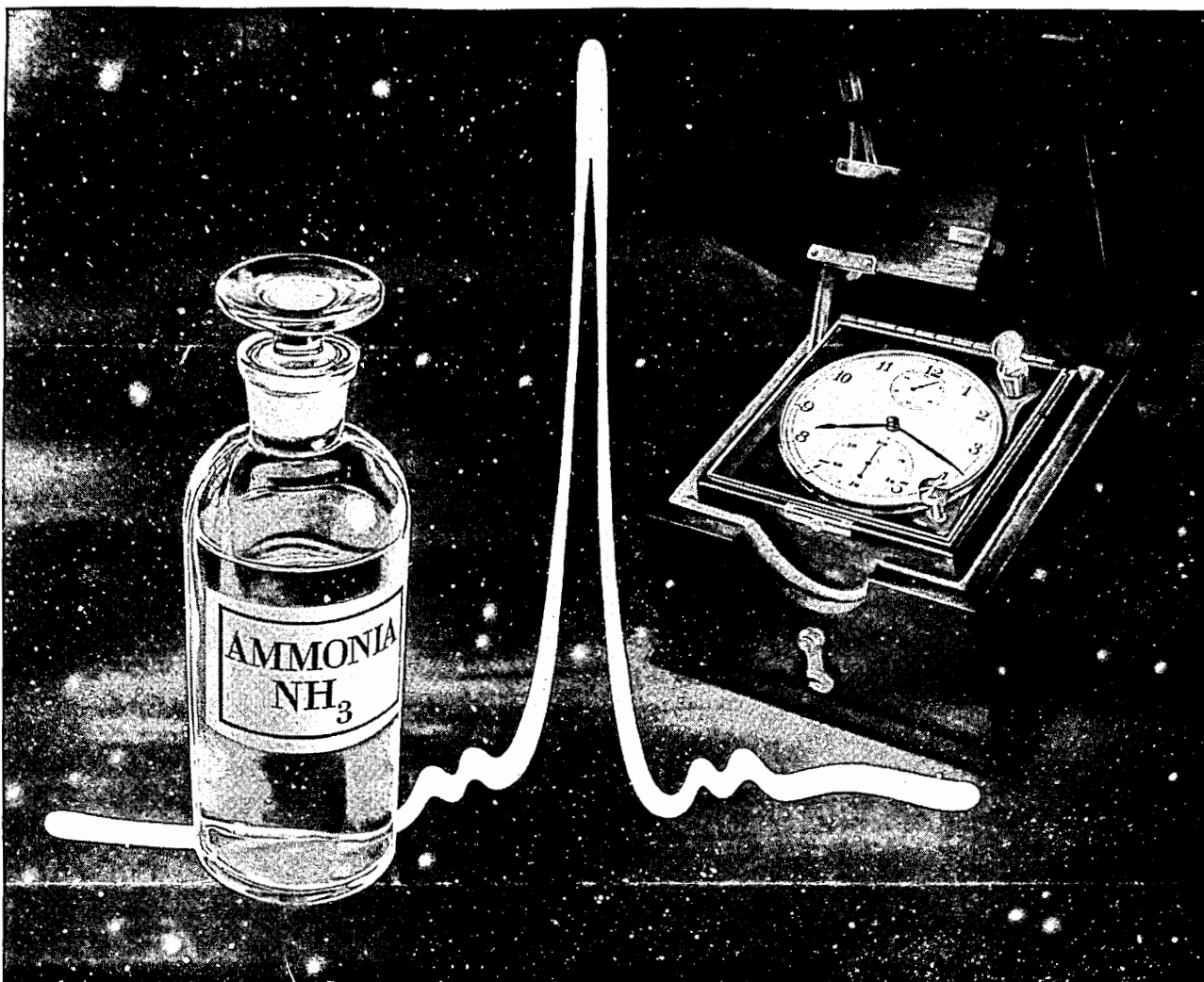
Montreal-CKCO, Limited, owners and operators of Radio Station CKCO Ottawa announced that J. K. Cooke has been retained as consultant of that radio station beginning May 30. He will advise the owners on programs, sales and technical problems. The company has applied to the Department of Transport for a change of call letters to CKOY Ottawa.

SECRETARY

Network or agency experience essential. Must be capable of relieving busy Executive of detail work. Send resume stating age, experience, salary desired, etc. Box Number 244, RADIO DAILY, 1501 Broadway, New York City.

WANTED

TRANSCRIPTION SALESMAN. SEND COMPLETE RESUME OF EXPERIENCE, BACKGROUND, EARNINGS AND PHOTO. REPLY BOX NUMBER 245, RADIO DAILY, 1501 BROADWAY, N. Y.



Using ammonia and radio waves, RCA scientists have devised a clock more accurate than the stars.

Your future will run on "Atomic Time"

Imagine a clock which will lose or gain only one second in 20,000,000, and which — when further research is carried out — will vary no more than a second in 30 years!

Such a timepiece — constructed by the National Bureau of Standards on a principle conceived and demonstrated at RCA Laboratories — is now in operation. More accurate than the stars? Yes, because "star time" will vary when Mother Earth wobbles in her orbit.

The pendulum of RCA's clock is an atom

... at present, the nitrogen atom in an ammonia molecule ... though others may later be used. Vibrating at 23 billion 870 million times a second, it controls a system of radio waves and electrical impulses which operates the clock — locks them in tune with its own unvarying beat!

You will hardly want an "atomic clock" to get to the office promptly, or get your children to school. But scientists and engineers who must split seconds into millions of parts need this more accurate way of telling time.

The atomic clock is but one of the

many major achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

* * *

Examples of the newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

edition of RADIO DAILY, Tuesday, May 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

BBC WORKING ON REMOTE EQUIP.

TELE TOPICS

ANCE DAY, when the average home screen offers pictures in full color and larger than today's models, ballet should be an exciting experience. Ballet is at a distinct disadvantage. This was the case with the program presented by the Ballet Theater over NBC last night. Too often, through no fault of their own, the dancers looked like small, bearded dolls. Considering the limitations of a medium, however, the program was as good as well as could be expected. In their major work, the delightful "La Fille Malgrec," director Garry Simpson wisely showed close-ups for the most part. He concentrated on a medium-long shot of the dancers, not the cameras, subtle movement. Camera closed in only when there was little or no action, and close-ups were highly effective. . . . In their other work was the short classic, "Les Femmes d'Alger." Here brief use of superimposition—a medium shot of the four figures over a long shot—was very interesting. Occasionally, however, Simpson cut in the ballerinas in half as she was dancing—a major offense on any dance program. Program was produced by Victor Gollancz. Dmitri Romanoff, of Ballet Theater, directed both works, and Max Goberman conducted the NBC orchestra. Don Pike was technical director.

CORDING TO actor William Prince, who stars in "Suspense" over CBS, a TV drama should prove to be a valuable schooling ground for actors. The profession has known because of the rehearsal schedules. "Any rehearsal will tell you that he learns to act better," Prince said. "The more rehearsals the better, especially when you are trying up for a one-shot performance. That has to be right." He feels that actors in other media have gotten especially in Hollywood where most acting is done in short takes and scenes repeated many times. "But the pace of television is completely different. There are no tryouts, no chances to improve your performance the next night. You have to get it right. Best thing in the world that's happened to actors," he said, and went back to rehearsal.

ARGE AND GOWER CHAMPION have returned from vacation and will appear in the last Admiral show before hiatus. They may not be on the show in the fall, however, as a stanza of their plans. . . . Art Ford, WNEP, begins an hour-long variety show on WPIX Saturday, 11 p. m. . . . Rudy has signed Cliff Steward to produce a series of films for Vallee Video on the NBC may scan the U. S. Open tournament and the Poughkeepsie re-

Cantor Nixes Weekly TV And Leaves Pabst

(Continued from Page 1)
one point to going along with Pabst plan to put him in TV every Tuesday night in addition to the radio program on Friday. While he was reluctant all along to agree to more than two video shows a month, Pabst almost sold him on the idea of doing TV full time. A month ago Warwick & Legler, the Pabst agency, notified NBC that it wanted 9:30 p. m. Tuesday for a television program starting July 19 and that Cantor would take over Oct. 4.

"Artistic Impossibility"
In the final analysis, the comedian said it would be an "artistic impossibility" to do a regular radio show and a television program simultaneously. He further declared he won't be ready for full-time TV until the fall of 1950. Cantor's radio show for Pabst is scheduled to end June 24.

"The Life of Riley," which Procter & Gamble previously announced it would drop at the end of this season, has been acquired by Pabst from Irving Brecher for radio and TV presentation next fall. The radio show, which stars William Bendix, will move up one hour to Cantor's time spot and be heard at 9 p. m. EST, Fridays. Televised version of "Riley" will originate in New York with another cast.

WGN-TV Sells Golf Seg

Chicago — "Pars, Birdies and Eagles," new golf series featuring pros Jimmy Hines and Johnny Revolta, bows on WGN-TV Monday under sponsorship of St. Andrews and Mission Hills golf courses. Bob McKee will emcee the half hour show. Herbert S. Laufman will produce the series.

Four-Way Tele Celebration Planned By WBKB June 16

Chicago — A mammoth television celebration by WBKB, Balaban and Katz pioneer station, will be held June 16. It was announced yesterday by John Balaban, director of the outlet. It will comprise four major parts. First, celebration of the eighth anniversary of WBKB, Chicago's first station. Second, WBKB will officially start operation of a new RCA 5-day superturnstile transmitter 700 feet tall.

TV Hoedown

Television's impact is not confined to metropolitan areas according to a communique from the Texas prairies. Down in the little town of Weston, a country store is finding an increase in its butter and egg business because of a television set. "Everyone brings butter and eggs to the store with the new fangled device" reports our correspondent. The nearest movie theater at Celina reports a drop in business because TV at the country store has westerns on Monday and Friday. Ranchers and farmers, however, say they won't buy a set until the price is down to \$100.

July 15 Tele Bow For WBT Charlotte

Charlotte, N. C.—July 15 has been set as the kick-off date for WBT-TV, first station here. A basic CBS affiliate, station will carry programs from all four nets on a non-interconnected basis.

Station is owned and operated by Jefferson Standard Broadcasting Co., a subsidiary of Jefferson Standard Life Insurance Co., of Greensboro. Charles H. Crutchfield is manager. Operating on channel 3, WBT-TV's transmitter is mounted on a 563-foot tower atop Spencer Mountain, 14 miles from Charlotte near the South Carolina border. Antenna is 1867 feet above sea level and 1294 feet above surrounding terrain.

Engineers estimate that the station will provide satisfactory coverage to approximately 1,000,000 persons living within 50 miles of the transmitter. Authorized power is 16.3 kw. video, and 8.2 kw. audio.

Main Project Is Light Weight Relay Gear

London — Working in collaboration with leading equipment manufacturers, BBC engineers are actively engaged in the development of light-weight television equipment for remote broadcasts. Aim of the project is to extend the scope of these operations and to increase the speed with which equipment can be set up so that spot news events can be picked up.

In particular, engineers report, an improved radio relay link has been developed to transmit signals from cameras in the field to Alexandra Palace for airing.

BBC engineers said the equipment, which works on the short wavelength of four-and-a-half centimeters, is now being tested. Clear pictures free from all interference are presently being received over a distance of seven miles, they said, and it is believed that equal results can be achieved at distances of 20 miles or more.

Advantages of these extremely short wavelengths, the engineers said, is that the antenna can concentrate the signal into a very narrow beam. Both transmitting and receiving equipment, they added, is light and very easy to carry.

Motorola Dealers Sign KGO-TV Service Bouts

San Francisco—Motorola Dealers of Northern California have signed with KGO-TV for sponsorship of Army, Navy and Air Force boxing bouts originating from the Treasure Island gymnasium in San Francisco Bay. Tommy Greenhow will be behind the mike.

Contract, signed by W. J. Lancaster & Co., Motorola distributors, covers half of the pickups through Sept. 29.

Balt. Nears 60,000

Baltimore—April sales of sets in the Baltimore area have brought the total to 57,635, according to a survey just completed by the Baltimore Television Circulation Committee. Sales for the month amounted to 6,159 sets, the report stated.

WPIX Sells Movie Show

Meltoway Reducing Plan, Inc., has picked up the tab for "Hollywood In New York," weekly movie news and interview show with Lois Wilson, over WPIX. Sponsorship began May 21.

NEW BUSINESS

WGN, Chicago: The Kellogg Co., through Kenyon & Eckhart, three weekly station break announcements for "Pep," for six weeks from May 16; Gordon's (clothiers), through M. E. Recu Advertising Agency, renewal of "Dress Up Quiz," Sundays, for 52 weeks from May 29; Salerno-Megowen Biscuit Co., through Schwimmer & Scott, renewal of four station break announcements weekly for 52 weeks from May 30; General Aniline & Film Corp., through Young & Rubicam, Inc., four station break announcements per week for Anso film, for six weeks from May 24; Greyhound Bus Lines, through Beaumont & Hohman, Inc., five weekly station station break announcements for five weeks from May 16.

WGN-TV, Chicago: Croydon China Co., through Duess-Gordon Agency, a weekly one-minute film announcement for six weeks from May 20; Gillette Safety Razor Co., telecasting of two major turf classics, Preakness Stakes and Belmont Stakes, May 14 and June 11, respectively; Bristol-Myers (Ipana), through Doherty, Clifford & Shenfield, the "Lucky Pup" program, Tuesdays and Thursdays, for 52 weeks from June 28.

WENR-TV, Chicago: Business reported by WENR-TV includes one spot announcement weekly for 13 weeks for Nielsen's restaurant; one announcement weekly for 26 weeks for Goldenrod Ice Cream, through Goodkind, Joice & Morgan, and one spot announcement weekly for three weeks for Empire Colling Service, Inc., through Olian agency.

WNAC-Yankee Web: The S. C. Clayton Company, Boston, Mass., makers of ZA-REX, will promote the popular fruit drink mix each Tuesday and Thursday during the summer months in the 6 p.m. edition of the Yankee Network News Service over WNAC and the entire Yankee Network throughout New England. The airwaves campaign starts May 24 and continues through August 18. Chambers & Wiswell is the advertising agency placing the announcements on the five ZA-REX favorites.

Will Broadcast Concerts

A series of four Tuesday-night outdoor concerts at Union Square, designed to provide work for unemployed musicians out of the AFM recording and transcription fund, will be broadcast by WNYC, beginning today, 9-9:55 p.m.

GOOD BUY

Acct. executive and Asst. Producer, top New York package group. Available for agency TV department. Knows production organization, costs, rates. Write RADIO DAILY, Box 242, 1501 Broadway, New York 18, N. Y.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of May 13-May 19, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Bali Ha'i	Chappell
Candy Kisses	Hill & Range
Careless Hands	Melross
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
1400 Dream Street	Martin
Havin' A Wonderful Wish	Paramount
How It Lies, How It Lies, How It Lies	E. H. Morris
Hurry, Hurry, Hurry	Dreyer
I Didn't Know The Gun Was Loaded	Lewis
If I Could Be With You	Remick
It's A Big Wide Wonderful World	Broadcast Music
Kiss Me Sweet	Advanced
Little Old Church Near Leicester Square	Oxford
My One And Only Highland Fling	Harry Warren
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Streets Of Laredo	Famous
Sunflower	Famous
You Broke Your Promise	Pic Music

Second Group

TITLE	PUBLISHER
Always True To You In My Fashion	T. B. Harms
Beautiful Blonde From Bashful Bend	Miller
Because You Love Me	Remick
Coca Roca	United
Don't Cry, Cry Baby	Santly-Joy
I Don't See Me In Your Eyes Anymore	Laurel
I Love You So Much It Hurts	Melody Lane
I'll String Along With You	Witmark
Just In Case	Beacon
Merry-Go-Round Waltz	Shapiro-Bernstein
My Dream Is Yours	Witmark
Once And For Always	Burke & Van Heusen
Portrait Of Jennie	Chappell
Powder Your Face With Sunshine	Lombardo
Put Your Shoes On Lucy	Bourne
So In Love	T. B. Harms
Three Wishes	Herbert Music
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Charles K. Harris
While We're Young	Regent
You're Mine	Porgie

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AGENCIES

DONALD B. HAMILTON has been named to head the Detroit office of Batten, Barton, Durstine & Born, Inc. He will succeed George Vonderlin, who now is an account executive in the Chicago office of the agency.

AMERICAN MARKETING ASSOCIATION New York Chapter, will hold its annual awards luncheon and presentation in the west ballroom of the Hotel Commodore on Wednesday, June 22. Reservation will close 24 hours before the meeting. Details of the affair will be announced shortly.

RICHARD E. FISHER has been named manager of public relations for the New York airports of American Airlines.

AL PAUL LEFTON COMPANY, INC., has been engaged to prepare the advertising of the American Rubber and Rubber Co., Trenton, N.J., manufacturers of Amtico rubber flooring.

Stork News

Philip D. Lane, acct. exec. at Car Productions, announces the arrival of Marcia Beth Lane, born May 13, 1949. Gros weight on arrival was eight pounds seven ounces.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

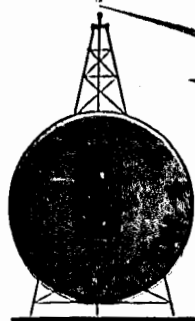
Set-owners call it a standard identification of finest in television entertainment.

Businessmen are discovering that it means the bit buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, Md.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 39

NEW YORK, WEDNESDAY, MAY 25, 1949

TEN CENTS

INDIES HIT MOVE TO BAN TIME-SHARING

Gruen May Increase Annual Radio Budget

Probable purchase of the second half-hour of NBC's new giveaway show, "Hollywood Calling," by Gruen Watch Co., is not only good news for NBC but the entire industry as well. Such a move would herald the return of a national advertiser to radio on a big time basis. At one time Gruen was a heavy user of spot radio but at present its time buying is very small. Gruen, through Grey Advertising Agency, is using a few TV spots but here again it's far outdistanced by Bulova in expenditures.

Gruen's sponsorship of "Holly-
(Continued on Page 3)

McBride Anniversary Stunt Looms As SRO

Appearance of Mary Margaret McBride in Yankee Stadium on May 31—to celebrate her 15th radio anniversary—is being ballyhooed into one of the biggest stunts ever pulled off by a local station. To date a total of 141 distinguished persons—big names in the world of stage, screen, radio, sports, military service and literature—have accepted invitations to attend as platform guests.

It's just a coincidence but the
(Continued on Page 4)

AFA Adds Two Clubs To Its Membership

The Advertising Federation of America has admitted to membership two newly-organized clubs: the Women's Advertising Club of St. Petersburg, Fla., and the Advertising Club of Lubbock, Tex.

The Florida organization's offi-
(Continued on Page 2)

Imitator

Paul Gill, disc jockey from WCSH, Portland, Maine, came to New York on Monday and showed television a trick or two when it came to impersonations. Gill picked Arthur Godfrey's TV program to show Godfrey how he sounded and finished his CBS stint with imitations of Churchill, Amos 'n' Andy and Rochester, of the Jack Benny show.

Presentation

Vice-presidents of the four networks and BMI officials presented the American editions of outstanding Brazilian composers to Brazilian President Eurico Gaspar Dutra on the occasion of His Excellency's visit to New York City, at his Waldorf-Astoria suite, last night.

The book-like leather box containing the music was presented by Herbert V. Akerberg, v-p of CBS; Joseph A. McDonald, v-p of ABC; William S. Hedges, v-p of NBC; James E. Wallen, v-p of MBS; Carl Haverlin, president of BMI; Col. Charles A. Wall, v-p of BMI, and Robert J. Burton, v-p of BMI.

Philco Program Plans For Fall Uncertain

Philco is not planning a radio replacement for Bing Crosby on the ABC net in the fall, it was reported yesterday. Instead, the company is expected to expand its programming in the TV field and will probably launch a campaign of spot radio announcements. The company's decision to drop network radio is said to be motivated by the circumstances of Crosby leaving ABC to launch a new program on CBS this fall.

Arthur Sinsheimer Dies; Was First REC President

Arthur Sinsheimer, first president of the Radio Executives Club of New York and widely known as an agency radio executive, died yesterday at Caledonia Hospital in
(Continued on Page 3)

CAB Ottawa Meet June 13; Invitation Extended To U. S.

Ottawa, Ont.—American broadcasters, station representatives, advertising agencies and advertisers have been invited to attend the annual meeting of the Canadian Association of Broadcasters, June 13-16, at St. Andrews-by-the-Sea, New Brunswick. T. Arthur Evans, CAB secretary-

Eight Stations Protest FCC Adoption Of Any Rule Impairing Their Right To Seek Choicer Assignments

Gene Autry No Longer Seeks To Buy KTSA

Washington Bureau of RADIO DAILY Washington—Gene Autry, cowboy star, notified the FCC yesterday that he is withdrawing from the competition for the right to buy KTSA, San Antonio, Texas, in favor of the San Antonio Express. The newspaper was bidding against Autry in an AVCO-type procedure, with Autry having negotiated a \$450,000 price for the station.

The Express has been seeking an AM outlet in San Antonio for some time.

Autry's move was taken with the
(Continued on Page 3)

Lux Theater Renewed On CBS By Lever Bros.

"Lux Radio Theater," dramatic series and the CBS's second oldest commercial program, has been renewed by its sponsor, Lever Bros. Company, Cambridge, Mass., for its 15th year on the Columbia network, it was announced yesterday
(Continued on Page 5)

Sisson Joining N. W. Ayer; Quits Other Agency Post

Edgar G. Sisson, Jr., has resigned as vice-president and director of radio of Pedlar & Ryan, Inc., to become director of radio and TV pro-
(Continued on Page 3)

Washington Bureau of RADIO DAILY

Washington—A number of protests were registered with the FCC yesterday against adoption of any regulation or policy which would foreclose the seeking of better frequency, time and power assignments by stations now on the air on a share-time basis. Apprehension that the FCC
(Continued on Page 3)

Trade Mark Values Stressed By Speakers

Advertisers attending the 71st annual meeting of the U. S. Trade Mark Assn., at the Waldorf-Astoria Hotel yesterday, were urged to oppose measures "which would restrict the free functioning of our country" in order to protect trade marks in the future and were warned that "in every state-controlled economy, trade marks have
(Continued on Page 5)

Narcotic Addiction Theme On UN Program On ABC

The world-wide problem of narcotic addiction will be discussed in a special program, "Two Billion Strong," over ABC, May 28, 4:15-4:45 p.m., EDT, by Dr. Victor Vogel, medical director of the U. S. Public Health Service Narcotics Hospital
(Continued on Page 3)

Award

Princeton, N. J.—Dr. Irving Wolff, director of the Radio Tube Research Laboratory of RCA Laboratories, yesterday received the "Distinguished Public Service Award" of the Navy Department, in recognition of his achievements in electronics and radar. The award, includes a certificate signed by Secretary of the Navy, John L. Sullivan.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Net Green
Sulte 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 7/8	6 1/2	6 5/8	+ 1/8
Admiral Corp.	18 7/8	18 3/4	18 7/8	—
Am. Tel. & Tel.	140 5/8	140 1/4	140 1/2	—
CBS B	17 1/4	17 1/8	17 1/8	— 1/8
Philco	27 7/8	27 1/2	27 5/8	—
Philco pfd.	83	83	83	—
RCA Common	11 1/2	11 1/4	11 3/8	— 1/8
RCA 1st pfd.	69 1/2	69 1/2	69 1/2	— 1/4
Stewart-Warner	10 1/2	10 3/8	10 3/8	— 1/2
Westinghouse	22 1/2	22 1/8	22 3/8	— 3/8
Zenith Radio	27 3/8	27 3/4	27 3/4	— 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	12 3/4	12 3/4	12 3/4	— 1/8
Not. Union Radio	2 3/4	2 5/8	2 5/8	— 1/4
OVER THE COUNTER				
DuMont Lab.		12 1/4	13 1/4	
Stromberg-Carlson		10 1/4	11 1/2	
U. S. Television		3 3/8	5 3/8	
WCAO (Baltimore)		18	24	
WJR (Detroit)		7	7 1/2	

Will Manage WMOX

The Midsouth Network has appointed Paul Mowery to the position of station manager of Stations WMOX and WMOX-FM in Meridian, Miss. Mowery succeeds Jerry Kerns. Prior to assuming his duties in Meridian, Mowery was production manager of WCBI, Columbus, Miss. He is a graduate of the radio school of the Univ. of Alabama, a world war II veteran, and experienced in all phases of radio station operation.

