



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 1

NEW YORK, MONDAY, OCTOBER 3, 1949

TEN CENTS

HINT NO FREEZE-END BEFORE COLOR-TV

Block Programming Increasing On Webs

In line with the major networks' usual tendency to block program night-time "situation" dramas, ABC last week scheduled its two new acquisitions, "Chandu, the Magician" and "The Casebook of Gregory Hood," as two back-to-back Saturday series, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively, beginning Oct. 15.

"Gregory Hood," which has been on MBS since its debut in September, 1946, will be offered by ABC for alternating sponsorship. On Mu-

(Continued on Page 5)

Miller In Dallas Today For District 13 Meeting

Dallas—Two hundred broadcasters from the Texas area will gather at the Hotel Adolphus here today for a two-day meeting of District 13, NAB, Clyde W. Rembert of KRLD, Dallas, district director, announced Friday.

The meeting will hear addresses by Justin Miller, president of NAB, Maurice Mitchell of Broadcast Advertisement Bureau and Richard

(Continued on Page 2)

New WLIB Owners Aim At Special Audiences

WLIB, New York, sold two weeks ago by Dorothy Schiff to the New Broadcasting Co., will build special programs for two large segments of the metropolitan audience—Jewish and Negro listeners. This was disclosed on Friday by Morris Novik, one of the new owners, at a recep-

(Continued on Page 8)

Confirmation

Crosley Corporation and Genesee Pope, publisher of Il Progresso Italo-Americano, Friday confirmed the sale of WINS, 50,000 watt New York station, to the Pope interests who operate WHOM, 5,000-watt language station in New York. Terms of the deal were not disclosed. It was reported, however, that the purchase price was \$512,500.

The Pope interests, according to reports, hope to retain the call letters of WHOM on the WINS wave length and to convert it into a language station. They will then sell the WHOM transmitter and wave length. Recently WHOM went to 5,000 watts at an expense of around \$225,000.

FCC "Didn't Do Too Well On B & W," Says Coy, Questioning Engstrom; No Session Scheduled Today

'We The People' Goes From CBS To NBC Web

The Gulf Refining Co. reportedly signed a contract on Friday with NBC for sponsorship of "We, The People" on both radio and television, involving combined billings of about \$1,000,000 and constituting the second major sponsor switch from CBS to NBC within a week.

The simulcast, formerly heard on (Continued on Page 6)

M-G-M Radio Attractions Bow On WMGM Oct. 10

WMGM, New York, will launch the Metro-Goldwyn-Mayer Radio Attractions series in the metropolitan area on Oct. 10, with a half-hour dramatization of "Crime Does Not Pay." The program, based on MGM film subjects, will be aired each Monday, 7:30-8 p.m.

On Oct. 12 another program in the (Continued on Page 8)

Nielsen Ratings Rising With Return Of Stars

National Nielsen Ratings for Aug. 21-27, just released, reflect the increased listening stemming from the advent of fall and the return of big-

(Continued on Page 2)

Radio Pioneers Plan New Club Activities

Plans for a luncheon meeting of the Radio Pioneers to be held at the Roosevelt Hotel in New York on Wednesday, October 19th, for the purpose of discussing several matters of policy were announced Friday by William S. Hedges, of NBC, president of the club.

Among the matters which will (Continued on Page 6)

Public Service Spots Skedded During Series

Commercial time during the World Series broadcasts and telecasts will be shared by the Gillette Safety Razor Co., sponsors, with the (Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — The first week of the FCC's hearing on color television ended with a strong intimation that the Commission might refuse to lift the present freeze on TV until the industry is ready to make full speed ahead with color. This began to appear as Commission members ham-

(Continued on Page 6)

Researcher Ponders Future Of AM-TV

Speculating on the future of radio and television last week at an American Marketing Assn. meeting in New York, E. L. Deckinger, research director for the Biow Co., suggested that radio might eventually aim only for the daytime audience, leaving the nighttime field to television.

"In the daytime maybe the television addition would be a minimum (Continued on Page 8)

1200 Expected To Attend ANA's Annual Meeting

Attendance of more than 1,200 is expected at the Association of National Advertisers' 40th annual meeting, to be held Oct. 12 at the Waldorf-Astoria, New York.

Speakers will include Paul G. (Continued on Page 2)

Tele-Set Increase Ups Rate; Cost Per M. Down, Says Net

General rate increase for most stations in the country is expected in the near future in the light of an NBC announcement Friday of a boost by 22 of its affiliated stations.

Web's flagship, WNBT, New York, will have a new basic class A hourly rate of \$2,000, beginning Nov. 1, compared with its present rate of \$1,500. The three other network outlets in New York also have a \$1,500 rate and these are expected to go up

to the WNBT figure soon. In addition, WPIX, New York indie, also plans an increase from its present \$1,200 rate.

Rate increases in all cases will be based on the rapidly growing number of receivers in circulation.

In the 22 NBC cities, 17 of which are on the inter-connected network, the rate boost, in some cases as high as 40 per cent, may be com-

(Continued on Page 7)

Award

Toledo—Art Barrie, announcer for WSPD, Toledo, has been awarded the Citizenship Medal of the Veterans of Foreign Wars by the Toledo Post, VFW, for outstanding service to citizens of Toledo. His "Sidewalk Interviews" program has long stressed the problems of the ordinary citizen as well as the returning war veteran.

Veteran

Hartford, Conn.—WTIC was reminded of its approaching silver anniversary on Saturday when plant manager Herman D. Taylor celebrated the completion of his twenty-fifth year with the Hartford station. Next February, a quarter century of actual broadcasting will be marked by WTIC. When The Travelers entered radio in 1924, Taylor was engaged.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahloesga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(September 30)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/8	7 1/4	+ 1/8
Admiral Corp.	24 1/2	23 3/8	23 3/4	+ 1/4
Am. Tel. & Tel.	142 1/4	142	142 1/2	+ 1/8
CBS A	22 1/2	22 1/2	22 1/2	...
CBS B	22 5/8	22 1/2	22 1/2	...
Philco	30 1/4	30	30 1/4	+ 1/4
RCA Common	12 1/8	11 7/8	12	- 1/8
RCA 1st pfd.	73 1/4	73 1/4	73 1/4	...
Stewart-Warner	12 3/4	12 3/4	12 3/4	...
Westinghouse	25 3/8	25	25 3/8	+ 3/8
Westinghouse pfd.	99	99	99	+ 1/2
Zenith Radio	27 3/4	27 3/4	27 3/4	...
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8
OVER THE COUNTER				
DuMont Lab.	13 3/4	13 3/4	14 3/4	...
Stromberg-Carlson	10 1/2	10 1/2	11 3/4	...
U. S. Television	5-16	5-16	7 1/2	...
WJR (Detroit)	7	7	7 3/4	...

CBS TV Affiliates Total Fifty Stations

The number of CBS-TV affiliates increased to 50 last week with the addition of WJAR-TV, Providence, Rhode Island, to the network effective immediately. Station, assigned Channel No. 11, is owned and operated by the Outlet Company, Providence. John J. Boyle is manager of the station.

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

★ COMING AND GOING ★

MORGAN BEATTY, whose "News of the World" is heard on NBC, will return today from England, where he made a study of the situation resulting from the devaluation of the pound.

KEN SPARNON, field representative for BMI, left over the week-end for Memphis, where he'll attend the meeting of District 6, NAB. From there he'll go to Chattanooga on business, and later will attend the meeting of NAB's District 4 at Pinehurst, N. C.

LEE LITTLE, president of KTUC, Columbia network outlet in Tucson, Ariz., a visitor Friday at the New York headquarters of the web.

SIDNEY ASCHER, publicist, will return today from Madison, Wisc., where he spent a few days on business.

ALLAN SIMPSON, owner of WADC, affiliate of CBS in Akron, Ohio, conferred last week at the New York offices of the web.

BEN B. BAYLOR, JR., assistant general manager and director of sales for WMAL, Washington, D. C., has left on a business trip to Chicago, Detroit and Pittsburgh, where he'll consult with agency officials and sales executives of ABC.

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, who has been named CBS chief executive officer on the West Coast, has arrived in Hollywood to take over his new duties.

TED GRANIK, whose "American Radio Forum" debuts as a simulcast on NBC tele and AM on Sunday, October 30, has returned from Kansas City, where he flew for conferences with a prospective sponsor.

GEORGE B. STORER, JR., manager of WAGA-TV, the Fort Industry TV station in Atlanta, Ga., who attended the color television hearings at the FCC last week, is expected in New York shortly.

EVERETT TOMLINSON, assistant western program director of CBS, has left on a two-week vacation.

SY BLOOM, scripter for "Buzz and Bill" on KDKA, Pittsburgh, is vacationing here in his native New York. During his absence, Ed King, of "Brunch with Bill," will take over the Bloom program.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is in Dallas, Tex., for the meeting of District 13, NAB. He'll be in Memphis the end of this week.

Nielsen Ratings Rising With Return Of Stars

(Continued from Page 1)
name shows. Most top-rated programs, especially in the evening, show rating increases ranging from 9 per cent to 13 per cent above those of the preceding week.

"Mr. Keen" leads the once-a-week evening listings, followed by "Mr. District Attorney," "Crime Photographer," "Our Miss Brooks," and "This Is Your FBI." "Lone Ranger" tops the multi-weekly evening category, followed by "Counter-Spy," and "Beulah." Arthur Godfrey leads the daytimers, trailed by "My True Story," "Right to Happiness," and "Wendy Warren."

Miller in Dallas Today For District 13 Meeting

(Continued from Page 1)
Doherty, NAB's labor executive. It was not known on Friday whether the sessions would be "on the record" or "off the record."

Video Show Challenges 'The Great Dunninger'

The producers of "We, The People" are going to great lengths—to Bermuda, to be exact—in an attempt to outwit Joseph Dunninger, the magician and mental telepathist, when he appears on the program's video premiere over CBS-TV next Wednesday night.

An airlines hostess left New York yesterday by air for Hamilton, Bermuda. There she is to pick up a carton containing four objects placed therein by prominent Bermudians. Back she will fly to New York with the sealed carton. There on Wednesday night, before the "We, The People" cameras, Dunninger guarantees to announce the contents of the carton by reading the mind of the hostess.

Public Service Spots Skedded During Series

(Continued from Page 1)
Advertising Council for public service announcements on behalf of seven Council projects.

These include messages on Forest Fire prevention, Better Schools, Community Chests, and the American Economic System. If the Series runs beyond four games, other spots will be aired on National Service Life Insurance Dividends, Highway Safety, and Armed Forces Prestige. Production details are being handled by Maxon, the Gillette agency.

1200 Expected To Attend ANA's Annual Meeting

(Continued from Page 1)
Hoffman, ECA chief; Sam C. Gale, vice-president and director of advertising for General Mills, Inc., and Chester J. LaRoche, president of C. J. LaRoche, Inc. Members of the advertising Council's board of directors who will appear on the speakers' platform include Frank Stanton, president of CBS; Louis G. Brockway, of Young & Rubicam, and Fairfax Cone, of Foote, Cone & Belding.

CBS Renews Contract Of Symphony Conductor

Bernard Herrmann, conductor of the CBS Symphony Orchestra, has been re-signed by CBS to continue his post as the web's symphonic conductor for a term of three years.

With the conclusion of the CBS Symphony's 1949 Sunday afternoon concert series on Oct. 9, Herrmann will sail for England to direct the Halle Orchestra, Manchester, in a series of six concerts during November as guest of John Barbirolli, permanent conductor of the Halle ensemble. Later he will lead the BBC Symphony in London in a series of radio performances.



Cutest trick of the week

This tiny kitten seems to think that the reins on the donkey make an ideal trapeze. Just how the kitten got 'way up there, nobody knows. But everybody agrees that it's a right cute trick.

There's a cute trick to buying radio time in Baltimore—that is, if you're looking for a station that will produce the *greatest* results for the *least* amount of money. The station 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. It covers 92.3% of all the radio homes in the rich Baltimore trading area. It's the station famous for low-cost results.

So if you want the real bargain buy in Baltimore, call in your Headley-Reed man and let him tell you all about W-I-T-H.

AM  FM

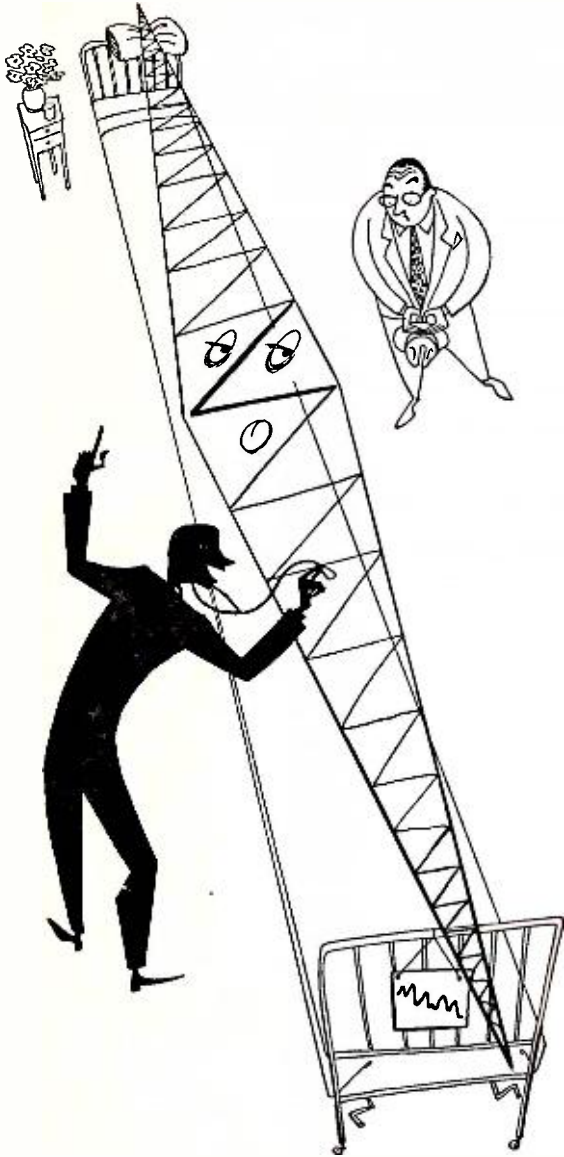
W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Then Jamison said . . .

“You need Weed, Sir!”



At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

“I hear a lot of talk these days about economic recession,” Manager A was saying. “I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations.”

“True in part,” said Mr. Jamison. “But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful *improves* your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation.”

“Then why is my station losing money?” the manager asked.

“If you don't mind my saying so,” Jamison replied, “you are improperly represented. Spot Radio should be sold as carefully as it is used . . . You need Weed, sir!”

“I have been employed by this fine organization for some time. We are doing more business for *all* of our clients than ever before. And there's no reason why we can't do the same for you.”

Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

SOUTHWEST

KTSA chief engineer W. L. Eger-ton, has completed installation of the Frequency Modulation equipment and inaugurated service by San Antonio's fifth FM outlet, KTSA-FM. The outlet broadcasts from KTSA's new suburban transmitter site with an effective radiated power of 18,000 watts on channel 281, at the 104.1 megacycle frequency. Present schedule sets broadcasting hours weekdays from 3:00 to 9:00 p.m., 2:00 to 9:00 p.m. Sundays with 100 per cent duplication of KTSA local programming and CBS network shows.

Bill Michael is the latest addition to the staff of KMAC, San Antonio. He has taken over duties as a newscaster. There is only one letter different in his name and Bill Michaels, manager of KABC here. That is the letter "s" in the KABC Michaels.

Austin Williams, night news editor for WOAI, San Antonio, has returned to his duties following a two weeks vacation on the beach at Galveston.

As a public service broadcast, in the current drive to curb reckless driving, KITE, San Antonio, is originating a 15-minute broadcast direct from Corporation Court in San Antonio. Airings are heard Monday through Friday. The microphone is opened and picks up the case that is in progress before the judge at that time.

Request has been made to the FCC for the transfer of 200 shares of stock in the Amarillo Broadcasting Co., owners of KFDA and KFDA-FM, from J. Lindsey Nunn to Gilmore H. Nunn, a son. J. Lindsey Nunn has had 50 per cent interest and transfer makes the father and son equal partners. There is no money involved in the transaction.

Henry Taylor To Speak At Eastern 4-A Dinner

Henry J. Taylor, ABC news commentator who has just returned from a world tour, will be the principal speaker at a dinner next Wednesday night at the Park Lane Hotel, New York, climaxing the two-day annual Eastern conference of the 4-A's.

Clarence B. Goshorn, president of Benton & Bowles, and chairman of the 4-A's board, will also be heard. Ray Vir Den, president of Lennen & Mitchell and chairman of the New York council of the association, will preside.

RADIO EXECUTIVE'S APARTMENT

Ideal 3-room apartment beautifully furnished. Located on East 80th St. Combination office & living quarters, built in sound equipment, special lighting effects. Apartment could easily rent for \$250. Will take \$150 plus incidentals for equipment. Have Cadillac Club Coupe. Leaving for the Coast. Phone TR. 9-0961 before 12 noon.



Mainly About Manhattan. . . !

● ● ● **IT SEZ HERE:** Ralph Weil, gen'l manager of WOV, denying reports that the station may drop its Italian language programs. In fact, they recently expanded its schedule, he sez. . . Talking about foreign languages, WWRL is adding Roumanian and Scandinavian shows bringing its language airings to 14 different tongues. . . Bill Gargan readying a giveaway series called "Junior Collects." (Ain't the guy busy enuf with his radio and TV series?) . . . Earl Wilson nixed a fabulous offer from Hearst. Post Syndicate matched the offer to keep him. . . Boston and Philly loom as first cities to give up televised baseball. Magnates there studying TV effect on the gate. . . Toughest campaign being waged in N.Y. election since Fiorello LaGuardia is being conducted by Oren Root, running for Borough Pres. of Manhattan. He'll do 6 TV programs on WNBC starting tonight and is inviting his potential constituents to debate, argue or heckle. . . WPEN's Eddie Newman named president of Philadelphia's new disc jockey ass'n. . . It's a girl at the H'wood home of Zeke Manners. . . If Libby, McNeil and Libby's "Auction-aire" is a click on TV, every food company in the country will be out for a similar idea. They're watching it like a hawk. . . Alfred Drake swears the towels in a H'wood duo's home reads "Ham" and "Her."

★ ★ ★ ★

● ● ● **AFTER MONTHS** of planning and research, the Tele-Rex Co., who recently established headquarters at 369 Lexington Ave., has come up with what is said to be one of the best ideas in television to date. Highlighted as the "Tele-Rex Plan," the firm is now negotiating with major recording firms on adopting the idea. New Plan figures to play a major part in injecting that so-called 'shot in the arm' that TV programming could use.

★ ★ ★ ★

● ● ● **DORIS SHARP,** the little lady who thought up Radio Registry and parlayed it into the Important Money, reports that her latest idea—Registry Casting—is a huge success already. Started last April, it's already accounted for 322 actual jobs for Radio Registry clients—and this during the slow summer months. The new service started as a result of traffic in calls to RR for information on talent. Doris immediately saw the value in these calls and put them to practical use. She makes it clear, however, that Registry Casting is not an agent nor does it cast. It is an elaborate system of information on talent to help the director in his casting problems. In response to requests, all her clients are submitted in category of the inquiry. There is no alphabetical or other preference and no recommendations are made. Client's credits and pictures help the director in his selection of talent and the director makes his own choice. The speed with which this service has caught on has not only proved the need for such a central source of information but is proving a terrific help to the actor who can't cover all the casting contacts in town.

★ ★ ★ ★

● ● ● **PURELY PERSONAL:** Jack Arthur's performance on the Kraft Tele Theatre the other night ranks with any we've yet seen on the new medium. In sum, he was slightly sensational. . . Caught run-through at NBC of TV situation comedy, "Cinderella on B'way," with comic Dave Burns. Agency boys on the lookout for zany comedy plus songs and dances would do well to give this the once-over. . . We'd like "The Front Page" if it was presented in a theatre or your backyard but John Daly's conception of Walter Burns ain't the way we read it. . . Interviewing Jerome Zerbe the other p.m., Bill Slater asked him howcum he became a society photographer. "Well," explained Zerbe, "when I was very young, my father was a financial disappointment to me."

CHICAGO

By HAL TATE

VINCE LLOYD, until recently sports editor of WMBD in Peoria, has joined the staff of WGN-TV, Jay Faraghan, station's program director announces. His first assignment will be covering collegiate football telecasts with Bill O'Connor. After four years of service in the Marine Corps, Lloyd rejoined WMBD as sports editor. In the new job, he rejoins a fellow alumnus of WMBD, Jack Brickhouse, WGN-TV sports manager.

A three-way tie-up has been worked by station WLS, Coronet Magazine, and ABC-TV. On the magazine's October cover will be depicted a painting of an aged fiddler and two young square-dancers in the position, "Honor Your Partner."

Nell Tangeman, mezzo-soprano, was presented as Career Performance artist of the Chicago Theater of the Air on the final summer concert over WGN and the Mutual network on Sept. 24.

Jean Jones, secretary to Ade Hult, vice-president in charge of the Mutual Broadcasting System Central division, has recovered from cuts and bruises suffered in a traffic accident. Harry Mason Smith, vice-president in charge of sales for station WLM, Cincinnati, was a recent visitor at the Mutual offices.

Starting Thursday, September 29, "Comedy Playhouse" will become a full hour program over WGN-Mutual, from 8:30 to 9:30 p.m. The first production on the new expanded schedule will be the John C. Holm-George Abbott stage hit of the 30's, "Three Men On A Horse," starring the Gold Coast Players, a radio stock company developed for "The Chicago Theater of the Air." The "Comedy Playhouse" series is written and directed by Jack LaFrandre, who manages to retain the original story line and comedy flavor in streamlining the Broadway hits.

"Action Autographs," telecast on ABC-TV Sundays from 5:30 to 5:45 p.m., will present the story of World War II's most incredible combat team, the Shark Men, on October 2. Former Marine Captain Jerry Miller will be there in person to tell the tale. Ed Prentiss handles the emcee duties on the program, which is a Jack Brand Production.

No Cigar?

A new approach to quiz shows is claimed by WNEW, New York in its latest offering, "What Comes Next?" Listeners at home are asked to identify popular songs after hearing only the verse played or sung. In return they get no mink underwear, no trip to the Riviera, no \$50,000 jackpot, and no truckload of dog food—nothing, says WNEW, but "fun."

AGENCIES

HAL STECK, radio copy chief at McCann-Erickson, Inc. has resigned. He plans to re-enter the freelance field, heading his own organization which will offer a radio and television writing service to the trade.

WARWICK & LEGLER, INC., has signed a two-year agreement for National Nielsen Radio Index Class "A" Service, including New York Television Reports.

PETER A. KRUG, formerly radio and space buyer, has been named director of radio and television for Hicks & Greist, Inc., New York. Estelle M. Shelton will handle space buying for all agency accounts. Increased television activity is planned.

FRANKLIN BRUCK ADVERTISING CORP. has been named by A. Siegel & Sons, maker of La Magnita Cigars. Television will be used.

HIRSHON-GARFIELD, INC. has been appointed by Textron, Inc. for its men's wear division.

ARCHIBALD McG. FOSTER has been elected a vice-president of the A. W. Lewin Co., New York.

STEVE RICHARDS, of the Kuder Agency, joined General Motors on Oct. 1 to direct public relations for the Buick Motor Division.

A. T. GRAY has been named special representative in New York for the Union Oil Company of California. He has been with the company since 1929 and in recent years has been associated with its Western offices.

Johnson States Position On Union Squabble At WHBF

Rock Island, Ill. — Les Johnson, general manager of WHBF, Rock Island, declared last week, "There is no basis of fact for AFRA's unfair labor practice charge" in commenting on station's union squabble. He added: "Negotiations broke up over question of form of union security. Station offered maintenance of membership. Union demands union shop. Only three people of the staff of eight doing air work are members of AFRA and demanding union shop. The station has a staff of 42 people."

WBAL
means business
in Baltimore

Block Drama Programming Increases On Web Schedules

(Continued from Page 1)

tual, the crime detection drama has been a sustainer since March, 1948. The show, however, was sponsored by Petry Wine Co. from its beginning on MBS to May, 1947. Mutual will fill the spot formerly held by "Gregory Hood" with the "Count of Monte Cristo."

"Chandu," another former Mutual mystery show and more recently on the Don Lee network, will be offered by ABC as co-operative program. Cyril Ambrister is producer-director of "Chandu." Martin Andrews will handle the same assignment on "Gregory Hood." Frank Chandler will play the role of "Chandu." Elliot Lewis will be heard as "Gregory Hood."

ABC's biggest block of dramatic presentations during the Fall-Winter season falls on Wednesday nights. That night's two and one-half hours of dramas begins with "The Lone Ranger" at 7:30 p.m., EST, followed by "The Amazing Mr. Malone" at 8 p.m., "The Adventures of Sherlock Holmes" at 8:30 p.m., "The Detective of the Week" at 8:55 p.m., "Starring Boris Karloff" at 9 p.m., and "The Croupier" at 9:30 p.m.

The Friday night block of dramas on ABC consists of "The Lone Ranger" at 7:30 p.m., "The Fat Man" at 8 p.m. and "This Is Your F.B.I." at 8:30 p.m. "The Sheriff" is scheduled for the same night at 9:30 p.m., with a comedy break, "The Adventures of Ozzie & Harriet," immediately preceding.

CBS' "strongest" night of drama falls on Thursdays. On the web's schedule are "F.B.I. in Peace & War," 8 p.m., EST; "Mr. Keen, Tracer of Lost Persons," 8:30 p.m.; "Suspence," 9 p.m.; "Crime Photographer," 9:30 p.m.; "Hallmark Playhouse," 10 p.m., and "First Nighter," 10:30 p.m., constituting three hours of dramas.

The Saturday night schedule of

Durante And Ameche Will Return October 7

Jimmy Durante, Don Ameche, and the rest of the vacationing comedy crew will return to NBC on Oct. 7, 9:30 p.m., EST.

Joining the cast in featured roles will be Vera Vague, man-chasing comedienne, and Sara Berner, mimic and dialectician, as Mrs. Mataratza. Candy Candido will return to add his comedy to the program. Music will be by Roy Bargy and his orchestra.

Wedding Bells

Announcer Leif Jensen of WDRG, Hartford, and Miss Virginia Cioffi of New Haven, were married September 7 in New Haven, Conn. Jensen and his bride will live in Bethany, Conn., and he will commute to Hartford for his WDRG announcing duties.

CBS starts off with "The Adventures of Philip Marlowe" at 8:30 p.m., EST, followed by "Gangbusters" at 9 p.m. and "Escape" at 9:30 p.m. An hour-long drama, "Lux Radio Theater," represents the Monday fare of love and adventure for CBS listeners, 9-10 p.m., EST.

Mutual's dosage of two hours and more of drama falls on Mondays and Tuesdays, with a short five-minute break by "Bill Henry and the News" at 8:55 p.m., EST. On the Monday schedule is "I Love A Mystery," 7:45 p.m.; "Straight Arrow," 8 p.m.; "The Affairs of Peter Salem," 8:30 p.m.; "Murder By Experts," 9 p.m., and "Secret Missions," 9:30 p.m., EST. Tuesdays' roundup consists of "Count of Monte Cristo," 8 p.m.; "Official Detective," 8:30 p.m.; "John Steele, Adventurer," 9 p.m., and "Mysterious Traveler," 9:30 p.m., EST.

NBC strengthens the Wednesday night portion with three "situation" programs: "Mr. District Attorney," 9:30 p.m.; "Big Story," 10 p.m., and "Curtain Time," 10:30 p.m. NBC's Wednesday schedule, along with ABC's roundup, means that American listeners, by turning their dials only once in the course of the evening, can be shocked, thrilled or intrigued for three and one-half hours.