★ **COMING AND GOING** ★

JAMES RIDDELL, general manager of WXYZ, American network's owned-and-operated station in Detroit, is in New York for conferences with officials of the web.

NORMAN KNIGHT, Eastern manager of station relations for the Mutual network, is in Richmond, Va., for conferences with executives of WLEE. He'll also attend the meeting of the Virginia Broadcasters Association tomorrow and Friday.

JACK BUCHHEIT, sales promotion manager of WJAS, Pittsburgh, is here for conferences with the local reps.

PAUL SENFT, of the sales staff at George P. Hollingsbery Co., national representatives, left Monday on a business trip to Philadelphia, Baltimore and Washington.

ANDREW JAREMA, general manager of WKOP, Binghamton, N. Y., was welcomed yesterday at the offices of MBS, with which the station is affiliated.

WILLIAM REID, account executive for WCBS, is vacationing at Chappaqua, N. Y.

MURRAY ARNOLD, program director at WIP, Philadelphia, will be in Chicago Saturday and Sunday for the program directors clinic conducted by the NAB.

AFA Adds Two Clubs To Its Membership

(Continued from Page 1)

cers are: Beth P. McNeely of Willson-Chase, president, and Elisabeth E. Dodge of the St. Petersburg Times, secretary.

J. Culver Hill of Hemphill-Wells heads the Texas club and B. T. Formby serves as secretary.

Will Cover Banquet

The Liberal Party's annual dinner at the Commodore Hotel, today, 10-11 p.m., will be carried exclusively by WFDR, New York's newest FM station.

Finch Director Of C. F. G.

Clifton J. Finch, assistant treasurer of RCA, has been elected a member of the board of directors and treasurer of Camp Fire Girls, Inc., it has been announced by Mrs. James C. Parker, president of the youth organization.

10 YEARS AGO TODAY

From the Files of Radio Daily

Radio and scenario writers are attempting to secure complete "television rights" to their output, following on the heels of claims by actors' unions for jurisdiction of television talent. . . . New York State broadcasters emerged from recent legislature's labors the winners in the passage of a so-called radio "Magna Charta" and the escape from a two per cent sales tax on business transactions, including radio advertising. . . . The FCC issued rules and regulations which give permission to include sponsored programs under certain restrictions to international broadcast stations.

EARL M. JOHNSON, vice-president of the Mutual network in charge of station relations and engineering, off to Atlanta, where he will address the delegates to the Broadcast Engineering Conference.

PORTER RANDALL and **HAL THOMPSON**, Texas State Network newsmen, leave June 15 on a trip to England and the Continent, where they'll interview Texans serving with the U. S. Air Force. They'll be away about three weeks.

HAROLD STEIN, entertainment - industry photographer with emphasis on radio, will leave tomorrow for a week of fishing at South Wind Lake, N. Y. MRS. STEIN will accompany him on the trip.

MILTON BACON, assistant to the general manager at WCBS, today will go down to Little Silver, N. J., in the Fort Monmouth area, where he'll address the members of that town's Women's Club.

GENE AUTRY has arrived in New York.

MICHAEL ROSHKIND, director of special events for ABC, left yesterday for Richmond, Va., where he'll supervise the network coverage and broadcast of the P.G.A. tournament at the Hermitage Country Club May 28-31.

ANNIE ROBINEAU, 20-year-old French girl chosen by the American Legion as Miss Poppy of 1949, will arrive by plane from France today at 1 p.m. At 3 p.m., she'll be on Bob Poole's MBS show and at 6 p.m. on Lyle Van's newscast.

TOM DOWD is in town. He's the manager of WWNR, Mutual network affiliate in Beckley, West Va.

JOE NASSAU, general manager of WAEB, Allentown, Pa., paid a call yesterday at the New York headquarters of the station's national representatives.

World Trade Week Airings Set By WRUL

The address by Hon. Cornelius Vanderbilt Whitney, Under Secretary of Commerce of the United States, to be made before the Annual World Trade Luncheon at the Waldorf-Astoria Hotel in New York today, will be broadcast overseas by the World Wide Broadcasting Foundation over shortwave station WRUL.

Second Of A Series

The broadcast will be the second in a special series of shortwave programs marking World Trade Week (May 23-28) to be beamed overseas by the World Wide Broadcasting Foundation, a non-profit organization, dedicated to international peace and understanding and maintained through the contributions of public spirited citizens and corporations. Also to be heard on the broadcast will be a message from James S. Carson, Chairman of World Trade Week Committee, and James J. O'Brien, Secretary of the Department of Public Works of the City of New York and just recently returned from a trip around the world as the personification of Father Knickerbocker, a symbol of New York City.

The title of Secretary Whitney's address is "A Challenge to American Trade."

Load-pullers



There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W-I-T-H story.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO

W-I-T-H
AM Baltimore, Md. FM
Tom Tinsley, President • Represented by Headley-Reed

Indies Protest At FCC Re Time-Sharing Ban

(Continued from Page 1)
contemplates adopting such a regulation arose on the basis of the Commission's recent proposal to discontinue approving new share-time authorizations.

The concern about the Commission's intention has been increased by a recent letter from FCC Secretary T. J. Slowie which indicated that the discrimination against the share-timers might be definitely planned by the Commission. Slowie wrote lawyers for WIBW, Topeka, Kansas, that the suggested interpretation "appears to be unnecessarily narrow," but added that "it is contemplated that the rule would preclude an existing share-time or specified-hours station from changing frequency or increasing its power. It is suggested that you proceed upon the assumption that the proposed rule would have that effect."

The stations filed yesterday in an effort to protect their right to file for choicer assignments as they might become available, and asked for oral argument.

Filings were by WBNX, New York; WHAT, Philadelphia; WLS, WENR and WAIT, Chicago; WNOW, York, Pa.; WBAP, Fort Worth, Texas, and WFAA, Dallas.

WIBW declared the proposed policy "a form of punitive class regulation unjustified by the facts and unwarranted in law," terming it "onerous and prejudicial."

Narcotic Addiction Theme On UN Program On ABC

(Continued from Page 1)
at Lexington, Ky.; Dr. Nathan Eddy, chairman of the Expert Committee on Habit Forming Drugs of the United Nations World Health Organization; and Dr. Carleton Simon, criminologist of the International Chiefs of Police.

Voluntary patients and federal prisoners to be interviewed anonymously on the program include a "confidence-man," a woman incarcerated 135 times and a boy of 18. The program was scheduled in connection with the current session of the U. N. Commission on Narcotic Drugs.

Nat'l Union Ups Meinken

Kenneth C. Meinken, president of National Union Radio Corporation, announces the appointment of Emil J. Maginot, as sales manager in charge of distribution sales.

RADIO DIRECTOR ACC'T EXECUTIVE

Well-trained man, heavy experience national account contact, plans plus show production-direction (1500 shows with great names in radio) seeks job assisting principal medium-sized alert agency. Available early June. Reply Box 711, RADIO DAILY, 1501 Broadway, N. Y. C.

Arthur Sinsheimer Dies; Was First REC President

(Continued from Page 1)
Brooklyn. Sinsheimer headed the REC during 1939-40. He was one of the original 11 radio executives who attended the "bull sessions" at Stauffer's restaurant in New York City, which led to the organization of the club. In subsequent years he took an active interest in club affairs and served on many committees.

Was Peck Agency Official
Prior to his retirement from the agency field he was radio-TV director of the Peck Advertising Agency in New York. During the past few years he has been radio and television consultant.

He is survived by his widow, his mother and two daughters.
Funeral services will be held on Thursday at 2 p.m., at 187 South Oxford, Brooklyn.

Sisson Joining N. W. Ayer; Quits Other Agency Post

(Continued from Page 1)
gramming with N. W. Ayer & Son. Sisson will be responsible for the creation and production in both media for the Ayer agency which is expanding its radio and TV department.

Ramsey Will Direct Red Feather Drive

William M. Ramsey, director of radio for Procter and Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather fund-raising drives to support more than 14,000 social, health, youth and welfare services of Community Chests in 1250 cities throughout the United States and Canada. The appointment was announced yesterday, by Henry Ford II, national chairman, Community Chests of America.

Mr. Ramsey succeeds M. J. Roche, Advertising Director of Lever Brothers Company, who served as Radio Chairman during 1947 and 1948.

Radio And Video Co-operated
Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaigns. Last year radio cooperation in behalf of the Community Chests of America from advertisers and advertising agencies as well as the networks themselves, achieved an estimated one billion listener impressions and at least two million visual impressions via television. Network cooperation alone included an all-network half-hour show featuring President Truman, Henry Ford II and outstanding Hollywood celebrities, a special half-hour program presented by each of the networks individually, spot announcement appeals on sustaining programs and a closed circuit broadcast carried over the facilities of the Mutual Broadcasting System.

Gene Autry No Longer Seeks To Buy KTSA

(Continued from Page 1)
agreement that the Express repay him for out-of-pocket expenses amounting to about \$7,000.

The FCC also received an application for a new station in Menominee, Mich., on the 1490 band with 250 watts unlimited, from Rep. Alvin E. O'Konski. The Republican Congressman, who hails from Merrill, Wis., is licensee of WLIN, FM outlet in Merrill, and holds a permit for an AM station there.

A new commercial TV station was asked by the R. & L. Company, a partnership including J. E. Riley and H. H. Luce, for Eno, Nevada, on Channel 7.

Ascap Prexy Speaker At National Press Club

Washington Bureau of RADIO DAILY
Washington—The importance of fair return to the artist on his creative work was stressed in an address before the National Press Club yesterday by Ascap's president, Fred Ahlert, while the writing team of Richard Rodgers and Oscar Hammerstein, II, treated the Capital scribes to brief talks on their trade and five numbers from "Oklahoma" and "South Pacific." The NBC television duo, Earl Wrightson and Kyle McDonnell, sang the latter,

Gruen May Increase Annual Radio Budget

(Continued from Page 1)
wood Calling" is not yet official but it's understood the sponsorship will become effective in August. The program is expected to go in from 6:30-7:30 p.m., EDT, on Sunday. Premiere date is still to be set but it probably will be early in August. First half-hour of the show has not been sold.

Production Plans Advanced
NBC and the Lou Cowan office are well along in their production plans for the program. Al Hollender, Cowan veepee, just returned from Hollywood where he made preparation for the participation of movie names in "Hollywood Calling."

with Rodgers serving as accompanist at the piano.

Ahlert reported 31,674,225 uses of Ascap music over the major nets last year, without giving figures for 2536 independent stations. He spoke also of the wide variety of free performance rights granted by Ascap for veterans' entertainment and benefits and public drives of various kinds.

He also mentioned the use of Ascap titles by the "Voice of America."

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA



STEINMAN
STATIONS

Clair R. McCollough, Managing Director

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

PROMOTION

WBAY Becomes WTTT

Greater Miami's first independent station WBAY, has undergone a complete revision from ownership down to call letters. The station from here on in will be known to its listeners as WTTT.

General Manager of the station, David H. Freedman, announced changes in programming which will emphasize a music and news format. High spots will be specially programmed musical shows throughout the day from 8:00 a.m. to 2:00 a.m., running the gamut from hillbilly through popular to classical. News will be broadcast every hour on the half hour and in conjunction with the station's news format late racing results will be announced between 12 noon and 7:30 p.m.

To promote the new call letters an extensive promotional campaign was employed. A six-day run of teaser ads were prepared for the daily newspapers throughout the area. The ad for the sixth day read: "WBAY is now WTTT, fourteen ninety on your radio dial." For the progression of the campaign most of the ad copy was eliminated the first day from the ad and then each succeeding day a few more lines were added until the full ad was reached.

Five hundred three and one sheet billboards were scattered throughout the greater Miami area announcing the change of call letters. Airplanes bearing the same legend were flown over the area and a horse drawn flat wagon covered with signs and bearing an instrumental and vocal trio, drove thru the streets of Dade County entertaining the populace.

Promotional musical jingles announcing the change were cut by the Irving Fields trio. A half hour quiz show broadcast from the stage of the Olympia Theater on Monday, May 16th, climaxed the big promotional campaign. The show called "The Quiz of Three T's" was woven around the idea of questions concerning T's. Gifts included a trip for two to Havana, Cuba, a weekend for two at the President Madison Hotel on Miami Beach, all sorts of electrical appliances, men's and women's wearing apparel, luggage, footwear, etc.

Word Game

A new word game, suitable for two or more contestants, titled "Predict-A-Word," has been invented by Drew Pearson, ABC Sunday evening radio commentator. "Predict-A-Word" is being sold through leading department, book and toy stores.

Birthday For "Sing"

"Sing It Again" on CBS celebrates its first birthday next Saturday, May 28. Show claims the biggest jackpot in radio history—\$52,000 at present. "Sing" is emceed by Dan Seymour.



Mainly About Manhattan. . . !

● ● ● We have come to the definite conclusion that despite the brainy predictions of the seers of our times about video and its expansive future, said expanse will not be at the complete expense of Big Brother Radio. In short, we're of the honest opinion that altho' the trend is in the direction of teleshow, radio as such needn't worry. Make no mistake, as an independent industry, the kilocycle realm is here to stay. There are varied and sundry reasons for our expression of this opinion. To begin with, it has been authentically reported that come what may, 40 per cent of the nation (even when the coaxial goes coast to coast) will forever be without video reception. Also, as interesting and amazing as the infant television is, it is not a medium which can ever make for many hours of endless presentation to the listener at home. Take it from us because we have studied it at close range. Video is too demanding—it wants your ears, eyes and concentration. Radio, on the other hand, allows you to carry on all the necessary daily functions. You can eat, knit, sew, cook, read, go about the office or household chores, drive your car, travel and still listen to radio with no trouble. Its news features, recorded programs, interviews and sportscasts do not require your eyes. And herein lies the stumbling block that television will never overcome. The person who becomes a nightly addict to video finds himself no longer reading a book, no longer reading a newspaper, with less time to exchange talk with his fellows and as a result, come the future only the top teleshow will attract the constant audiences. This, we add, is a prediction for the era when television as a novelty has worn off.



● ● ● Radio, about which we started this treatise, can look to a brighter future. More and more new talent will be developed as the years progress because the Jolson's are talking retirement and because the industry rates attention, development, larger budgets and has the largest audience it has ever enjoyed. News coverage of special events via the mike, plus its public service, sports and entertainment far outshines all other media when you consider that radio is on call every moment of our lives. Our hat's off to an industry which has long since rolled up its sleeves and gone to work and which needs only more confidence to prove itself the most vital educational and entertainment force of our times.



● ● ● AROUND TOWN: Pres. Truman will take to radio and TV in Oct. for a series of talks to the nation. He'll illustrate them with charts and graphs. . . NBC is deeply troubled by the antics of Martin & Lewis. Their attitude is beclouding a rosy future the network dreamed of a few months ago. . . Esquire mag. planning a rap at disc jocks for their failure to give credits on platters they spin. . . "Quick As A Flash" losing its bankroller (Helbros watches). . . Ben Gross wanted for a new TV idea called "Manhattan Knights." . . Benny Rubin's Friday night WNBT Hooper has jumped to 14.8. (It was 8.3 when he took over a few weeks ago). . . Harold Stein celebrated his birthday by going on the wagon. (So he wins a case of likker at the AFRA Ball). . . Lisa Kirk, who nixed her own NBC-TV stanza on medico's advice until Sept., missed getting the July Garland assignment in "Annie Get Your Gun" by two days. She signed an extension of her contract with "Kiss Me Kate" until Jan. 1st, two days before Metro execs sounded her out about the film. . . Al Schacht mulling over an offer to become a sportscaster for a local station. . . What gives with Fletcher Markle and Ford? (There's talk again that he won't be back on the series next fall). . . Ted Gramik saluted by Look mag. for his 21 years of public service programming. . . Columbia U. planning a graduate school of radio, video, etc.

NEW BUSINESS

WMCA, New York: McKesson & Robbins, Inc., has started an eight-week campaign of spot announcements for Tartan sun-tan lotion. The deal, effective June 1, was handled by Benton & Bowles, Inc., for the pharmaceutical house and Mort Fleishl, account executive for the station.

A Monday-through-Friday schedule of participations on WMCA's "Mr. and Mrs. Music" has been purchased by National Outlet Stores, New York retailers of women's dresses. An additional schedule of spot announcements fill out the week. Tom Delaney, WMCA's account executive, and Manny Lester, head of the retail chain, negotiated the contract.

WNBT, New York: Contracts for 20-second TV station breaks have been signed with R. H. Macy & Co. for acceptable merchandise, and with the Ward Baking Company for Tip Top Bread.

The Macy deal, handled through Grey Advertising Agency, calls for the 5:30 p.m. station breaks, Tuesdays and Fridays, through Jan. 27, 1950. The baking company station breaks, handled through J. Walter Thompson, have been skedded for 6 p.m., Tuesdays, Wednesdays and Fridays, through Feb. 3, 1950.

McBride Anniversary Stunt Looms As SRO

(Continued from Page 1)

guest list for the radio celebration is headed by Merlin Aylesworth who last month wrote a story for Look magazine titled "Radio Is Doomed." And just to show the influence of WNBC's woman commentator, another guest is Theodore C. Streibert (and his wife), president of WOR. It was on WOR that Miss McBride got her start 15 years ago.

Upwards of 80,000 ticket requests for the McBride party already have been filled, according to Estella Karn, Miss McBride's manager. This is in addition to various service and community organizations who will be represented at the Stadium in a body. Yankee Stadium seats 70,000 people normally but special seats are being added.

1906 *Henri* 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Trade Mark Values Stressed By Speakers

(Continued from Page 1)
fallen an early victim to government symbols."

The warning came from Leonard V. Trester, chairman of the committee on advertising of the U. S. Chamber of Commerce and the director of public policy of the General Outdoor Advertising Co. He also advised manufacturers to use advertising which would interpret their trade marks in the terms of public benefits derived from their use.

In discussing the manner in which American industry has demonstrated it can reach the public through brand advertising, Trester declared: "It may well be that the leaders of industry are relatively unknown to the public but it is also true that Betty Crocker and Elsie Cow are better known and more highly regarded than any member of the Cabinet.

"Trade marks have won widespread acceptance because they stand for institutions in which the public believes," he continued. "Therefore, in order to obtain maximum good-will asset value, why not tell in terms of these household words the stories of the institutions behind them?"

"Why not interpret the trade mark in terms of consumer service by telling the public of the product improvements made over the years and the reductions in price made possible because of the demand stimulated. Why not tell them what is done through research constantly to improve the product for which your trade mark stands.

"Why not tell the public how many people elect our brands and what this means in terms of employment, high wages, fair earnings to stockholders and taxes paid to the Government.

"Why not tell what advertised brands mean to the dealer in terms of rapid turnover, greater store traffic and reduced need for sales effort."

Quebec Independents Form New Association

Montreal—A group of privately owned radio stations in the province of Quebec has announced formation of a body to be known as the Trans-Quebec Radio Group, Inc. It comprises three basic stations; CKAC, Montreal; CHRC, Quebec, and CKRS, Jonquiere. Affiliated stations include CHNC, New Carlisle; CJFP, Riviere du Loup, and CKBL, Matane. The group announced that the stations will work together in such matters as advertising and diversity of programs.

Stork News

New Bern, N. C.—Louis N. Howard, president of the Tobacco Network and owner of WHIT, New Bern, is the father of a new daughter, Bertha Neugass, born May 17,

SOUTHWEST SIDELIGHTS

HOWARD W. DAVIS, owner and manager of KMAC, San Antonio, has announced that the outlet has begun operation on its new power and wavelength. It goes from 1230 kilocycles with 250 watts to 630 kilocycles with 5,000 watts. KMAC is San Antonio Mutual network affiliate.

The FCC has granted its approval of transfer of 50 per cent stock interest in KMAE, McKinney, from Clay E. Thompson, Jr., and Noel E. Thompson to George W. Smith, Jr., who had a 25 per cent interest in the outlet. The price was said to be \$13,147. Smith is president and general station manager.

Jack Roth, son of Eugene J. Roth, owner and operator of KONO, San Antonio, also associated with his father in the operation of the station, has been elected president of the newly formed San Antonio Junior College Alumni Association.

A new radio quiz show is being broadcast each Tuesday and Friday nights over WRRR, Dallas from the State Fair Midway. Marvin Williams is the quizmaster with contestants being selected from visitors at the fair.

Charles Wolfe expects and gets requests from all over the country on his all night "Owl Show," aired over KWKC, Abilene, local 24 hour outlet there. But this week he literally got one from "over" the country. It came from a MB-36 bomber crew flying across Texas. Wolfe received a telephone call from the C.A.A. Control Tower in Abilene Municipal Airport telling him that the crew of the plane had picked up the program and wanted to hear some numbers. Wolfe obliged with several platters.

Ralph Fritz, member of the WOAI, San Antonio news staff, who is a short story writer in his spare time,

has sold his fourth story within a period of a few months. Fritz specializes in western type of adventure stories.

Although the WFAA, Dallas-Interstate Theatres Talent Award series has been concluded, auditions to discover new talent in this area will be continued, according to an announcement made by Kelly Maddox, WFAA program director. Auditions will be held at the station each Tuesday. Winners in the recently concluded contest were the Varsity Four, a male quartet from Commerce, Tex.

Howard W. Davis, manager of KMAC and KISS (FM), San Antonio, has announced that KISS will increase its power to 50,000 watts on 99.5 megacycles, channel 258 with a six bay antenna mounted atop the 522 foot tower of recently installed KMAC antenna system of four towers. KMAC recently switched from 250 to 5,000 watts on 630 kilocycles.

Marking the observance of National Federation of the Blind Week, a special broadcast was originated by Carol Weaver over WRRR, Dallas, directly from the Dallas Lighthouse for the Blind.

On Sunday, June 5, the "Moments for Meditation" program heard for a quarter hour over KICOR, San Antonio, will begin its fourth continuous year on the air. Programs are conducted by Louis Candy and feature poems of cheer and inspiration read to an organ background. Program also features original poetry by KICOR listeners, from time to time.

Barbara Jean Franz has joined the continuity and program department staff of KYFM, San Antonio, according to Charles Lutz, KYFM manager. Miss Franz replaces Barbara Brown.

Magnavox Net Earnings Decline During Fiscal Yr.

Net earnings of The Magnavox Company in the fiscal year ended February 28, 1949, were \$1,323,598, as compared with earnings of \$2,016,976 in the preceding fiscal year, Richard A. O'Connor, president, announced yesterday.

The latest year's earnings were equal to \$2.01 a share on 659,898 shares of capital stock outstanding, against \$3.36 a share on 600,000 shares outstanding a year before. A 10 per cent stock dividend was paid in January, 1949.

Net sales were \$24,402,206, compared with \$27,434,019 in the preceding year.

Sports Ed On MBS

Jimmy Powers, sports editor of the New York Daily News, begins a weekly sports commentary over MBS on Sunday, June 5, from 5:45-6 p.m., EDT. Format will include interviews with sports personalities.

San Antonio Mayor Mulls "Fireside-Chat" Hookup

San Antonio—San Antonio mayor-elect Jack White is planning to emulate the late President Roosevelt by going on the air for "fireside chats." Arrangements are being discussed by the mayor-elect and the management of KITE, San Antonio. Plans call for the "chats" to be heard over a combined local network arrangement.

Charles Balthrope, owner and manager of KITE has already offered free time and at the same time suggested that the talks be broadcast for five minutes several times a week instead of one long broadcast. Meanwhile it was announced that arrangements had been completed by Glen Krueger, KITE news director with White for broadcasting of brief remarks on each city council meeting. The plan calls for White to phone KITE after each meeting and make the report which will be recorded at the station for later use.

Texas Stations Cover Tornado Damage

San Antonio—The KITSa news staff furnished San Antonio and South Texas listeners with an eye witness description of the devastation wrought by the tornado which struck Amarillo last week end.

With the first word of the disaster, Bob Knouse, KITSa newsman began lining up telephone circuits and succeeded in getting through to KGNC, Amarillo, for a report from program director of KGNC, Bob Watson. Watson's telephoned description was aired via tape recording on the 11 p.m. news giving KITSa the only first hand account of the catastrophe carried by any local outlet. An earlier report obtained little more than an hour after the twister struck, was relayed to KITSa listeners by Knouse on his 10 p.m. newscast.

KITSa remained on the air beyond its regular midnight sign off time to carry late news bulletins from the storm area. The following day, Eston Pace, KITSa early morning news editor again contacted Amarillo to make another tape recording of an on the spot report by Watson.

Finding out that reception conditions in the local area late Sunday produced a clear signal, KITSa aired the suggestion that listeners concerned over the welfare of friends or relatives in the Amarillo disaster locale tune direct to KGNC, Amarillo, giving call letters and dial setting. KGNC remained on the air all night broadcasting bulletins and personal messages from the storm victims to their friends and loved ones and also aided in the shifting of necessary rescue personnel.

Lux Theater Renewed On CBS By Lever Bros.

(Continued from Page 1)
by William C. Gittinger, CBS vice-president in charge of sales.

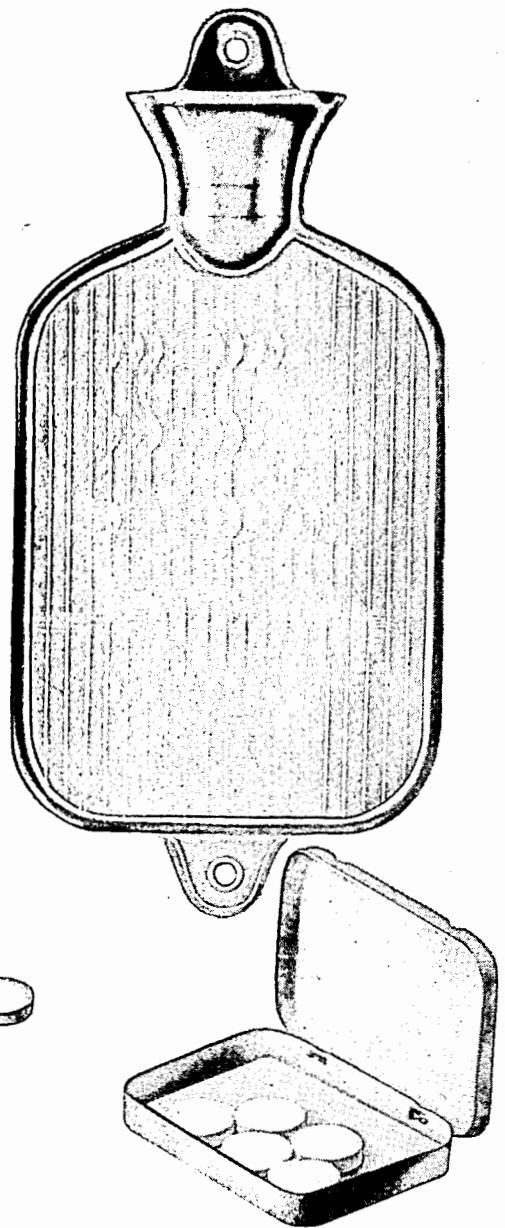
The Monday night, top-rated dramatic series, presenting adaptations of hit movies with top Hollywood stars in the featured roles, has been a continuous CBS network feature under Lever Brothers sponsorship since July, 1935. That date also marks the debut of Lever Brothers as a CBS sponsor. "Lux Radio Theater" will take a summer hiatus July 4 through August 22, returning for its 15th year on CBS, August 29.

J. Walter Thompson Co., New York, is the agency for Lever Bros. Company.

Wedding Bells

Gladys Bunim, engineer in the CBS General Engineering Department, will be married to David Schreiber, an executive of the Drake-Nassau Corporation, Friday afternoon, May 27. Ceremony will be performed at Temple Isaiah, Kew Gardens, New York. Couple will honeymoon in the Adirondacks.

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HAS NO
AILING
MOTHER-IN-LAW**



The Du Mont Television Network is unattached.

It got where it is with no help from radio, and is under no compulsion to support radio in its declining years.

Du Mont is selling television—the medium of today and tomorrow.

The task of upholding the fading glories of dead yesterday is left to those who are stuck with it.



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DUMONT
NETWORK

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

DRUG CHAINS BUY DuM VAUDEO

TELE TOPICS

TO A GREAT MANY PERSONS, including this reviewer, "Kukla, Fran and Ollie" is the most charming and most sophisticated show on the air. Its nine puppet characters, especially Kuk and Ollie, are so well developed that they are completely real to all of us. The main reason for this was revealed yesterday by Miss Allison who is in town with Don McNeill's "Breakfast Club." The puppets, she said, are very real people to herself and to their creator, Burr Tillstrom. In the show's brief rehearsal period, for example, when a cameraman asks Tillstrom to move one of the puppets, he addresses the puppet by name and it is the puppet that answers. Because the dolls are true personalities, Fran said, Tillstrom has refused all offers to merchandise the characters, despite the sensational sales records scored by "Howdy Doody" merchandise and other children's favorites. She said that neither she nor Tillstrom could think of the thought of seeing a counter full of Kukla and Ollie dolls in a drug store.

MAJOR ASSET of the show is its spontaneity. None of the dialogue ever rehearsed, Fran said, and the act is planned in barest outline. When the puppets appear on stage in unusual costumes, Fran sees them for the first time on the air. Only the musical numbers—Fran's duets with Kuk or Ollie are high-spot of every show—are rehearsed. One aspect of the program's publicity is bothersome to this department is constant reference to it in the press as a children's show. While the puppets undoubtedly have a strong appeal to youngsters, there isn't a child under 16 who fully appreciates the wonderful dialogue. The story line, however, often includes a moral or lesson for the young 'uns, and it never preaches and is never condescending. Tillstrom and Miss Allison have charted a course in good humor, informality and adult intelligence that might be followed by every show on the air.

IT'S ALMOST CERTAIN now that P. Lorillard will move the Old Gold Amateur Hour, now on DuMont, to ABC in the fall on an AM-TV package basis. . . . A radio plant in Bloomington, Indiana, will begin production of TV receivers in August. . . . Fort Pitt Brewing Co. has been ordered for a five-a-week news show on WJBU, Erie, and weekly boxing and wrestling over WDTV, Pittsburgh. BBDGO is the agency. . . . "Studio One" will do Ansky's "The Dybbuk," on June 1 over WJBU, with Arnold Moss as Azrael. . . . WJBU will replace the departed Friday night pickup with coverage of the trotting races at Roosevelt Raceway. Trotters will be seen also on Tuesdays and Saturdays. Stern and Clem McCarthy handle depiction.

New NBC Relay Aids Installed On RCA Bldg

NBC has completed installation atop the RCA Building of two radomes, large plastic dome-shaped structures, to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles, it was announced yesterday by O. B. Hanson, web vice-president in charge of engineering.



HANSON

Within each dome is a six-foot parabola which concentrates the short radio waves (7,000 megacycles—approximately equivalent to 1 11/16 inches)—toward a wave guide receiving element located at the parabola's focus. In this respect these super-high frequencies approach the behavior of light and principles analogous to optical practices of reflection and refraction are employed in their control.

Receiving parabola is mounted on a fixture which permits directing it both vertically and horizontally at the distant transmitting point. A similar parabola is used for transmitting; the idea being to concentrate all the radio energy into a beam aimed at the receiving point. Small amounts of power, about 1/10 watt, can be used.

Output of the primary receiving

Hooper's Top Ten		
(N. Y. C., May 8-14)		
Texaco Theater	WNBT	80.5
Talent Scouts	WCBS-TV	56.8
Toast of Town	WCBS-TV	51.9
The Goldbergs	WCBS-TV	51.5
Suspense	WCBS-TV	48.2
Broadway Revue	WABD-	
	WNBT	41.4
Godfrey Friends	WCBS-TV	40.9
Fireside Theater	WNBT	32.8
Winner Take All	WCBS-TV	29.3
Fred Waring	WCBS-TV	29.0

Columbia Pix Subsid Enters Video Field

Screen Gems, Inc., subsidiary of Columbia Pictures Corp., formed last year for non-theatrical distribution of 16 mm. films, has added a TV department for production of filmed commercials.

Ralph Cohn and Jules Bricken, who formerly headed Telespots, Inc., will be in charge of the department. They are dissolving Telespots and will transfer its work to Screen Gems. They created the BVD spot commercial and are currently working on announcements for other national accounts.

The tele department will be located at 729 Seventh Ave., New York, in the same building which houses Columbia and Screen Gems.

element in the parabola is connected with coaxial cable to the main receiving equipment in a small receiving room on the 67th floor of the building and thence to the master control board.

Press-Time Paragraphs

CBS Revamps Sunday Night Lineup

"Hold It Please," Sunday night telephone quiz, has been yanked by CBS and will be replaced by "Mr. I. Magination." Latter show, now seen in New York only at 6:30 p.m., will move into the 7-7:30 spot and fed to Philadelphia, Baltimore and Washington. Other CBS Sunday casualties are "Scrapbook" and "Lamp Unto My Feet." The 6-7 p.m. seg will be filled by a western film.

Time Sales Heavy For KSL-TV Bow

Salt Lake City—Major portion of time has been sold for the opening of KSL-TV here June 1, it was announced yesterday. Station, this city's second, will carry programs of CBS, ABC and DuMont. Ivor Sharp is executive vice-president; C. Richard Evans, General manager.

Hudson Buys Newsreel On WJBK-TV

Detroit—Hudson Motor Car Co. has signed with WJBK-TV for sponsorship of the Telencus-INS daily newsreel beginning May 30. Ten-minute film will be aired across the board, 10 p.m. and will be augmented by five minutes of live local news. BSG&D is the agency.

Sat. Night Stanza Bows June 4 In Ten Markets

"Cavalcade of Stars," new Saturday night variety show, will bow on DuMont June 4, 9-10 p.m., EDT, under sponsorship of drug store chains in each of the ten cities carrying the program. Carrying a talent budget in the neighborhood of \$8,000, program will feature Jack Carter as emcee and will use acts previously not seen on a TV network, it was said.

Drug chains will be represented by Drug Store Television Production, through Stanton B. Fisher agency. Commercials will be for various products on sale in the stores, with the chains themselves getting opening and closing plugs. Program will be produced and directed by Milton Douglas, with music by Sammy Spear's ork.

Participating chains and stations airing the show are: New York, Whelan's, WABD; Chicago, Walgreen, WGN-TV; Boston, WNAC-TV, Liggett; Philadelphia, WFIL-TV, Nevins Sun-Ray; Baltimore, WAAM, Reade's; Washington, WATG, Peoples; Buffalo, WBEN-TV, Harvey and Carey; Detroit, WJBK-TV, Cunningham; Cleveland, WEWS, Gray's, and Pittsburgh, WDTV, Sun.

"RFD America" To NBC Over Complete Network

"RFD America," farm quiz show produced by Louis G. Cowan, Inc., will be carried by the entire NBC network Tuesday, 8-8:30 p.m., EDT, beginning May 26. Program has been aired locally by the web's WNBQ, Chicago, and will continue to originate from there. It replaces "The Arrow Show," which folded on the net last week.

Wedding Bells

Bob Douglas, featured singer on "Fashions On Parade" over WJZ-TV, was married Tuesday to Harriet Vine, sister of comic Billy Vine, in the chambers of Justice Ferdinand Pecora. Douglas will do his regular turn on the show tonight.

WEWS Stanza Renewed

Cleveland — Rogers Jewelry Co. has renewed sponsorship of the Linn Sheldon show twice-weekly for 39 weeks on WEWS. Program features Sheldon and his wife, Vivian. Agency is Clifford and Thomas, of Akron.

BEHIND THE MIKE

STAN FREEMAN landed a feature spot on Abe Burrows' new series as a result of his click on Irving Mansfield's "This Is B'way."

It's a girl at the Tony Janaks. Singer Jeff Clark (Henry Morgan show) has the Bird Lovers of America Society in his corner. They've organized a fan club tagged "Clark's Larks."

Fredric Vonn, composer-pianist, readying a concert tour of Europe starting June 1st until Sept. 16th, featuring the 6 B's—Bach, Beethoven, Brahms, Boogie Woogie, Barrel House and Blues.

Loretta Schere, singing pianist at the King Edward Hotel's Blue Room, getting set for her own TV series.

Emcee Dan Seymour reports that the toughest Phantom Voice to guess on "Sing It Again," to date was Alf Landon's.

Guy Lombardo's new 5-year recording contract makes him a 20-year-man with Decca.

Irving and Norman Pincus' TV show, "Mr. I. Magination," is adult entertainment for children and is getting the endorsement of leading educators.

Mayor O'Dwyer's office has given Toni Harper, the 11-year-old songstress who created "Candy Store Blues" last year, permission to appear in a special concert at Carnegie Hall, June 11th.

Recommended: Clem McCarthy's WNBT'ing from the Roosevelt Raceway in Westbury, L. I.

New AM Radio Assoc. Reported Being Discussed

A new association of AM broadcasters is in prospect as a sequel to the NAB convention in Chicago and unrest among its members because of the emphasis being placed on TV by the organization's executive staff, RADIO DAILY learned yesterday.

During the past few weeks both members and non members of NAB have become critical of the NAB's public relations policy and in some instances a new broadcasters association has been proposed. Aware of the growing unrest, NAB has been canvassing its membership in an effort to find out just how much strength the dissenting members can muster.

Two factors have caused the trouble. One was the TV address of Wayne Coy, chairman of the FCC, at the Chicago convention and the stress placed on television at the various convention meetings. The other is the NAB move to set up a TV department at this time with A. D. Willard, Jr., as its director.

To counteract the criticism, NAB is using Maurice Mitchell, and the new Broadcast Advertising Bureau as indicative of the association's interest to promote commercial radio sales. Mitchell, however, indicated at a REC luncheon in New York last week that the new department would also be active in the promotion of television.

COAST-TO-COAST

WHAY New Radio Station
New Britain, Conn.—WHAY, owned by The Central Connecticut Broadcasting Company and utilizing 5000 watts power on a 910 frequency began operations on May 23rd. The station will be on the air from 6:30 a.m. to midnight. WHAY's studios and offices are located at 22 Grove Hill with the transmitter and five towers in Farmington.

WTMJ And FM Program Cited
Milwaukee, Wisc.—"They Can Come Back," a series of public service programs presented on WTMJ and FM in co-operation with the Wisconsin Association for the Prevention of Alcoholism has been given special recognition by the national headquarters of the American Vets of World War II. The award was "for outstanding service to the welfare of our nation."

Henry KMOX Dir. Public Affairs
St. Louis, Mo.—Kilbourne A. Henry has been appointed to the post of Director of Public Affairs at KMOX, CBS outlet. He will handle public relations for the station and will supervise the farm, religious and education programs and activities. He joined the KMOX staff in December, 1948.

KTAR Staff Activities
Phoenix, Arizona—John Snow, KTAR's news editor, will be among a group of Arizona radio and newspaper men to be guests of the U.S. Navy at Pensacola Naval Air Base, sometime by the end of this month. They will spend two days aboard an aircraft carrier in the Gulf of Mexico observing maneuvers. Andy Anderson, the station's chief engineer, was a member of a sheriff's air posse which recently aided in the search for a lost 9-year-old boy on the desert. Lad was found unharmed.

KFDM Patterns In Melody
Beaumont, Tex.—Currently heard each Monday night from 8:30 to 8:45 p.m. on KFDM is a program called "Patterns in Melody" which features choral arrangements by South Park High School, Beaumont High School and Lamar College glee clubs. Assistant program director at the station, Conrad Bering, pens and produces the show.

KITO Goes Fishing
San Bernardino, Calif.—KITO tape recorders were on hand at famous Lake Arrowhead for the opening of the trout fishing season on May 1st. Arriving at 3:30 a.m. the ABC outlet's program director Arnold Benum, along with sports director Hugh Sanders, recorded interviews with fishermen which were edited and compiled into a half-hour digest of before-and-after outlooks into the fishing possibilities at the many resorts which make the Arrowhead group.

WIP Police Messages
Philadelphia, Pa.—WIP, the official radio voice of the Philadelphia police department, has allotted time during the program structure of the "Adventures of Frank Race" for messages from the police department to the general public which cite specific examples of police operations and urge listeners to co-operate in every way with city regulations and the combating of crime.

Marshall News Editor WSTV
Steubenville, Ohio—Ruston E. Marshall is now the local news editor of WSTV, Mutual outlet. He has been in the employ of several Ohio newspapers for 17 years and was with WPAY for the last five years, as news and special events director.

WHDH Secretary Wins Trip
Boston, Mass.—Jane Colson, secretary to the managing director of WHDH, was selected for top place in Glamour Magazine's recent survey for "Ten Girls with Taste." Jane won an all-expense paid trip to Europe and arrived in New York recently for a two-weeks' stay to be photographed in her complete new travel wardrobe for the trip, come next September.

AGENCIES

DOYLE DANE BERNBACH, INC. has been formed with offices, 350 Madison Ave., New York. Principals in the new agency are William Bernbach, president; Ned Doyle, executive vice-president; Maxwell Dane, vice-president and general manager. Bernbach and Doyle were formerly vice-presidents of Gray Advertising Agency, where Bernbach was in charge of all creative departments and Doyle was accounting executive on some of the agency's largest accounts. Dane for the last five years headed his own agency which was a member of the American Association of Advertising Agencies.

COURTLAND D. FERGUSON, INC., Washington, Baltimore, and Richmond Advertising Agency, with home offices in the National Press Building, Washington, D. C., announces the appointment of Lane Losey as copy director for the agency, succeeding Francis X. Timmons. Losey's previous connections were Batten, Barton, Durstine, Osborn and the Cities Service Advertising Department, both of New York.

ALFRED A. COUGHLIN and FRANK BURNS have been appointed producer-directors in the radio-television department of the Kudva Agency, Inc.

If..

If you had a bang-up radio show.. if you could place it on any station in New England.. you'd still have the problem of *what station to choose for best results.*

Recently V. La Rosa & Sons, America's largest manufacturers of macaroni products, found themselves in exactly that position. They checked the market carefully, *then selected WBZ in Boston.* More than 8,000 requests for a recipe book proved the wisdom of that choice!

WBZ's crystal-clear 50,000-watt voice can do the same kind of selling job for you, in the six high-income New England states. For availabilities, check Herb Massé at WBZ, or Free & Peters.

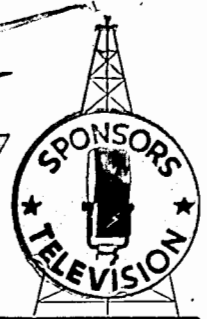
BOSTON 50,000 WATTS WBZ NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 40

NEW YORK, THURSDAY, MAY 26, 1949

TEN CENTS

NAB NAMES 13 STANDING COMMITTEES

Name Samuels V.-P., Of ABC On West Coast

Frank Samuels, general manager of the western division of the American Broadcasting Company, has been elected vice-president of the network. Robert E. Kintner, executive vice-president, announced yesterday following a meeting of the network's board of directors.

Samuels joined ABC as an account executive on June 7, 1943, and became sales manager on November 18, 1943, and one year later was made Pacific coast sales manager for the network. Last March he was named

(Continued on Page 2)

Woods Named Vice-Pres., Of Philco Organization

Philadelphia—Leslie J. Woods has been appointed vice-president-director of research and engineering at Philco Corp., it was announced by William Balderston, president.

Woods joined the company in 1925 and was named the first television engineer when TV research work was begun in 1928. He was elected v-p of the company's industrial division in October, 1928.

CBS May Switch "Sing" To "Ford Theater" Slot

CBS may switch "Sing It Again" into the Friday night full hour slot where "Ford Theater" cancels out July 1. Such a move is up for consideration although it would put "Sing" in competition with "Break the Bank" on ABC at 9 p.m., EDT.

There is some feeling at CBS that since the show hasn't met with a sale, even though it's been successful audience-wise, there is little to

(Continued on Page 3)

Internationalist Tom
Tom Williams, the Old Dirt Dobber of "Garden Gato," heard over the Columbia Broadcasting System, has extended his Order of the Green Thumb on an international basis, with an honorary membership for Mrs. F. Poppo of Rosebud, Victoria, Australia. Mrs. Poppo, Tom was informed, transformed two barren acres into a floral showplace.

In The Groove
Paul Whiteman, Guy Lombardo and Eddy Duchin are among the personalities who are featured in a two-reel picture titled, "It's In The Groove," which has been produced by the March of Time for June 10th release. Picture will tell the story of the ups and downs of the recording business and will trace the development of popular music on records.

NBC May Separate AM-TV Sales Staff

Separation of radio and television sales staffs with NBC-owned and operated stations is reported under consideration as a result of a survey made of the sales operations within the organization.

Experiment of using the same sales force for both radio and TV time sales has been given a trial, and is reported not to have produced the desired results.

One factor which is said to be

(Continued on Page 2)

Reeg Program Manager For WJZ And ABC-East

Leonard Reeg, former West Coast program executive of ABC and during the past few months acting program manager for WJZ and the eastern division of the American network, has been named to that post in permanent capacity, it was announced yesterday. He will report directly to J. Donald Wilson, vice-president of the web in charge of programs.

Tower-Limiting Suggestions Of NAB Informally Okayed

Washington—The NAB recommendation to reduce present restrictions and drastically improve proposed new limiting-criteria for broadcasting-tower height have been informally agreed upon in a meeting with the FCC aviation interests, the NAB engineering director, Royal V. Howard, said yesterday.

The NAB proposals would relieve broadcasters of many restrictions

Will Serve For Current Ass'n Year; Network Advisory Members Still Undesignated For 6 Groups

Proposes Adv. Fund For Watch Industry

A proposal to raise a \$500,000 advertising and promotion fund to help the watch industry compete for the consumer's dollar is being considered by leading American watch manufacturers. The suggestion was made by Benjamin S. Katz, president of the American Watch Assemblers' Association who is also president of the Gruen Watch Company, Cincinnati.

Mr. Katz declared that Gruen was

(Continued on Page 2)

Weaver, Y&R, To Speak At NAB Program Clinic

Washington Bureau of RADIO DAILY
Washington — Harold Fair, NAB program director, said yesterday that Sylvester L. (Pat) Weaver, vice-president and director of radio-television, Young & Rubicam, Inc., has joined the list of radio industry ex-

(Continued on Page 3)

Heatter Program Renewed For 3rd Year On MBS

Renewal of Gabriel Heatter by the Noxzema Chemical Company on Mutual for the third year was announced yesterday by Jess Barnes,

(Continued on Page 3)

Washington Bureau of RADIO DAILY
Washington — NAB yesterday announced the appointment of 13 standing committees for the current association year, with network advisory members still to be designated by network heads to serve with the employee - employer relations, engineering, legislative, program, public relations and

(Continued on Page 8)

Summer Substitutes Set On Columbia Web

Several Summer replacements were set by the CBS network yesterday. "Earn Your Vacation," a quiz series with school teacher-participants competing for vacation trips as prizes, and with J. C. Flippen as emcee, starts Sunday, June 5, 9:00-9:30 p.m., EDT, and continues through July 24. This is the period vacated by the Helen Hayes "Electric Theater," sponsored by

(Continued on Page 4)

Decline In New Orders Reported By G. E. Exec.