PROMOTION

For Old Red And Blue

WCAU, Philadelphia, is pulling all the stops in promoting the fact that Byrum Saam, sportscaster, will be heard exclusively on the station in the broadcast of University of Pennsylvania football games. Latest step in the campaign to get the fact that Saam is exclusive on WCAU across is a series of transcribed announcements featuring the sportscaster calling an imaginary Penn game. Saam interrupts after a moment or two to tell the fans that he is all set for Saturday's contest and he will be on WCAU exclusively in Philadelphia. The plugs are being scheduled all over the board. The games, which are being carried by WCAU for the 15th straight year are again sponsored by the Atlantic Refining Company. Saam is starting his 10th year on WCAU for Atlantic.

"Life Of Riley" Starts 6th Year On Oct. 7, NBC

"The Life of Riley," starring William Bendix, will start its sixth year on the air on Oct. 7 when the comedy series is broadcast over NBC, 9 p.m. EST.

The television version of the show will be seen Tuesdays over the NBC Television Network, 9:30-10 p.m., EST, beginning Oct. 4.

RANGERTONE

Synchronized Magnetic Tape Gives "Lip Lyric" Sound for Television and Motion Pictures

Used by

De Rochemont in "Lost Boundaries" (Light-house Scenes)

MPO "The Tanglewood Story," State Dept. Cultural Film

(Dr. Sergei Koussevitzky and the Boston Symphony)

Life Magazine, Texas Promotional Film

IMPS "Career Decision" U. S. Recruiting Film

"Lightning Talks" NAB Promotional Film

Beck and Albert "Human Beginnings" (Dr. Becks' Emotion Series)

And now

Proctor "The Big Story" sound from tape direct on the air with Documentary Film, NBC Television, "Precision Timing"—Variety

RANGERTONE, Inc.

73 Winthrop Street

Newark 4, N. J.

Radio Pioneers Plan New Club Activities

(Continued from Page 1)

come up for discussion will be the subject of awards for individual achievement in the art, science and business end of radio; the advisability of establishing a Radio Hall of Fame and the publication of a non-profit year book for the club's membership.

The luncheon will also hear progress reports from committee chairmen and will pass on whether or not the organization will sponsor an annual banquet this year.

Carl Haverlin, president of BMI, and chairman of the Radio Pioneers membership committee, is planning a membership drive and asks that applicants with 20 or more years radio service contact the club's secretary, Mrs. Hilda Jane Foley, 40 Andrew Lane, Hicksville, L. I. Miss Foley is also receiving reservations for the luncheon meeting on Oct. 19.

Dorothy Gordon of the New York Times, chairman of the club's publicity committee, held a luncheon meeting of her committee in the New York Times building on Friday. Among those present were president Hedges, H. V. Kaltenborn, founder of the Pioneers; M. H. Shapiro of BMI; Frank Burke, RADIO DAILY and Michael Dann of the NBC press department.

WRNY Sells Football

Rochester, N. Y.—Whiting-Buick, Inc., local Buick distributor, will sponsor this season's football games of the Aquinas school over WRNY, Rochester. The Aquinas schedule opens Oct. 2.

Syndicating TV Programs Firm

Rapid expansion of TV requires more and more GOOD low-cost programs for stations and sponsors. Nationally known and experienced program production firm receiving bona fide requests for product. Needs immediate additional funds for production and syndication throughout U. S. on film. Opportunity to invest in one or more series. Excellent profit possibilities. First proceeds to investor until investment return, profit sharing continues.

BOX 274
RADIO DAILY
1501 Broadway, N. Y. C.



HEDGES

Hint Freeze-End Must Await Go-Ahead Signal On Color

(Continued from Page 1)

mered away at the RCA research director, Elmer W. Engstrom, who had the unpleasant duty of announcing that RCA was not quite as ready with color TV as its August announcement had indicated.

The most significant questioning, perhaps, was that by FCC chairman Wayne Coy, who asked if it were not quite true that RCA was willing to take a much greater risk on black and white than it was willing to take on color.

Coy declared, one year to the day from his announcement of the freeze on TV, that the Commission "didn't do too well on black and white," and that it is unwilling now to rush ahead. When Engstrom started to interject a remark that progress has been good on monochrome, Coy said, "We've had to stop and revise it, haven't we?"

Earlier, Commissioner Frieda B. Hennock had indulged in some blunt talk with Engstrom. "Don't kid us," she said, "let's call a spade a spade on this color thing. Why don't you help us."

She and the Commission are not willing to take the blame because RCA is not prepared, she said after listening to Engstrom report that his company is months away from actual commercial production of equipment for its color TV system. "Color has been in the process for 20 years," she said, "but every time we want something it's next spring, or next year or five years from now. I don't believe you want color." She said the public wants color, and that the FCC is not going to take the blame for holding it up simply because RCA is not ready.

As Engstrom clung doggedly to his position that more testing is necessary for the RCA system, Miss Hennock shifted her attack to his recommendation that the freeze be lifted at once and the UHF opened. Engstrom said the Commission could "decide on the fundamentals of a color system now," with the details still to be worked out.

Miss Hennock suggested that the wise course might be for the Commission to refuse to lift the freeze until it can at the same time set color standards. Engstrom offered that the freeze not be lifted "until

Color Only

Washington—The FCC announced Friday that it has denied DuMont its request for comparative demonstration of high-grade commercial black and white TV along with the color demonstrations by CBS and RCA slated for this week. Instead, the Commission said, DuMont will have to wait until the comparative demonstrations to be held next month. DuMont had argued that by the time the comparative demonstration is held the Commission might already have made up its mind what to do on the basis of this week's demonstrations.

you decide what role color is to play in television," returning to his position of advocating that the fundamentals of a color system be promulgated.

"But those fundamentals have been here for 20 years," Miss Hennock shot back.

"No," said Engstrom, "only for a few weeks." He referred to the working out of the RCA system.

Earlier in his testimony, Engstrom had withdrawn at the request of counsel for Color Television, Inc., a criticism he had made in his prepared statement of the CTI system. He admitted that he was not sufficiently familiar with the system.

When Engstrom offered also to withdraw criticism of the CBS system, CBS attorney Richard Salant declined, saying he wanted the statement left in the record to indicate the quality of the RCA presentation.

Dr. George Brown of RCA followed Engstrom to the stand with a technical discussion of the RCA system. Asked at one point if RCA had any other systems to offer for color TV, Brown said he could not be sure, and added:

"I haven't been to Princeton since last week-end. They might have six or seven new ones by now."

There will be no hearing today, with the sessions resuming tomorrow. Further RCA testimony is expected, with Brown to return to the stand.

Caribbean Show On MBS Originating In San Juan

San Juan, P. R. — "Caribbean Crossroads," produced at the studios of WAPA, San Juan, under the direction of Harwood Hull, Jr., general manager of the station, has become a weekly feature on the Mutual network and is heard on Saturdays from 5:30 to 6:00 p.m., on mainland network stations. The first two shows featured Cesar Concepcion and his orchestra and the Perin Vazquez trio.

WQXR To Observe Centennial Of Poe

WQXR will observe the centennial of Edgar Allen Poe's death on Oct. 7 with the broadcast of a performance of "The Raven" as set to music by Arcady Dubensky and recorded by the Philadelphia Orchestra under the leadership of Leopold Stokowski.

The work was borrowed by the station from the composer, for broadcast on the "Let's Celebrate" program, 9:30-9:45 p.m.

'We The People' Goes From CBS To NBC Web

(Continued from Page 1)

CBS on Tuesdays, 9 p.m., will begin shortly on NBC radio and TV, Fridays, 8:30-9 p.m., EST, RADIO DAILY learned on Friday. The other switch from CBS to NBC during the past week was the Fatima account of Liggett-Meyers Tobacco Co.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 OF "RADIO DAILY," published daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1949. State of New York } ss. County of New York }

Before me, a notary public in and for the State and county aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to law, deposes and says that he is the Business Manager and Vice-President of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 51 Choate Lane, Pleasantville, N. Y.; Business Manager and Vice-President, Marvin Kirsch, 12 Locust Drive, Great Neck, L. I., N. Y.

2. That the owner is: Radio Daily Corp., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; and Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is: 7,119.

MARVIN KIRSCH,
Business Manager and Vice-President.
Sworn to and subscribed before me this 30th day of September, 1949.

(Seal) JEANETTE HANDIN,
Notary Public in the State of New York, Res. in Kings Co. Kings Co. Clk's No. 162, Reg. No. 226-H-O N. Y. Co. Clk's No. 460, Reg. No. 281-H-O. Commission Expires March 30, 1950.

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC UPS RATES, OTHERS TO FOLLOW

TELE TOPICS

TWO BIG NEW SHOWS bowed on CBS last Thursday night. Both were good; both could, and probably will, be better. The main fault of both was the same, writing. In both cases the material was not on a par with the performances and production. . . . Taking the two chronologically, we'll start with "The Front Page," the World Video package based on the famous Hecht-MacArthur play. A farce in the same pyrotechnic manner of its parent, the TV version began at the point the play ended, with editor Walter Burns kidnaping the future mother-in-law of star reporter Hildy Johnson to prevent Johnson from leaving his employ. There followed in rapid succession an unsuccessful attempt at assassination, a murder, the arrest of the mother-in-law for the murder, and finally another attempted assassination foiled by the two intrepid newshawks. Intermixed with these events were manifestations of Hildy's two great struggles, one with his editor and the other with his fiancée. . . . There was plenty of frenzied action, and Mark Roberts (Hildy) and John Daly (Burns) played their roles to the hilt. Daly especially milked every line, but the dialogue was not strong enough and at times it seemed to fall apart completely. . . . Produced by Donald Davis, program was directed by Franklin Heller from a script by Alvin Sapinsky.

THE SECOND SHOW, "Inside USA With Chevrolet," with a budget reportedly in the neighborhood of \$20,000, revealed a lineup of bright new talent, some excellent camera work for dance ensembles and two totally unfunny skits. One was a switch on the overworked theme of college football recruiting practices, and the other an obvious bit on the home life of a child movie star, played by Margaret O'Brien with the same lachrymose attitudes she employs in her screen tragedies. In the comedy department, Peter Lind Hayes, Jim Kirkwood and Lee Goodman were far superior to their material, while the musical portions were very ably handled by singers Mary Healy and Marion Colby and dancer Sheila Bond. . . . On the plus side was the attempt, successful for the most part, to get away from the curtain and proscenium and build the show solely for the cameras. Between-acts film clips of Hayes scooting around in a snazzy Chevy convertible will have to be changed in future installments. Dance ensembles shot the chorus of ten vertically instead of horizontally, providing effective depth and allowing very interesting movements in relation to the cameras. . . . Produced by Arthur Schwartz and directed by Sherman Marks, program featured skits by Sam Taylor, choreography by Paul Godkin, with ork conducted by Jay Blackton. Campbell-Ewald is the agency.

Tele-Set Production At New High In Aug.

Washington Bureau of RADIO DAILY Washington—A new high in TV set production was achieved in August, according to RMA figures released over the week-end. More than 200,000 home receivers were made, it was said. With RMA companies reporting 185,706 sets—a weekly average of better than 35,000 sets for the five-week period covered in the survey. An average of better than 41,500 sets per week had been reached by RMA members in March, however, with April output nearly as high. Production of other set types was also healthier than during most of the Spring and Summer. The number of FM-AM and FM-only sets went to 64,179—highest figure since March, FM bands were included on 38,790 TV sets. There was a turnout of 559,076 AM-only sets—also the highest figure since March. These totals bring the year's turnout of TV sets by RMA companies to 1,178,308, with 512,403 FM sets and AM-FM combinations and 3,934,657 AM-only sets.

'Dollar' To Buy TV

The second CBS television show to originate in Hollywood will be a mystery-adventure series titled "Yours Truly, Johnny Dollar," a radio version of which is heard on CBS Saturday night, 7-7:30 p.m. The network has not yet set a starting date for the new video show.

Switcheroo

Cincinnati — WCPO-TV became an unwitting booster for rival WLW-T last week. Astounded pedestrians witnessed the spectacle of a WCPO station wagon driving around town with a red back-bumper sign which read "Best in TV—WLW-T—Channel 4." Grinning WLW-T officials disclaimed knowledge of how come. One guess was the sign got accidentally "transplanted" at a Cincinnati Reds game being covered by both outlets.

To Air Live Drama From Streets Of N. Y.

An hour long dramatic show, aired live at 11 p.m. from the streets of New York, will bow on WNBT Oct. 25 under sponsorship of Bedford Stores, Inc., through Elliott Nonas agency. Titled "City At Midnight," program is said to be the first drama series to be presented directly on location. Initial ailer will originate at the intersection of Orchard and Rivington Streets in Manhattan's lower east side. Action will take place inside and outside a synagogue, in the hallway of an apartment house, the exterior of a religious article show, an optical store and the interior of a bar. Program is a United Productions package, produced by Lou Dahlman.

Audience Increase Lowers TV Cost Per Thousand

(Continued from Page 1) pared with a 78 per cent rise in the number of sets in these cities. In a letter to agencies and advertisers explaining the new rates, all of which are effective Nov. 1, Harry C. Kopf, NBC veepee in charge of sales, said that at the new rates, the NBC inter-connected web "will deliver nearly four times as many television homes and at a cost per thousand 26 per cent less than one year ago—a decline in cost per thousand unmatched by any other advertising medium." Kopf continued: "In the past year, the interconnected network alone has grown from 14 to 25 stations and the available television audience from 603,000 to 2,225,000 families. By April 30, 1950, the audience will number over 3,000,000 families." During the two-year period from November, 1947 to November, 1949, the cost per thousand on the NBC interconnected network, it was pointed out, will have dropped 50 per cent. Current advertisers and those placing orders accepted before Nov. 1 will be protected at old rates through April 30, 1950. New rates for the 22 stations follow:

Station	Rate
Interconnected	
WBZ-TV Boston	\$ 750.00
WRGB Schenectady	325.00
WPTZ Philadelphia	1,000.00
WBAL-TV Baltimore	550.00
WNBW Washington	500.00
WNYH New York	2,000.00
WTVF Richmond	250.00
WBEN-TV Buffalo	325.00
WXBK Cleveland	600.00
WSFD-TV Toledo	300.00
WWJ-TV Detroit	600.00
WNBQ Chicago	1,000.00
WTMJ-TV Milwaukee	350.00
KSD-TV St. Louis	425.00
WGAL-TV Lancaster	200.00
WLWT Cincinnati	350.00
WDEL-TV Wilmington	200.00
Non-interconnected	
WSB-TV Atlanta	250.00
WBAP-TV Fort Worth	250.00
KNBH Los Angeles	900.00
KSTP-TV Minneapolis	325.00
WBTV Charlotte	175.00

The Week In Television

Commission Begins Hearings On Color. UHF

The FCC hearings on color and UHF got under way in Washington, with the question of polychrome in the spotlight throughout the week. RMA and JTAC urged that black-and-white be reaffirmed as standard, but with the door to color left open. Their opinion was that no system of color has been proved ready for commercial use and they advised extensive field tests and experimentation before the adoption of polychrome standards. DuMont also supported monochrome and urged that comparative tests between black-and-white and color be made as part of the hearings. RCA asked authorization of color on both UHF and VHF bands, and estimated that converters would cost from \$125 to \$175, with color sets ranging from \$400 to \$1,000. CBS unveiled a small hand-sized converter which might cost no more than \$5. . . . DuMont opened "the world's largest and most modern television assembly plant" in East Paterson, N. J. Capacity of the factory, it was said, is one set every 22 seconds. . . . Conferences between the AAAA and SAG and SEG to discuss union organization in the video field opened in New York. . . . R. J. Reynolds placed on CBS a new mystery series, "Man Against Crime," starring Ralph Bellamy, to begin Oct. 7. . . . ASCAP extended its TV agreement to Oct. 15 pending definite agreement on use of music on a per program basis.

Sennett Reels Withdrawn As Result Of H. D. Suit

NBC has withdrawn all Mack Sennett comedies from participation in its "Howdy Doody" program pending settlement of the suit filed last week by Joseph Balabar, owner of the Canadian rights to the pictures. Plaintiff maintains that television receivers in the Dominion pick up the domestic broadcasts and violates his agreement with the network which involves only the latter rights.

Researcher Ponders Future Of AM-TV

(Continued from Page 1)

addition—perhaps, a virtually irrelevant backdrop," he said. "It might be an advertising message. It could be something that the viewer doesn't have to watch but can still get the course of developments from the spoken word."

While guessing that the eventual demise of radio as such is "inevitable," Deckinger predicted that this remains "a long way off." On this subject he said: "I have a pretty good hunch that radio, on a cost basis, is going to be able to hold its head, in a national way, pretty high for some time to come. And don't forget this, either. Most people believe that radio is a tremendously efficient mass medium for reaching people. I would wonder if it isn't true that the cost of reaching people by radio could be doubled and radio could still be efficient as against, say, newspapers or magazines or billboards, or some other medium."

Approves Simulcasts

Later he countered this speculation by adding: "... I believe that radio before too long will be unable to support very expensive radio properties, unless the cost of radio comes down—or unless a part of that cost is diverted over to a charge, in a bookkeeping way, against television. . . . I think that this will partly be handled by ingenious solutions to the question of simultaneous broadcasting and telecasting. If I can charge part of the cost of Jack Benny against both radio and television then I've got a solution to the question of how to finance Jack Benny for both television and radio."

He concluded: "So I think that part of the 'what-ifs' of which we've been speaking is a new pattern for television and radio which blends the two together."

Baseball Sponsors Renew For '50 Season On WORD

Spartanburg, S. C.—Before 1949 baseball season in the Tri-State League ended, WORD and WDXY, FM affiliate, renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Company, The Aug. W. Smith Department Store, Cudd and Coan Insurance Company and the White Dot Grocery Stores.

As a part of a package sale, the sponsors of baseball received a year-round program on WORD and WDXY. The package price was in excess of \$20,000, which was the largest radio advertising contract ever negotiated in Spartanburg.

All four sponsors renewed for the 1950 season on the same terms of their 1949 contract.

★ THE WEEK IN RADIO ★

Beer Sponsors Show Sharp Rise

By AL JAEGBIN

BREWERS and their distributors throughout the country have more than tripled their use of radio and television over that of previous years, thus compensating in large measure for the loss of revenue resulting by the decision of the major networks to ban liquor commercials, it was indicated in a RADIO DAILY survey. The poll of brewers and their agencies showed an awareness by the beer industry of the fact that home consumers constitute "the most rapidly expanding beer market."

The Publishers Information Bureau released a new set of figures of billings on the four major networks for the month of July, totalling \$12,090,579, and for the first seven months of this year, amounting to \$112,862,890. NBC led the list for the first seven months with \$37,873,390, followed closely by CBS with \$37,323,652. . . . ABC increased its revenue during the week with the signing of a contract with William R. Warner & Co., Inc., involving more than one million dollars in time charges and services, for sponsorship of Walter Winchell, beginning Jan. 1. . . . Additional revenue will come to Mutual also from the Benrus Watch Co. which contracted for spots before each World Series game. . . . NBC was dickering separately with Pennsylvania Railroad, American Airlines, Veterans of Foreign Wars and the Penicillin Corp., for sponsorship of the newly-acquired "American Forum of the Air" on both NBC radio and television nets. . . . The Club Aluminum Products Co. renewed for the fifth consecutive year its sponsorship of "Club Time" over ABC, Tuesdays, 10:45-11 a.m., EST. . . . Pabst Blue Ribbon Beer has picked up the tab on 12 New York giants pro football games over WMGM, New York. . . . WHLI, Hempstead, N. Y., reported eleven 52-week contracts for programs and one deal for hourly time signals, representing combined gross billings of \$60,000.

The Republican Liberal Fusion Party will sponsor a series of broadcasts in behalf of candidates for Mayor, Comptroller and City Council President, over four New York City stations: WNBC, WJZ, WOR and WMCA. . . . The Independent Citizens' Committee for the Election of Herbert Lehman, a Democrat, for the U. S. Senate will sponsor a series of 15-minute broadcasts over a statewide CBS network.

"America's Town Meeting of the Air," which represents a sizeable chunk of income to Town Hall, Inc., may become a free agent when its current contract with ABC expires on Dec. 31, according to trade rumors, because the co-op program reportedly has not been paying off to the network. . . . A network of 14 FM stations in Pennsylvania, New York, West Virginia and Ohio on Saturday began carrying the play-by-play broadcasts of the Duquesne

University football games. . . . The football games of the University of Michigan will be carried by a network of nine AM and five FM stations throughout the state of Michigan.

Because of what was described as "pressing financial circumstances," Kermit-Raymond Corp. and Transcription Broadcasting System, Inc., joint package producers, called a creditors' meeting. . . . Two district meetings of the NAB had to be changed because of conflicting hotel schedules. District No. 3 meeting will be held at the Skytop Lodge, Skytop, Pa., Oct. 26-27. District No. 2 meeting will be held at the Berkeley-Carteret, Asbury Park, N. J., Nov. 3-4. . . . William B. Quarton of WMT, Cedar Rapids, Ia., advised broadcasters attending the NAB's 10th District Meeting at Des Moines to watch the Government for possible attempts to restrict freedom of radio. As one precaution, he emphasized the need for a strong industry trade organization. . . . One industry organization, the Institute of Radio Engineers, announced the formation of a Professional Group of Quality Control, to be headed by R. F. Rollman of Allen B. Du Mont Laboratories, Inc. . . . The subject of government regulations came up at a meeting of the Northmont Lions Club in Montreal. T. J. Allard, general manager of the Canadian Association of Broadcasters, charged that the CBC was "complainant, prosecutor, judge, jury and hangman all in one operation." . . . Industry observers who returned to Washington from the Quebec NARBA conference indicated a strong possibility that the United States may have to share about 10 clear channels in acquiescence to Cuba.

The FCC turned down the bid by WCAR, Pontiac, Mich., to move into Detroit. . . . The Commission also refused the bid of the United Automobile Workers, CIO, for a station in Detroit. . . . An okay, however, was registered by the Commission on the application by the Coast Radio Broadcasting Corp. for a new five-kw daytimer in Los Angeles. . . . The FCC bypassed the Radio Features, Inc., case on giveaways in Chicago and decided to concentrate its fight for the edict in the New York court test with ABC, NBC and CBS.

Another division of the Avco Manufacturing Corp. which figured in the week's news developments was the one engaged in manufacturing. Avco's Crosley Division announced a giant \$2,000,000 "give-away" contest to spur the sale of its newest products. . . . In another effort to acquaint the public with radio and television, especially the current FCC hearings on TV, the RMA engaged a corps of publicists (Selvage & Lee, Inc.) to assist the radio and television industry in the job.

M-G-M Attractions On WMGM Oct. 10

(Continued from Page 1)

Radio Attractions series, "The Story of Dr. Kildare," debuts with Lew Ayres and Lionel Barrymore starring. This show will be heard each Wednesday, 7:30-8 p.m. On Friday, Oct. 14, WMGM will present the first in a series of full-hour productions of hit films, first of which will be "Vacation From Marriage," starring Deborah Kerr and Ivor Francis, 7:30-8:30 p.m.

Also starting next Monday, Oct. 10, is Paula Stone's "Hollywood, USA," which will be aired Monday through Friday, 12-12:15 p.m. It will be transcribed in Hollywood.

New WLIB Owners Aim At Special Audiences

(Continued from Page 1)

tion held at the station for Mrs. Schiff and the WLIB staff.

Novik and his brother, Harry, a Stamford, Conn. retailer, own 65 per cent of the stock. Samuel H. Hains, a CPA, owns 20 per cent, and Norman B. Furman, of the advertising firm of Furman, Feiner & Co., owns 15 per cent. Morris Novik, as spokesman for the new owners, said that no staff changes are contemplated.

Mrs. Schiff said, in reply to a question, that if and when she disposes of her Los Angeles and San Francisco stations, which are for sale, she will be out of radio to stay. Her duties as publisher of The New York Post leave her no time for other business interests, she said.

In line with Morris Novik's plans to give Negroes a greater voice in New York radio, especially on his newly acquired station, WLIB, the station on Friday broadcast the 40th Anniversary meeting of the founding of the National Assn. for the Advancement of Colored People, 8 p.m.

Speakers on the half-hour broadcast were Mayor William O'Dwyer and Roy Wilkins, acting national secretary of the organization. The program originated from City College of New York.

Buys WSNY Football Sked

The Schenectady Works of G. E. have purchased sponsorship of WSNY's twelve game football schedule, made up of leading Union College and area High School games. General Electric previously sponsored the entire play-by-play baseball schedule of the Schenectady Blue Jays over WSNY during the 1948 season.

CBS V.-P. Is Guest

Hubbell Robinson Jr., CBS vice-president and director of programs, appeared as a guest-expert Friday night on the "You and Humor" program over CBS. Robinson gave his views on radio humor in an interview with Dwight Cooke, the show's host.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 2

NEW YORK, TUESDAY, OCTOBER 4, 1949

TEN CENTS

'SERIES' DOMINATES RADIO-TV SCENE

Probe Plane Crash That Killed Clark

The Civil Aeronautics Board has begun an investigation of a plane crash in downtown Los Angeles Saturday night that took the life of singing star Buddy Clark and seriously injured two NBC coast executives.

Clark, who was 38, died in a hospital an hour after the accident. Jennings Pierce, head of station relations for NBC's western division, sustained a cerebral concussion and other injuries. Frank Berend,

(Continued on Page 6)

Adair Program Director For Mutual's Coast Web

West Coast Bureau of RADIO DAILY
Hollywood—J. Carlton Adair has been named program director for western regional network of Mutual, effective immediately. Announcement was made by Willet H. Brown, president.

Adair succeeds Charles Bulotti, Jr., who has been program director for last three years and has been associated with Don Lee for last 10 years. Adair joined Don Lee

(Continued on Page 2)

Ludens Takes ¼ Hr. On "Sing It Again"

The tab on the 10:45-11 p.m. segment of CBS' "Sing It Again" program has been picked up by Ludens, Inc., to bring the total sponsorship on the hour-long show to one-half hour, effective Nov. 26.

Carter Products, Inc., began sponsorship of the 10:30-10:45 p.m. period on Oct. 1. The agency is J. M. Mathes, Inc.

Pioneer

Boston—W. Gordon Swan, WBZ-WBZA program manager yesterday celebrated his 25th year with the Westinghouse outlet here. Swan first became associated with WBZ as an announcer when that station was first located in Springfield, Mass. He later was named traffic manager, and in 1941 was appointed WBZ program manager.

Endurance B'dcaster Ends State Fair Vigil

Trenton, N. J.—After one hundred seventy-three hours, seventeen and one-half minutes of continuous broadcast performance from the mobile studio of station WTTM at the New Jersey State Fair in Trenton, Ernest Kovacs, special events director of the radio station surrendered the microphone at 1:20 p.m. Sunday. Kovacs began his marathon broadcast at 11 a.m. Sunday, Sept. 25.

The radio announcer had daily physical examinations and finished his sleepless tour with a loss of only ten pounds in weight due to special diet and prescribed exercises. He revealed yesterday, he had not resorted to benzedrine to keep him awake, as numerous reports had ventured. Kovacs and his wife left the city yesterday for a two week vacation at an undisclosed resort hotel. Kovacs said besides catching up on lost sleep, he will devote some thought on what feat he will perform at next year's New Jersey State Fair. He also stated he doubts if his record of one hundred seventy-three hours, seventeen and one-half minutes of continued broadcast work will be broken—and he is certain that it will never be broken by him.

Alabama Broadcasters Will Meet October 6-7

Tuscaloosa, Ala. — The Alabama Broadcasters Assn. will hold its fall meeting on the University of Alabama campus here Oct. 6 and 7. Mrs. Wilhelmina Doss, of WJRD, Tusca-

(Continued on Page 6)

NAB District 13 Convenes, Talks Sales With Mitchell

Dallas, Tex. — Clyde Rembert, general manager of KRLD, Dallas, and district director of the NAB District 13, called to order another "off the record" NAB session yesterday in the Hotel Adolphus.