Schenectady—Reporting a substantial decline in incoming orders the past 60 days, L. R. Boulware, G. E. veepee in charge of employment of the company, indicated the company would have to make more

(Continued on Page 3)

Honored
Simon Goldman, manager of WJTN, ABC affiliate in Jamestown, N. Y., has been honored by Syracuse University for "outstanding work in the management field of radio." Goldman was selected for the management award from among 500 Syracuse alumni in radio work. He graduated magna cum laude in advertising in 1935.



Vol. 47, No. 40 Thur., May 26, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

At Steen, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green 139 N. Clark St. Suite 905 Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Adm Corp, Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab, Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

Godfrey Broadcast From Plane

Arthur Godfrey will be heard during his regular CBS morning show Friday (May 27) from the U. S. Navy plane "Constitution" flying over New York. Event is tied in with Naval Aviation Cadet Recruiting. Other CBS personnel aboard the plane will be "Mug" Richardson, Godfrey's Girl Friday, Lee Bland, special events director, and Max Reznik, engineer.



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★ COMING AND GOING ★

FRED C. MUELLER, general manager of WEEK, Peoria, Ill., is in town for conferences at the offices of NBC, with which the station is affiliated.

IVOR KENWAY, vice-president of the American network in charge of advertising, promotion and research, today will go up to Albany to address the Advertising Club of that city.

VAUGHN MONROE and the members of his band will go to Hershey, Pa., where on Saturday they will air their CBS show from Hershey Park Ballroom.

TED OBERFELDER, director of advertising and promotion for ABC, will leave Sunday for Atlanta for confabs with clients, agencies and station executives. He'll be back in New York next Wednesday.

DOROTHY SEWELL, publicity luminary at WJGM, leaves tomorrow for a two-week vacation in Chicago.

HARRY WISMER, American network sports-caster, off for Richmond, Va., where he'll broadcast the P.G.A. tournament to be held Saturday through Tuesday.

NBC May Separate AM-TV Sales Staff

(Continued from Page 1) influencing the decision is the fact that it requires much more time by a salesman to effect a spot sales deal in television than it does in radio. Another is that it is difficult for a salesman to be both radio and TV-minded at the same time.

Wedding Bells

Helen Marie Korday, supervisor of NBC television personnel, was married Saturday, May 21, to Col. Charles A. Miller of the U.S. Army at the Fort Myer Chapel, Fort Myer, Va. They will reside in Washington, D. C. after June 25. Mrs. Miller has been with NBC since April 16, 1937.

Stork News

Boston—Bill Whalen, WCOP announcer, disc jockey, and sports-caster, is the father of twins, Kurt and Karen, born May 19.

10 YEARS AGO TODAY

From the Files of Radio Daily

WNYC is conducting experiments in "documentary radio" through a series of programs dealing with phases of city government. . . . CBS has made a special study of summer advertising, and as a result is anticipating an estimated gain of 1,700,000 "daily family listening hours." . . . House of Representatives passed a resolution authorizing employment of a superintendent for the new House radio gallery and the employment of a messenger for the radio gallery to be present during Congressional session. The new gallery set up to accommodate radio news reporters is intended to give radio men comparable facilities to those enjoyed by newspapermen.

EDWARD R. MURROW, Columbia network analyst, tomorrow will go down to Atlantic City to deliver an address at the 30th annual convention of the National Restaurant Association. His subject, "The Basis of Our Differences with Russia."

BILL BERNIS, roving reporter for NBC-TV, will return today from a brief trip to Baltimore.

LEE BLAND, director of special events at CBS, and MAX REZNIK, network engineer, today go down to Columbia, S. C., there to board a Navy Constitution plane to make broadcast arrangements for Arthur Godfrey's program which tomorrow will be broadcast from the big craft while flying over New York.

ED GREIF, of Banner & Greif, publicists, is in St. Louis on business.

ARTHUR HULL HAYES, Columbia vice-president in charge of the San Francisco office, is spending a few days in New York.

JOHN T. MURPHY, general manager of WLW-TV, Dayton, Ohio, now in New York, visited yesterday at NBC.

Eversharp Board Meeting Votes Strauss Removal

Chicago—The board of directors of Eversharp, Inc., sponsors of "Take It or Leave It" on NBC, voted to remove Martin L. Strauss, II, as chairman and to amend the bylaws to abolish the office, at a meeting in Chicago on Tuesday. Mr. Strauss, in a statement, said the directors "purported to remove him." He declared the action to "be illegal" and "born of spite."

Name Samuels V.-P., Of ABC On West Coast

(Continued from Page 1) general manager of the network's western division with headquarters in Hollywood.

Prior to joining ABC, Samuel had wide experience in both the radio and newspaper fields. He was an account executive with the Central States Broadcasting and at one time was a member of the staff of the Chicago newspaper representatives firm of Arthur H. Hagg Associates. He also saw service as a member of the sales staff of the Omaha News Bee, Omaha, Nebr.

Proposes Adv. Fund For Watch Industry

(Continued from Page 1) ready to contribute \$100,000 to such a fund and that he has invited James G. Shennan, president of Elgin National Watch Company, to join in the plan. He also plans to extend invitations to Hamilton, Waltham and other watch manufacturing firms.

In announcing the plan, Katz said: "We believe it is highly essential that the watch industry obtain its share of the consumer dollar in competition with automobiles, television sets and electrical appliances."

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



Tom Tinsley, President • Represented by Headley-Reed

PROMOTION

Atwater Kent Awards

Winners and runners-up in the 10th annual Atwater Kent Foundation singing auditions of the air—first since the millionaire philanthropist's death—will be heard over the coast-to-coast ABC network, today, May 26, from 10 to 10:30 p.m., EDT.

Atwater Kent, Jr., will appear on Atwater Kent Auditions to present cash awards totaling \$15,000, and explain the Foundation's continuing activities.

Established a decade ago to create opportunities for unknowns in opera, concert, light opera and musical comedy, this year's auditions honor winners from the ranks of 1,500 contestants, judged by 27 committees in preliminary trials during March and April.

Auditions are open to non-professionals between the ages of 18 to 28. The two first winners will be awarded \$2,000 each.

Heatter Program Renewed For 3rd Year On MBS

(Continued from Page 1)
MBS vice-president in charge of sales. Heatter program is heard over 250 Mutual affiliates. Sullivan, Stauffer, Colwell and Bayles is the agency.

Decline In New Orders Reported By G. E. Exec.

(Continued from Page 1)
lay-offs. In a statement, Boulware said:

"We may have to make more lay-offs and have some temporary suspensions but we are doing all we can to minimize such possibility by the vigor of our advertising and selling efforts and by the attractiveness of our products."

He said the company "plans no widespread lay-offs and we see no developments immediately ahead that will sharply decrease over present level of employment which varies substantially at different locations but is on a company-wide average only about 7 per cent below our all-time peak."

CBS May Switch "Sing" To "Ford Theater" Slot

(Continued from Page 1)
lose by trying it in another time period. It's now heard from 10-11 p.m., EDT, Saturday.

The Ford Motor Co. announced yesterday, through Kenyon & Eckhardt, that it is not renewing "Ford Theater" on AM for next season but will concentrate on the TV version, also aired on CBS. Currently the television program is aired once a month but in October it will be stepped up to every other week. Tentative plans call for a weekly operation scheduled to start January, 1950.

Weaver, Y&R, To Speak At NAB Program Clinic

(Continued from Page 1)
cutives who will speak at the first national program directors clinic, in Chicago June 27-29.

Weaver will speak on "Sales Techniques," stressing the need for close co-operation between the program department of a radio station with the advertising agency. He will discuss ways for the program director to co-operate with the agency to stimulate business on the local level. He also will give details on program information required by the agency, including types of programs, talent, talent costs and program development.

Sharing the panel on sales techniques with him will be Maurice B. Mitchell, director of the newly-formed Broadcast Advertising Bureau, and Lewis H. Avery, of Avery-Knodel, Inc., station representatives, and erstwhile NAB advertising director.

WSB Covers Airline Party

Atlanta, Ga.—During recent ceremonies at the Atlanta Municipal airport, WSB presented on-the-spot coverage of the christening of Eastern Airlines newest constellation the "Atlanta Flier." WSB announcer, Don Stevens, was on hand for interviews with Jerry Long, queen of the christening, Dan Sinkler, Eastern traffic and sales manager, and the man who became the airline's millionth passenger out of Atlanta.

NEW BUSINESS

WWBZ, Vineland, N. J.—Donahy Jewelers have signed for 13 weeks of "Musical Gems," half-hour pop concert program. Farmer's Supply Co., Vineland, purchased ten minutes of Pete Taylor hillbilly program. Stratton Auto Service renewed for 52 weeks of newscasts. Richman Ice Cream Co. renewed for 13 weeks using participating spots placed through Cowan Advertising Agency of Bridgeton, N. J. Procaccino Department Stores of Vineland and Bridgeton purchased participating announcements for 26 weeks. Barbey's, Inc., brewers of Sunshine Beer, using three spots daily on "All Sports Parade." Mary Scarani Dress Shop renewed participating announcements for 52 weeks. Tradesmen's Bank and Trust Co. purchased five time signals a day for 26 weeks.

Hogan, WIDE Correspondent

Biddeford, Me.—John F. Hogan, has been appointed WIDE's Washington correspondent. Hogan is a veteran radio newsman and a pioneer in the specialized field of radio news reporting and founder and first president of the National Association of Radio News Directors. He will broadcast a weekly program on WIDE from Capitol Hill and prepare direct wire reports.

look — it can be done almost with PENNIES!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows. That's nonsense.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for \$600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14-states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7-weeks.

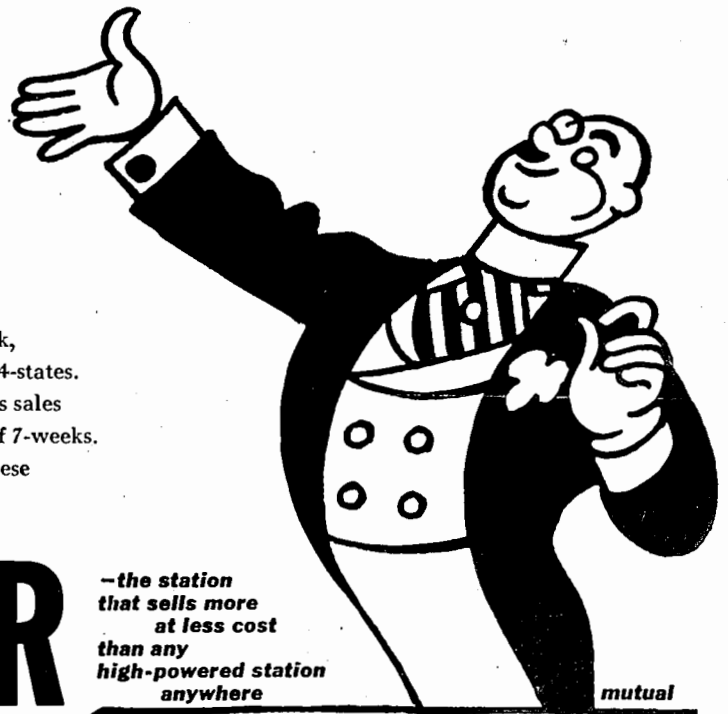
You can buy 5 spot announcements for \$500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying! That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little? The place is

WOR

—the station that sells more at less cost than any high-powered station anywhere



mutual

Okay NAB Proposals For Tower Regulation

(Continued from Page 1)
the Commission aviation division. The NAB proposals involved procedure methods for grants of permission to erect towers, as well as heights and markings of future and existing towers. They were proposed to avoid long delays in securing aeronautical approval of towers, and to permit formal FCC hearing in the event of aeronautical disapproval.

Most important of the NAB suggestions accepted by the meeting included provisions that nothing in the tower height regulations, "shall apply to those structures now existing or to those structures authorized prior to the effective date of these regulations, except where lighting and painting specifications are lessened by these regulations."

The same section also provided that "no change in any of these regulations or relocation of airports shall at any time impose a new restriction upon any then existing or authorized structure or structures."

The group meeting informally approved recommendations that antenna structures under 170 feet in over-all height above the ground do not require study, approval, painting or marking, except structures located in certain aircraft approach areas. It also agreed that in instrument approach areas, towers should not exceed 250 feet within five miles of any designated instrument approach runway. The original criteria had proposed 200 feet as a limit. The NAB recommendation was for 250 feet.

NAB argued that, in areas of Federal airways, towers up to 650 feet in height should not require aeronautical authorizations, regardless of the towers' locations, as this height is necessary to meet FCC, television and FM requirements. Aeronautical representatives at the meeting, however, held to the 500-foot limit stated in the original proposed criteria.

Wedding Bells

Huntington, West Va.—Dorothy Thompson, WSAZ receptionist, was married Friday evening, May 20, to Robert Shaffold, Olmstead Falls, Ohio.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Piracy-Copyright

INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.

For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.



Windy City Wordage. . . !

• • • Before Gordon McRae, star of ABC's "Railroad Hour," leaves Hollywood for a three-week personal appearance at the Oriental Theater here, starting June 9, he will have recorded the six shows that will be broadcast during his eastern trip. . . . ABC's press department is happy over two awards won in the

Chicago

Publicity Club annual picture contest—one for a cheesecake pic of Mary Hartline, "Super Circus" TV program band leader, and the other a picture taken on "Welcome Travelers." . . . Quiet and methodical Jim Secrest of the RMA was not in the limelight as much as many others at the silver anniversary convention in Chicago last week, but he had a lot to do with making the event a huge success. . . . Morton Bowe, featured singer on WGN's "Chicago Theater of the Air," and Met opera tenor, has been signed to co-star with Ann Ayars in the special Rodgers and Hammerstein show to be presented in Chicago's Grant Park July 23 and 24.



• • • Speculation as to whether Balaban & Katz planned to install Paramount's teletranscription systems in other theaters besides the Chicago Theater were set at rest by John Balaban, who said heavy cost of the equipment would not justify such installations. Use of the equipment in the Chicago Theater will be confined, for the present at least, to the showing only of events of importance.



• • • John T. Carey, WIND sales manager, off for a two-week vacation—strictly golf—at Asheville, N. C. . . . Willard M. Rutzen, widely known in the hotel business, radio, theatrical and social world, has been named manager of the Morrison Hotel. Rutzen has been associated with the hostelry for 24 years in an executive capacity. . . . Arthur C. Page, WLS farm program director, will conduct the "WLS Dinnerbell" program June 7 when it is broadcast from the Milwaukee (Wis.) Auditorium during the convention of the Central Retail Feed Association. . . . Management of the second annual National Television and Electrical Living Show is sending out elaborate promotional material for the show, which is scheduled for September 30 through October 9, at the Coliseum. . . . Marjorie Davis has joined the sales promotion staff of WBBM. . . . Jack Owens and his collaborator, ork leader Larry Fotine, last week introduced a new tune, "You're the Only One I Care For," which has hit possibilities. . . . Roy McLaughlin, manager of WENR, is winding up a vacation in Cuba and Florida.



• • • H. H. Frost, first president of RMA, demonstrated to members attending the silver anniversary of the association last week how wrong most predictions can be, by quoting a score of dire predictions made by so-called experts in the early days of radio, none of which came to pass. Same thing, he said, is happening with television, but he sees a bright future for both mediums.



• • • The third annual contest conducted by the WMAQ show "The Hobby Horse Presents," juvenile book program, drew more than 53,000 votes from young listeners, who voted for 2000 authors. The show, sponsored by Carson Pirie Scott & Co., department store, is written and conducted by Ruth Harshaw. . . . A new musical show, "The Story of Music," made its debut on FM station WMOR Sunday. Written by Paul K. Damai, music and radio critic, it features songs from the ancient Greeks and Hebrews down to the present time. . . . Gene Autry will bring his "Melody Ranch" gang to Chicago Saturday for a broadcast from the WBBM studios.

Summer Substitutes Set On Columbia Web

(Continued from Page 1)
Electric Companies Advertising Program.

On July 31 the Electric Companies will present "Meet Corliss Archer" as its commercial replacement for Helen Hayes. Series will be aired through October 2 with Miss Hayes returning on October 9.

"Young Love," a comedy series will go into the Monday, 8:30-9:00 p.m. spot vacated by "Arthur Godfrey and His Talent Scouts," starting July 4 and continuing through August 22.

"Yours Truly, Johnny Dollar," CBS mystery series dealing with the exploits of an insurance investigator, returns to the CBS network Thursday, July 7, 8:00-8:30 p.m. EDT, as the eight-weeks' Summer replacement for "F.B.I. in Peace and War." The FBI show, sponsored by Procter & Gamble Co. for Lava Soap, will return to the air Thursday, September 1.

Judith Waller, Of NBC, Joins UNESCO Group

Judith Waller, director of public affairs and education for the NBC Central Division, has been appointed U.S. delegate to the UNESCO meeting on educational broadcasting which convenes in Paris, June 27-July 1.

Others on the committee will be M. Rene Dovaz of Radio Geneva; Dr. Zakir Husain of Aligarh University, New Delhi; Dr. Josef Kolar of Prague Radio, Dr. Arne Okkenhaug of Norsk Rikskringkasting Oslo, and Miss Mary Somerville of BBC, London. The meeting was called pursuant to a resolution by the third session of the UNESCO General Conference requiring the organization to complete for publication a study of school broadcasting and to promote developments in educational radio.

"Rockabye Dudley" Back For 2nd Summer Series

A late-evening program of music and light conversation, "Rockabye Dudley," emceed by Dick Dudley will return for its second Summer series, Mondays, Wednesdays and Fridays, 11:15-11:30 p.m., beginning May 27, over WNBC.

REX MARSHALL
Announcing
"SUSPENSE"
"WHO SAID THAT"
ON TV
SC 4-5700





THANK YOU! Says this little girl, and thousands like her, who are helped every year by YOUR contribution to the COMMUNITY CHEST . . . RED FEATHER SERVICES guard the health and welfare of babies, old people, children, sick folks, travelers, people in need, from the Atlantic to the Pacific.

YOU MAKE THIS POSSIBLE WHEN YOU GIVE TO THE RED FEATHER!

This Space Contributed by RADIO DAILY



PLUG TUNES

On Records and Transcriptions
TELL ME WHY
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

America's Favorite Ballad!
**A CHAPTER IN MY
 LIFE CALLED MARY**
 SHAPIRO - BERNSTEIN & CO. INC.
 1270 Ave of the Americas N. Y. C.

Guy Lombardo—Art Mooney Pick
**MERRY-GO-
 ROUND WALTZ**
 SHAPIRO - BERNSTEIN & CO. INC.
 1270 Ave of the Americas N. Y. C.

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)
 ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

CABARET

DUCHESS MUSIC
 CORPORATION

MY ONE AND ONLY
HIGHLAND FLING

From M.G.M.'s
 "THE BARKLEYS OF BROADWAY"
 recorded by
 BUDDY CLARK—DINAH SHORE
 Columbia
 GORDON MacRAE—JO STAFFORD
 Capitol
 FRED ASTAIRE—GINGER ROGERS
 M.G.M.
 FREDDY MARTIN
 RCA Victor

HARRY WARREN MUSIC, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Sinatra Songs is readying material on "It's Only Money," featured in Frankie's forthcoming RKO flicker of the same name which is skedded for release in September. . . . ● Abe Glaser returns to the music biz after a two-year absence . . . he'll plug the E. B. Marks catalogue on the coast. . . . ● Andrews Sisters booked into the Roxy in Gotham next month. . . . ● Dawson Music has a likely looking ballad in "In Tennessee" which Fred Waring introduced Tuesday on his NBCcast to coaster . . . number was authored by Ian Donez, Eli Dawson and Ralph Anderson. . . . ● WOR execs quite excited about a new half-hour program, featuring songs and patter by Red Benson and Julie Conway which is slated to bow in next month. . . . ● Jefferson Music going all out on the western "Single Saddle," clefted by Arthur Altman and Hal David. . . . ● The Bing Crosby platter of the oldie, "Save Your Sorrow" (for tomorrow), released last month may give this hit of 1925 another chance. . . . Al Sherman and Buddy DeSylva wrote the ballad, with Shapiro-Bernstein publishing. . . . ● Is CBS considering a TV series to star Kate Smith with the tee-off some time in October? . . . ● "Aldrich Family" NBCcelebrates its 500th broadcast today. . . . Jack Miller composed the background music and conducted the orchestra from the start. . . . ● Edwin H. Morris & Co., with "Riders In The Sky" up among the top-sellers, is grooming another click in the Paul Francis Webster-Sonny Burke ditty, "How It Lies, How It Lies, How It Lies." . . . ● After a year as deejay in Detroit, former bandleader Bob Chester will again pick up the baton. . . . ●

★ ★ ★ ★

● ● ● Arnold Shaw has effected a special tie-up on the Leeds Music ditty "Hot Canary" with the Sapphire Hosiery Co. Promotion material, platters and nylon stockings are being sent to 500 disk jockeys in key American cities. . . . ● Marguerite McClelland, lyric soprano, heard recently on James Melton's and other network programs, has been signed to star in "Music To Remember," the series to originate at WSM, Nashville. . . . ● The Lewis Music novelty, "I Didn't Know The Gun Was Loaded" is starting to catch on . . . number was penned by Herb Leighton and Hank Fort. . . . ● Tommy Valando's Laurel Music, in business less than two years, has been burning up the stem with no less than four hits to its credit . . . "Tell Me A Story," "Faraway Places," "A-You're Adorable," and "I Don't See Me In Your Eyes Anymore." . . . ● Frank Loesser's "Baby, It's Cold Outside," which he wrote as special material for his own use in entertaining at parties, is the fastest-climbing song in the country . . . published by Melrose Music. . . . ● Solly Cohn doing a fine promotion job on Thomas Meehan's up-tempo ballad, "My Heart Goes With You." James Music is the publisher. . . . ● Jester Music should find the goin' easy with its latest publication, "Somebody's Missin'" . . . the novelty, written by Les Barry, is a rumba with a boogie beat. . . . ● Doris Day wins the coveted singing role in the forthcoming Warner Bros. musical, "Young Man With A Horn," which Jerry Wald will produce with Lauren Bacall and Kirk Douglas, co-starred. . . . ● Hillbilly warbler Eddie Arnold signed to make two pictures for Columbia. . . . ● Music men are optimistic on an early agreement between ASCAP and TV execs.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD**—Thrush Louise Carlyle makes an auspicious wax debut with listenable renditions of "Why Should I Worry?" flipped with Palling Around With You" for King Records . . . smooth assist by Tony Mattola Trio on both sides results in an A-I pancake. . . . ● Jack Williams, Victor exec, goes to Hershey, Pa., Saturday to present the millionth pressing of his "Riders In The Sky" to Vaughn Monroe . . . this makes three in the 'million class' for Monroe, the other two being "Ballerina" and "There I've Said It Again." . . . ● Coral has placed Jacqueline Lehrich in charge of special exploitation and disk jockey promotion. . . . ● Jack Killy's MGM pairing of "Weddin' Day" and "You Told A Lie," with vocal support by the Highlanders and background by the Buddy Weed Trio, makes for a highly useful item.