The highlights of the two-day agenda were to include a preview of the BMB Study No. 2, by Dr. Kenneth Baker, NAB director of research, a luncheon address by Judge Justin L. Miller, president of

AM-Radio And Television Staffs Ready For Yankee-Dodgers Opening In New York Tomorrow

By AL "DODGER" JAEGBIN and IRV "YANKEE" MARDER

With 740 radio stations carrying the proceedings to all points of the globe and fifty-odd television stations in the United States presenting sight and sound coverage, the 1949 World Series' baseball games between the New York Yankees and the Brooklyn Dodgers will get under way tomorrow at the Yankee Stadium, with 72 of the stations CBC outlets.

Indicative of the Series interest is the report that television dealers in cities served by video stations report heavy sales and a scarcity of the name table model receivers. Likewise radio receiver sales have been stepped up and the demand for portable and table model sets have exceeded expectations.

Gillette Safety Razor Co. will sponsor the Series on both radio and TV, the 11th time on the Mutual Broadcasting System's radio network. Included in the sponsored programs

will be the MBS network of 520 stations; the Canadian Broadcasting Corp.; the Cuba Network; the Aloha Network in Hawaii, including Mutual's affiliate, KHON, in Honolulu; the Mexican Network; stations in

(Continued on Page 7)

Quiz Show Format Revised For Don Lee

West Coast Bureau of RADIO DAILY
Hollywood—"Tello-Test," the radio-telephone quiz program that recently received nationwide publicity by serving as a test case under the proposed giveaway ban by the FCC, was launched in a revised version on the full Don Lee network, yesterday, 6:30-6:45 p.m. The show will be heard five times weekly.

The program, one of the oldest quiz shows in radio, made its debut in Chicago some ten years ago. Under the original format, people

(Continued on Page 2)

Chicago FM Stations Will Buy Listings

Chicago—Ralph J. Wood, Jr., president of the FM Broadcasters of Chicagoland, announced that FM stations affiliated with this organization have voted to institute a space-buying campaign in the daily newspapers listing special and sports events which can be heard over local FM outlets.

Present plans call for a once-a- (Continued on Page 2)

Public Service

Three Philadelphia television stations—WFIL-TV, WCAU-TV and WPTZ will combine their facilities in behalf of the Community Chest to present a half-hour solicitor training program on Sunday, October 16. Program will be heard from 6:00 to 6:30 p.m., and will be produced in the studios of WFIL. Later kinescope recordings will be offered.

NAB, a sales session stressing methods of increasing radio's share of the advertising dollar, and station operation costs.

Most popular general interest was focussed on the sales session, occupying the entire first day agenda, presented by Maurice B. Mitchell, director of BAB, with a straight-from-the-shoulder pitch of the sales problem—both national and local—

(Continued on Page 8)



Vol. 49, No. 2 Tues., Oct. 4, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlohesa Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.

360 No. Michigan Ave. Phone: Randolph 6-6650

Phone: Riverside 5491

SOUTHWEST BUREAU

Tower Girard, Manager

Tower Petroleum Bldg., Dallas, Texas

Phone: Riverside 3518-9

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

FINANCIAL

(October 3)

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, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Nat. Union Radio. 2 3/4 2 1/2 2 1/2 - 3/8

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WJR (Detroit).

Quiz Program Format Revised For Don Lee

(Continued from Page 1)

were called and asked to answer a jackpot question. The jackpot question carried over an indeterminate number of broadcasts until it was correctly answered.

The recent FCC regulations banning certain giveaways as lotteries would have affected "Tello-Test" only because of this jackpot question carry-over feature. The Commission felt that a giveaway program would be considered illegal if aid to answering the question correctly is given on a program broadcast over the station; and that the broadcasting of the question on a previous program would be considered as such aid. At any rate, "Tello-Test" was granted in injunction and remains on the air in the East under the original format.

Don Lee officials asked for a change in format in order to comply with all Commission requirements. Conferences between Donn Tatum, Don Lee vice-president and general counsel, and Walter Schwimmer, president of Radio Features, Inc.—owners of "Tello-Test" package, cleared up all differences. In the Don Lee version of the quiz program, the "carry over" objection will be eliminated by utilizing a different jackpot question for each broadcast. If no one called answers correctly during a single show, the announcer will tell listeners the answer. The jackpot will continue to grow, but a new question will be used on the following broadcast.

Pre-series Programs Set By Mutual Network

MBS' 520 affiliates have scheduled a special half-hour "World Series Preview," today, 9 a.m., EST, originating from the hotel suite of Baseball Commissioner Albert B. Chandler. Participating on the show will be Casey Stengel, Yankee manager; Burt Shotton, Dodger manager, and Joseph P. Spang, Jr., president of the Gillette Safety Razor Co. AFRS plans to short-wave a recording of this show tomorrow in the event of a postponement of the Series' opener.

Another MBS show, "Knothole Gang World Series Preview," will be carried this afternoon on 460 affiliates during the last quarter of Mutual's "Bob Poole Show," 3-4 p.m., EST. Participants include "Rabbit" Maranville, former short-stop of the world champion 1914 Boston Braves; Don King, captain of the Boys Town, Nebraska, Baseball Team, and Ray Herrera, captain of the National Championship Junior American Legion Baseball Team of 1949.

Karl Nelson Named

Toledo—Karl Nelson, program-production director of WTOL, has been elected to a two-year term as director and second vice-president of the Toledo Advertising Club.

Chicago's FM Stations To Purchase Listings

(Continued from Page 1)

week spot on the radio pages of Chicago daily newspapers. Football games, basketball games, lectures, and live musical events would be included in the paid listings.

In addition, brochures outlining all major events and programs to be broadcast over local FM stations this season will be printed and mailed to listeners. They will also be distributed by FM set manufacturers to retail radio stores, Wood said.

WABF Opera Series

WABF (FM), New York, will broadcast a series of rarely-heard 18th century operas on Wednesday evenings starting Oct. 12. The operas will be performed by the Hunter College Opera Workshop, and will originate from the Hunter College Playhouse. All will be sung in English.

Renew McNeill Program

Chicago—Swift & Company, thru the J. Walter Thompson agency, has signed a 52-week renewal contract, effective Monday, October 24, to continue its half-hour sponsorship from 8:15 a.m. of Don McNeill's Breakfast Club. This renewal covers the Monday through Friday broadcasts over 270 ABC stations.

COMING and GOING

TOMAS MUNIZ, president of Puerto Rican Broadcasters Assn. and general manager of WJAC, San Juan, arrived in New York yesterday on business. He'll be here for a week.

MERLE S. JONES, recently named general manager of the Columbia Pacific Network and KNX, the CBS O&O station in Los Angeles, has arrived on the West Coast to take over his new duties.

PAUL MOWREY, national director of television for the American network, is back at ABC headquarters in New York following an extended business trip to the West Coast.

HOWARD LANE, general manager of KOIN, Portland, Ore., left yesterday for the Coast following a few days in New York.

JACK ZERBE, general manager of WKAQ, San Juan, P. R., has arrived in New York on business.

PHIL ALAMPI, farm news editor of WJZ, is in Harrisburg, Pa., where he is attending the Northeastern Poultry Producers Council Exposition.

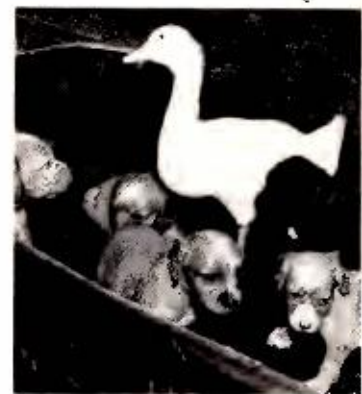
LLOYD BROWNFIELD, director of press information for KNX, Los Angeles, is in New York for a 10-day visit.

HARRY WISMER and JIM GIBBONS, American network sportscasters, will head late this week for Ann Arbor, Mich., where on Saturday they'll broadcast the Army-Michigan football game. Sponsor will be the U. S. Army and U. S. Air Force recruiting service.

J. E. BUSBY, manager of WKRG, Mobile, Ala., is in town for conferences at CBS, with which the station is affiliated.

A. A. WARD, vice-president of Altac Service, is in New York from the West Coast.

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.



W-I-T-H BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Adair Program Director For Mutual's Coast Web

(Continued from Page 1)

about a year ago as sales service manager and a month ago was promoted to head the newly-created department as manager of program service department. Prior to joining Don Lee, he had his own agency, and was at one time vice-president of Raymond R. Morgan Company in Hollywood.

Returning To CBS Web

"Lum and Abner," absent from the airwaves for the past several months, will return to the CBS network, Saturday, Oct. 22. Program originating in Hollywood will be aired 7:00-7:30 p.m., EST.



Plenty of VITAMIN "SEE" in Cincinnati (Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use (12 Noon—12 Midnight)

City	August 1-7	July
CINCINNATI	30.4%	23.7%
New York	21.8	20.8
Philadelphia	21.7	19.5
Chicago	20.1	18.9

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

* RUTH LYONS Mid-West's
Greatest Showman



TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation

CHICAGO

By HAL TATE

THE Chicago Cubs may be in last place as far as the National League is concerned, but on the air, the team and their No. 1 fan, announcer Bert Wilson, rank first! June-July Hooperatings for Chicago showed the top-rated period to be 11.6 on WIND, during the Cubs' baseball games at 2:30 p.m. Sundays. The July-August Hooperatings again indicated the Cubs, and WIND, to be in first place with a rating of 11.3 for the 2:30 p.m. Sunday time. In addition, the Hooper survey shows that the first five high-rated periods on Sunday are all Cubs broadcasts on WIND.

Lon Saxon, WBBM singing star who has been heard on many local programs, joined the cast of melody-makers heard over CBS' "Music For You" program Sunday, October 2. In addition to several solos, he sang a duet with Elaine Rodgers, who also sings with the Meadow-Larks, the "Music For You" featured vocal quartet. Caesar Petrillo directs the orchestra, and the show is written and produced by Skee Wolff.

Cyril B. Janicki, director of The Little Theater Company, has really come up with something—a professional training school for young actors between the ages of 6 and 20. That the training is more than adequate is proven by the fact that many of the Little Theatre members are active in modeling, radio and television in Chicago, and quite a few have recently appeared in Coronet, Jam Handy, Atlas and Wilding films.

Subject of a picture spread in the October 2 issue of Parade Magazine is not, as one might expect, Publicist Maraleita Dutton, but her black Cocker Spaniel, "D.J.," a professional model.



California Commentary . . .

● ● ● IT IS ESTIMATED that 15,000,000 people tune in on the weekly adventures of Dr. Christian, which has been on the air continuously for more than 12 years. . . . that's a lot of "patients." . . . Ronald C. Oxford, for the past two years head of KFI-TV's programming, has resigned effective November 1 to devote his

Hollywood

time to the development of programs for network and kinescope release. He will be succeeded by Kenneth Higgins, for the past few months executive producer for KFI-TV. . . . Dick Haymes in huddles with the Ward Wheelock Agency execs on the "Club 15" show's progress. . . . Fibber McGee and Molly, who are Jim and Marian Jordan in private life, are entertaining as houseguests their son, Jim, Jr., and his bride, actress Peggy Knudson. Jim Jr. is on the NBC television staff in New York. . . . The NBC Page Boys threw a party the other day celebrating the return to NBC of Gordon MacRae, former NBC page, now star of "The Railroad Hour," and a how-do-you-do cocktail affair was tossed last week to introduce Bob Hawk, the Lemac Man, to Hollywood.



● ● ● A PREVIEW SHOWING of the new television version of "The Life of Riley" was held last week at NBC. This is the first major Hollywood radio program to go on television, and the first production in show business history to be on radio and television. . . . Jo Richey of KECA's Continuity Acceptance Department, has moved to TV center, where she will do Literary Rights work and assist in clearance of film and TV scripts. . . . After months of musical drought, the Mark Warnow Music Company, headed by the Hit Parade maestro, now has a tune heading for the selfsame Hit Parade. It's "The Big Go Bye," and will soon be heard on Holiday Records performed by Larry Neill and the Black Smith Trio. . . . Beverly Wills of CBS' "Junior Miss" claims to have the best comedy teacher in the business, her mother, CBS "Leave It to Joan" star Joan Davis. . . . Walter O'Keefe and the "Double or Nothing" cast returned to Hollywood last week after spending three days in Tucson, Arizona, where the show was broadcast from the newly-erected Westerner hotel. . . . Air America, Inc. has picked up the tab on Bill Symes' "All America Scoreboard." Symes' sportscast immediately follows the KHJ broadcast of Pacific Coast Conference football on Saturdays. . . . Edward Arnold, ABC's "Mr. President," is in St. Paul, Minnesota, to attend the American Federation of Labor convention, returning here October 9. . . .



● ● ● BOB McANDREWS, managing director of Southern California Broadcasters Ass'n, will address American Hotel Association annual national convention at Fairmont Hotel, San Francisco, October 7 on potentialities of broadcast advertising for the hotel industry. . . . George E. Ledell, Jr., KFI-TV sales executive, is the father of a six pound twelve ounce girl, Patricia Ann, born September 25. . . . A new guessing game called "Name the Dance" was introduced by Frank Veloz on "The Veloz Show" over KNBH and immediately caught on so well it will be added as a regular part of the show. Veloz and his partner demonstrate a dance, without music, giving oral clues, then televiewers are invited to phone in and name the dance. . . . Since CBS' "Amos n' Andy" made their radio debut, the world has seen the advent of sound and color movies, television and radar.

New Books

About Radio Advertising

An analysis of more than \$50,000,000 worth of sponsor participation programs, based on a survey of 260 stations, and suggestions to advertisers on how to make radio budgets pay off are illustrated by graphs and charts in a new book, "Successful Radio Advertising with Sponsor Participation Programs," by Robert I. Garver, account executive at Lynn Baker, Inc.

The 321 pages of data and text, published by Prentice-Hall, Inc., are broken down into three main parts: Most popular participation programs, Selecting a program and A national survey of participation programs. The exhaustive analysis of programs ranges from the effectiveness of certain types of shows in selling particular kinds of products to comparisons between time rates and methods of obtaining audience reaction measurements.

One of the most valuable sections of the book for radio and advertising executives is that dealing with the results of the survey. That section, plus Appendix 1 and Appendix 2, makes up the greater part of the entire book. In it are statistics on the length of participations, variations between stations of different wattages, the number of times such shows are broadcast per week and at what hours of the day, the maximum number of commercials allowed and their individual lengths, a breakdown of types of shows into such classifications as music, live or transcribed. Still other charts illustrate the annual mail response to shows, rates charged by stations of various wattage, and discounts allowed.

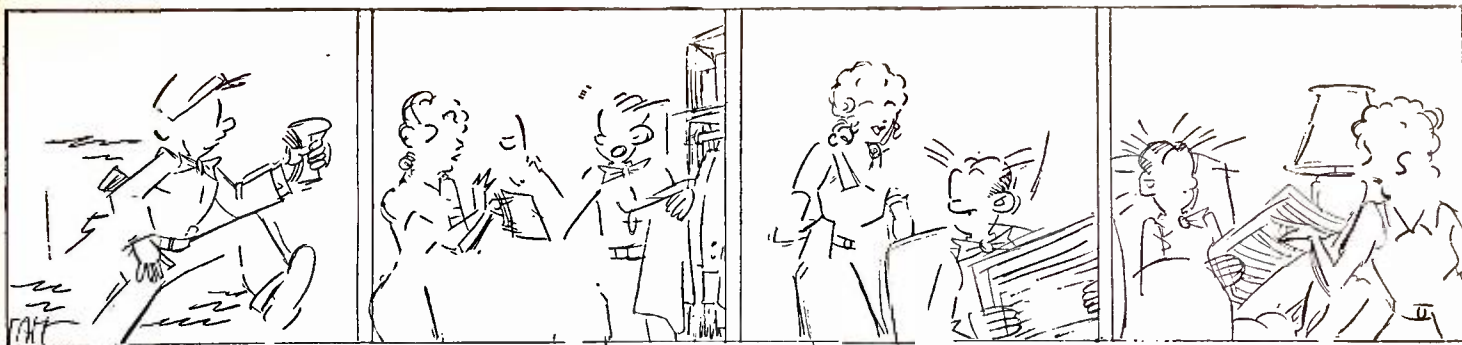
In order to present an over-all picture of the types of advertisers using participation programs, the author listed in Appendix 1 a representative group of sponsors. Appendix 2 consists of a geographical listing of participation programs broadcast in all states of this country (except Wyoming), District of Columbia and the Territory of Hawaii. A.J.

'Straight Arrow' Cited On Floor Of Senate

Washington — Senator Dennis Chavez of New Mexico inserted in the Congressional Record a commendation for MBS' "Straight Arrow" show for its production of a half-hour American Indian Day salute.

In his Friday morning commendation, contained in a speech of several hundred words, Chavez said: "One of the finest tributes that can be paid to the Indian was the radio program arranged by the Mutual Broadcasting System in conjunction with the nationwide Citizens Committee of the National Congress of American Indians and designed to spotlight the cultural aspects of Indian life."

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



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP . . .

that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set

aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

Probe Plane Crash That Killed Clark

(Continued from Page 1)

NBC western division sales manager, suffered a fractured left arm. Sportscaster Frank Hayes escaped with bruises when the plane, a small Cessna chartered for the trip to and from the Stanford-Michigan football game at Palo Alto, suddenly ran out of gas and hurtled to the ground.

Clark, a radio and record headliner for many years, was born in Boston, where he studied law. He began his theatrical career as a band vocalist, singing with Benny Goodman, Wayne King, Lud Gluskin, Raymond Paige, and Mark Warnow. From 1936 to 1939 he starred in the "Hit Parade" broadcast series. He appeared in several other radio shows, including Armour's "Treet Time," and did many guest spots. He also was the "ghost voice" for non-singing stars in several films. He joined the Army in 1942 and served until December, 1945.

Clark's last radio assignment was as star-emcee of the Carnation "Contented Hour" on NBC. He was to have begun a new Carnation series on CBS last Sunday night. He leaves his wife, Nedra, a daughter, Penny, six, and two children by a former marriage.

Thayer Leaving V. Of A. For Another State Post

Paris—Charles Thayer, outgoing director of the Voice of America, arrived here over the week-end on official U. S. State Department business and plans to leave shortly for London.

Thayer, whose new assignment has not yet been announced, will return to New York about Oct. 12. His New York office personnel plan a farewell party for him on Oct. 14.

Thayer will be succeeded by another career diplomat, Foy D. Kohler, as director of the Voice of America in the early part of November. Kohler, also on regular foreign service for the State Dept., returned several months ago from Moscow where he was counselor and first secretary at the American embassy. He is now in New York familiarizing himself with the operations of the V of A.

Caribbean Analyst

Buck Canel, the No. 1 sportscaster of the Caribbean area, arrived from San Juan, Puerto Rico, yesterday to cover the World Series for WIAC under the sponsorship of Don Q rum. Canel will have Louis Olmo, Puerto Rican outfielder, with the Dodgers team as a guest on his pre-series broadcast to the Caribbean area tonight.

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 Peatman, Director. Survey Week of September 23-29, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Don't Cry, Joe.....	Harms
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Homework.....	Berlin
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
li You Ever Fall in Love Again.....	J. I. Robbins
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Katrina.....	E. H. Morris
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Maybe It's Because.....	B-V-C
Over The Hillside.....	Dreyer
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Too Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Wedding of Lilli Marlene.....	Leeds
(Where Are You) Now That I Need You.....	Famous
Who Do You Know In Heaven.....	Robbins
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Porgie

Second Group

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
And It Still Goes.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Baby It's Cold Outside.....	E. H. Morris
Dime A Dozen.....	E. H. Morris
How It Lies, How It Lies, How It Lies.....	E. H. Morris
I Can't Believe It.....	Claremont
I Don't See Me In Your Eyes Anymore.....	Laurel
I Know I Know I Know.....	Robbins
I Wish I Had A Record.....	Crawford
In Santiago By The Sea.....	Life Music
Lover's Gold.....	Oxford
Make Believe (You Are Glad When You're Sorry).....	B-V-C
My One My Only My All.....	Paramount
Now Now Now Is The Time.....	Fremart
Riders In The Sky.....	E. H. Morris
So In Love.....	T. B. Harms
Song Of Surrender.....	Paramount
Through A Long And Sleepless Night.....	Miller
Twilight.....	Ben Bloom
Why Fall In Love With A Stranger.....	Campbell

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Ala. Broadcasters To Meet Oct. 6-7

(Continued from Page 1)

loosa, and Bert Bank, of WTBC Tuscaloosa, are co-chairmen of the convention committee.

A luncheon session on the opening day will feature a talk by Easton C. Woolley, director of NBC's stations department, on "Radio 1949 and in the 50's." During the afternoon session, starting at 2:30, Howard E. Pill, of WSFA, Montgomery, president of the Alabama Broadcasters Assn., will preside over a discussion of "Selling Radio in a Buyer's Market." Jim Reese, of WWVB, Jasper, will act as moderator.

At a banquet to be held Thursday night at 6 p.m., Charles A. Fell, managing editor of the Birmingham News-Age-Herald, will speak on "Radio and the News."

Friday's sessions begin at 9:30 a.m. with a discussion of how "Good Programming Puts Money in the Bank," moderated by Lionel Baxter, of WAPI, Birmingham. The luncheon speaker is Frank M. Headley, of Headley-Reed Co., president of the NARSR, whose topic is "Radio Has Grown Up." The afternoon session is divided into three parts: "The NAB At Work," by Allen M. Woodall, of WDAK, Columbus, Ga.; "Report on BMB," by Kenneth Baker, acting president of BMB; "How To Turn People Into Customers," a showing of the NAB film of that title by Maurice Mitchell, of the Broadcast Advertising Bureau.

A junket to the Alabama-Duquesne football game at Denny Stadium next Friday night will top off the conclave.

Returning To NBC

Dean Martin and Jerry Lewis, after a two-week's vacation, will return with their NBC comedy show Friday at 8:00 p.m., EST, beginning Oct. 7. "The Martin and Lewis Show" was formerly heard on Tuesdays at 9:00 p.m., EDT.

**NEED RECORDING
TAPE IN A HURRY?**

For emergency use, we will rush-ship (by Air if outside N. Y. area) up to 20 reels from our New York stock at prices listed for such quantities.

**CALL
OR WRITE**

today for complete Recording Tape price list and a Free supply of Program Identification Labels.

AUDIO & VIDEO PRODUCTS CORP.
1650 BROADWAY, N. Y. 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

WORLD SERIES IN TV SPOTLIGHT

TELE TOPICS

THE YANKEES and the Dodgers did the TV industry a great favor Sunday when they clinched the pennants in their respective leagues and made it a Subway World's Series. . . . It was most accommodating because the networks have the physical setup at both Yankee Stadium and Ebbets Field to televise the Series and plenty of manpower on hand to make the pool telecasts a success.

WHILE ON THE SUBJECT of televising the World's Series it might not be amiss to suggest to the TV announcers that they confine their reporting to the players and the play by play account of each game. One announcer, who has a habit of saying "How About That," seemed overly emotional in his reporting of the Yankees' final game with Boston. After all the viewer is an eye witness to the proceeding and wants only to be filled in on what is transpiring before him.

SIGNING OF FIVE more shows has been announced by WOR-TV, bringing to ten the station's initial program lineup. The new shows are "Road To Success," "Apartment 3C," "Hazel Shermet," "What Happens Now?" and "Toon A-Vision." The first-named offering is a "practical inventors' show," which will present on its premiere a man who manufactures gold, it says here, for fifty cents a pound; also the inventor of a car that runs on distilled water.

WAAM, BALTIMORE, has inked five new contracts: Gunther Brewing Co., for "Football Preview," 15 minutes preceding the Notre Dame games, through Ruthrauff & Ryan; Hanline Brothers, for Hanline Paints, through Cahn-Miller Agency; Minnesota Mining & Mfg. Co. (Scotch Tape) through BBD&O, and Schleisner Co. (department store) through Kal, Ehrlich & Merrick. . . . WGN-TV, Chicago, has sold the Monday night boxing card at Marigold Gardens to the Peter Hand Brewery Co. for Meister Brau Beer, through BBD&O; one-minute film spots to the Culligan Soft Water Service, through Frederick, Franz & McCowen, and one-minute spots to the Ambrosia Brewing Co., for 52 weeks through the Malcolm-Howard Advertising Co.

A SPECIAL Chicago telecast featuring the "Toy Fair" at Marshall Field & Company will be seen on WGN-TV, Wednesday, October 6, from 7:30 to 8:00 p.m. The telecast, which will also be entitled "Toy Fair," will originate from the WGN-TV studios, but the set will be a replica of the specially decorated toy department at Field's.

Fifty-two Stations Will Be Linked Together For Network Pool Telecast Of World Series; All Will Carry The Gillette Courtesy Credits

(Continued from Page 1)

Alaska, Puerto Rico and South America, and unaffiliated stations from coast to coast in this country. The broadcast scheduled by the Armed Forces Radio Service will be sans commercials.

The domestic and shortwave broadcasts begin at 12:45 p.m., EST, with the play-by-play reports scheduled to start at 1 p.m., EST, Wednesday through Saturday. The Sunday broadcast, if there is no clean sweep by either the Dodgers or the Yankees, will begin at 1:45 p.m. with the actual game scheduled to start at 2:05 p.m., EST. The AFRS shortwaving will begin at 2 p.m., EST, Sunday.

Walter "Red" Barber and Mel Allen will divide the AM and FM announcing chores, both color and play-by-play reports. Both Barber and Allen previously broadcast World Series, as well as All-Star games, over Mutual.

Will Be Shortwaved

The Voice of America of the U. S. State Department and AFRS began yesterday announcing the scheduled shortwave broadcasts. In addition, all armed forces, including ships at sea, army and air forces bases throughout the world, also have been advised by cable. The V. of A. does not plan play-by-play reports, but will include games' results and special baseball features on its regular programs in 22 foreign languages.

The AFRS' shortwaved accounts beamed to Europe will be rebroadcast on medium wave, depending upon the quality of reception, by the American Forces Network in

Germany, consisting of four stations; and the Austrian Blue Danube Network of three stations. Four shortwave transmitters on the Atlantic coast will beam the programs to Europe, the Mediterranean area, Africa and the Atlantic areas.

Two other AFRS shortwave transmitters on the West Coast will beam the World Series to Alaska, the Pacific areas and the Far East, where it is expected to be rebroadcast on medium wave lengths.

Heavy TV Coverage

At this writing all but two or three of the 54 TV stations on the air had made plans to carry the Series telecast, and there were indications that the holdouts might come into the fold by tomorrow. Last year, by contrast, only 19 television stations were able to air the baseball classic.

This year's Series will be the first to be shown in theatres via large-screen television. Five theaters in four cities are scheduled to present the Series before paid audiences: the Fabian Theater in Brooklyn, the Pilgrim in Boston, the State-Lake in Chicago, and two theaters in Milwaukee. In addition, New York City's Paramount Theater has been offered the games, but the theater management at this writing had not yet decided on acceptance.

Four Cameras To Be Used

Four cameras will be used in the pickups from Yankee Stadium and Ebbets Field. Jim Britt and another announcer not yet selected will handle play-by-play and color. Maxon is the agency for Gillette.

Coast To See 'Inside Of TV' At Exposition Oct. 15-23

West Coast Bureau of RADIO DAILY
Los Angeles—Television, with the cooperation of the Los Angeles area's seven television stations, will take the wraps off of production techniques and various other mysteries revolving around video when the National Television-Radio Exposition is held October 15 to 23, in Shrine Convention Hall.

Portrays "Things To Come"

The Southern California Radio and Electrical Appliance Association, the sponsor, is making available every facility so that Hollywood and many other business and scientific groups, including the

Academy of Television Arts and Sciences, may give the public a preview of things to come.

Demonstrations will cover production, transmission and all the "in between" phases until the presentation reaches the screen of the home receiver.

Co-Operation To Be Close

Close cooperation between Bill Quinn, managing director of the Association, and Henry R. Lubcke, president of the TV Academy, and the Television Committee of the Chamber of Commerce and many other civic and business groups assures success of the Exposition.

TV Dealers Form Own Association

Formation of a National Television Dealers Association which has been incorporated under the laws of Maryland, was announced yesterday in Washington by E. A. Dempsey, executive director. Prime purpose of the organization is to raise and help maintain higher standards in advertising, merchandising and servicing throughout the industry, Dempsey said.

"We are not thinking along the lines of revolutionizing present merchandising methods, but rather a harmonizing of all elements in the industry so that we may serve the television buying public in a generally more satisfactory manner," Dempsey explained.

Chevrolet Dealers Buy 'Jury Trials' Of WABD

The Local Chevrolet Dealers Assn. of New York will sponsor the tele version of "Famous Jury Trials" on WABD, New York, 9:30-10 p.m. Wednesday nights, starting tomorrow. Campbell-Ewald is the agency. Another crime - and - punishment drama, "The Plainclothes Man," will also make its debut Wednesday night in the preceding half-hour slot. 9-9:30 p.m.

Westinghouse Studio 1 To Present Kipling Drama

"The Light That Failed," a video adaptation of the Kipling story, will be carried by 17 CBS-TV stations as a presentation of the Westinghouse Television Theater's "Studio One" on Monday, 10 p.m. An additional 17 stations will air the show later via television recordings.

Richard Hart and Felicia Montealegre are starred.

Dopester

Eight-year-old Charlie Hankinson, of Mutual's "Invenile Jury," who last year correctly predicted on WOR's "News on the Human Side" that the Braves would beat the Indians, 1-0, forecast on the same program last night that the Yanks would take the Series in six games and that the Yanks would win the opener, 2-1, with Raschi and Roe pitching.

COAST-TO-COAST

"Irma" Visits WCAU

Philadelphia, Pa.—Marie Wilson, star of CBS' "My Friend Irma," was given the open door treatment by WCAU during her one-day visit to Philadelphia as part of Paramount's promotion of the local opening of the film based on the popular radio show.

Will Carry Football Sked.

Minneapolis, Minn. — This fall, WLOL is carrying the full schedule of games played by Notre Dame University to give the local Irish fan an opportunity to follow, on the spot, the progress of a team other than that of Minnesota. In addition, WLOL is transcribing and re-broadcasting a full running-account of the Minnesota game that is played back each Saturday evening.

Commentator At Premiere

Trenton, N. J.—Mrs. Gill Robb Wilson, commentator of WTTM-NBC Trenton, was among the civilian guests entertained aboard the USS Midway last Tuesday for the Air Show and premiere of Warner Brothers Motion Picture, "Task Force."

Children's Diary

Worcester, Mass. — WTAG - FM opens the fourth season of "Make Friends With Music" with a diary listening guide written and designed by Gladys Tomajan, to acquaint youngsters with serious music by talking about it in language a child can understand.

New Community Program

Charleston, West Virginia — WKNA has a new program directed at St. Albans, a community of about 12,500 population, located 15 miles from Charleston. Five St. Albans merchants sponsor the 20-minute, daily show titled "Today In St. Albans." Fred Scott, WKNA announcer, plays records, and gives news concerning St. Alban's churches, civic groups, interesting personal experiences, etc.

Frank Ford Alias Eddie Felbin

Philadelphia, Pa. — Eddie Felbin, account executive at the Phil Klein Agency, returns to the local sports front when he mikes the "Campus Parade" show before the Penn football games on WCAU. He'll use the name of Frank Ford.

Texas Western Show

Riverside, Calif. — Texas Jim Lewis, Decca Recording artist, signed with BCA's "Western Network" to do his western show 5:30 to 6 p.m., Monday, Thursday and Friday. The BCA Western Network stations carrying the program are KPRO, Riverside and San Bernardino; KREO, Indio and Palm Springs; KROP, Brawley and El Centro; KYOR, Blythe.

NAB District 13 Convenes, Talks Sales With Mitchell

(Continued from Page 1)

facing the industry at present time. According to Jim Crocker, assistant manager of KRLD, Dallas, registration of 167 at 1:00 p.m. had established a near record for District 13 attendance.

Those registered and the stations they represent were:

Roy Bacus, WBAP, Fort Worth; Blaine Cornwell, KWFT, Wichita Falls; R. M. Baird, KTXL, San Angelo; William L. Cox, KBST, Big Springs; Robert Belion, KCMC, Texarkana; George Cranston, WBAP, Fort Worth, Ken Bennett, KSJL, Gladewater; J. W. Crocker, KRLD, Dallas; Burton Bishop, KTEM, Temple; James R. Curtis, KFRO, Longview; Kenyon Brown, KWFT, Wichita Falls; M. E. Danbom, KTBB, Tyler; Bo Byers, KOAA, Bryan; Tom Dillahunt, KCMC, Texarkana; Joe Caffo, KEPO, El Paso; Dale Drake, WRR, Dallas.

Also Gene L. Cagle, Texas State Network; H. H. Dunnavan, Lone Star Chain; Martin Campbell, WFAA, Dallas; Henry Jones, KIMP, Mt. Pleasant; Rial L. Campbell, KVOP, Plainview; W. C. Fouts, KSFA, Nacogdoches; D. C. Cannan, KFDX, Wichita Falls; Howard Fry, KFDM, Beaumont; Charlie Clough, KWFT, Wichita Falls; R. Lee Glasgow, WACO; Louis Cook, KNOW, Austin; Ernest Hackworth, KCMC, Texarkana; Leo Hackney, KGVL, Greenville; Terry Lee, KXYZ, Houston; Lloyd Hawkins, KLTJ, Longview; Joe M. Leonard, Jr., KGAF, Gainesville; Ray Herndon, KTRH, Houston.

And Richmond Lewin, KTRE, Lufkin; Julian L. Hill, KPLT, Paris; Ira Lewis, KGNC, Amarillo; Fred C. Hill, KTRE, Lufkin; Bill Lightfoot, KREL, Baytown; Budd Hill, KHBR, Hillsboro; A. C. Lloyd, Jr., KBKI, Alice; G. C. Hoffman, KSET, El Paso; C. B. Locke, KFDM, Beaumont; W. P. Hood, KFDX, Wichita Falls; Glen H. McClain, KIOX, Bay City; Harold Hough WBAP, Fort Worth; J. M. McDonald, KCRS, Midland; E. C. Hughes, KEYS, Corpus Christi; J. B. McNutt, KBUD, Athens; Aubrey Jackson, KGNC, Amarillo; George W. Marti, KCLE, Cleburne; Charles B. Jordan, Texas State Network; W. P. Mauldin, KPAC, Port Arthur; K. K. Kellman, KCNC, Fort Worth; J. H. Mayberry, KUNO, Corpus Christi.

Also Boyd Kelley, KTRN, Wichita Falls; Wendell Mayes, KBWD, Brownwood; Walter Kline, KAND, Corsicana; Robert O. Meeker, KCOH, Houston; Willard L. Kline, KEPO, El Paso; Bill Michaels, KABC, San Antonio; Ed Lally, WBAP, Fort Worth; Frank O. Myers, KCMC, Texarkana; Bill Laurie, KNET, Palestine; Fred Nahas, KXYZ, Houston; Mrs. Bill Laurie, KEBE, Jacksonsville; Ben Nedow, KECK, Odessa; Bob Nolan, KREL, Bayton; Robert L. Snyder, KCBT, Lubbock;

Barney Ogle, KRGV, Weslaco; J. H. Speck, KCNC, Fort Worth; B. F. Orr, KTRH, Houston.

And Bill Spiller, KLVP, Leveland; Ken Palmer, KPND, Pampa; Myrl Stein, KMHT, Marshall; Clyde D. Pemberton, KFJZ, Fort Worth; O. L. (Ted) Taylor, KGNC, Amarillo; Wayne Phelps, KHUZ, Borger; Pete Teddie, WRR, Dallas; Charles Price, KMLB, Monroe, La.; Clay Thompson, KSWA, Graham; E. O. Procter, KEPO, El Paso; Gordon Thompson, KFYO, Lubbock; Clyde W. Rembert, KRLD, Dallas; James G. Ulmer, KGBK, Tyler; William A. Roberts, KRLD, Dallas; Charles Vernon, KGFY, Brownfield; Howard Roberson, KFDA, Amarillo; Mrs. Marjorie R. Rickers, KPAC, Port Arthur; King H. Robinson, KATL, Houston; William J. Wallace, KBST, Big Spring.

Also Gene Roth, KONO, San Antonio; Winston O. Ward, KIMB, Mt. Pleasant; David Russell, KFDM, Beaumont; E. J. Watson, KLYN, Amarillo; David Segal, KTFS, Texarkana; Kelley Wafford, KEYS, Corpus Christi; Lewis O. Seibert, KGKL, San Angelo; Carl O. Wyler, KTSM, El Paso; Jack Senter, KULP, El Campo; Paul Girard, Paul Girard Co.; George W. Smith, KMAE, McKinney; Wade Barnes, RCA;

AGENCIES

JEROME PATTERSON has resigned as a director of the Vick Chemical Company and has been elected president and general manager of Morse International, Inc., advertising agency. M. F. House has been elected Morse executive vice-president. A. T. Preyer continues as chairman of the board.

RAYMOND J. LEICHT has joined the copy department at Geyer, Newell & Ganger, Inc. He was previously with the advertising staff of the Pelham Sun, Pelham, N. Y. Before that, he was a copywriter and account contact man with Fuller, Smith & Ross, Inc. During the last war, Leicht served as a first lieutenant with the Army Air Force and was awarded the Distinguished Flying Cross and Air Medal with three oak clusters.

McKEM & VANTA divisions of Shawmut, Inc., makers of children's wear, have appointed Foote, Cone & Belding as advertising agency. The announcement was made by H. R. McCormick, vice-president.

Walter B. Davison, Lang-Worth; John Devine, Standard Radio; Bert Horswell, C. P. McGregor, Inc.; Bert Lowm, Associated Program Service; Clifford E. Ogden, Capitol Records; Bill Stubblefield, Capitol Records; Pierre Weis, Lang-Worth.

M-T-W-T-F

For years, 1-minute participations on the *WOWO Home Forum* have been "best buys" in reaching a rich Midwestern audience in a 59-county BMB area. Now, for the first time, the *Home Forum* format has been re-arranged so that an advertiser can sponsor a 15-minute segment across the board.. 1:00 to 1:15 PM, Monday through Friday. Here's a real opportunity for one advertiser.. *only one*.. to cash in with a dominant participation on this popular, sales-productive Jane Weston Program. Mail response averages better than 100,000 pieces per year! For details, check *WOWO* or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • KEX • WBZ • WBZA • WOWO • 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. 49, NO. 3

NEW YORK, WEDNESDAY, OCTOBER 5, 1949

TEN CENTS

URGES FCC TO OKAY COLOR TELE NOW

Lever Headquarters Will Move To N. Y. C.

Lever Brothers, heavy users of radio time, will move their headquarters from Cambridge, Mass., to New York City and will construct a 20-story Lever House at a cost of \$6,000,000, Charles Luckman, president, announced yesterday.

Simultaneously with the move of the parent company, the executive and general offices of the company's three subsidiaries: the Pepsodent Company, Chicago, manufacturers of dentifrices; the John F. Jelke Co. of Chicago, producers of margarine; and Harriet Hubbard Ayer, Inc., of New York, cosmetic firm, will be

(Continued on Page 8)

Carnation Show To Use Guest Stars Temporarily

West Coast Bureau, RADIO DAILY
Hollywood—The Carnation Co. will use two guest soloists each week on the "Contented Hour" broadcasts as replacements for the late Buddy Clark until a permanent star is decided upon. The show, whose premiere on CBS was delayed a week after Clark was killed in a plane crash last Saturday, will start this Sunday, 10-1:30 p.m.

Margaret Whiting and another

(Continued on Page 2)

Canada Moves To Get Communications Control

Montreal—The Canadian Government has announced its intention to buy some of the assets of the Canadian Marconi Co., and the Canadian interests of Cable and Wireless Ltd., for approximately \$4,500,000, as part of a program for nationalizing Can-

(Continued on Page 2)

U. N. Recording

A special United Nations Day recording produced by the U.N. radio department will be made available to radio stations through NAB, it was announced yesterday. The recording, scheduled for presentation on U.N. Day, October 24, is being pressed by RCA-Victor as its contribution to the special observance planned for that date.

Good News

Pace-setters in yesterday's bullish market were radio and TV stocks, which took the lead over a wide range of listings that reached their highest average level for the year. Admiral set the pace with a gain of almost two points. Emerson, Philco and Magnavox showed about a point gain each, with Motorola failing to sustain its high for the year, but closing at up 7/8.

BMB Troubles Mount; Gov't Seeking Tax

Broadcast Measurement Bureau, which sought to establish its identity as a non-profit organization in the eyes of the Internal Revenue department at the completion of its First Study, is reported to have received an adverse ruling from the government and must pay income tax aggregating \$73,000.

In December, 1947, the government ordered BMB to file an income tax return. Later Internal Revenue agents conducted an investigation

(Continued on Page 5)

Oral Argument Nov. 4 On So. Baptist FM Web

Washington—The FCC yesterday ordered oral argument November 4 on the petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, for a special group of low-powered, non-commercial FM broad-

(Continued on Page 5)

Future Of Radio Secure, Speaker Tells Advertisers

A parallel between radio and another "Fabulous Invalid," the theater, was drawn yesterday by Louis C. Cowan, president of the package firm of that name, addressing the Radio and Television session of the 4-A Annual Eastern Conference, held at the Hotel Roosevelt, New York.

Pointing out that the death of the theater has been predicted regularly for centuries, and always pre-

CBS President Declares Web Is Ready To Present Its Color Television On A Commercial Basis

A. & P. Okays Radio For Institutionals

The Atlantic & Pacific Tea Co. has authorized its seven national divisions to include radio in its anti-trust action campaign which was initiated in full-page ads in some 2,000 newspapers throughout the country last month, RADIO DAILY learned yesterday.

Several broadcasters reportedly have been under the erroneous be-

(Continued on Page 5)

Sen. Johnson To Speak At NAEB Annual Meeting

Ann Arbor, Mich.—Sen. Edwin C. Johnson, chairman of the Interstate and Foreign Commerce Committee, has accepted a bid to address the 24th annual business meeting of the National Assn. of Educational Broadcasters, to be held on the campus of

(Continued on Page 5)

Radio Theater Leads "First Fifteen" Ratings

Walter Winchell and Jack Benny returned to the air with a drop to the 7th and 8th places in the Sept. 30th "First Fifteen" Hooperatings.

The complete listing with ratings follow: 1. Radio Theater, 20.7;

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington—The CBS color system is well within the economic reach of the general public and is "ready today" for commercial use, CBS president Frank Stanton said here yesterday. Stanton was the first CBS witness to testify at the FCC hearings on color and UHF. He also urged the

(Continued on Page 7)

Movie Company Sets Mutual Web Tieup

West Coast Bureau of RADIO DAILY
Hollywood—Paramount's radio department has completed a tieup with Ry Krisp for a new five-minute radio series, to be heard each Monday, Wednesday and Friday over 366 Mutual stations starting November 14.

Erskine Johnson, syndicated columnist, will interview Paramount stars, and each star will be heard

(Continued on Page 2)

Two Comedy Programs Acquired By ABC Web

Two family situation comedies, "Blondie" and "A Date With Judy," both of which were sponsored last year for abbreviated periods on NBC, have been acquired by ABC for debut as back-to-back series on

(Continued on Page 6)

Today's The Day

First World Series game between the Dodgers and the Yankees is scheduled to be heard over WOR-Mutual and seen through the nation's television stations today beginning at 12:45 p.m. EST. The game will actually get under way at 1 p.m., at Yankee Stadium in New York. All technical arrangements have been completed.

maturely, Cowan said: "Radio is a very big business which is not dying—or on the way out. Such talk is a case where the effect, because it is presumed to have taken place, can itself be the cause that produces that effect. This is a neat trick. Instead of lifting itself by the bootstraps, radio, by such talk, is pulling itself down by the hatband."

"Actually," he went on, "radio is

(Continued on Page 6)



Vol. 49, No. 3 Wed., Oct. 5, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonea Rd.

Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.

360 No. Michigan Ave.

Phone: Randolph 6-6650

Phone: Riverside 5491

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,

Dallas, Texas

Phone: Riverside 3518-9

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

FINANCIAL

(October 4)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., 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, WJR (Detroit).

WHLI Weather Service

WHLI, Hempstead, Long Island, will broadcast bulletins on winter weather conditions and highway reports through a special teletype circuit linked with the U. S. Weather bureau in New York. WHLI will also keep a weather eye on the Long Island Railroad, whose movements in past winters have been a source of great interest and anxiety for suburban New Yorkers.

KGW KGW-FM PORTLAND, OREGON AFFILIATED WITH REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

Added Listeners

Listener ratings on the World Series, scheduled to open at the Yankee Stadium today, will take an upturn for the Ossining, N. Y., area with the inclusion of 1,755 "extraordinary" listeners who will be "allowed" to lend an ear. The warden of Sing Sing Prison has indicated he will lift the usual afternoon restrictions for the purpose.

Virginia AP Members Hold Parley At Roanoke

Roanoke, Va.—Twenty-one broadcasters representing 11 Virginia stations attended a meeting of the Virginia Associated Press Broadcasters here Sept. 19. Jack Weldon, general manager of WWOD, Lynchburg, presided.

Junius P. Fishburn, owner of WDBJ and publisher of the Roanoke Times and Roanoke World News, traced the growth of AP service in the state during the last 30 years, and described it as one of the best state news services in the nation. Twenty-eight Virginia stations are members.

Those attending the conclave included the following: Emileigh Maxwell, W T A R, Norfolk; Jim Moore and Leigh Smith, WSL S, Roanoke; Don Murray, John W. Eure, Paul E. Reynolds and Jim Walsh, WDBJ, Roanoke; Charles P. Blackley and Robert Starratt, WTON, Staunton; Maxey E. Stone, WSV S, Crewe; John W. Schultz and Maynard E. Dillaber, WMVA, Martinsville; Jack Weldon and Don Jarvis, WWOD, Lynchburg; Erick Lund, WLVA, Lynchburg; Tom Wade, WCYB, Bristol; Phil Hirsch and Milton B. Henson, WREL, Lexington; Fred L. Hart and Earl Hundley, WLP M, Suffolk.

Movie Company Sets Mutual Web Tieup

(Continued from Page 1)

on all three broadcasts during the week.

Alan Ladd will be the first to be interviewed by Johnson and he will be heard on the broadcasts of November 14, 16 and 18. "Chicago Deadline," new Ladd starrer, will be publicized.

This program will be released over the coast-to-coast Mutual network from 5:55 to 6:00 p.m. in all time zones.

Joins WSAM Sales Staff

Saginaw, Mich.—Vincent Picard has been appointed sales manager of radio station WSAM replacing Robert W. Phillips who has resigned on doctor's recommendation. Picard who has been on the sales staff of WSAM was formerly with Cooter Brokerage and R. J. Reynolds Tobacco Company. Dan Lutzeier of Detroit has been added to the sales staff.

AGVA-AFM Court Case Postponed Until Friday

The hearing for the application of the American Guild of Variety Artists for a preliminary injunction against James C. Petrillo's American Federation of Musicians, in the jurisdictional dispute between the two AFL unions, has been postponed until Friday morning in New York State Supreme Court, with Justice Samuel H. Hofstadter presiding.

AGVA has insisted that an artist who reads lines on a stage falls into the category of a performer and consequently belongs within the jurisdiction of the guild. Petrillo, on the other hand, had notified his members that they must resign from the guild on the grounds that dual membership was contrary to rules. It was this action which prompted AGVA to apply for an injunction against AFM.

Canada Moves To Get Communications Control

(Continued from Page 1)

Canada's external communications facilities.

According to the Minister of Transport, Hon. Lionel Chevier, who sponsored first reading of the bill in the House of Commons, the Government proposes to acquire the Canadian Marconi receiving station at Yanachiche, Que., a transmitting station at Drummondville, Que., and the Marconi building here. The purchase would not include, he emphasized, the broadcasting stations, or industrial and manufacturing facilities of Canadian Marconi.

New Incorporation Planned

The resultant body would be incorporated as the Canadian Overseas Telecommunications Corp., a chief purpose of which would be "to carry on the business of public communications by cable, radio telegraph, radio telephone or any other means of communication between Canada and any other place and between Newfoundland and any other part of Canada."

Radio Theater Leads "First 15" Ratings

(Continued from Page 1)

- 2. My Friend Irma, 16.4; 3. Arthur Godfrey's Talent Scouts, 16.4; 4. Bob Hope, 16.2; 5. Fibber McGee & Molly, 16.1; 6. Suspense, 16.1; 7. Walter Winchell, 15.0; 8. Jack Benny, 14.7; 9. Mr. Keen, 13.6; 10. Crime Photographer, 13.3; 11. Big Town, 12.9; 12. People Are Funny, 12.8; 13. Bing Crosby, 12.8; 14. Inner Sanctum, 12.7, and 15. Great Gildersleeve, 12.3.

Carnation Show To Use Guest Stars Temporarily

(Continued from Page 1)

soloist will be featured on the first broadcast over CBS, with Dinah Shore to be spotlighted next week. Erwin, Wasey is the Carnation agency.



Who's in the doghouse?

Mr. Skunk moved in so the poor dog beat a hasty retreat out of his own house. The skunk liked the doghouse so much that it took half a day to evict him.

But most of us don't like to be in the doghouse. As a time buyer, there's an easy way for you to keep out of the doghouse as far as radio advertising in Baltimore is concerned. You just buy W-I-T-H, the BIG independent with the BIG audience.

You can't go wrong with W-I-T-H! It delivers more listeners-per-dollar than any other station in town. And that means that you can get BIG results from a LITTLE money on W-I-T-H.

So if you want to keep your clients happy about their radio advertising in Baltimore, get W-I-T-H on that schedule fast. Call in your Headley-Reed man and listen to the whole W-I-T-H story.

AM WITH FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed



RCA scientists develop new *direct-reading* Loran instrument which simplifies problems of navigation.

The homing pigeon goes to sea

Now science gives the navigator an improved "homing pigeon instinct," a way which—without checking the sun or the stars—he can head his ship directly home.

Already thoroughly proved, *Loran equipment* has been simplified through RCA research and engineering, so that almost anyone can learn to use it in a few minutes. Free of human error, readings appear *directly* on the instrument. A quick check gives position.

Brain of this Loran system is a circuit

developed at RCA Laboratories which splits seconds into millions of parts—and accurately measures the difference in the time it takes a pair of radio signals to travel from shore to ship.

Given this information, the navigator, hundreds of miles from shore, can determine his position quickly and accurately. Loran's simplicity adapts it to every type of vessel from merchant ship to yacht. Manufactured by Radiomarine Corporation of America, a service of RCA, it is already being installed in U. S. Coast Guard rescue ships.

The meaning of RCA research

RCA's contribution to the development of this new direct-reading Loran is another example of the continued leadership in science and engineering which adds *value beyond price* to any product or service of RCA.

* * *

The newest advances in television, radio, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

CHICAGO

By HAL TATE

THERE has been a heavy vacation Exodus in these parts. Merritt R. Schoenfeld, president of Schoenfeld, Huber & Green, and Norman C. Green, Chicago manager of Crowell-Collier Publishing Company are spending a week on a fishing trip at Walter Swanson's island in Lake of the Woods. The WBBM offices must be functioning with a skeleton staff—Marge Retzke of the continuity editing department is vacationing in Williamsburg, Va.; Ford Canfield, a staff musician is doing the same in New England; Joe Rumoro, guitar virtuoso, is off to the wilds of Wisconsin; and Bob Martin, of the WBBM-CBS sales promotion staff, has chosen Phoenix, Arizona as his two-week stamping ground.

WGN is resuming the broadcasts of two of its most popular youth programs this week, "Citizens of Tomorrow" and "Youth Looks Up." It is estimated that during the past nine years, almost 400,000 young people have been heard on these programs. The first of the new "Citizens" shows, dedicated to the high school students of America, will salute DuSable High School, and will be heard Saturday, October 8 at 10:30 a.m. The first broadcast of the "Youth Looks Up" series this year will be heard Sunday, October 9 at 8:00 a.m. Philip Maxwell will again take the roles of "Principal of the Air" in the high school broadcast, and "Visiting Superintendent" in the Sunday school program.

E. Sawyer (Si) Smith, a recent Northwestern University graduate, has been named assistant sales service manager at WBBM-CBS, replacing Paul Schlesinger who left the station to take over the position of time-buyer at the Tatham-Laird agency.

On October 6, Danny Kaye, noted comedian of stage, screen and radio, will transcribe several Community Fund announcements to be used on the radio during the current campaign. Kaye, who will be here to launch the 1949 drive in Chicago, will record these short features in the WBBM studios. He is appearing currently at the B&K Chicago Theater.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Just to add to the rating confusion, one rumor making the rounds in New York has Nielsen buying out Hooper and another has Hooper taking over Nielsen. . . . Watch for some NAB fireworks on the organization's policy to keep district meetings "off the record." It seems that some of the eastern broadcasters are not in accord with Judge Miller's policy. . . . Now that the FCC has nixed Crosley Broadcasting's attempt to buy Louisville's WHAS, Roberto Hope may make another stab. . . . Agencies hot on the trail for Bill (County Fair) Gernannt's "Joe & Ethel Turp" TV series. It might interest the lads to know that Damon Runyon himself would never allow anyone but Gernannt to have anything to do with the Turps, altho' plenty of other producers were after it. Seems that Damon loved the 'Gernannt touch' and his understanding of the Runyon characters. . . . Dean Martin & Jerry Lewis' click in the movies will not hurt their chances of latching on to a radio sponsor. (As a matter of fact, they're about to close a deal right now.) . . . Eastern Railroads have taken an option on Ted Granik's NBC simulcast, "American Forum of the Air," skedded for an Oct. 30th preem.

☆ ☆ ☆ ☆
● ● ● LUX RADIO THEATRE celebrates its 15th ann'y Oct. 14th and the press dept of J. Walter Thompson, both here and on the coast, haven't been forgetting it. They've been concentrating on a magazine campaign and have come up with two or more pages in the following: Look, Seventeen, Radio Mirror, Varsity, Movie Life, Silver Screen, Screenland, Movie Pix, Photoplay and others. How about that, as our good pal, Mel Allen, would give it.

☆ ☆ ☆ ☆
● ● ● JUST BREEZIN' ALONG: For our dough, they can call it Studio One-derful. . . . For showmanship and personality plus, we cheerfully recommend you to Al Morgan's musical series out of Chicago via DuMont. . . . With "Break the Bank" shifting to NBC tonight, director Jack Rubin was called in by the station to audition the bells for the program. Seems they want the same effect as the bells used when program was on ABC. So now, instead of auditioning people, Rubin is auditioning bells. . . . Talk about your versatility, Jim Boles and Athena Lorde (Mr. & Missus in private life) have appeared together as a young honeymoon couple—father and daughter—brother and sister—70 year old sweethearts—and a father and mother combo all in the past two weeks. . . . Frank Cooper now representing Coleman Jacoby and Arnold Rosen, a great writing combo, for radio and tele. . . . Leading Latin-American broadcasters will gather at the Waldorf next week for a board meeting of the Inter-American Ass'n of Broadcasters. Goar Mestre, of Cuba, and Don Emilio Azcarrage, of Mexico, among those expected to attend. . . .

☆ ☆ ☆ ☆
● ● ● IN ANSWER to her ad for a sec'y, Cathy Mastice (the gal in the middle of that Berle-Kirsten rhubarb) received a reply from one applicant who concluded: "I've had 4 jobs in the past month and that proves how much in demand I am."

☆ ☆ ☆ ☆
● ● ● WM. GARGAN is preparing a video series based on "Night Editor," which has long been a radio feature on the CBS outlet in Los Angeles. He's negotiating with Hal Burdick who owns, writes and narrates the series. To lend authenticity to the TV version, Gargan will invite night editors throughout the country to submit an outline on the most exciting story they ever worked on. Those submitting suitable stories will be invited to come to N.Y. and appear on the program, where they'll be paid for both the story and their acting (?).

SOUTHWEST

"THEATER OF THE AIR" is the first of the MGM transcriptions to find a sponsor on KXYZ, Houston. The hour-long drama, featuring a roster of MGM name talent, is slotted at 4:00 p.m. each Sunday afternoon and was placed through John Paul Goodwin Agency for South Texas National Bank.