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

Dick Haymes Says:
COMME CI, COMME CA
 (Come See, Come Sah)
 LEEDS MUSIC CORPORATION

"A HIT Since . . ."
SAME OLD MOON
 FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Swell New Rumba-Boogie
SOMEBODY'S MISSIN'
 keeps you jumpin'
 JESTER MUSIC CO.
 1674 BROADWAY NEW YORK CITY

My Heart Goes With You
 by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

THE STORY OF MY LIFE
 Records
 Dinah Shore (Col.) Margaret Whiting (Cap.)
 John Laurenz (Mercury)
 Also Transcribed
MASSEY MUSIC COMPANY, INC.
 1619 Broadway New York City

On Records and Transcriptions
The Lively and Sparkling
**"MADEMOISELLE
 HORTENSIA"**
 RYTVOC, Inc., 1585 Broadway, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

THEATER-TV PRACTICAL, SAYS FOX

TELE TOPICS

IN "BENNY'S PLACE," new Kelvinator-Vim stores stanza on WPIX, Benny Rubin presides over a lunch-counter while a succession of wildly assorted stooges parades in and out to swap bon mots with the proprietor and to take him for a few bucks. Gags fly thick and fast. A few would have been aided considerably by the presence of a full-sized studio audience, but most were beyond repair. ("Had your voice cultivated? . . . Sounds like it was ploughed.") Except for commercials and a song by Marian Carter, entire show was taken up by business between Rubin and the stooges, all of whom spoke as loudly as possible. They were Elaine Arden, as a female Parkyakarkus, Allan Walker, Milton Morse, Janet Walker and Jackie Coogan. . . . Integrated live commercial, well-handled by Joe Bolton, should have demonstrated the Kelvinator refrigerator which was on the set. Instead, Bolton merely stood nearby and talked about it. Film, aired later, was more interesting. . . . Produced by Jerry Rosen, program was staged by Eddie Nugent with camera direction by Sid Davidson. Script was by Rubin and Allan Walker. Account was placed direct.

THE TBA SUB-COMMITTEE working on a standard rate card for stations is nearing the end of its task and soon will submit the card to the full committee. . . . Carnation Co. and its subsidiary, Albers Milling Co., are about to take the TV plunge, via a spot campaign. Filmed commercials are nearing completion on the Coast. Erwin-Wasey is the agency. . . . Didja notice that seven of the first ten Hooperated shows in New York are on CBS? . . . Sylvie Hirsch, said to be France's top model, arrives in this country today and will guest on Kathi Norris' DuMont show tomorrow.

WGN-TV IS SETTING some sort of record for discovering tyro talent among members of its clerical staff. This week blonde Jarvis Dugan, of the station's script typing department, became the fourth staffer to go before the ikes when she played a femme fatale role in a "Chicagoand Mystery Players" presentation. Delores Marshall, former typist; Hildreth Mueller, secretary, and Bonnie Pritchett, receptionist, are others who have been used on the air. . . . Latest postal card count for "Stop The Music" is over 150,000. . . . According to Chicago paint manufacturer, Martin-Senour Co., color of walls has a lot to do with home reception. Middle and light-middle colors are best, they say, and the wall directly behind the receiver should be a flat finish. A small light is best—about 15 watts located to the extreme right or left of the viewer, below the level of the screen and directed toward the floor.

CBS Names Ackerman Coast Program Chief

Harry S. Ackerman, CBS veepee and director of network programs in Hollywood, has taken on additional duties as program director of TV web shows originating on the West Coast, it was announced yesterday by vice-presidents J. L. Van Volkenburg and Hubbell Robinson, Jr. Ackerman's added assignment was prompted by plans for origination of CBS-TV shows in Hollywood next fall via kinescope recording. Web plans video stanzas for several of the top radio names it acquired during the past year. Ackerman has been with CBS since January, 1948. He was made a vice-president on Feb. 16, 1949. Before he joined the web he was with Young & Rubicam, joining the agency in 1936.

Hoover Report On NBC

Washington—A graphic report on the 2,250,000-word report by the Hoover commission on the reorganization of the executive branches of the Federal government will be aired today for NBC television viewers on the "Camel News Caravan" at 7:45 p.m. EST. A full-color graphic to be presented President Truman today along with the Commission's final report has been adapted for TV presentation by designer Michael Fooner, who has developed a number of new visual reporting technics for TV.

DuM. Ask Cincinnati Okay On 'Non-Competitive' Basis

Washington Bureau of RADIO DAILY
Washington — DuMont yesterday told the FCC that if the Paramount consent decree is to be introduced into evidence in pending hearings in which Paramount seeks TV licenses, DuMont should automatically be given a license for Cincinnati, where its application is not competitive. The consent decree in the anti-trust case against Paramount and other film distributors would leave the Paramount picture company with only four TV stations—KTLA, Los Angeles, and the three DuMont stations in New York, Washington and Pittsburgh. The Commission has held DuMont to be under Paramount control—

AM Plugs TV

WMTR (AM), Morristown, N. J. daytimer, has inaugurated a daily series titled "Television High-Lights," aired from 7:05 to 7:15 p.m., and featuring news of upcoming TV stanzas. Station signs off at 7:30 p.m. Stanza was originated by program director Jack Potts and has been sold, one night a week, to a local TV set dealer.

Berle Leads Programs In Cleveland Survey

Cleveland—Milton Berle's "Texaco Star Theater" is a heavy favorite with Cleveland TV audiences, according to a survey conducted by the Ohio Advertising Agency of Cleveland. Berle won top place over baseball by a wide margin. Arthur Godfrey, boxing and The Goldbergs showed in that order. Wrestling, "Suspense," Fred Waring, Philco Playhouse, Broadway Revue and Kraft TV Theater finished strong, running in sixth to 12th places, respectively. News programs also rate high with Cleveland TV audiences, placing 19th in a list of 40 programs. Bright Joins ABC-TV Robert Bright has resigned his post at WPIX as art director, effective tomorrow, to join ABC-TV as a designer. He will join the network on June 6.

Will Seek To Test Color Video For Movie Houses

Washington Bureau of RADIO DAILY
Washington—Theater television with quality comparable to 35 mm. motion picture projection is today "not only possible but practical," 20th Century-Fox told the FCC this week in a progress report on its theater TV operations. Fox intends to press its tests of color for theater TV, it said, on the theory that because theater TV is not developed to the same extent as home TV, it might be much more feasible and less costly to bring color into theater video long before it is feasible for home reception. "It is believed that both the sequential and the simultaneous methods of color television, as applied to theater projection, are deserving of serious consideration and experimentation," Fox said. Prefers 6,000-10,000 mc. The account of its experimentation revealed that work in the bands above 10,000 mc. has been held back because of the difficulty in obtaining proper tubes, but Fox concluded that "that portion of the radio spectrum between 6,000 and 10,000 mc. would be the most adaptable for theater television use." A channel band width of 25 mc. was found sufficient for the sending of an 8 mc. signal by FM. The company found direct projection operation sufficiently well developed now for commercial installation. "It is believed that a multiple point-to-point intra-city distribution system of theater television could be established for such an operation with a minimum of two channels and that separate channels would not be required for each point-to-point link."

Chicago—The potentialities of Zenith's Phonovision are again being examined by 20th Century-Fox, it was learned on good authority here yesterday. Spyros P. Skouras, in Chicago for an exhibitors' meeting, accompanied by a group of top Fox officials, conferred with Comm. Eugene McDonald, Zenith president. It is understood that the entire group saw a demonstration of Phonovision.

WATV Moves Offices

Newark, N. J.—Offices of WATV will move today to the station's Television Center in the Mosque Theater where studios are located. Old location was 11 Hill Street in the same building with parent outlet WAAT.

Tornado Cover

Midwest stations gave emergency service to communities hit by tornadoes the past week-end. Among the stations reporting coverage were:

Saw Twister Coming

Radio Station WBOW, Terre Haute, Indiana, scored a "beat" in its coverage of the tornado which ripped through the eastern part of the city Saturday, May 21st. WBOW broadcast a news bulletin and warning of the tornado at the very time it hit the city.

WBOW Announcer Omar Williams was playing golf at a course south of the city. He looked at the sky to see the twister approaching the city, tossing trees and buildings in its wake. Williams telephoned the station, where a newscast was in progress. A warning bulletin was incorporated in the newscast at the exact time the tornado hit the city.

WBOW gave impressive service in the public interest throughout the night. All programs were interrupted when necessary, to give bulletins and make appeals. The station also was instrumental in rounding up the National Guard, the Naval Reserve Unit, and the Auxiliary Police and Fire Departments. Through on-the-scene wire-recordings and telephone "beep" conversations, WBOW also brought prompt and complete news of the disaster to its audience.

Covers Illinois Storm

St. Louis—WIL, 5,000 watt St. Louis independent, covered the tornado-stricken areas of southern Illinois, struck by storm forces on May 21st. Town of Wood River, Illinois, suffered heavy devastation. Vern King, Mel Kampe and Fred Beeler of the WIL Special Events staff, spent most of Saturday night and Sunday morning (May 22nd) wire-recording appeals of the Wood River authorities for aid and help. Mayor William Stonum, of Wood River, personally appealed to the Greater St. Louis audience, through WIL, to observe caution in visiting the area until relief agencies could begin rehabilitation. WIL recording facilities were set up in the basement of the Brushy Groves School, in the heart of the stricken town. The school itself was entirely demolished, with the exception of the basement. WIL also cooperated with the Greater St. Louis Amateur Radio Network, which maintained a traffic control system for the dispatching of needed supplies from surrounding cities. Several of the amateur operators were interviewed and explained their equipment.

FOR SALE

\$22,000

or

SUMMER RENTAL

\$1,200

Old world charm, dating 1789, Frank Vanderlip restored. Scarborough-On-Hudson station, 3 story brick, 5 bedrooms, 2 baths, garden. Write or phone; V. Sale, 12 Liberty St., Ossining, N. Y. Phone 2-4127

Standing Committees Named By NAB For Current Year

(Continued from Page 1)

research committees. The NAB women broadcasters committee, chaired by Katherine Fox of WLW, Cincinnati, was named earlier in the month. Board committees were also named earlier.

Roster of the new committees follows:

Educational Standards: Ralph W. Hardy, KSL, Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO, Kalamazoo, Mich.; Armand Hunter, WFIL, Philadelphia; Judith Waller, NBC, Chicago; Wilt Gunzendorfer, KROW, Oakland, Calif.; Mrs. A. Scott Bullitt, KING, Seattle—one vacancy to be filled.

Employee-Employer Relations Executive: Leslie C. Johnson, chairman, WHBF, Rock Island, Ill.; C. L. Thomas, KXOK, St. Louis; Gunnar O. Wiig, WHEC, Rochester, N. Y.; Harold Essex, WSJS, Winston-Salem, N. C.; Clyde F. Coombs, KARM, Fresno, Calif.; William B. McGrath, WHDH, Boston; O. L. Taylor, KGNC, Amarillo, Texas.

Engineering Executive: A. James Ebel, WMBD, Peoria, Ill.; chairman; R. Morris Pierce, WGAR, Cleveland; E. K. Jett, WMAR, Baltimore; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; J. R. Popple, WOR; John H. DeWitt, WSM, Nashville; K. W. Pyle, KFBI, Wichita, Kans.

FM Executive: Cecil D. Mastin, WNB-FM, Binghamton, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAW, Evanston, Ill.; Milton L. Greenebaum, WSAM-FM, Saginaw, Mich.; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; William E. Ware, KFMX, Council Bluffs, Ia.; James M. Legate, WIOD-FM, Miami, Fla.

Legislative: E. K. Hartenbower, KCMO, Kansas City, chairman; Arthur Westlund, KRE, Berkeley, Calif.; Harold Ryan, WSPD, Toledo, O.; Harold Hough, WBAP, Fort Worth, Tex.; Paul Miller, WHEC, Rochester, N. Y.; R. G. Howell, KFXJ, Grand Junction, Colo.; Edward Breen, KVFD, Fort Dodge, Ia.

Music Advisory: Joseph McDonald, WJZ, chairman; Julius Brauner, CBS; Robert P. Myers, NBC; A. G. Meyer, KMYR, Denver; Walter Haase, WDRC, Hartford, Conn.; Frank White, president, MBS—one vacancy to be filled.

NAB Committee of NAB-RMA Joint Liaison: Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM, Rochester, N. Y.; James D. Shouse, WLW, Cincinnati; George B. Storer, WJBK, Detroit—one vacancy to be filled.

Program Executive: Robert D. Swezey, WDSU, New Orleans, chairman; Walter J. Brown, WORD, Spartanburg, S. C.; Linus Travers, WNAC, Boston; John S. Hayes, WTOP, Washington, D. C.; Wallace Kadderly, KGW, Portland, Ore.; William J. Beaton, KWKW, Pasa-

dena, Calif.; Wilton E. Cobb, WMAZ, Macon, Ga.

News Sub-Committee: Wilton E. Cobb, WMAZ, Macon, Ga., chairman; James L. Howe, WCTC, New Brunswick, N. J.; Sig Mickelson, WCCO, Minneapolis.

Agricultural Broadcasting Sub-Committee: Wallace Kadderly, KGW, Portland, Ore., chairman; Charles Worcester, WMT, Cedar Rapids, Ia.; Layne Beatty, WBAP, Fort Worth, Tex.

Public Relations Executive: Frank King, WMBR, Jacksonville, Fla., chairman; Ben A. Laird, WDUZ, Green Bay, Wis.; Merle T. Tucker, KOAT, Albuquerque, N. M.; J. Roy D'Abadie, WJBO, Baton Rouge, La.; S. C. Fante, Jr., KELO, Sioux Falls, S. D.; Victor Sholis, WHAS, Louisville, Ky.—one vacancy to be filled.

Research: Robert T. Mason, WMRN, Marion, O., chairman; Dr. Charles F. Church, Jr., KMBC, Kansas City, Mo.; William F. McAndrews, WRC, Washington, D. C.; Robert E. Summers, WFAA, Dallas, Tex.; Leonard Kapner, WCAE, Pittsburgh, Pa.; William B. Maillefert, WVET, Rochester, N. Y.; William B. Smullin, KIEM, Eureka, Calif.

Sales Managers Executive: John J. Gillin, Jr., WOW, Omaha, Neb., chairman; John M. Outler, WSB, Atlanta, Ga.; Gordon Gray, WIP, Philadelphia, Pa.; Eugene S. Thomas, WOIC (TV), Washington, D. C.; Arthur Gerbel, Jr., KJR, Seattle, Wash.; O. M. Schloss, WWSW, Pittsburgh; Simón Goldman, WJTN, Jamestown, N. Y.

Unaffiliated Stations Executive Committee: Ted Cott, WNEW, chairman; Melvin Drake, WDGY, Minneapolis; Bob Maynard, WSVS, Crewe, Va.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Patt McDonald, WHHM, Memphis, Tenn.; Ben Strouse, WWDC, Washington, D. C.; Lee W. Jacobs, KBKR, Baker, Ore.

Special Radio Service Planned For Motorists

As a special service to Memorial Day week-end motorists, WOR will broadcast traffic information provided by city and state police officials. Complete, two-minute reports, will be broadcast at 4:57 p.m., in the 6 p.m., and 6:30 p.m. news, and at 7:27 p.m., 9:27 p.m., and on a flash basis if necessary.

In addition the station plans special weather information for yachtsmen, and tide reports for fishermen at 2:25 and 5:55 p.m. on Memorial Day.

Returns To WQXR Post

Rex Benware, veteran WQXR announcer, returned yesterday to his chores at the station following an illness of more than a month.

LOS ANGELES

By AL STEEN

WARD INGRIM, Mutual-Don Lee sales chief, will be away until June 16, visiting New York, Chicago and St. Louis.

Cy Howard will open the Fall season of "My Friend Irma" in New York where it will accompany the premiere of Hal Wallis' film version at the Paramount Theater on Sept. 19.

Cathy and Elliott Lewis are drafting a husband-and-wife situation comedy for offering to sponsors by mid-June.

Dennis Day's personal appearance tour will include four acts: Gale Robbins, the De Castro Sisters, Clark Bros. and the Acromaniacs. Tour opens in Hartford on June 28.

Evelyn Knight also preparing a p.a. tour beginning July 1.

Spike Jones and his gang are resting briefly here before hitting the road again. In their last tour, they grossed \$1,112,000.

Frank Pittman, producer of the "Fibber" show, is off to Knoxville, Tenn., on June 1, the day after the program closes down for the Summer.

KMPC's Bob Reynolds has been elected to the board of the Hollywood Advertising Club.

George Tibbles and Ramey Idriss, who wrote "The Woody Woodpecker Song," have written the theme song for KLAC-TV's new "Mickey O'Day Show," which made its debut on Tuesday.

Mutual-Don Lee's "Roy Rogers Show" will be aired throughout the summer months.

A mid-August blessed event is expected by the Milton Charles. He's the organist for ABC's "California Caravan."

Country Washburne, Perry Botkin and Buddy Cole will be featured instrumental trio on the Johnson Wax Summer replacement program, starring the King's Men.



5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

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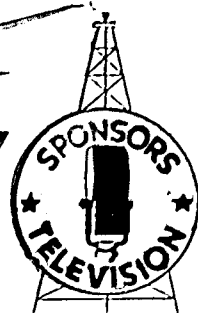


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HENRY GREENFIELD, Mg. Director N.Y. 19



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 41

NEW YORK, FRIDAY, MAY 27, 1949

TEN CENTS

UHF AND COLOR TV FORECAST BY FCC

Sarnoff Forecasts Radio Opportunities

The rapidly expanding field of radio-electronics offers many opportunities to alert Americans for years to come, David Sarnoff, chairman of the board of RCA, told a graduating class of RCA Institutes yesterday.

He urged the 163 graduates at their commencement exercises to continue their studies and to read all they can about radio and its allied activities. "You will find many new and practical ideas that your text books have not had time to record, for this is a swiftly moving science, art and industry.

Sarnoff envisioned a wrist-watch

(Continued on Page 3)

Grove Labs Buy Fitch Co., Both Heavy Radio Users

Purchase of the F. W. Fitch company of Des Moines, La., by the Grove Laboratories of St. Louis was announced yesterday by James H. Grove, president of the Grove Labs., in St. Louis. Both companies have been heavy users of radio time.

Grove will immediately assume management of the Fitch plants in Los Angeles, Jackson, Miss., Bayonne, N. J., and Toronto, Can. Com-

(Continued on Page 2)

Carl George, Of WGAR, Heads Ohio Broadcasters

Columbus, Ohio—Carl George, vice-president and general manager of WGAR, Cleveland, was elected president of the Ohio Association of Broadcasters at the concluding session of its 14th annual convention here Thursday. The two-day

(Continued on Page 3)

FCC Information Booklet Outdated

Titled "An ABC of the FCC" the Federal Communications Commission this week mailed out a question and answer booklet covering the personnel and functions of the Commission. The booklet lists Charles R. Denny as chairman of the Commission and Clifford J. Durr, Ray C. Wakefield and Ewell K. Jett as among the Commissioners. Denny left the Commission two years ago to become executive vice-president of NBC and Durr, Wakefield and Jett have not been members of the Commission for sometime. The U. S. Government Printing Office is credited with printing the booklet and it bears the seal of the FCC.

CBS Cutting Corners On Program Budget

CBS is cutting its program costs and in recent weeks several of its own package shows have been replaced by dance band pickups and other musical programs. Some of the latter make use of house bands employed by CBS owned and operated stations.

While some of the shows dropped

(Continued on Page 3)

AFRS Birthday Party To Be Broadcast Today

The Armed Forces Radio Service will celebrate its 7th anniversary today with a special "birthday edition" of its "Command Performance"

(Continued on Page 2)

Lifting Of 'Freeze' In Late Fall And Expansion To UHF And Color-TV Announced By Commission

Washington Bureau of RADIO DAILY

Washington—Predicting the lifting of the freeze on TV in "the late fall," the FCC said yesterday it plans to open up the lower portion of the UHF band at the same time, and to permit narrow-band color TV for reception on present-type home receivers "with relatively minor adjustments."

A special statement issued yesterday pointed toward "a nation-wide assignment plan covering commercial operation in both bands."

The Commission has thus veered sharply in the direction of those who from the time of the imposition of the freeze September 29 of last year have held that it could not properly be lifted without simultaneous action to free UHF bands for commercial development. The decision to include in the announcement the statement of Commission thinking about color came as a surprise, however, indicating that demonstrations

by CBS of its color system during the past winter were extremely well received by the FCC.

What the Commission announced, in brief, is that in about six weeks

(Continued on Page 7)

Four A's Gives Loan To Aid BMB Cause

American Association of Advertising Agencies has agreed to lend BMB \$15,000 to meet current operating expenses, it was announced yesterday by Frederic R. Gamble, 4-A president. This is the second loan granted to BMB within the last month—the other being a \$75,000 advance from NAB to assure completion of the second study.

Decision to grant the \$15,000 loan was made by the 4-A's operations committee. Last March the association offered to underwrite up to \$15,000 against a possible BMB tax

(Continued on Page 2)

Four June Meetings Of NAB Committees

Washington—The NAB yesterday announced the dates for meetings next month of four board committees, all to be held in Washington. The first will be next Friday, when the Association of Women Broadcasters executive committee meets here, with the board of directors' membership committee to gather here the following Monday.

The FM executive committee will meet a day later, and the employer-employee relations executive committee on June 20.

Memorial Day Programs Set On Webs And Stations

Memorial Day motifs and interpretations underlie the programming agenda for this week-end by the major networks.

For the fourth consecutive year Mutual will broadcast exclusively the description of the annual Memorial Day 500-mile Indianapolis Speedway motor classic. Seven broadcasting crews, headed by Bill Slater and Gene Kelly, have been assigned to cover the event. The se-

ries of broadcasts on the May 30th sports event will start at 11:45 a.m., EDT, 15 minutes prior to the scheduled start of the 33 speeding racers. Additional broadcast periods have been set at 1:30 p.m., EDT, at the approximate one-third distance; 2:45 p.m., EDT, or the two-thirds mark, and between 4 and 4:30 p.m., EDT, when the winning car is expected to enter Victory Lane. The addition

(Continued on Page 8)

Swan Song

Bing Crosby's final "Philco Radio Time" aired over ABC next Wednesday will be a recap of the 15 top tunes of the past year. The show will be minus guests as Crosby will swing from one tune to another, aided by John Scott Trotter's orchestra. Program will be his last Philco broadcast. The Groamer moves to CBS in the fall.

Public Service

Larry Finley is now an honorary citizen of Breckenridge, Texas. Immediately following the tornado that struck the Fort Worth area recently, the TV and transcription exec. who was in Amarillo at the time, hid himself to Breckenridge and did an 18 hour stint over KSTB, making pleas for food and clothing for the destitute.

RADIO DAILY



★ COMING AND GOING ★

Vol. 47, No. 41 Friday, May 27, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
8425 Hollywood Blvd. Phone: Gladstone 8438

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Pat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

No Paper Monday

Monday, May 30, is Memorial Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

FINANCIAL

(May 26)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.	Net
ABC	63 1/2	63 1/2	63 1/2	—	1/2
Admiral Corp.	20	19 1/2	19 1/2	—	1/2
Am. Tel. & Tel.	141	140 1/2	141	+	5/8
CBS A	18	17 3/4	17 3/4	+	3/8
CBS B	17 1/2	17 1/2	17 1/2	
Philco	28	27 1/2	27 1/2	
RCA Common	11 1/2	11 1/2	11 1/2	
Stewart-Warner	10 3/4	10 3/4	10 3/4	+	3/8
Westinghouse	22 1/4	21 3/4	21 3/4	—	1/2
Westinghouse pfd.	9 1/2	9 1/2	9 1/2	—	1
Zenith Radio	28 1/2	28 1/2	28 1/2	+	3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/4	12 1/4	—	1/2
Nat. Union Radio	2 3/8	2 3/8	2 3/8	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/2	12 1/2
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	3/8	5/8
WCAO (Baltimore)	18	24
WJR (Detroit)	7	7 1/2

FOR SALE

\$22,000

or

SUMMER RENTAL

\$1,200

Old world charm, dating 1789, Frank Vanderlip restored. Scarborough-On-Hudson station, 3 story brick, 5 bedrooms, 2 baths, garden. Write or phone; V. Sole, 12 Liberty St., Ossining, N. Y. Phone 2-4127

GENE L. CAGLE, president of the Texas State Network, and CHARLES B. JORDAN, vice-president of the web, have arrived in New York on a short business trip. They're at the Chatham.