What is probably the largest regularly scheduled western disc jockey show has made another "first" for KNUZ, Houston indie. "Rhythm Ranch" has a new approach in that it will consistently use more live recording talent than any previous Houston program. Each recording artist will emcee a 15-minute period in "Rhythm Ranch," which hits the air at 1:45 p.m. each Saturday, with chatter and news about their recent releases and bands while spinning their own records with the able assistance of KNUZ staffers Ken Grant and Buddy Covington. Already signed for "Rhythm Ranch" are Bennie Hess, Tiny Smith, Leon Payne, Ben Christian, Benny Leaders, Jimmy Short, Collie Cornpatch, Little Marge, Pete Hunter, Floyd Tillman, Hank Lochlin, Jerry Jericho, Jerry Irby, and Woody and Smitty.

Terry Lee, commercial manager of KXYZ, Houston, is off on a whirlwind tour of the New York agencies.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

1906 1949

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

BMB Troubles Mount; Gov't Seeking Tax

(Continued from Page 1)

of BMB operations and reported their findings to Washington.

At the time of the Internal Revenue department investigation J. Harold Ryan, chairman of the BMB board said: "BMB's cooperative, non profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need for advertisers, agencies and broadcasters for a tripartite, co-operative non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

Kenneth Baker, acting president of BMB, could not be reached for comment last night. He was reportedly attending the NAB district meeting and busily engaged in completing the subscription list for the Second Study which is expected to be released early next year.

A hearing on the government's claim will be heard in U. S. Tax Court, probably during the week of Oct. 24. The claim involves about \$63,000 in taxes, plus interest of about \$10,000, according to Lawrence Casey, of the law firm of Root, Ballantine, Harlan, Bushby and Palmer, counsel for BMB.

Oral Argument Nov. 4 On So. Baptist FM Web

(Continued from Page 1)

cast stations. The primary purpose of the hearing is to determine the constitutional issue as to whether the Commission may legally in view of the First Amendment to the Constitution, "establish a specific category of religious stations."

A secondary question is whether such action, if consistent with the Constitution, would be in the public interest.

Sponsoring Musical Show

Anderson Co., maker of Anco auto windshield wipers, has begun sponsorship, under a nine-week contract with WOR, of a five-minute musical show featuring songs about the weather, such as "Stormy Weather," "April Showers," et., 1:35-1:40 p.m., Saturdays.

TOP DISK JOCKEY, M. C., Narrator, Actor NOW EMPLOYED

seeks to make a change. Would be interested to hear from station managers in California, Florida, Chicago. Heard regularly on network shows since 1945.

Write Box 276
RADIO DAILY
1501 Broadway N. Y. C.

★ AGENCY NEWSCAST ★

TWENTY-SIXTH YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, 29 West 39th Street, Monday, October 10 at 7:45 p.m. The speaker of the evening will be A. H. (Red) Motley, president, Parade Publications, Inc. Horace H. Nahm, chairman of the Advertising and Selling Course Committee, will preside.

FAUSTIN J. SOLON, vice-president of Owens-Illinois Glass Company, Toledo, Ohio, has been elected chairman of the Joint ANA-AAAA Committee on Improvement of Public Understanding of Our Economic System. Henry C. Flower, Jr., vice-president and director of J. Walter Thompson Company, New York, was elected vice-chairman of the committee. Solon succeeds Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles. Belding is now president of Freedoms Foundation, Inc. As vice-chairman, Flower succeeds H. M. Shackelford, vice-president in charge of sales promotion and advertising for Johns-Manville Corporation, New York.

OSCAR J. WILE, president of Browne Vintners Company, Inc., announces the appointment of Roy S. Durstine, Inc. for the advertising of Captain Morgan Jamaica Rum which is now being introduced to this country.

Sen. Johnson To Speak At NAEB Annual Meeting

(Continued from Page 1)

the University of Michigan Oct. 15, 16, and 17.

Invitations have also been sent to Chairman Wayne Coy, and Commissioner Frieda Hennock, of the FCC. A business session centering on problems of public relations and audience building common to the 100 NAEB member groups will be led by M. S. Novik, radio consultant and part owner of WLIB, New York; Seymour Siegel, director of the New York Municipal Broadcasting System; Robert Coleman, manager of WKAR, Michigan State College; John Dunn, director of WNAD, University of Oklahoma, and others. Also on the agenda is a discussion of methods of implementing various elements of the Allerton House Report on the educational radio seminar conducted this summer under the auspices of the Rockefeller Foundation and the University of Illinois.

Others scheduled to speak during the three-day conclave are Ralph Steetle, WLSU, Louisiana State University; Dallas Smythe, Institute for Communications Research, Illinois University; Carl Wesser, consulting engineer, and C. L. McKelvie, secretary of the Junior Town Meeting League.

ANNUAL COCKTAIL PARTY of the Advertising Women of New York will be held this year in the Belvedere Room of the Hotel Astor, on October 28th. With a Halloween theme, the party is named "A Glimpse into the Future." The "Glimpse" will be provided by several palmists, graphologists, etc. Music for the party will be played by Jenó Bartal. Tickets are available at the Club office or through Mary Heeren, chairman, or members of the committee.

CAYTON, INC. has been appointed by Bond Clothing Stores for television advertising. A Bond sports show began on NBC-TV Oct. 1.

DURKEE - MOWER, INC., East Lynn, Mass., makers of Marshallow Fluff and Sweeco, have announced an expanded fall advertising campaign to include newspapers, magazines, radio (both AM and TV) and outdoor boards through Harry M. Frost Co. Inc., Boston. The campaign also includes a new "Yummy" recipe book in full color. The company has also retained Gilchrest-Spriggs & Co., also Boston, public relations counsel, to handle the opening of their new plant on the occasion of their 30th anniversary.

A. & P. Okays Radio For Institutionals

(Continued from Page 1)

lief that the A & P would not use radio in its nation-wide campaign. However, two Westinghouse stations, WBZ, Boston, and WBZA, Springfield, Mass., were among a few stations who reportedly refused to accept the A & P anti-trust commercials on the ground that the issue was controversial.

The New York headquarters of the A & P, it was understood, has authorized its seven divisions, with their 38 separate units, to buy an unrestricted amount of radio time above that budgeted for merchandising. The newspaper campaign ads, run on Sept. 20-21, and again last week, constituted substitutions for regular merchandising advertisements. The use of radio was left to the discretion of the presidents of the seven divisions.

The anti-trust complaint against the grocery chain was filed on Sept. 15 and requires a reply within 20 days.

Stork News

A son, Gary Alan, was born to the Mannie Greenfields, Sept. 27th. The father is president of Mannie Greenfield Associates, publicity.

Sensational!
COLUMBIA
MICROGROOVE
TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
 WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..."
 KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE."
 CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE."
 WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE."

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
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 Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
 LOS ANGELES NEW YORK CHICAGO

NEW BUSINESS

WNBC, New York: The Washington State Apple Commission has signed a contract for participations in the Mary Margaret McBride program on a Monday-thru-Friday basis. The order, running through March 6th, was placed through J. Walter Thompson.

The Whitehall Pharmal Co. has renewed its contract for participations on Mondays, Wednesdays and Fridays in the Bob Smith program and has added spots on Tuesdays and Thursdays. The order, calling for 143 announcements, was placed through Duane Jones Co., Inc.

The Musterole Company has signed a contract for station breaks on a five-days-a-week basis. The order, running through March 31st, was placed through Erwin-Wasey & Co.

Procter and Gamble has contracted for station breaks to advertise Spic and Span. The order, running for 35 spots, was placed through the Biow Company.

"News With Charles F. McCarthy" program (7:30-7:45 a.m.) was renewed by Peter Paul, Inc. The 7:00 a.m. "News With Clyde Kittell" program was purchased by Seeck & Kade, Inc.

The Peter Paul contract, calling for sponsorship for a 52-week period on Mondays, Wednesdays and Fridays, was placed through Platt Forbes, Inc. Erwin-Wasey & Co., Inc. is the agency for the Seeck & Kade account, which calls for Monday, Wednesday and Friday sponsorship for a 13-week period. Charles H. Phillips represented WNBC in both sales.

KSFO, San Francisco: According to Jack Campbell, commercial manager of KSFO, both Robert Hall Clothes and The Seaboard Finance Company are including the San Francisco radio station in their Fall promotion plans. Robert Hall Clothes bought 28 quarter-hours weekly on KSFO; while The Seaboard Finance Company takes up the daily 8:00 a.m. and p.m. news periods, a total of three and one-half hours per week. Agency for Robert Hall is Frank Sawdon, for Seaboard—Smith, Bull and McCreery.

Movie Approach

Movie scenes of actual sales results obtained from radio advertising are being made by the All Radio Presentation Committee, Inc., as sequences for the industry film, "Lightning That Talks." First film takes were made recently at Cedar Rapids, Iowa, where the Me Too chain stores are heavy users of radio time. The action shots show the sales results obtained from the radio advertising which featured the merchandising of three carloads of peaches. Victor M. Ratner is producer for ARPC and the filming is being done by IMPS, Inc.

Future Of Radio Secure, Speaker Tells Advertisers

(Continued from Page 1)

in somewhat the same position as the theater—reports of its demise are apt to be exaggerated. Neither is dying as yet, and neither will die as long as they provide good entertainment."

Cowan continued: "The radio and television people can argue between themselves as to who can do what best. At the present time, and in the near foreseeable future, there is no question about radio. Basic areas, large population centers, can be covered well by television. But as of today, large portions of the country are without any television communication at all, and other areas are served by a few stations, and these on the air only for a short time. This is changing, and will continue to change. Right now, in many homes, radio is the only outside entertainment medium inside the home.

Will Survive Changes

"Even after that condition changes, even when radio and television are competing for attention inside a home, there will be a place for radio. There will be people who just want to hear music, not to look at musicians; there will be people who want to listen to a comedy or a drama while rocking the baby to sleep, or listen to dramatic shows or something else while doing housework or homework. There will, in short, be a large audience made up of people who want entertainment, but who do not, or cannot, give the time and concentration necessary for extended television viewing."

Future of TV

The future of television itself was surveyed in an earlier speech, titled "Television Caught Us Napping," by Donald W. Stewart, advertising manager of the Texas Company, which sponsors the weekly Texaco Star Theater with Milton Berle on NBC.

Stewart declared, perhaps significantly: "In the near future I don't believe that big one-hour shows will

need to be seen more than twice a month, since the impact of television is so much greater than radio and it is not necessary to expose yourself on a weekly basis. . . . If this schedule is followed, obviously more rehearsal time can be given to each program and in our show with Milton Berle, there would be less chance of his burning out too soon. . . . The other end and one of the most important reasons for going on this basis is the expense involved. It will be very hard to justify spending as much as \$75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about \$1,000,000."

Plea for 'Adult Conscience'

Another 4-A speaker yesterday was Charles Underhill, director of television programs for CBS, who voiced a plea for an "adult conscience" in television.

"Perhaps what is most needed in television today," he said, "(is) a conscience that can temper our adolescent enthusiasm for every new talent or program approach with the reminder that this is not the be-all and end-all, not even the pattern, and certainly not the perfection that TV will some day attain."

"I merely would like to point out," Underhill said, "that the record of the last year or two is no more an indication of a pattern for the future than was the percentage of organ music in the radio picture of 1928. . . . The things that have been proven or indicated by radio are not necessarily applicable in the same degree to television. Radio is subjective. Television is objective. . . . It is my opinion that the outstanding successes of television will be closer related to the theater, and to motion pictures, than to radio despite the fact that radio geography and radio economy will tend to dictate the presentation of television."

Two Comedy Programs Acquired By ABC Web

(Continued from Page 1)

Thursdays, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively.

ABC has signed for both shows for 26-week periods on sustaining basis. The net retains both radio and television rights to the two programs.

Arthur Lake will continue to star in the "Blondie" program in the role of "Dagwood." ABC officials currently are conducting a search for "a top-flight" radio actress to handle the "name" part. Johnny Green, the original writer of the program when it started in 1941, will continue that chore. Dick Woollen will direct.

"A Date With Judy," which began on the air in 1945 as a Summer replacement for Bob Hope, is written by Aileen Leslie.

Bunting Of NAM To Talk Over ABC

Chattanooga, Tenn.—NAM managing director Earl Bunting will discuss "Civic Responsibilities" on a special half-hour coast-to-coast broadcast by ABC, Oct. 18, 10 p.m., EST.

He will be introduced by Dr. David Lockmiller, president of the University of Chattanooga, Benton & Bowles, Inc., is the agency.

Simon Ackerman on WMGM

Simon Ackerman Clothes, Inc., will sponsor "Take A Tip," 15-minute football commentary, over WMGM, New York, for the third successive year. The program will precede and follow all Army and N. Y. Giants games. Erlich and Neuwirth is the agency.

PROMOTION

Celebrates Anniversary

WEEI in Boston, marked 25 years of broadcasting by an all-day open house last Thursday and a 7-foot birthday cake. The neighbors flocked to the studios, letters and telegrams of congratulation came in from Military and Naval Commandants, political bigwigs, former employes (one from as far south as Charlotte, N. C. where Jack Knell, ex-WEEI, is broadcasting), other network and independent station managers.

It was a field day for the "old hands" like E. B. Rideout, meteorologist, who came to the station but 10 months after it started broadcasting, and has remained with it ever since; Carl Dickerman, chief announcer, who has chalked up 23½ years announcing for the station; Caroline Cabot, whose 23-year-old "Shopping Service" was the first of its kind on the air.

25 per cent of WEEI's staff are members of its 15-Year Club . . . and half that number plan to secede this year to form its 20-Year Club.

KVOO Visits Fair

KVOO, Tulsa, Oklahoma NBC affiliate, rounded up its entire roster of talent, personalities and characters, to produce an almost continuous show in the KVOO tent at the Tulsa State Fair. The special tent was filled with sponsor displays, and combined with the talent—and the only free ice water available—attracted most of the 150,000 persons in attendance. The KVOO Farm Department, headed by Sam Schneider and assistant Marshall Smith, used the occasion to mark the 8th birthday of its activity. Some statistician figured that if all the farm features and interviews, handled by the department during the last eight years, were placed end to end—but with no reason as to why they should be so placed—it would total 139 broadcasting days of 18 hours each. Station personalities who co-operated in the Fair festivities included Leon McAuliffe and his Western Swing Band, Johnny Lee Wills, brother of Bob Wills, and the Boys, Sons of the Range, John Henry, Ken Miller, Bob Jones and an otherwise unidentified person named Way.

New Service

Camden, N. J.—New commercial microwave relay equipment, making possible a system of high-frequency point-to-point radio communications for such diverse users as pipe lines, gas companies, electric power utilities, trucking companies, forestry services, and fire and police departments, was announced recently by the Communications Section of the RCA Engineering Products Department.

TELEVISION DAILY

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

CBS COLOR READY NOW—STANTON

TELE TOPICS

THERE IS ABSOLUTELY no entertainment to be derived from watching "Auction-Aire," the Libby, McNeill & Libby stanza that bowed on ABC last week. The program was definitely a bore from start to finish. Format, if such it can be called, is as follows: Merchandise prizes are auctioned off for labels from Libby products, with those in the studio audience shouting their bids while home viewers are allowed to bid via phone. For the home audience there is the added opportunity of a film quiz, which posed such questions as, "What are the names of the Marx Brothers?" The top bidders also get a chance at the mystery chant. This is a recorded auctioneer's chant which mentions several numbers. Contestant must offer the exact sum of the numbers to win the prize—a new car. There were one or two other gimmicks, all in the same vein. . . . Auctioneer Jack Gregson was frantically incoherent throughout, and after each bit could be seen waving his hand to ask the audience for applause. Others on the show are assistant Rebel Randall and announcer Glenn Riggs. Eddie Nugent directs, J. Walter Thompson is the agency. Program is a Masterson-Reddy-Nelson package. . . . Show was first announced Sept. 6, at which time consumers first were notified to save Libby labels. Yet when the stanza went on the air Sept. 30, some articles drew between 200 and 300 labels, and one, a gas range, was knocked down for 1,100. How was it possible for anyone to accumulate so many labels in 24 days?

AT THE PRESS PREVIEW of the Ed Wynne show yesterday, CBS program chief Charlie Underhill said the web is planning several additional coast originations following favorable response to the quality of the recording on the Wynne show. He said also that the net might make some original films in Hollywood, utilizing three cameras simultaneously as in a live pickup. . . . Another H'wood entry is the Hank McCune film series which will bow on WNBT Sunday. Directed by Harold Schuster, program will feature Arthur Q. Bryan, Sara Berner, Larry Keating, Frank Nelson and Tammy Kiper. . . . Ted Granik's "American Forum Of The Air" will become an NBC simulcast Oct. 30 in the 4:30-5 p.m. spot on Sunday.

"AUTHOR MEETS THE CRITICS" is setting up two awards for the best American books, one fiction and the other non-fiction, published since the first of the year. About 200 critics and reviewers will comprise the judging panel, with winners to be announced on the show Dec. 5, over ABC. . . . First annual tobacco bowl festival in Richmond will be filmed by MPO Productions under direction of Bernard Dudley.

Net Chief Urges Immediate Adoption Of Best System To "Bring About Stability In The Industry"; Asks Freeze Be Lifted Within Next Few Months

(Continued from Page 1)

FCC to lift the freeze "within the next few months, so that TV broadcasting, in color and/or black and white, can move ahead.

"I do not think it wise," he continued, "to extend the freeze merely for the purpose of squeezing information on color systems from reluctant participants, or to permit unnecessarily extensive field tests."

Stanton said that an affirmative decision on color "will bring about stability in the industry," and asked that the FCC approve the system that best satisfies the tests of "performance, cost, time and compatibility."

Reiterating the web's position that "We will support any color television system which best suits the problem, no matter by whom suggested," Stanton said that in view of the RCA proposal that lower cost color receivers and converters give only two-color reproduction, the Commission would have to decide whether "two-color reproduction for great masses of the public, and three-color reproduction only for those who can afford expensive receivers, qualifies at all as a color television system and can be adopted in the public interest."

He added, "It would be completely inconsistent with the public interest to adopt a double standard—one for the rich and one for everybody else."

Stanton was the target for a number of questions concerning CBS color equipment, which he asked be directed today to Dr. Peter Goldmark, CBS technical expert. Asked about how soon home equipment for

CBS could be ready, he said Goldmark could answer but that his own emphasis has been upon the readiness of studio equipment for the CBS color system.

Stanton pointed out that "no other single organization has devoted the time, human resources or money to the development of color" that Columbia has, and that behind the CBS color system are more than 10,000 hours of color camera operation and over \$3,500,000 expended.

He revealed that in recent months CBS has been exploring the possibility of expanding its color television interests, joining with electronic manufacturing and industrial organizations "to pursue the development of color television on a broader front than Columbia feels it is equipped to do alone."

He said CBS also plans to continue its policy of licensing all responsible manufacturers under CBS patents upon payment of reasonable royalty fees.

The CBS president warned against losing sight, in a "maze of conflicting technical data," of the two basic "policy issues" confronting the Commission. He posed those issues as:

"Should there be color television promptly?"

"Which system, if any, should be adopted?"

The question of prompt service, he said, "answers itself. The public wants color service as soon as possible and certainly has a right to it if it can be made available." The cost of transition to color, for public, broadcaster, and manufacturer,

(Continued on Page 8)

Chris Witting To Head DuM Web Operations

Chris J. Witting has been appointed executive assistant to Mortimer W. Loewi, director of the DuMont web, and will be in active charge of the entire organization, Loewi announced yesterday.

Witting joined DuMont in June, 1947, and since May has served as assistant director in charge of administration and operations.

Since 1941 Witting was comptroller and an officer of USO-Camp Shows and Veterans Hospital Camp Shows. He left USO temporarily in 1943 for a year with the Maritime Service and later set up the business organization that supervised USO shows in England and on the Continent.

A native of Cranford, N. J., Witting attended New York and Columbia Universities and Fordham Law School.



WITTING

Admiral Corp. Claims TV Production Record

Chicago—First place in television production has been claimed for the Admiral Corp. by R. A. Graver, vice-president in charge of television and radio.

"While it is true," he said, "that the entire television industry has advanced at a rate rarely equalled in the history of American enterprise, Admiral's own growth has far outpaced that of the industry as a whole. For the first six months of 1949 total sales of television manufacturers . . . were 206 per cent greater than for the same period in 1948. Admiral's gain, however, was 450 per cent, more than double that of the entire reporting industry."

'Polgar' To Expand

Trimount Clothing Co., sponsors of the CBS-TV hypnotism series, "The Amazing Polgar," aired Friday, 7:45-7:55 p.m., has asked the network to find a 30-minute slot for an expanded version of the program, CBS said Friday. Wm. H. Weintraub is the Trimount agency.

Press-Time Paragraphs

NAB Asks New Channels For Auxiliary Stas.

Washington—Commenting on the proposed new FCC rules governing auxiliary TV stations, the NAB urged that the Commission provide extra pickup channels for stations in larger cities by making available the three frequencies in the 7,000 mc. band now assigned solely to common carriers. NAB urged also exemption of pickup stations from requirement of prior authorization for remote operation and elimination of limitation on use of such stations to instances "where wire service is not practicable."

NTFC Plans Film Rate Structure

National Television Film Council has begun a survey of TV market areas as preliminary to establishing a rate structure for use of films by stations. Station time charges probably will be used as the basis for the recommendations. Serving on a committee to recommend rental standardization are W. W. Black, Official Television; Paul White, International Trans-Video; Connie Lazar, Film Equities, and William Holland, Hyperion Films.

Resolve Color Issue Now, Stanton Urges

(Continued from Page 7)

he pointed out, "will be lower now than it will be as time goes along" and "the sooner we have color the more rapidly will television become established and economically self-sufficient."

Stanton urged the FCC to "resolve this issue of color television once and for all . . . on the basis of this hearing."

"I am sure," he said, "the Commission will not take precipitate action. On the other hand, I am confident that, by the end of this hearing, there can be enough information to permit of a final determination in the public interest."

On the issue of performance, first of the four criteria suggested by Mr. Stanton for picking a color system, he said the best way to judge a system is to "see it in operation . . . to see whether the end result—the picture at the receiver—is good, bad or indifferent."

"Yet it is remarkable how complicated this issue can be made to appear," he added. "There has been a tendency to get bogged down in confusion over questions of what one theoretically ought to see, instead of determining what one actually does see. I urge against over-emphasis on theoretical details when it comes to judging any operating system."

Points To Washington Tests

"The Columbia system," he pointed out, "has been producing pictures here in Washington which I understand have been highly satisfactory."

As regards an "untried" system which cannot be tested under normal operating and home-pickup conditions, he asked that there be "real assurance, based upon the most exacting scrutiny, that such a system will in fact meet all the requirements as to performance, and whatever cost, time and compatibility factors the Commission may deem necessary."

Without such "real and absolutely certain assurance," Stanton said he did not believe that the public interest would be served by rejecting an "operating system which now produces an acceptable picture in favor of waiting in the hope that something better may come along."

Such a delay, he added, would result in a double loss for the public, "in the vastly increased complexity of the transition by virtue of the fact that many more millions of black-and-white receivers lacking provision for adaptation and conversion will have been purchased," and "in the loss of color television service it would otherwise have during the interim period."

On the issue of cost, Stanton said, "If a system, no matter how well it can perform, can be enjoyed only by the comparatively few people who can buy Cadillacs . . . public interest requires its rejection."

In developing the CBS system, he

COAST-TO-COAST

"Freddie Martin Show" Adds Sponsor
It is announced by the Frederic W. Ziv Co., that their transcribed "Freddie Martin Show Time From Hollywood" program has just been signed by the St. Louis Dodge Dealers for sponsorship via St. Louis' radio station KXOK. The Ruthrauff & Ryan agency handled this deal.

"That's A Fact"

Boston, Mass.—Stan Shaw and Jim Brokaw are presenting a new five-minute program titled "That's A Fact." The program will be heard Monday through Friday at 6:30 p.m. over WCOP and WCOP-FM starting September 28.

Terl Appointed Executive

Baltimore, Md.—Appointment of Armand Terl as WFBR, Baltimore, account executive has been announced by William R. Dothard, director of local sales of that station. Terl, recently with Sponsor Magazine, was formerly commercial manager of WSID, daytime station.

KRNT Man Elected President

Des Moines, Iowa—Charles McCuen, newscaster on KRNT, was elected president of the Iowa Radio News Association at its recent big fall meeting in Des Moines. Fifty delegates attended. The group attended and covered an outdoor rally feature of the national AMVETS convention, highlight of which was the address of President Truman.

added, "it has been one of our primary objectives — an objective which I have noted RCA did not mention—to limit costs so that our system will be within the economic reach of the same general public which can buy black-and-white sets . . . We have avoided making full color television a luxury available only to a few."

The issue of time, the CBS president stressed, is "of critical significance in the choice among systems," and he told the Commission the CBS color system is "ready today" for broadcasting, as it was in 1946.

Columbia's general operating policy, he said, would be at the outset to "broadcast in color for a minimum period each day—perhaps an hour or so—regardless of how few color receivers may be in use. Within limits of ordinary economics, we will broadcast color with a view toward stimulating wider and wider manufacture and purchase of scanning adapters, color converters and complete color receivers. After that, I believe that competitive factors should control—and should be permitted to control by the Commission—the rate of broadcasting transition from black-and-white to color."

Stanton estimated that if the Commission approved color, of the 14,000,000 sets probably in the public's hands by 1952, perhaps less than 10 per cent "will have any problem of receiving black-and-white pictures from color."

TV Lessons For Students

Baltimore, Md. — The public schools now are using TV lessons as part of their regular curricula. The lessons which originate in the studios of WBAL-TV were arranged by David E. Weglein, Public Service Counselor for the station, in cooperation with the committee on audio-visual education of the School Department. TV lessons will continue once a week throughout the school year.

Bartlett To Attend Meeting

Syracuse, N. Y. — Kenneth G. Bartlett, director of Radio Center, Syracuse University, will attend the annual meeting of the N.A.E.B. at the University of Michigan, October 15 and through 17, and the School Broadcast convention in Chicago from October 18 through 20.

New Series Over WCSS

Amsterdam, N. Y.—The Bigelow Sanford Carpet Co. has contracted for a five day a week series over WCSS. The programming will come under three headings: "The Amsterdam News Wire," featuring a complete coverage of local news three times a week, "A Page in History," highlighting the history of Mohawk Valley, once a week, and "The Radio Workshop," featuring local student talent.

Lever Headquarters Will Move To N. Y. C.

(Continued from Page 1)
moved into the new centralized offices in New York.

Operation of the manufacturing units of the company and its subsidiaries will not be affected by this change.

Construction of Lever's new headquarters, an ultra-modern office building on the west side of Park Avenue between 53rd and 54th Streets, is in addition to the \$55,000,000 plant expansion program announced in July at ground-breaking ceremonies for the company's Los Angeles plant, Mr. Luckman declared.

Magnavox Co. Sales Rise, But Earnings Disappear

Fort Wayne, Ind.—Magnavox Co. sales in the four months ended June 30, 1949, were 23.6 per cent above the same period in 1948, but operating results were "unsatisfactory," according to an unaudited report issued to stockholders on Friday.

Sales totaled \$6,312,000 for the four months period, compared with \$5,107,000 in 1948. Net loss, however, amounted to \$893,057, as against net earnings of \$102,000 during the comparable period during 1948.

RADIO EXECUTIVES CLUB OF NEW YORK

First Meeting of its Eleventh Season

To Be Held Tomorrow

October 6, at 12:30 P. M.

in the Grand Ballroom of the

Hotel Roosevelt

Speakers—Donald W. Thornburgh, President and General Manager, WCAU, Philadelphia, and Philip H. Willkie, Indiana Legislator.

Admission—\$3 for members, non-members \$3.75.

Purchase tickets at the door.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 4

NEW YORK, THURSDAY, OCTOBER 6, 1949

TEN CENTS

EFFECTIVENESS OF RADIO EMPHASIZED

CBC Board To Discuss Canadian TV Situation

Montreal—Question of the operation of television stations by private interests in Canada will probably be revived at a meeting of the CBC board of governors in Winnipeg Oct. 17-18.

An announcement today by Hugh Palmer, secretary of the board, said that the "Canadian Marconi Company and associate" will apply at the meeting for a television license for a station in Montreal.

Palmer said in an interview that
(Continued on Page 3)

KPRC, Houston, Newsmen Cover Gulf Hurricane

Houston, Tex.—KPRC aired on-the-spot reports of the Gulf hurricane on Monday by contacting two ships in the storm area via radio-telephone.

Pat Flaherty, KPRC news director, broadcast the firsthand news thus obtained on the regular 12 noon news show Monday, and again Monday afternoon and evening. When it became apparent that the hurricane was moving inland, Flaherty, together with newsmen
(Continued on Page 3)

RMA Technicians Meet Scheduled For Nov. 1-3

Washington Bureau of RADIO DAILY Washington—The seventh Town Meeting of Radio Technicians to be sponsored by the Radio Manufacturers Association will be held in the U. S. Chamber of Commerce Auditorium, here, on the evenings of November 1, 2, and 3, Robert C. Sprague, chairman of the RMA
(Continued on Page 3)

Baseball-Minded

The Mutual board of directors, headed by Theodore Streibert, president of WOR and board chairman, dropped the cares of network financing and programming yesterday to attend the first World Series baseball game at Yankee Stadium. The visiting board members were guests of President Frank White and Chairman Streibert.

Col. Records Names Lieberman Exec. V-P

Goddard Lieberman has been appointed executive vice president of Columbia Records, Inc., it was announced yesterday by Edward Wallerstein, president.

Lieberman joined Columbia Records in 1939 as assistant to the Director of the Masterworks Division. Later, he became head of the division and was appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. He has played a major role
(Continued on Page 3)

Defense Documentary Planned For ABC Web

Washington Bureau of RADIO DAILY Washington—A new weekly half-hour series, "Time For Defense," highlighting the country's security developments, is now being produced by the Department of Defense in cooperation with ABC for broadcast on the network Tuesdays, 10 p. m., EST, beginning Oct. 25,
(Continued on Page 6)

CBS-Type Color-Video Set To Sell For \$220—Goldmark

Washington—Self-contained table model receivers using the CBS color system and providing both black and white and color pictures should retail for approximately \$220, Dr. Peter C. Goldmark, engineer who developed the CBS system, revealed yesterday in testimony before the FCC. He said such sets would provide a 10-inch picture with 7-inch tube. He also revealed that during the

Researcher Tells N. Y. AAAA Confab Not To Sell Radio Short; Points To Progress Of Service

ANA Meet Next Wk., To Be Closed To Press

The Tuesday afternoon (Oct. 11) session of the Assn. of National Advertisers' 40th annual meeting at the Waldorf-Astoria Hotel, Oct. 10-12, will be devoted to radio and television, with the doors closed to the press because "members want free informal discussion," according to an ANA announcement released this week.

Copies of all formal speeches,
(Continued on Page 2)

Bradley Heads Promotion Of Crosley Distrib. Corp.

Appointment of John L. Bradley as sales promotion manager of the Crosley Distributing Corporation was announced by Bert C. Cole, vice president and general manager. Bradley succeeds Charles L. Schafer who has resigned to re-
(Continued on Page 2)

WW, Benny, Lux Theater Lead Pulse Ratings

The "top ten" evening program rating of Pulse for the month of September was led by Walter Winchell with 18.0, followed by Jack
(Continued on Page 2)

A prediction that television is verging on a period of "spectacular" growth was coupled with a plea not to sell radio short in a talk by Arthur C. Nielsen, president of A. C. Nielsen Co., before the New York Council of the American Assn. of Advertising Agencies, meeting yesterday.
(Continued on Page 3)

French Radio Expands Int'l Goodwill Web

Paris—The French Broadcasting System's symbolic "International Goodwill Network" has been expanded to include more than 25 countries throughout the world within the framework of its program exchange service, it was announced yesterday.

The initial programs, produced in Paris by the North American Service, have been featured on more
(Continued on Page 3)

New Eddie Albert Show To Preem Over NBC

Eddie Albert will star in a new NBC daytime half-hour variety series, "The Eddie Albert Show," Mondays through Fridays (network except WNBC), 9:00-9:30 a. m., EST, beginning Oct. 10. Albert will present entertainment
(Continued on Page 2)

Satisfied Listener

Omaha—Jack Sandler, sports director and baseball broadcaster for KOWH, wants to know: "How faithful can a listener get?" The other day Jack got a signed, blank check from a fan in Esbon, Kans., with a note suggesting that "you and Mrs. Sandler get yourselves a good dinner." Sandler's sending the money to a local children's hospital instead.

TV On Agenda

Television and radio technical progress will receive special attention at the 1949 Annual Fall General Meeting of the American Institute of Electrical Engineers to be held Oct. 17-21 in the Netherlands Plaza Hotel, Cincinnati. O. H. H. Henline, secretary of the Institute, announced that a symposium is scheduled for Wednesday afternoon, Oct. 19.

RADIO DAILY



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

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Hal Tate, Manager, 360 No. Michigan Ave. Phone: Randolph 6-6650

Phone: Riverside 5491

SOUTHWEST BUREAU

Paul Girard, Manager Tower Petroleum Bldg., Dallas, Texas

Phone: Riverside 3518-9

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FINANCIAL

(October 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/8	7 3/4	+ 1/8
Admiral Corp.	27 3/8	25 3/8	25 3/4	- 1 3/8
CBS A	22 3/8	22 3/8	22 1/2	—
CBS B	22 1/4	22	22	—
Philco	32 1/2	32	32 1/2	+ 3/8
Philco pfd.	82 3/4	82 1/2	82 1/2	+ 1/2
RCA Common	125 3/4	123 3/8	123 1/2	+ 1/8
Stewart-Warner	12 3/4	12 1/2	12 5/8	+ 1/4
Westinghouse	26 1/4	26	26 1/8	+ 1/8
Westinghouse pfd.	98	98	98	—
Zenith Radio	28 3/4	28 1/2	28 5/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/4	13 1/2	+ 1/4
Nat. Union Radio	3	2 3/4	3	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11 3/4	13

Vanderbilt Completes Pic

Cornelius Vanderbilt, Jr., recently completed his eight-reel color film "Europe—1949." It is a remarkable photographic survey of post war Europe highlighted by a commentary by Mr. Vanderbilt. A six-month nationwide lecture tour has been arranged.



RCA INSTITUTES, INC.

A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address Inquiries to Placement Director

RCA INSTITUTES, Inc.

350 W. 4th St., New York 14, N. Y.

WW, Benny, Lux Theater Lead Pulse Ratings

(Continued from Page 1)

Benny with 16.5 and "Lux Theater" with 14.4.

The remaining Pulse ratings for September follow:

Suspense	12.3
Louella Parson	11.7
Godfrey's Talent Scouts	11.5
Stop the Music	11.4
Inner Sanctum	10.9
My Friend Irma	10.5
Call the Police	10.4

Daytime—5-a-week

Program Average Rating

Our Gal Sunday	7.2
Ma Perkins	7.2
Helen Trent	7.0
Big Sister	7.0
Robert Q. Lewis	6.9
Young Widder Brown	6.6
Grand Slam	6.5
Rosemary	6.5
Young Dr. Malone	6.5
Guiding Light	6.5
Backstage Wife	6.5
Stella Dallas	6.5
Lorenzo Jones	6.5

Saturday & Sunday Daytime

Giants vs. Brooklyn (Sat.)	10.0
Giants vs. Brooklyn (Sun.)	9.8
Yankees vs. Washington (Sat.)	7.9

Yankees vs. Washington (Sun.)	7.7
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The Shadow	6.7
Grand Central Station	6.3
Theater of Today	6.2
Junior Miss	6.0

Make Believe Ballroom (Sat. A.M.)	5.8
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Let's Pretend	5.3
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Radio listening in New York, according to Pulse, Inc., increased throughout the week in September as compared to August. "This is a normal development caused by several factors: the closing of the vacation period and the return of 'name' programs as well as the continued popularity of summer leaders such as baseball." Pulse said.

Bradley Heads Promotion Of Crosley Distrib. Corp.

(Continued from Page 1)

turn to activities on the West Coast.

Bradley was formerly assistant to the General Manager of Vogue Pattern Division of The Conde Nast Publications, Inc. He was an executive of the Merchandising and Market-Research Departments and on the Television Committee of Newell-Emmett Company, New York advertising firm, for four years.

Carpenter To Manage WABI

Bangor, Maine—Murray Carpenter has been named general manager and treasurer of the company operating WABI, Bangor, Maine, F. B. Simpson, owner of the station, announced this week. Carpenter comes to Bangor from WPOR, Portland, which he helped to establish in 1946 and which he managed until two weeks ago. Prior to then he was associated with the Compton Agency in New York.

ANA Meet Next Week Will Be Closed To Press

(Continued from Page 1)

however, will be made available to the press, the announcement added. Among the speakers scheduled to address the "open meetings of radio and television group" will be W. N. Connolly, advertising manager of S. C. Johnson & Son, Inc.; Hugh M. Beville, Jr., director of research at NBC; William C. Gittinger, v-p in charge of sales at CBS; Robert S. Peare, v-p of General Electric Co.; Sylvester L. Weaver, Jr., v-p in charge of television at NBC; George L. Moscovics, manager of television sales development at CBS; Thomas H. Brown, Jr., v-p of C. E. Hooper, Inc., and I. W. Digges, ANA counsel.

New Eddie Albert Show To Preem Over NBC

(Continued from Page 1)

in informal style, featuring songs, anecdotes and occasional guests. Music will be by "The Playboys," instrumental trio composed of Arlo Holts, organist; Morton Lippman, pianist, and John Smith, guitarist.

The show will be produced and directed by Bob Wamboldt. Jack Wilson will write the scripts for the program.

COMING and GOING

O. B. HANSON, vice-president and chief engineer at NBC, and GEORGE NIXON, manager of engineering development for the network, left town yesterday for two days in Washington, D. C.

MURRAY GRABHORN, American network vice-president and manager of the web's owned-and-operated stations, on Saturday will go out to Wilkes-Barre, Pa., where he will deliver a luncheon address at the First Annual Northeastern Pennsylvania Advertising and Sales Promotion Conference.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, vice-president of the station, are in New York.

MICHAEL H. FROELICH, vice-president of the Ziff-Davis Publishing Co., has left on a two-week trip to Los Angeles, where he has conferences scheduled at radio stations and film studios.

HARRISON WOOD, American network commentator, is in Toronto, where today he will be the principal speaker at the dinner given by the Canadian Trucking Association in the Royal York Hotel.

TED CAMPEAU, president of KKLW, Detroit and Windsor, is in New York for the meeting of the Mutual network's board of directors.

ERNEST TRUOX, actor, has arrived from Detroit to begin rehearsals for his new television series which will bow on WPIX Oct. 13 under the sponsorship of the Gimbel department store.

WINNIE GARRETT, video artist, will arrive today from Montreal.

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

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

French Radio Expands Int'l Goodwill Net

(Continued from Page 1)

than 200 stations in the Western Hemisphere, including the United States, Canada, Alaska, Hawaii, Puerto Rico and Panama. The exchange arrangements were carried out by the French Broadcasting System in North America, under the supervision of its director, Pierre Crenesse.

Prepared In 25 Languages

The Paris-transcribed programs now being carried by members of the I.G.N. have been prepared in 25 languages for broadcast in Europe, Asia, Central and South America, Africa, Australia, and New Zealand. They include the following programs: "Five Centuries of French Music," "Songs of France," "Gay Paris," "Hot Music from France," and "Disc Jockeys of Paris." The roster of The International Goodwill Network has been increased to include the following countries broadcasting these programs in their native languages: Haiti, Hong-Kong, Yugoslavia, Israel, Greece, Germany, Italy, Mozambique, Syria, Lebanon, Sweden, Chile, Ecuador, Brazil, Poland, Egypt, Uruguay, Colombia, Hungary, Portugal, Holland, Australia, Denmark, Austria, Republics of Central America, and the Belgian Congo.

"We of Radio Diffusion Française," said Crenesse, "are glad to welcome our new member-countries to The International Goodwill Network. We sincerely believe a great step has been taken toward lasting Peace, for International Radio is a necessary part of the great plan for World Unity."

KPRC, Houston, Newsmen Cover Gulf Hurricane

(Continued from Page 1)

Bill Whitmore and David Willis, and engineer Paul Madeley, set up a special remote headquarters at Galveston.

Meanwhile, at KPRC here, another news crew headed by Bill Sprague gathered storm bulletins from the weather bureau, police and fire departments, and refugee evacuation centers, remaining on the air throughout the night, as did most other Houston stations. The station firmly rejected an offer by a local advertising agency to sponsor the hurricane bulletins. The client was a builder of concrete houses.

Woolley To Address Alabama Broadcasters

Tuscaloosa, Ala.—Easton C. Woolley, NBC's director of stations departments, will address the luncheon meeting of the Alabama Broadcasters Assn., here today.

He will speak on the subject of "The Case For Radio."

Nielsen Warns AAAA Meet Against Selling Radio Short

(Continued from Page 1)

day in the Hotel Roosevelt, New York.

"The danger to you, as I see it," Nielsen said, "is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification. . . . Television, while showing a rapid rate of growth, has not yet attained more than a very small fraction of the distribution shown for radio homes. . . . Radio, as an advertising medium, has been strengthened not only by the increase in the number of radio homes but also by the increases which have occurred (as shown by Nielsen Radio Index) in the number of hours of listening per home per day."

Cites Home-Hours Increase

Nielsen pointed out that the number of home-hours of radio usage per day has increased 53% since 1943. He continued: "While it seems inevitable that television will reduce radio listening in the homes where it is installed, statistics from Nielsen Radio and Television Services show clearly that the advent of television is creating a substantial increase in the total advertising opportunity made available by the broadcasting industry. . . ."

He conceded that television has

Col. Records Names Lieberman Exec. V-P

(Continued from Page 1)

in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Micro-groove record. He was elected to the board of directors of the company in 1948.

Before joining Columbia Records, Lieberman was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit such works as the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland" and many other works including choral, chamber and piano compositions. His novel, "Three for Bedroom C," has just been sold as a motion picture. He wrote the screenplay for the film version of his book.

Banghart News Program Gets Wine Co. Sponsor

Italian-Swiss Colony, in behalf of its wine, has purchased WNBC's 6:00-6:15 p.m. "News with Kenneth Banghart," Tuesdays, Thursdays and Saturdays, for a 13-week period, it was announced yesterday by John C. Warren, sales manager of the station.

The contract, effective yesterday, was placed through Platt-Forbes, Inc., with Charles H. Phillips as the NBC Spot Sales account executive.

Hooper Host

As A. C. Nielsen was holding forth yesterday at the Hotel Roosevelt, coincidentally, perhaps, C. E. Hooper was hosting a press luncheon a few blocks away at Pietro's restaurant.

Hooper took occasion to rebut a recent criticism by the head of the rival research firm, by saying that Nielsen, in taking certain Hooper reports to task, "was guilty of comparing apples and oranges." This was a point related to Hooper's main theme yesterday—that the radio industry needs a "uniform yardstick" for all broadcasting measurements.

"inevitably" created a decline in metropolitan listening, but declared that "radio remains strong in medium-size cities and in small towns and rural areas. . . . It is well to keep in mind that small-town and rural homes comprise a substantial share of the total market for most products, that these markets are generally the most difficult to reach efficiently with advertising, and that these are the very markets in which the effectiveness of radio advertising is likely to be maintained at high levels for a long time to come."

RMA Technicians Meet Scheduled For Nov. 1-3

(Continued from Page 1)

Town Meetings Committee, has announced.

Local Sponsors Included

Local sponsors include the Electric Institute of Washington, 17 set and parts distributors in the area, and the Mid-Lantic Chapter, The Representatives.

Participants will include the new RMA president, Raymond C. Cosgrove and technical speakers who have proved highly popular at previous meetings. Cosgrove has invited Wayne Coy, chairman of the Federal Communications Commission, to appear with him on the program November 1.

Speakers Listed

On the first evening, John A. Meagher, television specialist, RCA Tube Department, will speak on the Composite Television Signal. On the second evening, Ringland W. Kreuger, of American Phenolic Corporation—will discuss all phases of antennas, from their theory to impedance matching. On the third evening, John F. Rider—of John F. Rider Publications—will talk on Television Service in the Shop and the Necessary Test Equipment. Also on the program will be Anthony "Tony" Wright, chief engineer of The Magnavox Company. He will present a talk on "Television Service in the Home with Existing Test Equipment."

CBC Board To Discuss Canadian TV Situation

(Continued from Page 1)

he did not know immediately the name of the Canadian Marconi Company's "associate."

It was learned that the company, operator of station CFCF in Montreal, is still negotiating with a firm interested in the development of television in Montreal. If the negotiations are not concluded successfully the application will be dropped.

The board last dealt with applications for television licenses at a spring meeting. At that time, Canadian Marconi Company and CKAC, operated by La Presse Publishing Company, applied for Montreal television licenses.

Four Others Apply

Four similar applications came from Toronto-stations CKEY, and CFRB, Famous Players Canadian Corporation Limited, and Al Leary, formerly connected with CHUM.

The CBC itself plans to begin work on television stations in Montreal and Toronto as soon as it obtains \$4,500,000 from the government to help meet initial development costs. The amount is in supplementary estimates now before the Commons.

The Winnipeg meeting also will be asked by the Canadian Marconi Company to review separate programming operations over station CFCF-FM. The company's frequency modulation station was given permission several months ago to carry, on an experimental basis, different programs on the FM outlet than it carries on its regular amplitude modulation outlet.

'Mother Knows Best' To Debut On WCBS

"Mother Knows Best," new Saturday audience participation series featuring Warren Hull as emcee, will debut over Station WCBS, New York, Oct. 8 under the sponsorship of The Kellogg Company, Battle Creek, Michigan.

The program, a Columbia Pacific Network feature last season, will continue to be heard on the CPN as well as WCBS this year.

Assisting Hull on the show is Isabella Beach, Food Editor of the New York Journal American. Contralto Ruth Reynolds is featured in the show's musical highlights along with the music of organist John Klein. Agency is Kenyon & Eckhardt, Inc.

Lindlahr Book In Braille

"Eat and Reduce," the best-seller by Victor H. Lindlahr, food commentator for the ABC network, is being translated into Braille by the New York Public Library for the Blind. The book has already been translated into French, German and Spanish, and holds the record for the all-time best-seller of American Books in South America.



*Today these stations
are reaching more
people, with more money
to spend for their spot
advertisers' products
and services than ever
before*

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives
Since 1932*

ATLANTA

DETROIT

NEW YORK

FT. WORTH

CHICAGO

HOLLYWOOD

SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

LOS ANGELES

TELEFUNKEN Records, (Capitol Records, Inc.) teed off a new program on Metro's FM station KMGH Sunday, October 2nd. Record outfit and station are natural combination, diskeries classical sides being typical FM fare.

Jeanne Gray, woman commentator of "The Woman's Voice" heard over KMPC, has received the honor of being named one of the 24 outstanding Los Angeles business women, in commemoration of National Business Women's Week.

Bob Hope will make four personal appearances in Canada and the U.S. following his regular NBC program, Oct. 11. On Oct. 12 he will appear at the Maple Leaf Gardens, Toronto, Canada, on Oct. 13, at the Ottawa Civic Auditorium, Oct. 14, at the Forum in Montreal, and Oct. 15, in Buffalo, N. Y. He will return to Hollywood for his radio show of Oct. 17.

Eleven-year-old radio actress Anne Whitfield, who appeared on the NBC Theatre production of "Penrod" recently, celebrated her 660th network broadcast and the start of her fifth year in commercial radio with this show.

Defense Documentary Planned For ABC Web

(Continued from Page 1)

it was announced yesterday by U. S. Secretary of Defense Louis Johnson.

In describing the new public interest series, Johnson said: "This will be the initial network radio series produced by the Department of Defense to give the radio audience an opportunity to learn about the latest developments and accomplishments in the realm of national security."

The new series, planned for entertainment as well as for up-to-the-minute reports on American defenses, will have a diversified format. Each week, William Frye, assistant to the Secretary of Defense, will report on the latest developments in national military affairs. In addition, documentaries, some "live" and others recorded, and music of the armed forces will be presented.

New Technique Planned

The "documentary" spot contemplated for the program, the announcement stated, "promises to be such a new technique that the term 'documentary,' borrowed to describe it, falls short. A pure experiment in radio broadcasting, these episodes will take listeners into the world of the present and future of our armed services."

Planned for early presentation in the series are conversations with parachutists, jet plane pilots and the "guinea pigs" of the services who are working and testing the untried devices to be used in the future.



Windy City Wordage. . . !

• • • ROBERT JONES, formerly ABC Station Relations Manager in Chicago, and who before that handled a similar post with ABC in New York, will be the new General Manager of KRMG in Tulsa. The station is now under construction and will go on the air some time before

Chicago

January 1st. John Blair and Company will handle the national representation. Jones, who recently resigned as manager of WIRL, Peoria, will be host to a team of Blair executives, headed by Wells H. Barnett, Jr., Sales Development Manager, who will make a complete study of the station operation and the market. . . . Tommy Bartlett, emcee of NBC's "Welcome Travelers" show, presented a farm wife with a check for \$20,000 on Friday for winning the "Name the Schmo" contest conducted by Procter & Gamble, sponsor of the Bartlett show.



• • • CAESAR PETRILLO, WBBM Musical Director, together with the station's Modernaires, has recorded four tunes for Columbia Records. Caesar was also a guest when Arthur Godfrey broadcast his morning CBS show from the WBBM studios Friday morning. During the interview with Godfrey, the WBBM musical director also talked with Janette Davis, featured vocalist, via a two-way hook-up between the WBBM studios and New York. Janette is a former WBBM star and was featured on many programs here a few years ago. . . . The red-haired comic revealed during his Windy City trip that he had just signed the Chordettes, new femme vocal group, who will be heard regularly on both his AM and TV shows. Because there was no budget for the new group, both Janette and his vocal group took a cut in their weekly salaries to make a spot for Chordettes. The latter group is from Waukesha, Wisconsin. . . . After taking a color photo at the Chicago Tribune studios and meeting the press at his suite in the Ambassador Hotel suite, Godfrey enplaned for Detroit where he spent the weekend with the General Motors president. He really smokes his sponsor's product—Chesterfields.



• • • BEN PARK, writer-producer of the prize-winning "It's Your Life" series broadcast locally over WMAQ, tells us that he will make tape recordings of the show available to stations throughout the country at \$7.50 per program. . . . Chicago disc jockey Frann Weigle has a recording coming out this week on a London label which insiders believe may revolutionize the entire recording technique. Frann did all eight voices on the record. One side is the Hoagy Carmichael tune, "Rockin' Chair," and the other is an original ditty composed by Weigle, Hal Tate, Billy Milton, and Maxine Long. Bill Putnam, president of Universal Records, deserves credit for the sensational engineering feat of blending all eight voices so that it sounds like a combination of the Mills Brothers and the Ink Spots singing the number. . . . Members of the Chicago Radio Writers Guild are cordially invited to attend the Mystery Writers of America meeting which will be held at Riccardo's Saturday evening. Guest of honor will be Emmett Dedmon, book editor of the Chicago Sun-Times.

Takes KCBS Post

Appointment of William Cullenward as manager of Press Information of KCBS, Columbia-owned station in San Francisco, was announced yesterday. Cullenward formerly was promotion manager of the San Francisco Call-Bulletin, manager of the 'Frisco News Bureau of the Chicago Sun and News Bureau manager for Trans World Airlines.

New ET Series Planned

Arrangements have just been completed between John J. Anthony and Charles Michelson, Inc. for the production of a new 5-per-week, across the board quarter-hour transcribed series entitled "Your Problem, Please," featuring Anthony. The programs will be released for local sponsorship by the Michelson firm on October 17th.


SOUTHWEST

FRED NAHAS, exec veepee of KXYZ, Houston, is back from Hollywood where he completed arrangements for a flock of film-notables to make personal appearances at the Dec. 17th Shamrock Charity Bowl. Rice Stadium will be the scene of the tilt which will match the professional champion team against an all-star team of the All-American Conference.

The title, "Tomorrow's History," used for the Shell Oil across the board 6:15 p.m. news on KXYZ, Houston, gets further use when newscaster Fred Nahas expands his activities and becomes a regular columnist in the 15 Citizen Newspapers distributed to every home in Houston. Nahas takes on this additional chore to fill in his spare time while functioning as exec veepee of KXYZ, newscaster, chief barker of the Variety Club Houston Tent, and Ambassador at large for oil millionaire Glen McCarthy and the fabulous Shamrock Hotel.

Dave Rubinoff, violinist who is widely known for his air appearances, is scheduled to make series of personal appearances throughout the state opening at Wichita Falls, Nov. 15; Houston, Nov. 22; Orange, Nov. 23; San Antonio, Nov. 29, and Dallas, Dec. 2.

Tourists entering Mexico by private car may not take portable radios with them, according to an announcement made here by the Mexican Government Tourist Bureau. The portable radio may be declared at the border along with the auto. Any tourist who takes a radio with him will be expected to bring it back when he returns to this country. The ban on such radios heretofore in effect was intended to prevent smuggling across the border. Tourists going by train, airplane and bus will not be permitted to carry radios across the border as there is no way for customs to check them.




WEVD
5000 WATTS 1330 K.C.

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DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Sold for WHO'S WHO
Among Advertisers on WEVD



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 6, 1949 — TELEVISION DAILY is fully protected by register and copyright

SAG HINTS WITHDRAWAL FROM 4-A

TELE TOPICS

IN ITS ATTEMPT to bring viewers a glimpse of the legitimate theater, "Tonight On Broadway" succeeds admirably. To accomplish this the program uses a reportorial approach which manages to get across the glamor and excitement of the stage. This very approach, however, does not bring the show off to best advantage. On the opener on CBS this week were three numbers from the hit revue, "Lend An Ear." All brought refreshing new entertainment into the living room and were very effective trailers for the show. But because the cameras were merely reporting on the entertainment offered by another medium the show was not presented as well as it might have been in a studio. Such a move, however, would entail virtually insurmountable problems such as the cost of moving scenery, etc. Pickups, therefore, had to be remotes, and under the circumstances producer-director Martin Gosh turned in a fine job. . . . While speeches in the middle of a show are not exemplary programming, the intermission talks by Dick Walsh, IA prexy; Richard Rodgers, and Esso chief M. J. Rathbone were explanatory and happily brief. . . . John Mason Brown is the commentator and Robert Sylvester does adaptations. Esso animated commercials neatly combined entertainment and sales plug. Marschalk & Pratt is the agency.

FRANK MULLEN, former NBC veepee and now consultant for WPIX, will represent Jerry Fairbanks Productions in this week's meetings between TV film producers and the AFM. Mullen will have full authority, Fairbanks said, to act for the film company in discussions of wage scales for musicians recording for video films. . . . ABC has taken first option for AM and TV on Roger Kay's new comedy series, "Everything For Angela," starring Mady Christians. . . . Pulse, Inc., will publish future editions of its New York video audience report in a pocket size edition. . . . John Facenda, Philadelphia newsman, has started a new series on WCAU-TV for Bonafide Construction Co., through Gresh & Kramer agency.

TBA ESTIMATES a total audience of between 17 and 20 million viewers for the World's Series, based on an estimated 2,000,000 receivers in the 29 cities carrying the games, with an average of eight to ten persons per set. . . . Most nebulous tie-in of the week has the Three Flames, sensational vocal and instrumental group, doing a guest shot on WPIX Saturday night in connection with Fire Prevention Week. According to the WPIX handout, their appearance was arranged through the N. Y. Fire Department division of fire prevention.