WIN ELLIOT and the members of the CBS "County Fair" program company, have returned from Albany, N. Y., where last Wednesday they broadcast their show from the stage of the Grand Theater.

ROD MacLEISH, scripter on ABC-TV, and GEORGE LEAMY, formerly associate director for the video web, have left for Louisville, Ky., where they'll combine business with pleasure by doing research for a TV-American series.

DON GARDINER, announcer and newscaster on ABC, on Monday will be the principal speaker at the Memorial Day exercises in Hartsdale, N. Y.

GRACE JOHNSON, manager of continuity acceptance for the American network, is leaving for Houston, Texas, to attend the convention of the Advertising Federation of America. She'll be back in New York June 6.

PAULINE FREDERICK, women's commentator on the American network, has returned from Europe, where she spent two weeks covering the lifting of the Commie blockade in Berlin and the meeting of the Foreign Ministers in Paris.

JAMES MILNE, general manager of WNHC-TV, New Haven, Conn., arrived in town yesterday for conferences at the office of the Columbia network.

JOE HASEL, American network sportscaster, today is in Philadelphia to telecast and describe the Roller Derby over ABC-TV.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, will sail today aboard the Queen Elizabeth for a three-month tour of Europe. During his sojourn, he will make a survey both of radio and music activities.

ARLENE FRANCIS will leave for Hollywood following Saturday's broadcast of "What's My Name?" on ABC. She'll spend a few days in the movie capital with her husband, Martin Gabel, who is scripting the forthcoming Danny Kaye feature. Miss Francis will be back Tuesday.

Four A's Gives Loan To Aid BMB Cause

(Continued from Page 1)

liability but later BMB asked the 4-A to make this amount an outright loan. The loan automatically cancels the 4-A commitment to underwrite the tax liability.

Terms of the 4-A loan are the same as those stipulated in the loan by NAB to BMB. The 4-A agrees, however, that NAB will continue to be in administrative control of BMB while any part of the loan is outstanding.

The \$75,000 advance from NAB was to be used to meet current operating expenses by BMB in April and May. It's understood that practically none of this money is left on hand now and that BMB needed the 4-A loan to carry it through the period of collating ballots in its second nation-wide study.

Within the last three months, BMB has been forced to raise \$180,000 on-the-spot money to meet immediate expenses. The first \$100,000 was taken from a reserve fund after subscribers agreed to underwrite this amount in case of a tax liability. It is hoped that the continuation of BMB subscriber fees—by those who have signed cancellation waivers—until next June will afford sufficient funds to pay NAB and the 4-A.

In commenting on the 4-A loan, Kenneth Baker, BMB's acting president, said: "This is renewed evidence of the importance attached to uniform audience data by the advertising agencies of the nation." He added, "We are confident that the second BMB Study will prove to be the most valuable document of its kind yet prepared for broadcasters and those purchasing the medium."

Program Changes At WNBC

Three program changes at WNBC which become effective May 28 apply only to the Saturday morning schedule. Morning programs aired Monday through Friday are not affected.

AFRS Birthday Party To Be Broadcast Today

(Continued from Page 1)

show, featuring Danny Kaye and Jimmy Durante, to be shortwaved to American bases throughout the world.

AFRS was started in May of 1942 and moved with American forces throughout the war. It was on the air in Japan 48 hours after Gen. Douglas MacArthur's advance elements moved into the islands. AFRS' "Spaghetti Network" operated the mobile station which moved with the advancing Fifth Army in Italy.

Two million transcription discs were used in its overseas stations during the war. Since V-J Day, AFRS has aired programs designed to aid the servicemen's return to civilian life. Present emphasis is on programs for occupation troops under the same orders issued when AFRS was created:

"Keep them informed on what's cooking here and abroad and keep them in good spirits for the period of their service."

Grove Labs Buy Fitch Co., Both Heavy Radio Users

(Continued from Page 1)

pany's products include Fitch Dandruff Remover Shampoo, Fitch's Creme Shampoo and Fitch's Ideal Hair Tonic. The Grove products include Bromo Quinine Cold Tablets, Four Way Cold Tablets, Pazo Ointment and Kare Deodorant.

It is estimated that the total sales volume for the expanded Grove company will now be in excess of \$12,000,000 annually.

KMON Joining ABC

KMON, a 5,000-watt station in Great Falls, Mont., will affiliate with ABC on October 1 as a member of the web's Mountain Group of stations. Owned by the Montana Farmer Broadcasting Corporation, KMON operates full time on 560 kc. Robert H. Warner is manager.



"CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Rood

Sarnoff Forecasts Radio Opportunities

(Continued from Page 1)

radio and a miniature television set as examples of the new products, processes and services which will come out of the efforts of American scientists in the future.

Sees Much Still to Be Done

"A serious error that must be avoided when considering the heights of achievement reached in electronics is to think that everything has been done," Sarnoff cautioned. "The radio-electronic developments I have mentioned here are but an index to the opportunities that exist. Progress calls for not only research scientists and experimenters, development and design engineers, but also for operators and technical repairmen, mechanics and testers. Each field offers chances for advancement, and it is encouraging to realize that from each branch of radio-electronics new trails will be blazed. . . .

"The science of electronics serves the people and industry in many ways, the full extent of its usefulness has yet to be measured. We think of electronics first and foremost as the heart of modern communications. Through its magic, we can transmit messages and music around the earth—and eventually television also will encircle the globe.

Predicts New Fields to Open

"Already news as it happens and history as it is made are seen by many millions of Americans. There are 1,300,000 homes in the United States equipped with television. In comparison, 39 million homes have radio sets, and in the years ahead most if not all of these radio-equipped homes will have television. Therefore, as television spreads across the Nation, opportunities in manufacturing, installation and servicing will expand. Industrial and theatre television are big fields that are beginning to open. These, broadly stated, are the most obvious services of this great science with which you, through your education, have formed a professional alliance."

Godfrey Scores D.A.R. On Negro Artists Issue

Arthur Godfrey, during his broadcast yesterday on CBS, criticized the Daughters of the American Revolution in Washington for refusal to allow his June 4th benefit performance to be presented in Constitution Hall because Negro artists were members of the Godfrey organization.

Godfrey characterized the D.A.R.'s action as "disgraceful." He said the Negro artists in his company would appear and that the production was being moved from Constitution Hall to the National Guard Armory.

The Godfrey show is being presented in Washington for the benefit of Attorney General Tom Clark's drive to raise funds to prevent juvenile delinquency.



Mainly About Manhattan. . . !

● ● ● Billy (no shrinking violet, ho) Rose has a wiro on his desk from Gon'l Foods reading: "Will \$10,000 buy you for television?" . . . Aside to General Electric; Now that the stores around town are offering 200 bux on any old trade-ins for your console model 840, what am I offered for my 1907 ico-box? . . . Herb Stein sez he can't wait for Harry Cohn to have to address Rita Hayworth as "Your Highness." . . . MCA preems new offices June 10th. . . . A quizmaster of a local indie reportedly has an annual outside income of \$250,000 and does his radio shows just for 'kicks'. . . . John Howard, film star, in town to complete negotiations for the airing of his radio series, "What Interesting People," with Denny Shamo and gueststars. . . . What's cooking between Ed Gardner and Camels? . . . Parker Fennelly (Titus Moody on Allen's Alley) stars in a radio-TV series tagged "The Incredible Mr. Buchanan," produced by Robert Evans. . . . Willard Alexander has added Gene Williams' ork to his stable, which already includes Vaughn Monroe, Claude Thornhill, Ray McKinley and Dizzie Gillespie. . . . Howard Cordery, exec producer at ABC, has left the web to head the TV dept of John Nash and Associates. Cordery was with NBC for years and prior to that was a stage and film director. . . . Dan Duryea told Bill Slater on "Luncheon at Sardi's" that he's slapped his leading ladies in the movies for 8 years now and he's loved every dollar of it.



● ● ● Henny Youngman popped into the Carnival Club rehearsal the other p.m. and caught madcap Leo De Lyon warming up for his Thurs. night debut. Leo ran through a stream of noises and instrument imitations for a few minutes, which form the basis for his hilarious act. When he walked offstage, Henny grabbed him and kidded: "Hey, Leo, hear any new sounds lately?"



● ● ● Maxine Keith, who pens a weekly syndicated column, devoted a paragraph or two the other p.m. to our pet theme—radio vs. television and why you shouldn't sell radio short. Maxine blames radio itself for this near-hysteria where TV is concerned, and insists that radio is crying "Uncle" before a real blow has been struck. This defeatist attitude is reflected in programming, or lack of it. Few stations are trying out new shows and because of this what's-the-use attitude they're chasing away listeners faster than TV is grabbing them. Her advice to program directors is this: "Don't use the summer as a weed box—but plant good things that can flourish."



● ● ● MAIN STREET TREATS: The smooth, professional job turned in weekly by Les Tremayne and Alice Reinheart, one of the more recent Mr. & Missus teams. . . . Jimmy Powers' radio and TV reporting. (The guy's just as much a Power-house on the air as he is via his Daily News sports column). . . . Earl Wilson's latest tome, "Let 'em Eat Cheese-Cake," best by far of the columnist's efforts to date. . . . Jackie Eigen's bit on the Berle show. The lad's acquired plenty of that old professional poise and polish (with none of that Strand nervousness).



● ● ● SMALL TALK: Catherine Mastice, a click on the Berle show the other p.m., will sing at Leon & Eddie's Celebrity Night Salute to the comic Sunday night. . . . Herb Sheldon, who used to dream about becoming a cartoonist, guesting on Rube Goldberg's WPIX'er. . . . Dolph Traymon, a Godfrey winner, in Jan., writing the Fred Astaire Rhumba, which will be used as a promotional gimmick at the latter's dance studios. . . . Tony Pastor's kid brother, Stubby, bows in with his own ork at Pelham Heath Inn this week. . . . Life mag readying a Martin-Lewis spread. . . .

CBS Cutting Corners On Program Budget

(Continued from Page 1)

represent a saving of several thousand dollars a week per program, CBS also has axed some packages to save a few hundred dollars a week. One show was dropped which represents a saving of about \$400.

Part of the program retrenchment can be related to a normal seasonal custom but this is not the whole story. The Goodman Ace show, "mr. ace and JAINE," just went off the air at a saving of \$3700 a week. Show, which was heard Tuesday at 10:30 p. m., EDT, probably will be replaced with a dance band pickup.

For several weeks the 10:30 p. m., EDT, period on Friday night has been filled with a dance band and this time slot from Monday through Friday is likely to be made available soon for such programs when the sponsors take their hiatus.

Here are some of the CBS shows which have been dropped and replaced by music:

"Red Barber's Clubhouse," Saturday, 10 a. m., EDT, replaced by "Music For You" from KMOX, St. Louis; "Escape," Saturday, 10:30 a. m., EDT, replaced by "Tell It Again" which in turn was replaced on Sunday at 1:30 p. m., EDT, by "Syncopation Piece," also from KMOX; "Yours Truly, Johnny Dollar," Friday, 10:30 p. m., EDT, replaced by dance band pickup; "Skyway to the Stars," Sunday 4:30 p. m., EDT, replaced by Caesar Petrillo's orchestra from WBBM, Chicago.

"You Are There," Columbia's dramatization of a historic event, is slated to go off the air—at least for the summer—June 12 and probably will be replaced by a musical series.

In addition to its other originations, WBBM, Chicago, is now feeding the network with two musical strips. One is "Music Please" aired 10-10:15 a. m., EDT, Monday through Friday. The other is "The Chicagoans" which Caesar Petrillo conducts every afternoon from 5:15-5:45 p. m., EDT.

Carl George, Of WGAR, Heads Ohio Broadcasters

(Continued from Page 1)

confab was designed for station managers. Forty of Ohio's 55 radio stations were represented.

Al Albinger, station director of WCOL, Columbus, was elected vice-president and Fred Bock, commercial manager of WADC, Akron, was re-elected secretary-treasurer.

The OAB passed unanimously a resolution praising the NAB for organizing its new BAB.

General feeling among OAB delegates was that too much attention is being given to TV; that the new medium actually will complement aural broadcasting, not supplant it.

President-elect George started in radio at the age of 18, joining WGAR as an announcer in 1933. He succeeds E. Y. Flanagan, station manager of WSPD, Toledo, as state president.

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 JASCHA HEIFETZ • YEHUDI MENUHIN • EDDIE DUCHIN
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 BIDU SAYAO
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 NELLIE LUTCHER • SUN DANCE

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 JAMES MELTON • A RHAPSODY
 ZOOT SU...
 KING COLE
 FOC...
 I HUNG MY H...
 BARN...
 RUDY VALLEE
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 HIGH ON A WIND
 ARTIE SHAW
 I ONLY WANT A BU...
 CONNEE BOSWELL
 SEVEN COME ELEVEN • WE'LL BE TO...
 STOP...
 MEREDITH WILSON • DEEP RIVER BOYS
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 ILL HOLD YOU IN MY HEART • HO...
 ANDRES SEGOVIA • GORDON JENKINS • MARGARET WHITING • CARMEN CAVALLERO
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 JANE FROHMAN • SHEP FIELDS • JOHN CHARLES THOMAS
 STRANGE FRUIT • DIXIELAND ONE-STEP • TOY...
 MY BEL...
 RUBINSTEIN • COUNT BASIE • HELEN TRAUBEL • TED WEEMS
 ANDERSON • SWEETHEARTS OR STRANGERS
 LOUIS JORDAN • EMIL COLEMAN
 BUDDY CLARK
 PERCY FA...
 CHARLIE BARNE...
 DESI ARNAZ
 JAN AUGUST...
 MAURICE CHEVALIER • TONY PASTOR
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 CHARLIE SPIVAK
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 EVELYN KNIGHT
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ETHEL SMITH
KIN WITH Y SHADOW • WHEN T • RIFF • LU
OF SPRING • COME • MIMI BENZELL
ALTA RHYTHM BOYS
I NEVER LOVE AGAIN • NORMAN CORDON
ERRY COMO • THE H • RUSS MORGAN
ADIAN • AS • THE H
HARIOTEERS • THE BEST MA
OULD MAKE SH • IFU!
LS BROTHERS • DINAH SHORE
A MANIGUA • THE BR
NE AUTRY • TEX RITTER
GO TEARING BY • JOHNNY MERCER
OF THE ISLAND • PIED PIPERS • INOCCHIO • EDIE ARNOLD
ART LUND • ROSE MURPHY • THE GUARD
FRANKIE CARLE • MAMA INEZ • IT MAKES NO DIFFERENCE • TWILIGHT TIME • IN THE GOOD OLD SUMME
CK FINA • JOE HOWARD • WALKIN' W • VAUGHN MONROE • SAMMY KAYE
BOB CROSBY • HILDEGARDE • SISTER ROSETTA THARPE • FRANKIE LAINE
GIRL OF THE GOLDEN WEST • DON' • PRISONERO DEL MAR • BLACK ROSES • WHAT • ELTON BRITT
RED WARING • GUY LOMBARDO • ELLA MAE MORSE • BLUE BARRON • FRAN WARREN
PUT VENDOR • FE • ERSKINE HAWKINS • MAXINE SULLIVAN • DENNIS DAY • DINNING SISTERS
DDY MARTIN • ANDY RUSSELL • THREE SUNS • CAROL BRUCE
THROUGH THE KEYHOLE • A IN BLUE • HIGH ON A WINDY • CHE GELIDA M
JACK SMITH • TONY MARTIN • RILEY SHEPARD • ROY ELDRIDGE
T PLEASE • ROM • DARK • KNEW • IT MEANT TO
AD OF • LINCOLN • JOHNSON'S SONG ("Mel of the West") • MEL TORME
GGIN' • A LITTLE BIT SOUTH OF NORTH CAROLINA • UNTIL TOM
BY HOWARD • CHARLES KULLMAN • THREE FLAMES
O WOULDNT LOVE YOU • TENNESSE MOON • HANDFUL • SPADE COOLEY
ALVATORIE BACCALONI • LOUISE MASSEY • RAYMOND SCOTT
MOOTH ONE • MY FAITHFUL STRAD • WE • OF MY WAY • P
NAME IS MIMI (• MR. B'S BLUES • E LUCEVAN • LLE (fr
ERRY WAYNE • MARCEL GRANDJANY • TED STRAETER • JOHNNY BOND
ADE OF THE WOODEN SOLDIERS • FOR SENTIM • REASONS • COOL V
TARLIGHTERS • POLYNA STOSKA • ING TO • PART • SIN' DOWN TH
MANINI CAPRICE RO • S M • SARI WALTZ • NEGR • ONSENTI
VE DUT • ("Butterfly") • I DREAM OF YO • THERE'LL BE A HOT
RENCE TIBBETT • MILDRED BAILEY • DICK JURGENS
MORRIS • DEXTER



AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Friday, May 27, 1949

Tech. Council Names Shepherd New Pres.

Dr. J. E. Shepherd, engineering director for electron tubes at the Sperry Gyroscope Co., and a director of the Institute of Radio Engineers, this week was named as the 1949-50 president of the Technical Societies Council. Shepherd is the fourth president to head the council, which was founded in 1946 and whose membership comprises 17 engineering, scientific and technical societies in the New York metropolitan area, representing a total of 25,500 members in that area.

Other officers elected were: vice-president, Dr. Robert Calvert, of the American Chemical Society, chemical patent attorney; secretary, Joseph J. Preisler, of the American Society for Metals, material standards engineer of the Sperry Gyroscope Co., and treasurer, W. H. Rivers, of the Society of Motion Picture Engineers, staff engineer of the Eastman Kodak Co.

Portable TV Released By Emerson Radio

Emerson's first portable TV set, model 600, was distributed to dealers this week. Listing for \$179.95, set contains a 7-inch tube and is designed to operate on either AC or DC current. Cost of set includes an indoor aerial for installation on top of the portable case.

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PICTURE OF THE WEEK



Chester Rackey and Kyle MacDonnell, NBC-TV, watch a demonstration by Robert H. Barnaby, NBC engineer, of relay equipment installed in one of two radomes atop the RCA Bldg., N. Y. Equipment enables web to receive video programs from temporary field locations within a 30-mile radius.

Philco Radio Handbook Now Being Distributed

A new handbook on radio parts and components, full of practical information for engineers, technicians and servicemen, has just been published by Philco Corp. Book, priced at \$2.50, is being made available through Philco distributors.

Chicago Electrical Show Sets Space-Sale Record

Chicago—The Second Annual National Television & Electrical Living Show, sponsored by the Electrical Association, which will open at the Chicago Coliseum, Sept. 30-Oct. 9 will feature a great many more exhibits than last year's event.

PRODUCTION PARADE

Reports Ample Tubes Available

Klystron tubes, widely used in microwave relay links, should be in sufficient supply to accommodate all new construction needs following the predicted lifting of FCC's ban on TV construction, according to W. J. Henderson of Sperry Gyroscope Co., Great Neck, N. Y. Henderson, manager of Sperry's industrial sales dept., adds that tubes in service are establishing favorable tube life records.

Alliance Three-Speed Record Player

The Alliance Manufacturing Co., Alliance, Ohio, announced introduction of a new Three-Speed Record Player for 33-1/3, 45 and 78 r.p.m. turntable speeds. New Phonomotor assembly is furnished with either 8 in. or 9 in. turntable. To convert from 78 or 33-1/3 r.p.m. to 45 r.p.m., the Three-Speed unit utilizes an interchangeable disc. This is a reversible disc which will go on either way. The height is adjustable.

Vee-D-X Antenna and Mount

La Pointe-Plascomold Corp., Unionville, Conn., have produced a four element Yagi array cut especially for each particular channel. Array features a stepped-up driven element, affording excellent match for 300 ohm transmission line. Another new Vee-D-X product is the all angle mount, which is well suited for mounting on side of houses near windows, affording manual rotation of antenna.

Improvement In Motorola TV Sets

Picture "tearing" on TV sets, an annoying interference caused by passing cars and other man made static, has been almost entirely eliminated by an automatic device incorporated in three TV sets developed by Motorola, Inc., Chicago. Improvement maintains a more effective control of horizontal synchronization, preventing stray electrical impulses from making jagged breaks across viewing screen.

Phone TV Developed By Remington Rand

A portable, wired TV system, applicable wherever long-range "eyes" are needed for industrial operation has been developed by Remington Rand, Inc., under the trade name Vericon. Device differs from commercial broadcast TV in that images are transmitted by coaxial cable, or "telephoned" from a small camera to as many as 10 separate viewing screens which can be located up to 5,000 feet away. Vericon requires no FCC license and no skilled technicians to install or operate it. Device plugs into a standard 110-volt outlet and is completely self-sufficient.

System's primary functions are its use for the remote observation of hazardous industrial operations, for televising virtually any type of educational demonstration, for quick and work-saving transmission of office records, and for monitoring anything from an industrial gauge to highway traffic.

Jerrold Names Estersohn Company Sales Manager

Jerrold Electronics Corp. has appointed Harry Estersohn, formerly sound sales engineer of Lafayette-Concord Radio Corp., N. Y. as sales manager. The Jerrold Corp. is a manufacturer of television accessories.

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TELEVISION DAILY

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UHF, COLOR GET FCC GO-AHEAD

TELE TOPICS

WEEK-END ROUNDUP: ABC is expected to wrap up the sale of the Peabody Award winner, "Actor's Studio," any day now. . . . CBS newsmen Doug Edwards will be guest speaker at the banquet of the first annual conference for radio news editors at Kent State University, Ohio, June 25. Problems of TV news coverage, as applied to radio men, will be discussed in a film prepared by Floyd Veidman, of WEWS, Cleveland. . . . Gilbert & Sullivan's "Mikado" will be done by NBC Sunday, 9 p. m. Fred Coe will produce, with Gordon Duff directing. . . . The NAB music committee will meet Tuesday to talk over the Ascap situation. . . . New children's film, "The Princess and The Dragon," has just been completed by Sterling Films. . . . New York City's crackdown on ticket specs will be described by Investigations Commissioner Murtagh when he guests on the WPIX "City Hall" stanza tomorrow.

THE IMPRESSIVE RECORD chalked up by the Admiral Corp. is neatly summarized in the following paragraph from the new issue of "Fortune," out today: In 1949 Admiral did more than pounce; it plunged. Figuring it could sell four times as many television receivers as last year, it set up facilities to produce 400,000 sets and priced them accordingly. The assembly plant on Cortlandt Street in Chicago has been churning out some 1,500 sets each day, and plans to hit 1,900 sometime this month. In the first quarter of 1949 Admiral's total sales increased 96 per cent over last year, virtually all the increase attributable to television. There are orders on the books for 104,000 television receivers for the second quarter. At this rate the company may grind out \$88 million worth of television receivers before the end of the year, which would make Admiral 70 per cent television. In grade language, Admiral is hot."

NEW YORK'S Junior Symphony, made up of 82 youngsters between the ages of eight and 16, has been signed for a tele series by World Video. If the shows sold, profits will go to a fund to help build similar organizations in other cities. The N. Y. group is backed by Nick Minuskin and conducted by Walter Mantani. . . . With talk about TV cutting movie attendance still going around, Edward T. Cheyfitz, special assistant to MPAA prexy Eric A. Johnston, said it still is too early to judge impact of tele on pix attendance. "So far," he said, "rainy weather keeps more people away from theaters than Milton Berle." . . . Sachs Quality Stores have signed for participations in The Fitzgeralds show over WJZ-TV. William Warren agency handles the account. . . . Latest survey by the NBC research department places total number of receivers throughout the country at 1,662,000.

Lower Half of UHF Band To Be Opened In Fall When Freeze Is Lifted, Commission Reports; To Permit Narrow-Band Color Transmissions

(Continued from Page 1)

it will issue a notice of proposed rule-making to cover the contemplated use of the UHF band, with revision of the allocation of VHF channels. A statement permitting optional use of color would presumably be included.

Thirty days additional will be permitted for submission of comments and alternate proposals by the industry, with a hearing to follow in another couple of weeks. Within two weeks after that hearing, the Commission said, it will hold oral argument "preparatory to a final decision which will be given priority consideration."

That the freeze would last for several months more was a surprise to no one, but hitherto, Chairman Wayne Coy has insisted that the lifting of the freeze would be an action involving only the VHF band, with no direct relation to eventual commercial use of the UHF. Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee has insisted, on the other hand, that it would be foolish not to combine the two developments.

Commission Explains Action

The Commission said yesterday it "finds these problems so closely related that it is not feasible to lift the present TV 'freeze' without first having more channels available and an over-all allocation plan. Accordingly, it proposes to utilize approximately one-half of the lower portion of the UHF band for regular television operation on 6 megacycle channels. This band has been available for operation on an experimental basis. The upper portion of the band will be kept open for television research such as stratovision, polycasting and high definition monochrome and color.

"The Commission also proposes to

afford an opportunity for the submission of proposals looking toward utilization of all television channels for 6 mc. monochrome or color on an optional basis in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.

Statement by Commission

"The Commission desires to emphasize that if as a result of these proceedings it is shown that color television can be operated satisfactorily within a 6 megacycle channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications, the Commission will make provision for licensing stations both in the VHF and UHF bands when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception."

Set manufacturers were not expected to be greatly concerned at the prospect of opening UHF channels for commercial use, since that is something they have long contemplated. On the other hand, it was indicated in manufacturing circles here that there will be considerable resistance to the proposal for optional use of the six-megacycle band for color.

A large part of the industry is known to believe that the full possibilities of color television can never be realized in so narrow a wave length.

In the event that it is finally recognized that a superior color service must have bands of 15 megacycle or greater width, it was said yesterday, the contemplated action might mean that not enough of a UHF band is left for the unlimited nation-wide color service which will then be wanted.

WPIX, IBEW Sign Pact Covering Engineers

Contract was signed yesterday between WPIX and local 1212, IBEW, covering staff engineers, supervisors and assistant supervisors. Starting salaries for the three groups are \$70, \$150 and \$140, respectively. Staff engineers get increases up to \$125 at the end of the fourth year.

Headquarters Must Approve

Before it officially goes into effect, the contract must be approved by IBEW's national headquarters.

Pact is retroactive to April 1, 1949, and runs for two years. Wage scales may be renegotiated after one year, and any disputes during the life of the contract will go directly to arbitration.

Engineers are to be credited for previous experience—100 per cent for TV and 50 per cent for radio. Agreement provides also for two-week vacations for all members after July 1.

TV In Theater Lounge Boosts Box-Office Take

Installation of large-screen television in the lounge of the St. James Theater in Asbury Park, N. J., has brought about overflow crowds for fights and other sports programs, and increasing ticket sales on days of baseball games, a spokesman for the Walter Reade theater circuit, said.

Receiver is a Telecoinc reflector-projection model with 48-square foot screen. All five Reade theaters in Asbury Park run trailers plugging the St. James installation. Other promotion includes marquee signs, lobby displays, newspaper ads and mailed programs.

Fight Managers Nix Terms; Video Pickups In Doubt

Confusion was heightened yesterday over the future of TV pickups of boxing bouts promoted by Madison Square Garden when Ray Robinson and Kid Gavilan and their managers refused to sign for a June 17 match in the Polo Grounds because of the position of the Boxing Managers Guild that fighters receive half of the total TV take. Contract for the bout called for Robinson to get 40 per cent and Gavilan

17½ per cent of the total receipts—gate, newsreel, radio and tele.

The fight was not cancelled, however, and the matter will be negotiated by the Garden and the fighters' managers. George Gainford, Robinson's manager, may declare his fighter ready to defend his title without TV coverage, but Ned Irish, Garden veepee, has repeatedly stated that all fights under his auspices must have radio and tele pickups.

'Mean Question'

Washington — Chairman Ed Johnson, of the Senate Interstate Commerce Committee, hailed the FCC color tele and UHF announcement. He refused to answer, however, when asked if there appeared to be any significance to the fact that the Commission meeting which resulted in the announcement was held in the absence of Chairman Wayne Coy. That, he said, is "a mean question."

AGENCIES

GEORGE H. GIESE has been appointed vice-president of McCann-Erickson, Inc., and director of the agency's International Division, effective immediately, it was announced yesterday by Marion Harper, Jr., president. The division comprises 13 offices in Europe and Latin America, associate agencies in other parts of the world and a foreign department in New York. George H. Smith, Jr., continues as manager of the latter department.

WWPA, new CBS station in Williamsport, Pa., took the air on Sunday, May 22nd at 12:30 p. m. WWPA operates with 250 watts on 1340 kilocycles and is nationally represented by Burn-Smith Company.

ALFRED PAUL BERGER COMPANY, INC., has been appointed advertising agency for Crestlee, Inc., New York, women's fashions.

A. D. ADAMS, former advertising-sales promotion manager for Air King Products Co., Inc., has formed his own advertising and public relations company. The new organization, A. D. Adams Advertising, is located at 24 Stone Street, New York 4, N. Y. Prior to his tenure with Air King, Adams was an account executive with Hickey-Murphy-St. George, Inc., New York advertising agency. In pre-war years, his diversified experience included copywriting and programming with WCAU, Philadelphia, and WTNJ, Trenton, N. J.

WWBZ, VINELAND, N. J. has engaged Joseph Hershey McGillvra, Inc., as national representative.

RA-TEL REPRESENTATIVES, INC. announce their appointment by WIBX, 5000 watt CBS outlet in Utica, N. Y., as spot sales representative for the Mid-West and South. Ra-Tel's Chicago, Dallas, Oklahoma City and Atlanta offices will serve WIBX.

Army Enlistees Training For Radio In New York

Four army enlistees from the Armed Forces Information School, Carlisle Barracks, Pa., have started their 90-day practical radio training at four New York stations: WOR, WNEW, WMGM and WNYC.

Nineteen out of the 35 in the second group to be trained by the army as "public information specialists" reportedly selected the field of radio for the final phase of their training. The others chose newspapers and television for their media specialty. When their on-job courses are completed, they will report at army posts throughout U. S.

Those training in New York currently are: Pvt. Robert F. Zbasnik at WOR, Pvt. Erwin Nemer at WNYC, Pvt. William D. Treadwell at WNEW and Pvt. Norman A. Kramer at WMGM.

Memorial Day Programs Set On Webs And Stations

(Continued from Page 1)

of one more broadcasting crew than last year, when six were used, has been prompted by the greatly increased speeds of the cars entered. The crews will be located at the Speedway Pagoda, the starting tower, the pits, the backstretch, Victory Lane, and at the turns.

Preview Auto Races

A preview of the Speedway motor classic will be aired over Mutual as a special broadcast on Sunday, 10:30 to 10:45 p. m., EDT. At that time, Slater and Kelly will interview track officials, and some of the racing drivers and car owners. The program will originate from Indianapolis. Wilbur Shaw, a three-time winner of the contest and now president of the Indianapolis Speedway Association, will be heard on the program.

Mutual's "Mayor of the Town" program, titled "Parade Forward March," Sunday, 7:30 p. m., EDT, will tell the story of how the "mayor" (Lionel Barrymore) solves the Memorial Day parade for Springdale by getting a small army sidecar for a Civil War veteran.

"The Veteran Wants to Know" show, MBS, Sunday, 2:45-3 p. m., EDT, will feature a specially prepared statement by Secretary of Defense Louis Johnson. He will present his interpretation of the meaning of Memorial Day.

"Confederate Memorial Day—the Life of Jefferson Davis" will be the topic of the address scheduled by Representative John Rankin of Mississippi over ABC, Saturday, 5-5:15 p. m., EDT. The broadcast will originate in Washington, D. C.

Special ABC Program

ABC has also scheduled a special Memorial Day program featuring the chief chaplains of the army, navy and air force for Sunday, 3:30 p. m., EDT. A service choir will be heard on the 15-minute dedicatory ceremonies in which tribute to the war dead will be paid by Rear Admiral William N. Thomas of the Navy, Col. Charles I. Carpenter of the Air Force and Lt. Col. Matthew Imire of the Army.

NBC's Jinx Falkenburg and Tex McCrary will be the narrators for "Death on a Weekend" Saturday, 4:45 p. m., EDT; rebroadcast over WNBC only, 5:15 p. m. This program, which won the National Safety Council award for "exceptional service to safety in 1948," was presented last year during the weekends of July 4th and Labor Day and also on New Year's Eve. The 1949 version has been written expressly for Memorial Day.

Topical Drama on NBC

NBC's "Living—1949" will present a topical drama-document, "Death Takes No Holiday," Sunday (network except WNBC) 12:05 p. m., EDT. The documentary will reflect the facts behind the unnecessary toll of human life that rides in the wake of the automobile.

"Eternal Light," another NBC pro-

gram, will present "Man of Peace," to mark both Memorial Day and the festival of Shavuoth. The script, based on an early episode in the life of Solomon, will be broadcast Sunday, 12:30 p. m., EDT.

CBS To Honor Grand Army

CBS-TV "will be there" when the Grand Army of the Republic pays its tribute to the nation's war dead with a parade up Riverside Drive, starting about 9 a. m., Monday. CBS-TV cameras will be set up in the vicinity of the reviewing stand at 88th Street and the Drive. The telecast will be directed by Dave Rich and will be under the supervision of Robert Bendick, assistant director of news, special events and sports.

The CBS television network's "Fred Waring Show," May 29, 9-10 p. m., will consist of patriotic song tributes. The "Tex and Jinx Preview" program on CBS-TV, May 30, 8-8:30 p. m., will be in tribute to the "fallen and missing." Also appearing on the show will be Douglas Dick, who plays the role of the "major" in "The Home of the Brave."

Indies Plan Special Programs

Among the independent stations reporting special Memorial Day week-end programming, WNEW will begin its summer series of up-to-the-minute reports on traffic conditions. The traffic bulletins will be aired every Friday at 4, 5, 8, 9, 10 and 11 p. m., and Sundays every hour from 4 to 11 p. m. On Mondays, the reports will be broadcast at 6, 7, 8 and 9 a. m. On May 30, however, the bulletins will be aired every hour from 4 to 11 p. m. On May 31, additional reports will be broadcast at 6, 7, 8 and 9 a. m.

Chief Chaplain to Speak

WHLI, Hempstead, will carry a Memorial Day address by Col. Charles Carpenter, chief of chaplains of the U. S. Air Force, as part of the Memorial Day services at the Cathedral of the Incarnation, Garden City, N. Y., May 30, 2:35 p. m. The Garden City High School Concert Choir under the direction of Francis H. Rehman will be heard on the program.

Wedding Bells

Benton Harbor, Mich.—Carl Benson, member of the engineering staff of WHFB-WHFB-FM, Benton Harbor, will be married to Miss Alice Sill of St. Joseph, Michigan, at 4:00 p. m. Saturday, June 11, in the First Baptist Church of St. Joseph.

Benson has been with WHFB since its opening in 1947.

Dreicer Going To Europe

Free-lance radio commentator Maurice Dreicer will leave New York on June 7 for a 10-week tour of Sweden, Norway, Denmark, France, Switzerland and Italy to gather broadcast material and wire-recorded interviews for WWRL.

PROMOTION

Agricultural Scholarship

Last year's vice-president of the Future Farmers of America, national farm youth organization, was the first student selected this year to receive one of the annual scholarships awarded by WNAX, Yankton, Sioux City. He is Osborne Arlic, Knox, North Dakota, a junior at North Dakota Agricultural College, Fargo.

The scholarship is one of 14 available from a fund of \$48,000, created by WNAX in 1943 and awarded to a boy and girl at each of several schools in the WNAX five-state area. Selection of students, who must be studying agriculture, forestry, home economics, is made by a faculty committee of the school involved and based on scholarship leadership, character and financial need.

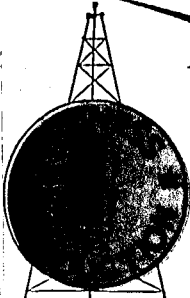
New ABC Co-op.

First three ABC affiliates to announce local sponsorship for Pauline Frederick's news program which starts May 30 are WOH, Charlottesville, Va.; KRMD, Shreveport, La.; and WJBC, Bloomington, Ill.

Program is a co-op feature and will be heard from 8:15-9 a. m., EDT, Monday through Friday. M. Frederick, who just returned from a tour of Europe, replaces George Hicks.

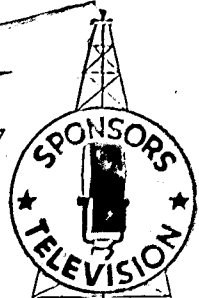
Send Birthday Greetings To

- May 27 Cedric Adams Evelyn Morin Richard Sanville
May 28 Bob Hope Al Jolson Walter King Andy Kirk Phil Regan
May 29 William Hines Jim Owens Oliver Wakefield
May 30 Russ Brinkley Norris Goff Benny Goodman Sidney Walton Madeline Lee Mel Blanc Cornelia Otis Skinner Whispering Jack Smith
May 31 Fred Allen Don Ameche Hugh Studebaker Joe Kelly Jack Patrick Costello
June 1 Ray Heatherton Werner Janssen Frank Morgan Marshall Pope Erik Rolf Milton Samuel
June 2 Frank Arnold Lillian Cornell Tony Gilman Ben Grauer Walter Tetley Hedda Hopper



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 42

NEW YORK, TUESDAY, MAY 31, 1949

TEN CENTS

COLOR TELE REVIVAL EXPECTED IN FALL

Share-Profit Clause Gets Net FCC's "No"

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday denied the application of the Yankee Network for consent to assignment of licenses of stations WAAB, Worcester, Mass., and WMTW, Portland, Me., to Radio Enterprises, Inc. The Commission concluded that "we believe in the instant case the lease agreement which allows the lessor to share in the gross revenues over and above \$12,000 resulting from the combined operation of WAAB and WMTW should not be approved, even though the Yankee Network,

(Continued on Page 2)

Nielsen Ratings Reveal Seasonal Listening Drop

Latest national Nielsen ratings (for the week April 17-23) reveal seasonal declines in listening and all programs except two in the "Top Twenty" came up with lower ratings. The two evening programs which didn't drop off are "Fibber McGee & Molly" and Bob Hope.

Nielsen shows total radio usage is down three per cent from the previous report although listening is at the same level reported for the corresponding period a year ago. Running true to form, the multi-

(Continued on Page 6)

New Mystery Series Set For CBS Network

"The Green Lama," a new mystery-adventure series, will make its debut over the CBS network, Sunday, June 5, at 5:30-6:00 PM, EDT. "Broadway's My Beat," now in the 5:30-6:00 PM spot, aired its final broadcast on May 29.

All-American

An All-American football hero will replace the "All American Boy" during the Summer when Johnny Lujack of Notre Dame takes to the air in the segments of "Jack Armstrong," over ABC, Mondays, Wednesdays and Fridays, 5:30 p.m., beginning June 6. The new dramas, each a complete adventure, will be tailored for kids, 13-18 years of age.

Shopper's Serenade

Chicago — A daytime schedule of shoppers' music will be broadcast to more than 150 Chicago area super-markets, as well as to the homes of FM listeners, by station WMOR, starting today. Known as in-store broadcasting, the service is being handled by Consumers Aid, Inc., the original store broadcasting organization in the middle west. Consumers Aid has performance and exclusive installation rights in the super-markets which include the Jewel food stores. The shopping music will be heard daily from 8:15 a.m. until 6:15 p.m. and until 5:15 a.m. on Saturday.

Thornburgh To Head WCAU Operations

D. W. Thornburgh, CBS vice-president in charge of western division for the past 13 years, will resign this position on August 1st to accept the presidency of WCAU, AM, FM and TV in Philadelphia. Announcement of Thornburgh's election as president of WCAU, Inc., was made in Philadelphia by Richard W.

(Continued on Page 6)

Robert Ripley Dead From Heart Attack

Cartoonist Robert L. Ripley, who had a long radio career on NBC and CBS, died Friday of a heart attack in New York. His age was 55.

Just a few months ago Ripley began a Tuesday night television

(Continued on Page 8)

Eells Organization Purchases 800 Hours Of ET Programs

West Coast Bureau, RADIO DAILY
Hollywood—Purchase of over 800 hours of transcribed programs for \$150,000 was announced the past weekend by Bruce Eells of Bruce Eells & Associates, directors of the Broadcasters Program Syndicate, who service the nation's AM broadcasters with a transcribed syndicate program plan. The deal, reported to involve 3,200 sides of programs originally costing over

FCC Statement On UHF And Color TV To Stimulate CBS Experiments In Polychrome Service

Radio Listening High Despite Impact Of TV

Television has reduced average daily AM radio listening by only about 15 minutes after a lapse of from 9 to 12 months from the time the TV set was purchased, it was indicated in a survey of TV homes conducted by Sam Gill, director of research at Sherman & Marquette.

The poll, which started about one-and-one-half years ago with 700 radio homes as the base, showed 4.13 hours of AM listening before

(Continued on Page 8)

Day To Stay With NBC Under Same Sponsors

NBC spiked rumors that the Dennis Day program might move to CBS in the fall by announcing Friday that the Day program has been re-signed by Colgate-Palmolive-Peet and will be heard on a 143-station network hookup in the fall on Sat-

(Continued on Page 2)

Minn. Broadcasters Form Association

Minneapolis—Representatives of nearly 40 Minnesota radio stations met yesterday in Minneapolis to form the Minnesota Broadcasters

(Continued on Page 2)

Renewal of CBS' all-out pitch for color tele in the fall may be expected in the light of the FCC's announcement last week giving the go-ahead signal to UHF and narrow-band polychrome at that time. CBS is cooperating with Zenith in the project, it was reported, with the manufacturing firm

(Continued on Page 7)

Bendix Buys Spots For Wash Machine

Bendix Home Appliances, Inc., in cooperation with its dealers, has contracted for 1,720 spot announcements, plugging its Economat, a new automatic agitator washing machine, over 86 stations, coast to coast, during a one-week period, beginning June 13, it has been announced by Judson S. Sayre, prexy.

The new product is the result of (Continued on Page 2)

WNOC Becomes WICH In Ownership Change

Norwich, Conn.—Effective immediately, WNOC becomes WICH under the new ownership of the Eastern Connecticut Broadcasting Company. This approval came from the FCC. The principal owners are John Deme, general manager WICH; Harrison C. Noyes and Clifford C. Oat, co-publishers of the Norwich Bulletin-Record Newspapers.

Stateless Shaving

A new device, the Ranger Inverter, which changes AC current to DC, eliminates shaver-caused radio static and according to the Electronic Specialty Co., Los Angeles, manufacturer of the new electronic device, increases the power and smoothness of electric shavers. Ranger Inverter plugs into wall socket first, then shaver is plugged in.

RADIO DAILY



Vol. 47, No. 42 Tuesday, May 31, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 5271

CHICAGO BUREAU

Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(May 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 1/8	63 3/8	63 3/8	3/8
Admiral Corp.	19 3/8	19 1/4	19 3/8	+ 1/8
Am. Tel. & Tel.	141	140 5/8	140 3/4	+ 1/4
CBS A	18	18	18	+ 3/8
CBS B	17 3/8	17 3/8	17 3/8	+ 1/4
Philco	27 3/4	27 3/8	27 3/8	+ 1/8
Philco pfd.	84	83	84	+ 1
RCA Common	11 3/8	11 1/8	11 1/4	+ 1/8
RCA 1st pfd.	69	68 7/8	68 7/8	+ 1/8
Stewart-Warner	10 5/8	10 5/8	10 5/8	+ 1/8
Zenith Radio	28	27 7/8	27 7/8	+ 5/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 3/4	12 3/4
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	3 3/8	5 1/8
WCAO (Baltimore)	18	24
WJR (Detroit)	7	7 1/2

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Minn. Broadcasters Form Association

(Continued from Page 1)
Association. John F. Meagher of Mankato, 11th District NAB Chairman, was elected president; C. T. "Swanee" Hagman of WLOL, Minneapolis, vice-president; and Mel Drake of WDGY, Minneapolis, secretary-treasurer.

The organization was formed to promote common interests and to combat unfavorable legislation, taxation, etc. on the state level.

Annual meetings will be held in September, the next being scheduled for September 21, 1949, subsequent to the NAB district meeting. Seven directors are being elected by mail following nominations made during the meeting.

Share-Profit Clause Gets Net FCC's "No"

(Continued from Page 1)
lessor, provides for no reverter of the license in its lease contract and disavows any intention of exercising any control over the lessee, its programs, policies and plans of operation of the station as a proposed licensee."

The profit-sharing clause, said the FCC, offers opportunity for control of the licensee.

The Commission also rescinded its order revoking the license of the Iowa Great Lakes Broadcasting Co., operating KICD, Spencer, Iowa.

Day To Stay With NBC Under Same Sponsors

(Continued from Page 1)
urdays from 10 to 10:30 p. m. Day's program takes a short summer hiatus beginning in July.

It was also emphasized that the Phil Harris-Alice Faye program under Rexall sponsorship would again be heard on NBC this fall and a network spokesman said there was some doubt as to whether either Day or Harris would be heard with Jack Benny when he resumes for CBS next fall.

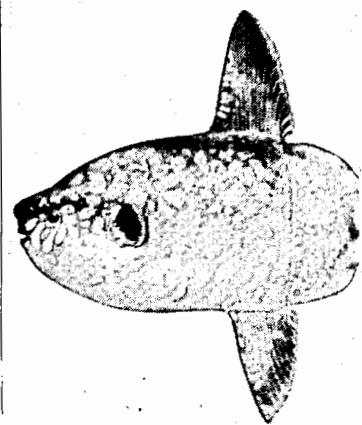
Bendix Buys Spots For Wash Machine

(Continued from Page 1)
two years of experimentation and research at a cost of \$2,500,000 according to Sayre. Public demonstrations are slated to begin June 6. The Economat will retail at \$179.95.

The advertising and promotion campaign includes insertions in newspapers in 152 markets. The agency is Tatham Laird, Inc, Chicago.

New Pocket Radio

Development of a personable portable radio to sell at \$19.95 was announced yesterday by R. D. Payne, sales manager of Air King Products, Inc., Brooklyn. Known as the "Pocketette" the radio weighs only 1 pound 11 ounces and is 5 3/4 inches high x 3 3/8 inches wide and 3 inches deep.



It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just about as useless as they come.

We're back to our old point again. It isn't what you look like . . . but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners - per - dollar - spent than any other station in this big town.

If you're after low sales costs in the country's 6th largest city—W-I-T-H is the way to do it!

AM  FM

W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Rood

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

(Lp) MICROGROOVE METHOD

Savings Like This!

- * Substantially Lower Cost Per Record
- * More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

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New York: 799 Seventh Avenue Circle 5-7300

Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000

Fulton Lewis, Jr. sees **RED**

Finds Communist with Atomic Energy Commission Scholarship

□ On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a \$1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.