Raytheon Plea Warns Of Relay 'Monopoly'

Washington—With most of the major interested parties asking for postponement, Raytheon this week called upon the FCC to make it clear that it does not plan to award the American Telephone and Telegraph Company "an illegal monopoly" in intercity TV relaying. The company is anxious to go ahead with its own private plans for TV relay, it said, pointing out that its equipment is already in use between Cincinnati and Dayton.

Philco, DuMont and TBA all asked for delay of the due date for their comments, asking continuance from Monday of this week to October 24.

Raytheon was alarmed at a Commission statement last month warning that TV relay will eventually be an operation for common carriers and that others interested in manufacturing relay equipment or setting up a system would do well to plan for early amortization of their investment. Instead, said Raytheon, let it now be understood that "all of the frequencies now available for common carrier or for private TV intercity relay be made available for assignment to both types of service in the discretion of the Commission on an individual case basis."

The Commission proposal looking toward eventual closing out of private relay facilities "is a very serious finding," said Raytheon, calling for assurance from the Commission that it will not aid in the consummation of the "monopolistic intent" of the Bell System.

CBS-Type Color-Video Set To Sell For \$220—Goldmark

(Continued from Page 1)

mark said, on technical analysis and on the basis of RCA testimony, "appear to me to present enormous problems which must be solved within reasonable limits of cost and operating dependability."

"If either RCA or CTI can demonstrate that they have found satisfactory solutions at reasonable cost to all the problems which seem to confront their system," he added, "I assure you I will be the first to congratulate them. My position in this matter is made considerably more difficult because of the fact that the RCA presentation hinted at no problem in the system what-

Film Theater 'Series' Draws Near Capacity

More than 3,500 cheering baseball fans comfortably seated in Brooklyn's Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie house via television. The audience included a goodly number of exhibitors, radio and video officials studying reception and reaction to the show.

During the first few innings of the game, the image was received via microwave relay from the AT&T Building to the theater, but when bugs appeared in this reception, a switch was made to an off-the-air pickup from DuMont's WABD. The latter picture had newsreel quality.

Chicago—With 2,300 viewers practically filling the 2,600-seat State-Lake Theater of B. & K., theater television was inaugurated here yesterday with the World Series as the featured attraction.

Boston—Bostonians, despite their disappointment at the failure of their Red Sox to cop the pennant, filled two-thirds of the 1,800-seat Pilgrim Theater to witness the World Series via video.

Scranton, Pa. — Instantaneous showing of the World Series via television was featured here yesterday at the West Side Theater, a Comerford-Publix house. The 1,800-seat theater was more than half filled by the 1,050 patrons who paid 30 cents each for the privilege, all proceeds going to charity.

soever. Since RCA failed to point out its own potential problems—even those concerning which the Commission notice called for information—I think it may be helpful to the Commission if I attempt to point them out."

Explains System

Enumerating the advantages of the operating CBS color system, Goldmark noted that the Columbia system "is not inherently either a mechanical or an all-electronic system. It may be either or it may be a combination of both, depending on the apparatus which is found most desirable to use."

Says It Will Not Be Forced Into TV Authority

The Screen Actors Guild yesterday announced that it will refuse to allow its members "to be forced to join a new union and pay additional dues in order to work in motion pictures used in television." The union also notified other members of the AAAA that it "will fight on all fronts against a proposed raid on the Guild's film jurisdiction."

Statement was read into the minutes of a meeting of the AAAA international board early yesterday morning as the day and night session recessed indefinitely.

SAG said that if AAAA went along with present plans and established the proposed Television Authority with jurisdiction over films, SAG would probably withdraw from the parent organization.

SAG appealed to the live talent unions not to declare jurisdictional war against the motion picture talent unions, and offered to make an agreement for (1) complete cooperation with any existing talent union selected to handle live shows, and (2) complete membership interchangeability for television so that no member of any talent union would be required to pay additional dues in order to work in either live TV or films made for tele.

In a vigorous attack on the basic concept of a "Television Authority," which it declared to be "aptly named," the Guild statement said the Guild "sees clearly an attempt to build a new empire wielding control over all actors."

SAG ended its statement with a warning that if the other talent unions should reject its offer of cooperation and interchangeability and should seek to take from the Guild part of its motion picture jurisdiction in order to give it to the proposed new union, "Television Authority," the Guild would:

"1. Marshal its full strength and that of all its members, including all motion picture stars, to resist the raid on the Guild jurisdiction.

"2. Wage an all-out campaign to expose the pitfalls toward which all performers are being led through creation of the proposed new union Television Authority.

"3. Refuse to obey any orders of the Four-A's Board that are based on an attempt to split the Guild's jurisdiction and infringe on the Guild's contractual responsibilities to its members and their employers.

"4. Make whatever alliances the Guild deems necessary to defend the rights of its members in the field of motion pictures.

"5. Reserve its right to ask the Guild membership to instruct the Guild's Board of Directors as to whether the members desire SAG to continue as a branch of the Four-A's."

RADIO DAILY

PLUG TUNES

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

WHERE ARE YOU BLUE EYES?

Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

You'll LUV this novelty! IT MUST BE L U V

MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This! "FOREVER WITH YOU"

by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born! "BLUE FOR A BOY— PINK FOR A GIRL"

Vaughn Manrae an RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

A Beautiful Lullaby! KUSH LITTLE DARLIN'

MICHAEL MUSIC CO., INC.
 1619 Broadway New York, N. Y.

Terrific in England! "IN A SHADY NOOK" (By A Babbling Brook)

STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN

recorded and featured by

BOB HOUSTONM-G-M
FRANKIE LAINEMercury
DEAN MARTINCapitol
VAUGHN MONROEVictor
SARAH VAUGHANColumbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Several weeks ago this scribbler went all out on "That Lucky Old Sun," penned by two tunesters, Beasley Smith, musical director of WSM, Nashville, Tenn., and Haven Gillespie . . . the Robbins ditty has forged to the front so quickly that it climbed aboard the Hit Parade last Saturday in record time. . . . Abe Olman, Murray Baker and their staff rate a low bow for an ace promotion job. . . . ● Composer Elmo Russ has written a play, "7-0-6-3 Zero," which will be presented by Thalia and Mel Pommany at the St. Francis Xavier Theater in New York, Oct. 20 and 21 . . . theme is based on Atomic Power. . . . ● "Kishwaukee Jack" Harmer, one of the stem's best-liked contactmen, is back on the big apple after a year in Hollywood . . . he's still touting 'Uncle' Will Rossiter's catalogue with special emphasis on "You Haven't Changed," penned by W. R. Williams. . . . ● Arthur Henley, scripter for the past three years of the NBC Cupid series, "Honeymoon In New York," will soon take a personal interest in this Honeymoon business he's been hearing (and writing about) . . . the gal's name is Janet Radskin and she's with Musical Artists, Inc. . . . ● Bill Harrington, vocal star of the Hit Parade, will make personal appearances at Frank Dailey's Meadowbrook Club, Oct. 14th, 15th and 16th. . . .

★ ★ ★ ★

● ● ● **THE TREND** to cut down large orchestras that Benny Goodman and Artie Shaw effected several years ago, continues with Alvino Rey and Sam Donohue following suit. . . . ● "The Enchanting Touch" of Teri Josefovitz is now a nitely feature at Doran's in Bronxville. . . . ● You first read about the song in this pillar . . . we're talking about the new Rytvoc Music smash titled, "If I Had A Million Dollars," which is busting out all over due to the tremendous Columbia platter, waxed by Tony Pastor. . . . ● Tedd Lawrence has switched his disk jockeying from WLIB to WINS. . . . ● Give yourself a musical treat and listen this Saturday at 6:30 P.M. EST, to Abram Chasin's "Period Suite" which will be preemed by the NBC Symphony Orchestra, conducted by Milton Katims. . . . ● Eddie Chase, CKLW deejay, has acquired six washboards used by his band and autographed by Spike Jones, which Eddie will give away next week (the tie-in song will probably be "Don't Cry Joe" (lather go lather go lather go). . . . ● To us the new Laurel Music number, "Give Me Your Hand," cleffed by Dorothy Stewart, is a combination of "Oh, Promise Me" and "Because." . . . The beautiful composition should take its place up there with the standards. . . . ● WHOM staffers Ralph Constantine and Harry Cooper have collabbed on a song titled, "Funny About A Dame." (Now all they have to do is get it published.) . . . ● An ET, plugging the sale of Christmas Seals, has just been cut with Hu Chain, scripter and producer, Raymond Massey, narrator, and Ben Ludlow, composer of special original music and conductor. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Columbia should do well with the new Frankie Carle pairing of "Vieni Su" and "I Want You To Want Me." . . . Thrush Marjorie Hughes comes up with a smooth vocal effort on both sides resulting in a biscuit that deejays and juke box ops will latch on to. . . . ● Snooky Lanson has been signed to warble on London Records. . . . Beasley Smith will handle the orchestral chores for the Nashville lark. . . . ● A local disk jockey happened across an old Lee Morse platter of "Careless Love" and spinned it several times . . . result was a tied-up switchboard and a Decca re-issue of the platter. . . . ● Radiolite Merrill Joel's narration for the new kidisks, "Peter and the Wolf," "Nutcracker Suite" and "The Nightingale and the Tin Soldier" (Magic Tone Records) is story-telling at its best. . . . ● Deejay Don Larkin of WAAT, is one of the writers of the ditty, "The Game Of Broken Hearts," which is making so much noise for the new platter firm, Dart Records.

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

SOME DAY
 (You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
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I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, YEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆ ◆—
JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
Million Dollars"**
 (I Would Give It All to You)

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 5

NEW YORK, FRIDAY, OCTOBER 7, 1949

TEN CENTS

SPOT SPOKESMAN HITS P. I. DEALS

CBS Demonstrates Color-On-Network

Washington Bureau of RADIO DAILY
Washington—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 470-mile circuit with little or no loss in quality. Using existing facilities between Washington, Baltimore and New York, the web used microwave relay on the leg to Baltimore and the AT&T coaxial cable to New York.

The FCC viewed the CBS demonstration in a large ballroom of the Carlton Hotel. The programs originated in a studio setup in a parlor
(Continued on Page 7)

Several Bidders Of Record For WHOM In N. Y. C.

Although several offers have been made for the physical equipment and wave length of WHOM, New York Italian language station, no deal has yet been consummated for the station, according to Gene Pope, general manager of the station. The Pope interests recently acquired WINS, the Crosley 50,000 watt in New York, and plan to switch the WHOM call letters to WINS if the deal is sanctioned by the FCC.

Lou Holtz Disc Series Sold To Twelve Stations

Charles Michelson, Inc. has been named to handle distribution of the five-minute transcribed comedy series, "The Lou Holtz Laugh Club," which has been ordered by twelve stations to date.

The initial station list: KPHO, Phoenix, Ariz.; WLAD, Danbury, Conn.; KOWL, Santa Monica, Cal.;
(Continued on Page 3)

TV Trouble

Eddie McClarence, Brooklyn baseball fan, turned up at the Yankee Stadium for the Yankees-Dodger game yesterday carrying a portable TV receiver. McClarence had picture trouble from his seat high in the left field reserved section and ended up watching the game without benefit of video. He later traded the receiver for two tickets to the Saturday game at Ebbel's Field.

Reserve Judgment On BMB, Brorby Asks

Reporting on the present status of the Broadcast Measurement Bureau at Wednesday's 4-A Eastern Council meeting in New York, Melvin Brorby, vice-president of Needham, Louis & Brorby, and a BMB director, declared that "... any doubting Thomases should obviously wait until they see Study Number 2 before coming to any further conclusion about BMB's future."

He continued: "Before anybody
(Continued on Page 2)

New Variety Show Sold To Kellogg Co. On WCBS

A new audience participation show, "Mother Knows Best," will start on WCBS, New York, Oct. 8, 5:30-6 p.m., on behalf of the Kellogg Co., of Battle Creek, Mich.

Warren Hull will serve as mc of the show, which combines variety with a telephone giveaway twist. Kenyon & Eckhardt is the agency.

Thornburgh Is Optimistic About Radio-TV Business

Declaring that radio will justify its rates for many years to come. Donald Thornburgh, president of WCAU, Philadelphia, told the Radio Executives Club at the Hotel Roosevelt yesterday that medium would have a profitable year despite the inroads of television.

"I'm optimistic about business both in the radio and television fields," Thornburgh said. Radio will continue to be profitable and some

NARSR President Tells Broadcasters That Cut Rates And Per Inquiry Deals Are Poor Business

Would Abolish Fees On Canada Receivers

Montreal—Abolition of radio license fees was advocated in the Canadian House of Commons by Don Brown, Liberal member for Essex West.

Brown said the present method of collecting the money to operate the CBC is unequal, unfair and unjust. He quoted statistics which he said show that between one-
(Continued on Page 3)

Bakery Signs "Ranger" On ABC Regional Net

American Bakeries Company of Atlanta, Ga., marking its first use of a regional tele network, will sponsor the ABC telecast of the "Lone Ranger" over five stations in the Southeast under a 104-week contract starting immediately.

In mid-1949, the American
(Continued on Page 2)

Cites FCC Restrictions On Non-Profit Stations

Urbana-Champaign, Ill. — Total broadcasting time of non-commercial stations in the U. S. amounts to only one per cent of the total com-
(Continued on Page 2)

Birmingham, Ala. — Radio stations that will stay in business, now that the broadcast industry has reached maturity and faces a radical period of growth and change, are "the ones that provide the best programs and operate under the best business principles," Frank M. Headley,
(Continued on Page 3)

BMI's Kaye To Talk At Radio Institute

New Brunswick, N. J.—Sydney M. Kaye, vice-president and general counsel of Broadcast Music, Inc., will be the principal speaker at the banquet tonight of the second annual Radio Institute, being held by the New Jersey Broadcasters' Assn. on the Rutgers University campus.

Sixty broadcasters are attending the parley, which opens this afternoon and will conclude with a lun-
(Continued on Page 3)

Special Columbus Day Program Set By ABC

A special public interest program, "They Met the Boat," starring Robert Young and Linda Darnell in the title roles of Christopher Columbus and Queen Isabella of Spain, respectively, will be broadcast by ABC
(Continued on Page 2)

Polio Contribution

Louisville, Ky.—WHAS presented the National Foundation for Infantile Paralysis with a \$12,746.17 check representing contributions made by listeners to a "Polio Dollar Day" recently conducted by the station. The presentation was made by Victor A. Sholis, director of WHAS, to Warren Coss, director of fund-raising for the Foundation.

Benefit Meet Today

The production committee for the 16th annual "Night of Stars" will hold its first meeting today at 4 p.m. in the Paramount board room, 1501 Broadway, New York, under the chairmanship of James Sauter. Proceeds of the "Night of Stars" benefit show, to be held in Madison Square Garden on Nov. 14, will go to the United Jewish Appeal.

(Continued on Page 3)



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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 Dahlonega Rd.
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CHICAGO BUREAU
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360 No. Michigan Ave.
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Phone: Riverside 5491
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 6)

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, Westinghouse pfd., 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.

Cites FCC Restrictions On Non-Profit Stations

(Continued from Page 1)

merical time on the air, according to Dallas W. Smythe, professor of economics at the University of Illinois, and member of the university's Institute of Communications Research.

Smythe blames this situation "primarily" on "FCC restrictions." His views are stated in an inventory of radio programming by educational broadcasters, based on a survey of activities by members of the National Assn. of Educational Broadcasters. Among other restrictions, aside from time limitations, he cited the fact that no educational broadcaster is licensed to use more than 5-kw of power.

Series In Spanish

A play-by-play account in Spanish of the World Series "beisbol" classic is being sent to Latin America via shortwave by a team of Puerto Rican broadcasters. Rene Canizares and Cuco Conde. The broadcasts are going to Puerto Rico, Cuba, Santo Domingo, and the other Spanish-speaking islands. They will continue throughout the Series.

Bakery Signs "Ranger" On ABC Regional Net

(Continued from Page 1)

Bakeries Company made its initial entry into the regional radio network field sponsoring the ABC broadcasts of the "Lone Ranger" thrice weekly, over 36 stations on ABC's Southeastern network. Previously, the company had confined its use of radio to the spot field, which it continues to use in certain markets.

The American Bakeries-sponsored telecasts of the show will be seen over WSB-TV, Atlanta; WAFM-TV, Birmingham; WMBR-TV, Jacksonville; WDSU-TV, New Orleans; WTJV, Miami.

Tucker Wayne & Company of Atlanta, is the agency.

Harold B. Morrill

Lawrence, Mass.—Harold B. Morrill, general manager of WLAW, Lawrence, Mass., died Wednesday at his home in Arlington, Mass., following an attack of coronary thrombosis. He would have reached his 55th birthday on October 11. Identified with the radio broadcasting industry since 1919, Mr. Morrill had been associated with the Hildreth & Rogers Company, owners and operators of the station, for the past 27 years, serving also as secretary of the corporation. He played a prominent part in the establishment of WLAW which went on the air originally on December 17, 1937, and succeeded Irving E. Rogers as general manager in August, 1946.

Gaylord Durham

Hollywood—Funeral services were conducted at 2:00 p.m., Oct. 5, at the Fillbach Funeral Home, Burbank, for Gaylord "Gene" Durham, 51, who died of a heart attack at his home, Los Angeles, last Saturday night. Cremation followed the funeral rites.

Durham, with ABC for the past two years, most recently in the capacity of a KECA-TV transmitter engineer, formerly with NBC-Hollywood, and KFSD, San Diego.

Cancer Program On ABC-TV

"A Visit With The Children," educational-fund-raising film about cancer in children, will appear at 9:00 p.m. over ABC television network on Sunday, October 9. The film was narrated by Raymond Massey, photographed for Memorial Hospital Center, and produced by Evan J. Anton Productions, Ltd.

Reserve Judgment On BMB, Brorby Asks

(Continued from Page 1)

can answer the question of what will become of BMB in the future, somebody has to supply the answer as to how many additional broadcasters will support BMB if they clearly enough understand how much it is needed, and if they themselves have full confidence in its findings.

"Apparently Dr. Baker's conservative, frank handling of BMB problems at NAB meetings is helping to build that confidence. But new subscriptions are slow in coming in. I will not say too much here about the tri-partite nature of the organization. . . . In whatever form BMB is continued (however) the principle of cooperative research with tri-partite participation should be preserved."

Offers Two Suggestions

Brorby offered two suggestions on what might be done between now and Nov. 14, one to agencies, and the other to broadcasters: "To the agencies, I suggest that you in the research departments get together with your time buyers and with your own agency managements and make your opinion on the need for BMB very plain to the broadcasting industry."

"For the broadcasters I have this suggestion—do not take definite action one way or another on BMB at your Nov. 14 meeting. Wait until Study No. 2 has been published." He suggested at that point the naming of a committee representing agencies, advertisers, and broadcasters, "to study the current facts of BMB and make a recommendation about its future."

Special Columbus Day Program Set By ABC

(Continued from Page 1)

on Oct. 9, 7:30 p.m., EST, in observance of Columbus Day (Oct. 12).

The half-hour drama will be presented by the web's Public Affairs Department in cooperation with the Arrow Committee which was established to help rehabilitate the Indian Nations. Members of the Committee include Eddie Cantor, Congressman Franklin D. Roosevelt, Jr., AFL president William Green and former secretary of War Patrick J. Hurley. The radio program script will be written by Arnold Marquis.

Nehru Talk At Columbia To Be MBS Exclusive

The first major address in this country by Pandit Nehru, India's prime minister, will be aired exclusively by Mutual on Oct. 17, 10-10:30 p.m.

Nehru, who will speak at Columbia University in New York after receiving an honorary degree, will be introduced by General Dwight D. Eisenhower, president of Columbia. The Indian statesman is due in the U. S. on Tuesday.



Attention-Getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get your attention, so we can make a point about the attention advertisers get over Radio Station W-I-T-H in Baltimore.

They get plenty, too—at real bargain rates! You see, W-I-T-H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

If W-I-T-H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W-I-T-H story.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Thornburgh, At REC, Sees Business Good

(Continued from Page 1)
peak volume of spot business this year.

Turning to television, Thornburgh said TV is in the "proving stage." He forecast that the continued growth of the television audience and the extension of the coaxial cables would put some TV stations in the profit column within the next year.

The speaker, surveying the television outlook in Hollywood, spoke of the reluctance of some of the radio and movie names to get into video at this time. He cited Jack Benny, Edgar Bergen and Bing Crosby as three important radio names who have been showing some hesitancy about getting into TV.

Phillip Willkie, son of the late Wendell Willkie, was also heard at the luncheon. Willkie, a representative in the Indiana state legislature, gave the REC membership an insight into his political thinking.

John Karol, president of REC, announced that the next luncheon meeting on October 20 would be a television session with Richard Hubbell, TV consultant, presiding.

BMI's Kaye Will Talk At N. J. Radio Institute

(Continued from Page 1)
cheon on Saturday. Members of the Program Clinic panel are J. McCulley, WSNJ, Bridgeton; Stephen van Gluck, WNJR, Newark, and Edwin Tucker, WKDN, Camden. Donald Meaney, WNJR, and Arnold Synderman, WKDN, will participate in the News Clinic panel.

WDHN and WCTC, both New Brunswick stations, will act as hosts at a reception preceding the meetings. On Saturday, Harry D. Goodwin, of WNJR, will serve as chairman of a research clinic at which presentations will be made by Dr. Sydney Roslow, of the Pulse, Inc., and Seymour Smith, of Advertest. This will be followed by a Sales Clinic panel, with Gene Milner, WCAP, Asbury Park; Fred Bernstein, WTTM, Trenton, and Robert Bell, of WCTC, participating.

Lou Holtz Disc Series Sold To Twelve Stations

(Continued from Page 1)
KEIO, Pocatello, Ia.; WIMS, Michigan City, Ind.; WHRV, Ann Arbor, Mich.; KLAS, Las Vegas, Nev.; WSRS, Cleveland Heights, O.; WCHA, Chambersburg, Pa.; KPRC, Houston, Tex.; WSSV, Petersburg, Va.; KREM, Spokane, Wash.

P. I. Deals Poor Business, Headley Tells Station Reps

(Continued from Page 1)

president of the National Assn. of Radio Station Representatives, said in a speech prepared for delivery today before a meeting here of the Alabama Broadcasters Assn.

In pointing out that broadcasting is nearly 30 years old and that it is time, therefore, "to put away childish things," Headley declared that "there is nothing to be afraid of." He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.

Headley decried the practices of some broadcasters to haggle over rates with advertisers, to accept P.I. business and free time deals or to offer lower local rates than those for national spot or network. "Grasping for business at less than card rates is juvenile, not the sign of a mature business," Headley asserted, adding that what the advertiser looks for first in a station is "character."

The NARSR president explained: "The advertiser is a big man. He operates his business on the highest principles or it wouldn't endure, and he expects to do business with you on the highest business principles. He will not do business with you if you cut rates; once maybe, and then only the small advertiser and his advertising agency. But if you are subject to haggling, if you bill at rates and on terms that are not fully published, if you give one advertiser a rate or terms you do not give to all advertisers, you automatically cut yourself off from the high principled, large-size advertiser. Nothing is more important than the price. Everything that you have for sale should have its ticket, known to all, violated for none."

Calls P. I. An 'Epidemic'
Headley described the per-inquiry business as an "epidemic" and charged that "Slick operators are taking advantage of the fears you fostered for a few months of an approaching depression, and are organizing the P.I. business. If you have a legitimate broadcasting station, put on legitimate programs, perform a legitimate service, there is no reason why you should indulge in speculation for your sales volume. P.I. business is speculative. It is speculative in the quality of merchandise, the price charged, and the result that you get out of it. The worst effect is, of course, the undermining of your rate card. If you are willing to do business on a speculative basis with one advertiser, then all advertisers have a right to figure out some kind of a specula-

tive deal. A P.I. deal may bring you in a fast dollar, but it is unlikely to contribute to a sound business.

"Can't we send out word now to the advertisers and agencies that we are grown up, and will no longer fall for their free time propositions. I was amazed when one of the big New York agencies recently mailed out a commercial script, asking you to put it on the air free of charge because they thought it was interesting, and because the advertiser spent some money on some stations for his other products."

Stresses Need For Research

In discussing the need for continued research, Headley said:

"We all recognize how unfortunate it is that some of our largest advertisers repeatedly tell us that they have no way of tracing their sales results to specific advertising media. They can't tell whether their sales are coming from magazine, newspaper, or radio advertising. So, they have to go on faith, and you can see how difficult it is to move the spending of millions from media that have produced, into the new broadcast medium, even though we have a great mass of evidence

Would Abolish Fees On Canada Receivers

(Continued from Page 1)

quarter and one-third of radio owners in Canada do not buy the \$2.50 license.

The result was that the remaining two-thirds or three-quarters were paying for the upkeep of the national network.

Brown's idea was that the license fees be abolished and that the money to run the CBC be taken from federal revenue.

Wedding Bells

Bill Lipton, regular member of the CBS "Let's Pretend" cast for the past 11 years, will be married to Joan Abbrancati, writer at Young & Rubicam, on Oct. 15.

on our side. It is interesting to note that the products which are bought most often per week, which rely upon mass consumer advertising almost solely for their sales results, have allocated large appropriations for broadcast advertising. For example, cigarettes, soap and bread. So, we need every bit of evidence, of research material that we can get to trace cause and effect between broadcast advertising and producing sales."



HEADLEY



THORNBURGH

• faces • facts • figures • wins •

• faces • facts • figures • wins •



BUSHELS OF FUN

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHEL'S OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHEL'S OF FUN.

• faces • facts • figures • wins •



CROSLY BROADCASTING CORPORATION



Fred Brokaw

...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was character-

istic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and *sold* it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer



Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

New York Boston Detroit Chicago Hollywood San Francisco

CHICAGO

By HAL TATE

SEEN on Michigan Boulevard this past week were Bob Livingston, WBBM sales representative in New York City, and Wendell Campbell, general manager of KMOX-CBS in St. Louis.

Ben Park, producer of the "It's Your Life" show, announced the formation of The Documentary Company, a radio package producing and consulting service. Headed by Park, the concern plans to deal mainly with radio and television shows based on "real life" subject matter. Packages are now available for both radio and television. The "It's Your Life" show, produced by Park for the Chicago Industrial Health Association, and sponsored by Johnson & Johnson over WMAQ, is an example of "real life" subject matter. Don Herbert, co-producer and interviewer of "It's Your Life," has been named executive producer for this new company, and John Leonard, tape editor of "It's Your Life" will be a writer-producer for the firm.

Congratulations are in order for Mr. and Mrs. George Ramsby on the birth of a daughter, Heidi Lynn, born Monday, September 26 at St. Joseph Hospital. No lullaby problem in this family, as George is a staff musician and vocalist at WBBM.

Hundreds of letters are pouring into WBBM, in appreciation for the first broadcast of "Traffic Jam," first heard on Sept. 9. The program discusses Chicago's motoring problems and ways to improve it.

Sond Birthday Greetings To—

October 7

Marjorie Carrall Charles Pekar
Andy Devine Frances Moore
Alfred Wallenstein Harold Davis

October 8

Sherill Ellsworth Tiny Ruffner
William N. Robson

October 9

Robert Armbruster Bart McHugh
Walter Compton Lee Wiley
John Guedel Marge Louise Stein
Henry Hunter John Jackaberry

October 10

Johnny Green Charles Pickard
Virginia West

October 11

Jeff Bryant Norman Stanley Case
Opal Craven Jimmy Donnelly

October 12

Goodman Ace Theodore Webb
Ted Collins Tom Flynn
Phil Kramer William Dekker

October 13

Georgia Backus Irene Rich
Harry Hershfield J. G. Shaif



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Rumored that Arizona outlets of CBS may have their affiliations cancelled by the web so that the net may accommodate a commercial sponsor who has talent owning Arizona stations. (Could the sponsor be Wm. Wrigley, and the talent Gene Autry, who owns KOOL, Phoenix, plus an interest in KOPO, Tucson?) . . . ABC trying to get Penny Singleton to return as "Blondie." . . . A midwest newspaper that refused to take ads from local business outfits that bought time on radio being slapped with an anti-trust suit. . . . Three N.Y. outlets scrambling for Yankee ball game radio rights following Pope interests' buy of WINS. . . . Don't bet on the FCC okaying color TV at this time. . . . Some of the charges to be hurled at various candidates in the local elections are so bitter that radio stations will have to censor all speeches. . . . Mickey Alpert talent-hunting at Kudner with Myron Kirk ailing. . . . Bill Bertolotti hears that the pet Dodger quiz show is "Break the Yank"—and Peter Donald calls it a Subway Series because everybody's gotta stand up to see it. . . . Billy Rose due for a coast huddle with Jerry Weld. . . . NBC's Baukhage makes his video debut Sunday. . . . The FCC wants "Stop the Music" to face the music, sums up Jack (Ship's Reporter) Mangan.