The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA "mail-call" swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

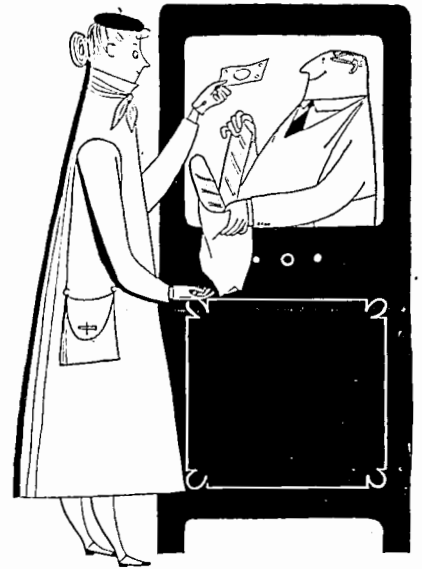
If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

1935

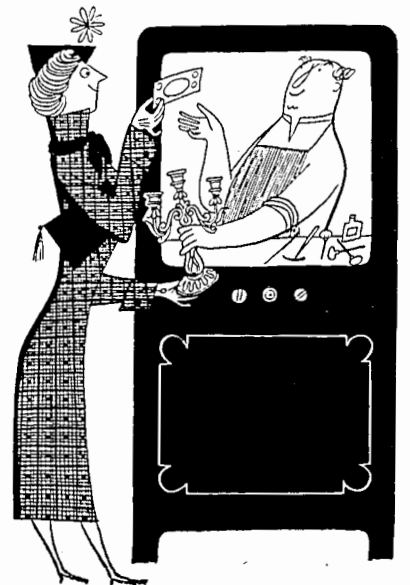
the butcher,



the baker,



the candlestick-maker



- and

the

Lincoln-

Mercury

Division

of the

Ford

Motor

Company

As any child with a television set can tell you—new and important sponsors are cropping up every day on the CBS Television Network.

And for good reasons:

CBS-TV advertisers have the largest average audience of all the networks.

CBS-TV advertisers have 5 of the 10 largest-audience programs in Television—four of them CBS package programs.

CBS-TV advertisers have scored the highest sponsor-identification in Television.

That's why value-conscious advertisers* of soap and soup and motor oil, of appliances and cigarettes, tea and paper towels... indeed the whole gamut of modern business is now on

CBS-TV

*To date the list of CBS-TV Network Advertisers and programs includes: *Ballantine, Tournament of Champions; Barbasol, Weekly News Review; Electric Auto-Lite, Suspense; Ford Dealers, Thru the Crystal Ball; Ford Motor Company, Ford Theater; General Foods, The Goldbergs; General Electric, Fred Waring Show; Gillette Safety Razor, Kentucky Derby, Preckness and Belmont; Gulf Oil, We, the People; Liggett & Myers Tob., Godfrey & His Friends; Lincoln-Mercury, Toast of the Town; Thomas Lipton, Inc., Talent Scouts; Popsicles, Lucky Pup; Oldsmobile, CBS News; Philip Morris Co., Ltd., Preview; Philips Packing Co., Lucky Pup; Pioneer Scientific Corp., Masters of Magic; Scott Towel Co., Dione Lucas; U. S. Rubber, Lucky Pup; Westinghouse, Studio One; Whitehall Phar. Co., Mary Kay & Johnny; Wine Advisory Board, Dione Lucas.*

BPS Buys Library Of 800 Hours Of ETs

(Continued from Page 1)

quarter-hours including the "Speed Gibson," "Magic Island" strips and the famous Christmas series, "The Cinnamon Bear."

Eells heralded the transaction as a tribute to the combined purchasing power of broadcasters working together for their mutual good. The \$150,000 purchase price, for the entire list of programs, has already been underwritten from aggregate BPS station membership fees and leaves no further charge to be passed on to station members using the programs, other than the cost of pressings, Eells explained.

Many Names Listed

It was explained that the newly acquired ETs were all produced since 1939 and include transcriptions by such stars as Bob Burns, Martha Raye, Phil Harris, Hanley Stafford, Ken Niles, Don Wilson, Donald Novis, Nadine Connor and many others.

Elaborating on the company's plans for distribution, Eells said:

"If all of the present 154 member stations request most of the shows, an over-all volume in excess of 185,000 pressings is anticipated. This total would further increase in proportion to the volume of new member stations added in ensuing months. As the volume increases, we anticipate the ultimate cost per double-faced disc should not exceed \$1.25. On this basis, cost to a member station for the 52 half-hour 'Ports of Call' dramatic-musical series, for example, would not exceed \$1.25 per week." Eells points out that if "Ports of Call" had to be produced under today's price conditions costs for the 52 half-hours would exceed \$1,500 per week.

Purchase of these established properties will not affect the Syndicate's continued production of new program series furnished to subscriber stations, except to expand them. The addition of this unusual volume of programming to the Syndicate roster should result in the subscriptions of at least 250 more stations immediately they are aware that membership entitles them to all the programs for their single weekly fee. This, he says, should bring fees aggregating an additional \$10,000 per week minimum. The additional funds will be promptly allocated to further current production. Presently under consideration, as Series No. 4 in the current group, is a night-time half-hour comedy series with Jack Bailey, starring M. C. of "Queen for a Day."

Delivering New Series

In addition to the new library, BPS is already delivering its currently produced "Pat O'Brien from Hollywood," "Frontier Town" and "Adventures of Frank Race" series to its member stations. Under distribution arrangements each member station pays a single weekly fee equal to its one-time, national Class-A, quarter-hour rate, for the syndicate's entire program output.



California Commentary . . .

● ● ● First instance of a television "sneak" preview of a video film locally was inaugurated last Tuesday evening when Jerry Fairbanks showed one of his "Paradise Island" subjects over KNBH. The film, which stars Danny O'Neil and features Anne Sterling, is the first of 26 subjects. . . . Speaking of Danny, he's now heading a new quiz, "On the Spot With Danny O'Neil," over KENO at Las Vegas, Nev. Show gives away \$7,000 in prizes every Saturday. Hudson Motors is the sponsor. . . . Various phases of the television film industry and its relationship to actors were discussed last week at a meeting of committees representing the Television Film Producers Association and the Screen Actors Guild. Huddles also are going on with the Screen Writers Guild. An agreement with all the guilds and crafts is expected shortly by the tele film producers. . . . Liberace, Mocambo pianist, planes to New York Wednesday for a guest appearance on the Standard Hour the next day and will be back for his stint at Mocambo on Friday. . . . A note from Tucson's KCNA tells how the station got behind a drive for the Crippled Children's Clinic. Bob Keyworth, assistant station manager, broadcast all the local shows from a downtown street corner throughout the day and, by plugging the drive, collected \$100 an hour for 18 hours. . . .

★ ★ ★ ★

● ● ● Miles Auer has joined the Stempel-Olenick agency and will handle talent for films, radio and television. . . . Richard Woolen will relieve Bill Johnson as ABC producer of "Mr. President," pending the return of Leonard Reeg, Pacific Coast production manager and regular producer of the program. Reeg remains indefinitely in New York. . . . The Modernaires are shuttling between the Sundown Club in Phoenix and Hollywood. Group appears on "Club 15" over CBS here and also is heading the Phoenix show. . . . Harry Von Zell is doing a comedy at Columbia Pictures and temporarily is relinquishing his emcee duties on CBS' "Meet the Missus." Harry Mitchell is pinch-hitting for Von Zell. . . . Gene Autry Productions has waxed two shows for audition purposes. It is titled "Adventures of Champion, the Wonder Horse" and is slated for a five-times-a-week 15-minute release. Autry doesn't appear on the show. . . . Henry Donovan is planning a kiddie preview of his new Telemount film series, "The Magic Lady," with Boko, the featured elf, playing host at the party on the California Studio lot. . . .

★ ★ ★ ★

● ● ● Film Shorts Producer Walter Lantz now exploring possibility of entering the video field. . . . George Burns and Gracie Allen will appear at the London Palladium for two weeks beginning Aug. 15. Writer Paul Henning and his wife will accompany them. . . . "Old Skipper," teen-age jamboree show, formerly aired over NBC in the East, is being revived by Jerry Lawrence and Don Hix for a series of film shorts, 16mm television and its original radio form. Hix again will play "Old Skipper" and Lawrence will produce. . . . Teddy Anguish, producer of the Doyle O'Dell "U.S. Marshall" film series for theater and television, is in the East with the first prints for release huddles. However, he also is parleying with a group which claims to own tele rights to a group of "Hopalong Cassidy" pictures, which Toby handles out here. . . . Frank Bull, KFVB mikerman, has obtained American television rights to Mexico City bull fights. . . . Kay Starr leaves for New York June 5 to star twice a week on the NBC Chesterfield Supper Club. . . . Century Theater Group Director John Claar and Del Sharbutt will cover their opening night performance of "The Fabulous Invalid" with both television and radio. . . .

★ ★ ★ ★

Thornburgh To Head WCAU Operations

(Continued from Page 1)

Slocum, general manager of the Philadelphia Bulletin which owns and operates the WCAU radio and TV properties.

No decision regarding Mr. Thornburgh's successor will be made at this time. Mr. Thornburgh joined



THORNBURGH

CBS in 1930 in Chicago. In 1934 he became assistant manager under Leslie Atlass, vice president in charge of the central division of CBS. In June 1936 he was transferred to Los Angeles as vice president in charge of the western division of CBS. In this position, he has been general manager of station KNX, Hollywood, and the Columbia Pacific Network, now comprising 29 stations from Denver to the west coast. During his 13 years in the west, Mr. Thornburgh has been instrumental in the development of network broadcasting from Hollywood. When he arrived on the coast in 1936 only 2 network shows, "Hollywood Hotel" and "Lux Radio Theater" originated at the CBS stations in Hollywood.

At the present time, between 30 and 40 transcontinental programs are broadcast from Columbia Square each week.

Mr. Thornburgh also supervised construction of the Columbia Square headquarters of CBS in Hollywood and of station KNX; new radio transmitters for KNX, AM and FM; stations and transmitters for the CBS outlet at San Francisco and transmitters at Delano, California, for overseas short-wave transmissions which are operated by CBS for the government.

Nielsen Ratings Reveal Seasonal Listening Drop

(Continued from Page 1)

weekly daytime programs reflect smaller seasonal declines in ratings than do the night time programs.

Here is a list of Nielsen's "Top Twenty" among the once-a-week evening programs:

(1) Lux Radio Theater 29.4, (2) Godfrey's Talent Scouts 22.8, (3) Fibber McGee & Molly 20.7, (4) My Friend Irma 20.1, (5) Walter Winchell 19.7, (6) Jack Benny 19.4, (7) Bob Hope 18.4, (8) Mr. Keen 17.9, (9) Suspense 17.3, (10) Mystery Theater 17.3, (11) FBI in Peace and War 17.0, (12) Inner Sanctum 17.0, (13) Mr. and Mrs. North 16.8, (14) Crime Photographer 16.7, (15) Mr. District Attorney 16.3, (16) Adventures of Sam Spade 15.1, (17) People Are Funny 15.0, (18) Amos 'n' Andy 15.0, (19) Big Story 15.0, (20) This Is Your FBI 14.6.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

RENEWED PITCH FOR COLOR SEEN

TELE TOPICS

RFD AMERICA, billed as "a farm show for city people," made its first appearance in the East last week, and proved to be a mighty interesting half-hour for us modern cliff-dwellers whose sole contact with the soil is provided by a window-box. Among the topics covered were: how to judge a good dairy cow; how to milk a lame; how to plant pineapple tops; how to carve loin of pork; how to recognize poison ivy, oak, sumac and other poisonous plants. Also present were four midwest cattle ranging in weight from 200 to 300 pounds. . . . Even though these topics were interesting to city slickers (it must still be elementary stuff to farmers) the program could be vastly improved. It moved too slowly, and because they tried to cram in too many different subjects virtually none of them was allowed to develop. Use of three or four different subjects, with more time devoted to each, would, I think, greatly enhance the show. Elimination of direct questions and answers between emcee Bob Murphy and a three-man panel in favor of more demonstration also would help. . . . Program is a Louis G. Cowan package, produced by John Lewellen and directed by Don Meyer. Script is by Maryjean Isaac. Norman Barry announces. . . . Program is aired by NBC at 8 p. m. Thursdays, thus placing two Cowan shows in direct competition. His "Stop The Music" is on ABC at the same time.

SPECIAL PROGRAM marking production of the 1,000,000th picture tube at the RCA Lancaster plant will be carried on the full NBC web June 7. At one point in the show, the electron beam will be slowed down so that viewers will see first a spot of light in a corner of the screen. This gradually will increase and the picture will grow before one's eyes. Pickup from the Lancaster factory will show the tube assembly line and completion of the millionth kinescope—a 16-inch metal job. Ben Grauer will handle description from the plant. Pickup will be fed from Lancaster to Philadelphia via a special microwave relay link. Program will mark also inauguration of test pattern operation by WGAL-TV, Lancaster.

ACTRESS VIRGINIA GILMORE will join the Martin Stone staff this week to work on development of new programs. Other newcomers at the Stone office are Milton Neil, former Disney artist, as art consultant, and Bob Keeshan, who plays "Clarabelle" on the "Howdy Doody" stanza to handle special events. . . . WJAR-TV, Providence, goes on the air June 5. . . . "It Pays To Be Ignorant" bows on CBS-TV Monday as Summer replacement for Godfrey's Talent Scouts. . . . Call letters of WBT-TV, Charlotte, N. C., will be changed to WBT. Station goes on the air July 15.

Pix Exec. Chas. Glett Named Don Lee V-P

West Coast Bureau, RADIO DAILY
Hollywood — Appointment of Charles L. Glett, well-known motion picture executive, as vice-president in charge of TV for the Don Lee network was announced yesterday by Lewis Allen Weiss, board chairman, and Willet H. Brown, president of the web.

Glett, who takes over the newly-created post June 7, is presently managing director of the Motion Picture Center studios and formerly was vice-president in charge of production and studio operations for David O. Selznick. Most recent pictures with which he has been associated include Stanley Kramer's "Champion" and "Home of the Brave." His last film for Selznick was "Duel In The Sun."

During the war he served as a major in the Signal Corps, producing training and indoctrination films. Previously, he was vice-president of the Myron Selznick agency.

Two Thurs. Nite Shows Sold By WAAM, Balt.

Baltimore—"I Saw It Happen," interview series aired in connection with "Crusade In Europe" has been purchased over WAAM by McCormick Co. Weekly ten-minute stanza features veteran who saw action in places covered by "Crusade." Emcee is Tommy Dukehart.

Martin J. Barry, local Lincoln-Mercury dealer, has signed to sponsor "Your Washington Columnist,"

TV Box Score

On the air.....	64
CP's	56
Applications	327

ATS Elects Officers, Name Halpern Prexy

David Hale Halpern, of the Owen & Chappell agency, was elected president of the American Television Society at a meeting of the organization last week succeeding Charles Durban, of U.S. Rubber Co.

Hyndman Vice-President

Donald Hyndman, of Eastman Kodak, was elected vice-president; Reynold Kraft, of NBC, secretary, and Archibald Braunfeld, of Braunfeld & Simons, treasurer.

Elected to the board of directors were: E. P. H. James, Mutual; Jerry Danzig, CBS; Durban; George Shupert, Paramount; Maurice Strieby, AT&T; Ralph Austrian, consultant, and Halsey Barrett, DuMont.

KSTP-TV Boosts Rates

Minneapolis—New rate card has been issued by KSTP-TV, raising basic Class A rate from \$250 to \$300 per hour, effective June 15. Advertisers placing contracts before June 15 for schedules beginning before July 15 will be protected at the old rate through June 14, 1950.

chatter show with Holmes Alexander, McNaughton Syndicate writer. Both programs are directed by Ted Estabrook.

The Week In Television

UHF, Narrow Band Color Get FCC Go-Ahead

Freeze on TV applications will be lifted in "the late fall," the FCC announced and at the same time, the Commission will open the lower portion of the UHF band and permit narrow-band color transmission for reception on present home sets "with relatively minor adjustments." . . . Added impetus for color came from 20th Century-Fox which told FCC that it intends to press tests of color TV for theaters. Firm said also that quality of theater tele today is comparable to 35 mm. film projection. . . . Marked reductions in receiver prices were noted, with sets generally selling for at least \$110 less than comparable models of a year ago, with further price cuts expected in the fall. . . . Ten drug store chains in as many cities will sponsor new hour-long Saturday nite variety show over DuMont Beginning June 4. Jack Carter will emcee. . . . Harry S. Ackerman, CBS veepee, was named program director of web TV shows originating on the West Coast. . . . Fight manager refusal to sign long-term tele pact with Madison Square Garden increased confusion over future of fight pickups, with Gillette seeking renewal of its pact and other bankrollers reported bidding for the rights.

Report CBS Plans Color Airings Next Fall

(Continued from Page 1)

to place on the market receivers capable of showing color and black-and-white pictures at the same time that the web begins transmissions in color.

The FCC's announcement that it will permit color for reception on present home receivers "with relatively minor adjustments" was seen in the trade as a sizeable victory for Columbia which reportedly has perfected a converter capable of receiving color on today's home models.

"No Comment" at NBC

While NBC's only official reaction to the Commission's statement was a flat "no comment," it was reported by informed sources that RCA is planning to stage a demonstration of its all-electronic color system. This would be more or less a repeat of a similar demonstration held several years ago at the height of the CBS-RCA battle over monochrome and color. It is expected, however, that while this time RCA will show advances in its system, it still will maintain that color is not yet ready for commercial development.

Also opposing exploitation of polychrome at this time is Dr. Allen B. DuMont. His firm has been experimenting with both mechanical and electronic systems for many years, he said, but it is his belief that color will not be perfected for at least ten years and perhaps not before 20 years. Dr. DuMont added that he knows of no color system suitable for home reception at this time and that none of the receivers on the market at present can be successfully modified for acceptable color reception.

Adapter Feasible, Says McDonald

A different viewpoint was expressed by Zenith's president, E. F. McDonald, Jr. "An adapter for reception of color television on existing receivers is entirely feasible," he said, "and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air."

Meanwhile, Zenith and CBS are co-operating in demonstrations of surgical operations via color tele at the American Medical Association convention in Atlantic City June 6-9. This will be previewed today at press demonstration at the University of Pennsylvania hospital in Philadelphia.

Equipment to be used was designed by Dr. Peter Goldmark, of CBS, and manufactured by Zenith and Webster-Chicago.

THE WEEK IN RADIO

Protest FCC Proposal

By VAL ADAMS

EIGHT stations filed protests with the FCC against adoption of any plan barring share-time outlets from seeking better frequency, time or power assignments. One protester said the proposal is "a form of punitive class regulation unjustified by the facts and unwarranted in law."

Gruen Watch's probable purchase of NBC's new giveaway show seen as first step by the advertiser in making a major return to radio. Incidentally, Gruen's president, Benjamin S. Katz, proposes that the watch industry raise \$500,000 as a joint advertising and promotion fund. Gruen already has offered to put up \$100,000.

BBM granted \$15,000 loan by 4-A to meet current operating expenses. Bureau got \$75,000 advance from NAB in April. . . . CBS shaving the corners on its program budget. Upturn noted in number of dance band pickups and musical programs supplied by owned and operated stations. . . . Grove Laboratories bought F. W. Fitch Co. Both firms have been heavy users of radio time.

Frank Samuels, general manager of ABC's western division, elected a veepee of the network. . . . NBC considering separating its AM and TV sales staffs. They find it's difficult for a salesman to concentrate on both at the same time. . . . Roy Hofheinz and partner W. N. Hooper turned down by FCC for new station in San Antonio, Tex. Only a few days previous the pair were granted CPs in Dallas and New Orleans. Carl George, veepee and general manager of WGAR, Cleveland, elected president of Ohio Association of Broadcasters.

David Sarnoff, RCA board chairman, told RCA Institutes grads that booming radio-electronics field offers many opportunities to alert Americans for years to come. . . . Call for an immediate 10 per cent average increase in ad budgets sounded by Howard P. Abrahams, NRDGA's sales promotion manager. He said it's needed to meet competitive market and maintain current volume. . . . New York radio announcers earned average of \$7,100 in 1947, according to Bureau of Labor Statistics.

ABC gross sales hit \$10,218,410 in first quarter of '49, increase of six per cent. Net earnings dropped, however, and estimated loss for the quarter was \$64,000. . . . "George O'Hanlon Show" will replace Alan Young on NBC for the summer. Lewis-Howe Co. continues as sponsor. . . . Commercial radio plans delayed in South Africa pending arrival of 14 transmitters being manufactured in the U. S.

NAB recommendations to drop certain restrictions on radio and TV towers informally agreed upon in meeting with FCC and aviation interests.

Robert Ripley Dead From Heart Attack

(Continued from Page 1)

program over NBC which was sponsored for a while by Motorola. It was sustaining at the time of his death. Ripley's final TV appearance occurred last Tuesday night, just two days before he was stricken. He entered Harkness Pavilion on Thursday.

On NBC 1931 to 1938

Ripley was starred on NBC from 1931 to 1938 in the "Bakers Broadcast," sponsored by Standard Brands every Sunday at 7:30 p.m., EST. In 1939 the "Believe It Or Not" creator switched to CBS under the sponsorship of the Nehi Corp. He was heard again over NBC from 1947-1948 on an afternoon program sold as a co-op feature.

The cartoonist was born in Santa Rosa, Calif., on Dec. 25, 1893. It was claimed that he was the first artist to send a cartoon by radio—a picture of the English Derby sent from London to the New York Herald-Tribune in 1927.

Another Iron Curtain 'No' For 'Town Meeting' Visit

Efforts of George V. Denny, Jr., president of Town Hall and moderator of "America's Town Meeting" heard Tuesdays at 8:30 p.m., EST, over ABC and ABC-TV, to broadcast his program from Warsaw, Poland, have met with failure. Denny, whose program goes on a round-the-world broadcast tour this Summer, has announced that he had received the following note from Tadeusz Jaworski, first secretary of the Polish Embassy:

"In reference to my letter of

Radio Listening High Despite Impact Of TV

(Continued from Page 1)

the installation of a TV set and 3.97 hours from 9 to 12 months after the TV set was installed.

A sharp reduction, however, was noted in the initial three months that TV entered the home. In the first three months, AM listening dropped to 2.14 hours daily, but rose to 2.92 hours in the three-to-six months period.

Survey Continuing

Of the 700 homes surveyed, 257 now have TV sets. One-hundred-and-eighty homes have had TV sets for a year. Gill told RADIO DAILY that the survey is continuing and that future releases will reveal other aspects of TV influence on family life.

"It is true that TV is a potent entertainment, educational and advertising medium and that it will have a profound effect upon the habits of families owning sets," Gill said. "But these changes in habits will not always have a negative reaction upon other media." He explained that the survey has shown thus far that TV has supplemented rather than detracted from entertainment in the average home.

March 25, in which I promised to notify you as soon as we should receive word from Warsaw regarding your plan for recording a radio program there, I am sorry to inform you that it would be impossible to arrange for such a project at this time. Thank you again for your interest."

Similar efforts by Denny to take the program to Russia and Yugoslavia have met with complete silence from these governments.

CHICAGO

By NAT GREEN

Jimie Spanos is leaving her job at WIND flack manager to local in New York.

Jean Williams, featured singer at supper clubs and theater shows, has joined the WBBM staff and is now heard on "Gold Coast Rythm" and on her own quarter hour program each Tuesday and Thursday night.

Frances Norman of the Marlette Dutton Associates publicity office is off for a two-week vacation in New Orleans.

Miss Jarvis Dugan of the WGN script typing department, made her television debut May 22 on WGN TV.

Merle S. Jones, general manager of WCCO, Minneapolis; J. J. Beloungy, chief engineer at WCCO and Wendell B. Campbell, general manager of KMOX, St. Louis, visitors at WBBM.

"Ladies Be Seated" returns to five-a-week schedule June 13.

Harold Goldman, proprietor of the Goldman Hotel summer resort in New Jersey, is planning to use Chicago television to promote his resort.

Bernie Howard, head of Howar Radio Productions, has sold his "Name the Movie" program to Roche, Williams & Cleary agency to replace the Jo Stafford show on ABC. Sponsor is Revere Camera Co.

Don Herbert and John Leonard of "It's Your Life" staff spending some time at Moosehart gathering material for a special broadcast.

"The Windy City," musical variety show, returned to WGN May 2

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