★ ★ ★ ★

● ● ● NEW PRODUCING UNIT in town, Roger Kay Enterprises, have Mady Christians exclusively signed for a dramatic series tagged "Everything for Angela," which ABC has optioned for both radio and TV, and Lionel Stander set for a video comedy series called "Letter from Louie." The publicity team of Mal Braveman and Kay Norton have closed a five-year deal with Kay.

★ ★ ★ ★

● ● ● FEELING IN A good mood this ayem and all that sorta stuff (and how did you do in the Series?), we'd like to doff the old lid to Will Roland, who used to manage Benny Goodman's ork and who now is producing Arthur Godfrey's morning series. In a business notorious for its one-way streets, Will has proven that friendship is still more than an idle word in the dictionary. Ever since he first spotted The Mariners back in 1946, he's played musical guide and Godfather to the sensational quartet. He put them on his CBS "Nightlife" series, then "Sing Along" and finally brought them to the attention of the star-maker himself, Arturo Godfrey. Right now they're 'Roland' along with a Columbia recording contract, theatre and niterie dates, plus radio, of course—but what we started out to say is that Will has done all this for the boys as their friend, and not their manager.

★ ★ ★ ★

● ● ● BOB FOREMAN, BBD&O copy writer who wrote the musical commercials on the Fred Waring radio show all season long, now finds himself the author of "Pa's Individual Mug," a musical production number of the Waring TV show this Sunday night. Foreman's novelty tune was written during the period the Waring show was on NBC. Harry Simone, of the band, set the lyrics to music and it was accepted as a production number on the CBS-TV show.

★ ★ ★ ★

● ● ● SMALL TALK: Larry Schwab offers another of his TV 'firsts' on "The Clock" next Wed. night in combining sound tape and film for outdoor sequences, integrated into live portions of the show. So many radio producers lurching at Trader Tom's these days that boniface Tom Murray expects to make them feel at home by supplying stop watches to time their meals. . . . Radio and TV deal in the works for Miklos Gafni, sensational new tenor. . . . In a huddle at Lindy's: Geo. Elrick, England's only disc jock, and Geo. Goodwin, only American member of PRS, British equivalent of ASCAP.

COAST-TO-COAST

Herson Signs New NBC Contract

Washington, D. C.—Bill Herson signed a new NBC ten-year contract this week with WRC and WNBW Television. Under terms of the contract, announced by NBC's general manager, William R. McAndrew, Herson continues his daily "WRC Timekeeper" program Monday thru Friday 6:05-9:30 AM and Saturday 6:05 to 9 AM. He will continue to appear on WNBW television programs. Herson also continues his Saturday morning (9:30) visits to the Washington homes of Congressman and Senators for his NBC network interview feature "Coffee With Congress."

WLAW's Fire Prevention Show

Lawrence, Mass.—Frederick P. Laffey, new program director of WLAW, observes Fire Prevention Week on Oct. 11 with a two-city hookup featuring executives of the Lawrence and Boston Fire Departments. The program will go on the air at 10:45 AM, with an alert to Lawrence central fire headquarters. Fire Chief Edward A. Retelle of the Lawrence Fire department, attired in fire-fighting equipment, will respond to a practice call to the radio studios, describing the maneuvers that get the fire-fighters on their way to regular fires.

WLOW Signs Grocery Stores

Norfolk, Va.—WLOW has just paced 100 independent grocery stores to an initial 13 week contract, marking the first time in the State that independent grocers have used radio as a group.

One Woman Polio Drive

Worcester, Mass.—As a result of the polio announcements delivered on WTAG (and FM's) weekday "Julie 'n' Johnny" program, Julie Chase reports a one-woman campaign in the town of Winchendon, Mass. The woman, Mrs. Flora Russell, has lined up every club and organization in the town to do something for the polio drive.

Consumers Aid Promotes Sales

Chicago, Ill.—According to Myron S. Lewis, director of Consumers Aid, Inc.,—Consumers Aid plans to inaugurate an aggressive sales promotion campaign via trade papers and direct mail, designed to inform advertising agencies and food advertisers of the facts behind this vital advertising and merchandising medium.

25th Year Of "Polly The Shopper"

Omaha, Neb.—Belle West, director of women's programs for KOIL, begins her 25th year in her role as "Polly The Shopper." Belle is the housewives' shopper. She personally makes the rounds of the shops and tells her radio audience at 11:15 a.m. and 1:15 p.m. of the shopping bargains and hints for easier home-making.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS SHOWS COLOR ON NETWORK

TELE TOPICS

TWO NBC RADIO STANDBYS. "The Aldrich Family" and "The Life of Riley" made their TV bows this week and both probably will stay around a long time if their respective writers can come up with enough switcheroos. Script for the Aldrich preem, written by Clifford Goldsmith, who originated the family, was totally devoid of laughs, which means that the initial ailer must be scored as a flop. However, production and casting gave evidence that the show can be a good one if the script hurdle is overcome. On the opener, both Henry and Homer were rather stupid characters. This should not be; remember that Penrod, Tom Sawyer and other fictional heroes were truly bright youngsters, and therein lies their great appeal. Henry and Homer will have to be wised up, but fast. . . . Twenty-two year old Bob Casey acquitted himself handsomely as Henry. He both looks and sounds the role, and fortunately he does not crack his voice as much as Ezra Stone does on the AM version. Jack Kelk, Lois Wilson and House Jameson were fine in the other main roles. . . . Jello commercials at beginning and end were intergrated and good. Y&R is the agency, Edwin Duerr produces and directs.

FILMED IN HOLLYWOOD by FilmTone Studios, Riley gave added evidence that the film makers are beginning to turn out footage that is virtually indistinguishable from live production. The debut was funny in spots, but these spots were too widely separated to sustain the half-hour. Jackie Gleason's broad characterization of the title role was good, and he was ably supported by Rosemary De Camp, Gloria Winters and Lanny Rees as the others in the family. The show was stolen, however, by a comic named Sid Tomack playing the role of neighbor Jim Gillis. His work was responsible for most of the laughs on the show, while his mugging during the double entendre bit was hilarious. . . . Written, produced and directed by Irving Brecher, program is sponsored by Pabst Brewing Co. through Warwick & Legler.

WPIX, continuing its pitch for local retail business, has landed a 13-week pact from Sachs Quality Stores for the hour-long Sunday nite forum, "Voice Of The People." William Warren agency set the deal. Station recently snared Gimbel's initial TV venture, a comedy with Ernest Truex. . . . Flack handout of the week: Bill Johnston's bit of poesy that accompanied tix to the "Tonite On Broadway" pickup of "Twelfth Night." The Marschalk & Pratt thubumper wrote a sonnet in the best style of the Bard, sire. . . . Merrill Pye has begun shooting a series of 13 shorts built around 300 wild beasts from World Jungle Compound.

AFM To Set Scale For TV Film Music

James C. Petrillo, president of the American Federation of Musicians, indicated yesterday that a scale for musicians in TV films will be sent out to producers by the union within ten days. The union chief and his staff met yesterday with producers and agencies at the Waldorf-Astoria in what was described as an "exploratory" session to discuss problems of music in video films.

Scale will be set up on a per job basis, it was reported. In addition to the fees for initial recording, it was said, Petrillo will demand that a royalty be paid for each airing of a film using live music. This royalty would be paid to the union's welfare fund administered by a trustee in a fashion similar to that followed by the recording industry, it was understood.

Tony Kraber Rejoins CBS As Executive Producer

Tony Kraber, for the past year with DuMont, has rejoined CBS as executive producer and head of a committee of three to screen new talent and program material. Others on the committee are Arthur I. Rothafel and Arthur Heineman. Kraber was with the CBS shortwave department from 1942 to 1948. He was a founder of the Group Theater appearing in major productions.

Nets Preparing Public Service Pix For Community Chest Drive

The four networks are pooling their resources for an all-star half-hour Community Chests of America film, "Red Feather USA," which will be aired the week of October 17th over each net separately on a staggered schedule.

The webs, represented by Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuMont, and Sterling Fisher, NBC, have each agreed to supply a special film segment featuring one of the outstanding stars on their roster. ABC's segment will present Bert Parks with a special version of "Stop the Music;" CBS is utilizing "The Goldbergs," with original material slanted toward the Red Feather campaigns; DuMont's selection is Janet Blair and the Blackburn Twins; and NBC is offering Milton Berle, and June Havoc. Emcee is "Red Feather," the

Coincidence

Hal Bowden, DuM stage manager, is sure the Banshees have his number. Early Wednesday he took Mrs. B. to the Hospital and, after spending the day with her, left to work on "Famous Jury Trials." Doctors told him that an heir was due over the weekend. Soon after the show started a boom mike fell and just missed several cast members. At sign-off, Bowden was told that he was the father of a son. Checking the hospital, Hal figured that his son was born just at the time the mike fell.

Glass Co. Produces Rectangular TV Tube

Toledo—The American Structural Products Co., a subsidiary of the Owens-Illinois Glass Co., has announced successful production of an all-glass rectangular television bulb.

The new bulb, according to a company official, will make possible smaller television set cabinets without reducing the picture size. A rectangular shape, he said, "eliminates the formerly wasted surface inherent when a rectangular picture is presented in a round bulb." American Structural is prepared to produce the new bulb in quantity at its principal plant in Columbus, O., and at its pilot plant here.

Pix Go From D. C. To Balt., N. Y. And Return

(Continued from Page 1)

adjoining the ballroom. Color cameras picked these up in the studio and sent them to Baltimore and to New York City and back again to television WOIC here. The station rebroadcast them for the benefit of the Government officials.

A main technical point of the demonstration was that CBS' color signals go out originally on a four megacycle width, but in order to travel through the coaxial cable must be compressed to a 2.7 megacycle width. The Commission had heard testimony that such compression would squeeze the color out and produce only a picture in black-and-white.

After the fashion show had been put through the sample network, Dr. Peter C. Goldmark, who invented the system, asked if representatives of DuMont Laboratories cared to comment. DuMont has contended that the present black-and-white reception is superior to anything which color systems now have to offer.

William A. Roberts, DuMont attorney, responded amid laughter: "With a gun in my back, I will say that I noted little color breakup in this series of tests."

The tests were viewed on both regular sets converted to color and sets designed for color reception.

Dr. DuMont, at a press interview yesterday afternoon at the Carlton Hotel reported that none of the color systems now under consideration by the FCC is ready for commercialization.

"There are major research problems to be solved," he said, "before any of these systems could be considered for commercial use. The CBS system is limited to small tubes and mechanical devices or, if by projection, larger pictures are produced they suffer serious limitations. The pictures shown today in a demonstration are not even as good as those produced by CBS three years ago when they were using and proposing wider channels.

"The RCA system is thoroughly untried in the field. However it does promise compatibility so that present black and white receivers can accept those programs in black and white."

Regarding networking, said Dr. DuMont, none of the systems has achieved teltranscription equipment, thus precluding very essential network facilities when pressed for a time schedule.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday October 7, 1949

TV Equipment By G. E. Installed In Italy

The first American TV transmitter in Europe has been installed at Turin, Italy, according to C. A. Priest, manager of General Electric's Transmitter Division.

The International General Electric Company made the sale of the complete studio and transmitting equipment to RAI (Radio Italy) through the company's Italian distributor Compagnia Generale Elettronica.

Telecasting Began Sept. 11

Main features of the installations are a studio equipped with three cameras and programming facilities, a microwave link to relay the programs to the transmitter site, and a 5 kw transmitter of the latest design.

Telecasting from Turin began on Sept. 11 and covers an area of approximately 50 miles in Northwest Italy.

Appoint Jurin Sales Mgr. Tele-tone National Corp.

Sydney Jurin has been appointed sales manager for Tele-tone National Corporation, it was announced this week by Morton M. Schwartz general sales manager of Tele-tone Radio Corp., the parent company.

Jurin will be in charge of direct sales and sales promotion to large individual dealers, chains and department stores throughout the U. S.

PRODUCTION PARADE

New Type Loudspeaker

For the first time optical lens principles have been introduced into the manufacture of loudspeakers by the Jensen Manufacturing Co., Chicago. After months of research, Jensen is now producing its new model H-510 speaker, which applies optical lens principles. Speaker employs a direct radiator low end with separate high frequency horn and compression driver for high channels.

New Twin-Driven Yagi

An entirely new concept of TV antenna design is realized in the new Twin-Driven Yagi introduced by Technical Appliance Corporation, Sherburne, N. Y. Tests have proved the gain of this antenna to be greater than any other antenna tested at the Taco field and laboratory testing grounds, according to the company.

Andrea Allocates TV Line

The entire TV line of the Andrea Radio Corp. has been placed on allocation, according to an announcement by Frank A. D. Andrea, president. Necessity for this move is due to an all-time high in orders. The TV line will be on allocation until at least the first of the year.

DuMont Regional Manager Appointed

The appointment of Bill C. Scales, as southern regional manager for the receiver sale division, Allen B. DuMont Laboratories, Inc., was announced yesterday by Walter L. Stickel, national sales manager. Scales will cover the southern part of the country, from Dallas to Florida.

Sylvania TV Distributor For N. Y.

Victor H. Meyer & Co., Inc., New York, have been appointed Metropolitan New York Distributors for Sylvania television receivers, it was announced by Larry Bagg, national sales manager for Sylvania. The Meyer Company has been holding dealer showings of the new Sylvania line this week at the Park Sheraton.

Tele King Expansion Names Three

The Board of Directors of the Tele King Corp., New York, have named Harvey Pokrass president and Edward Berliant executive vice-president. Calvin E. Bell was named secretary of the corporation. The new appointments are in line with a wide expansion plan recently adopted by the company.

Garod Philadelphia Distributor

Garod Electronics Corporation, Brooklyn, N. Y., has appointed Philadelphia Wholesale Distributors, Inc. as its exclusive wholesale distributing agency for "Tele-Zoom" television and their new low-price straight TV line in Philadelphia and the eastern Pennsylvania territory, according to Louis Silver, vice-president and sales manager.

Meck AM-TV Sales Up

John Meck Industries, Inc., Plymouth, Ind., reports sales of their TV receivers during the past six weeks have increased 80 per cent over the corresponding period last year. The company also disclosed that their radio set sales have been 30 per cent higher than last year's.

New TV Set By Mars

Mars Television, Inc., Long Island City, N. Y., has announced a new TV model—the Academy, especially designed for long range reception. A feature of the set is a removable front panel, which permits the insertion of the picture tube without dismantling the back of the set. Set is finished in mahogany with a 16-inch flat faced, all glass tube, producing a 148 square inch picture, and will retail at \$399.00 plus tax.

I.T.I. Price Protection Policy

A policy of dealer price protection to protect all I.T.I. distributors and dealers against inventory losses on changes in prices by the factory for a period of 60 days from date of purchase, has been announced by Industrial Television, Inc., Clifton, N. J. Policy covers Industrial's entire line of TV receivers.

UHF For VHF Equip.; New DuMont Plan

A plan to repurchase DuMont VHF transmitters from TV broadcasters and holders of TV CP's, who may be required to change operations from the VHF band to the UHF band, has been announced.

The plan, as advanced by DuMont for the best interest of the public and television broadcasting industry was outlined in individual letters to purchasers of complete DuMont video and audio transmitters. It provides for the repurchase of DuMont VHF transmitters at an amount equal to the total depreciated value of the transmitters at the time it is repurchased by DuMont. The repurchase value, which is applied as a credit against the purchase of a DuMont UHF Transmitter, is computed on a straight-line semi-annual basis which adheres as completely as possible to established procedures in determining depreciation. Utilizing this agreement, the established broadcasters and CP holders who have purchased DuMont transmitters can be assured of little or no loss in transmitter investment in the transition from VHF to UHF, if such a change is required.

In his letter to DuMont transmitter purchasers, H. E. Taylor, Jr., manager of the Television Transmitter Division, stated in part "we submit our plan as our contribution to ease the burden imposed upon you under our proposal to the Federal Communications Commission."

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To Mount TV Antenna On Tallest U. S. AM Tower

Plans for the erection and completion of a new supergain antenna developed by RCA was revealed jointly by the Atlanta Constitution Publishing Company, station owner of WCON-TV, and the RCA Engineering Products Department.

The new super-gain TV antenna, surmounted by a 56-foot FM Pylon antenna will be mounted upon a 1000-foot tower now under construction by the International Derrick and Equipment Company of Columbus, Ohio. The structure will be erected just off Forrest Road, N. E., near the Southern Railway belt line underpass, within the city limits of Atlanta, and will be the tallest broadcasting tower in the United States.

The new antenna will enable WCON-TV to achieve 50-kw effective radiated power to give TV coverage to rural areas within a one-hundred mile radius of Atlanta. When installed, the antenna is expected to produce a power gain approaching 12.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 6

NEW YORK, MONDAY, OCTOBER 10, 1949

TEN CENTS

McCONNELL NAMED PRESIDENT OF NBC

Football Is Telecast Using CBS Color-TV

Washington Bureau of RADIO DAILY
Washington—A criticism hurled at CBS color many times during the past three years, that it couldn't do a good outdoor pickup, especially if it involved fast action, was answered by Columbia Friday in the final session of its two-day demonstration before the FCC and more than 200 other industry leaders.

Before an even bigger crowd than witnessed the indoor pickups on Thursday, CBS broadcast a football scrimmage from the local Woodrow Wilson High School field. The conditions for the pickup were bad,

(Continued on Page 7)

Camera Company Signs For ABC's Date With Judy

Chicago—The Revere Camera Co. of this city signed a 52-week contract with ABC for the net's recently acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST.

The program will preem on Oct. 13, with Revere sponsorship scheduled to start on Nov. 10. Roche, Williams & Cleary, Inc., is the agent.

(Continued on Page 2)

Chas. Oppenheim To Head CBS Program Promotion

Charles Oppenheim, assistant director of CBS program promotion since October, 1948, has been appointed director of the department. He succeeds Neal Hathaway, who has resigned to join Benton & Bowles.

Before joining CBS, Oppenheim (Continued on Page 3)

Distaff Documentary

The National Federation of Business and Professional Women's Clubs, Inc., sponsored a special half-hour documentary program over NBC on Sunday, Oct. 9, starting at 12:30 p.m. The program, "The Lonesome Lady," marked the beginning of National Business Women's Week, Oct. 9-15. It originated Friday in the New York Studios on NBC.

Resentful

Kitchener, Ont. — John T. Schmidt, of Ayr, does not like the government inspectors looking at his radio or charging him the government fee for owning it. So much doesn't he like it that following a recent inspection with an attendant summons, he shipped not only the license fee of \$4 to Justice of the Peace Leo Leyes of Kitchener but the radio as well.

MBS Moves Officially To Advance Web-TV

The first official indication to come from Mutual's "top brass" on plans calling for the development of a new TV network was contained in a statement released by MBS president Frank K. White on the web's two-day board meeting last week.

The shareholder stations of the network announced that new facilities in various key centers of the country would be placed at the disposal of the Mutual network for use in future radio and television plans. In Chicago, the statement

(Continued on Page 3)

Western Electric-Altec Form Production Pact

The Western Electric Co. will withdraw from commercial activities in microphones, loudspeakers, and disc reproducing equipment, guaranteeing service and supply of maintenance parts to present users through an agreement with the

(Continued on Page 2)

Need Of CC Radio Stations Stressed In Shouse Speech

Boston—Unless the FCC authorizes an increase in power for clear channel stations the whole economic base of broadcasting may collapse, "and it need not necessarily be a slow death," James D. Shouse, president and board chairman of the Crosley Broadcasting Corp., warned Friday. He was addressing the 21st Boston Conference on Distribution, held at the Hotel Statler.

RCA Executive Selected By Trammell, Who Becomes Chairman Of Board Succeeding David Sarnoff

Joseph H. McConnell, executive vice-president of Radio Corporation of America, was named president of the National Broadcasting Company Friday by the network board of directors. He succeeds Niles Trammell, who becomes chairman of the board of directors. McConnell's appointment was made on recommendation of Trammell, the board announced.



TRAMMELL



McCONNELL

In announcing his retirement as president of NBC to succeed Brig. General David Sarnoff as chairman of the board, Trammell said he "could better serve the interests of the National Broadcasting Company

Chi. Giveaway Case By-Passed By FCC

Chicago—The FCC on Friday by-passed the giveaway situation here in favor of the network case in New York by agreeing to postpone any local action in the Radio Features vs FCC case indefinitely. Radio Features and FCC lawyers both agreed to postpone action in Chicago at least until thirty days after Supreme Court ruling. In effect this will go through but because Judge Michael Igoe who signed the order wanted

(Continued on Page 3)

by being relieved of administrative duties and be able to devote more of my time to client, talent and station relations both in radio and television."

The announcement of Trammell (Continued on Page 8)

ABC Groups Leave For Affiliate Confabs

ABC is sending out two contingents of top officials and flacks on eastern and midwestern tours designed to further intra-network coordination and development of the web's affiliates on local levels.

Robert E. Kintner, ABC executive (Continued on Page 3)

Joltin' Joe On WOR

Joe DiMaggio, slugging outfielder star of the N. Y. Yankees will be heard in a new role over WOR, New York, on Wednesday, Oct. 12. The Yankee Clipper will portray an ambitious bush leaguer in "One Hit, Two Errors," a transcribed drama broadcast as another of the "La Rosa Hollywood Theatre of Stars" series.

(Continued on Page 3)



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Hal Tate, Manager, 360 No. Michigan Ave. Phone: Randolph 6-6650

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FINANCIAL

(October 7)

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, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, and NEW YORK CURB EXCHANGE.

Will Publish Songs

Hollywood - Southern Music Co. will publish five songs written by Fortunio Bonanova and Ambrose Barker for "Glamour is the Gimmick," Encore stage musical starring Bonanova.

WANTED

BY A SUCCESSFUL WIRED MUSIC OPERATION IN A LARGE EASTERN CITY

A HIGH GRADE SALES PROMOTION MAN

TO GO OUT INTO THE FIELD TO SECURE NEW SUBSCRIBERS FOR OUR SERVICE.

THE MAN SELECTED WILL BE GIVEN EVERY OPPORTUNITY TO PUT ACROSS HIS IDEAS IN CREATING NEW MARKETS FOR WIRED MUSIC. IF YOU THINK YOU CAN QUALIFY WRITE PAST EXPERIENCE WITH A BRIEF OUTLINE OF WHAT YOU PROPOSE TO DEVELOP IN FURTHERING THE USE OF WIRED MUSIC.

REPLIES WILL BE HELD IN STRICT CONFIDENCE. BOX 275, RADIO DAILY, 1501 BROADWAY, N. Y. C.

COMING AND GOING

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, left Friday on a business trip to England and the Continent. He'll spend two or three weeks visiting network correspondents in London, Paris, Berlin and Rome, will discuss newsreel contracts with several European companies and will study NBC's radio and television coverage in the area.

T. F. FLANAGAN, managing director of the National Association of Radio Station Representatives, arrived in Washington last Friday on a combined business and pleasure trip. He plans to attend the current color-television hearings.

JACK HASKELL, singer, featured on radio and television, over NBC in Chicago, and who recently signed a recording contract with Decca, is in New York to cut four sides with the Gordon Jenkins orchestra and The Star Dusters.

CONNIE DESMOND and ERNIE HARWELL, sportscasters on CBS, were in Dallas Saturday to broadcast the Oklahoma-Texas game.

GEORGE FISHER, master of ceremonies on "Confidential Closeup" over NBC-Hollywood, is back on the West Coast following a visit to New York to interview stage and screen celebrities.

WALTER BUFFINGTON, general manager of WSAP, Portsmouth, Va., which recently went on \$,000 watts, full time, is in New York on station business.

JAY JOSTYN, who is "Mr. District Attorney" on NBC, on Saturday was in Brittain Hills, N. Y., where he was guest of honor at the dinner of the New York Turkey Association which was held at the turkey farm of Arthur Vinton.

F. E. BUSBY, general manager of WKRG, Mobile, is here from Alabama for business conferences with the national representatives of the station.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, has returned from a vacation spent at Nantucket, Mass.

RICHARD JONES, managing director of WJBK, Detroit, and ED MACKENZIE, disc jockey, arrived in town late last week for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

FRANK SAMUELS, vice-president in charge of the American network's western division, is in Jasper National Park, Canada, for a week of rest and fishing. Following this, he and MRS. SAMUELS will leave for a vacation in Honolulu.

CHARLES COLLINGWOOD, Columbia network White House correspondent, is back in Washington after having covered the airborne maneuvers which were held at Fort Bragg, N. C.

LIDO BELLI, of Progressive Radio Advertising Co., will return next Saturday from Italy, where he has been since Sept. 2.

DOROTHY KEMBLE, director of educational and religious programs for the Mutual network, left Saturday for Atlantic City to attend the Zonta International District Conference.

BILL POLGLASE and CHIP CIPOLLA, sportscasters for WFUV, Fordham University's FM station, went up to New Haven last Saturday to broadcast the game between Yale and the Rams.

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" on NBC-television, left by plane Friday for Orlando, Fla., where she'll rest for a week.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back at the station following a trip to New York for conferences at TV network headquarters.

Camera Company Signs For ABC's Date With Judy

(Continued from Page 1) Revere will continue to sponsor the ABC broadcast, "Name The Movie," on the same night, Thursdays, 9: 30-9: 55 p.m., EST.

Stations Attitude Explained Philadelphia - Westinghouse stations in Boston and Springfield, Mass., turned down the Atlantic and Pacific stores spot business because the sponsor sought to discuss a controversial labor issue in a one-minute spot announcement, Walter E. Benoit, general manager of the Westinghouse stations, explained Friday. Stations WBZ, Boston, and WBZA, Springfield, are not adverse to accepting controversial copy if "adequate" time is reserved, he said.

Western Electric-Altec Form Production Pact

(Continued from Page 1) Altec Lansing Corp., it was announced Friday. Western Electric's decision to end its production of those items was prompted by "the continuing specialized needs of the Bell Telephone System, combined with the growing requirements of the armed forces for the development of complex electronic equipment essential to the nation's defense," according to F. R. Lack, Western Electric vice president. Altec was founded in 1937 by former Western Electric personnel. The Graybar Electric Co. will act as distributor for Altec, as it did for Western Electric.

McGarry Gets Promotion

Maurice J. McGarry, chief announcer of WBEC, Pittsfield, Mass., has been named program director of the station succeeding George Nesbit, resigned. McGarry has been heard on the ABC network the past summer as announcer for George Sokolsky's Sunday night commentary which originated in Pittsfield.

WGAR Names Wismer

Cleveland - At a meeting of the board of the WGAR Broadcasting Company held Friday, September 30th, Harry Wismer was elected to the board of directors. WGAR is a 50,000-watt station.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest - to - goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

AM WITH FM logo with a stylized face and the text 'WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'

Need For CC Stations Stressed By Shouse

(Continued from Page 1)
into smaller and smaller units which have less and less chance to survive. . . .

"I believe that the day is not too far off when, for the first time, it will become apparent to several thousand small station operators throughout the country that their fight against the clear channel stations, and against high power for clear channel stations, as strong bulwarks of sound broadcasting, has been a fight against their own best and selfish interest. . . . The salvation of sound broadcasting, which is important to the broadcaster and to the public, does not lie in reducing all broadcasters to the lowest common denominator. . . .

"I repeat that even the operators of clear channel stations will find, within the next few years, that quality operation to a thinner and thinner audience will be economically impossible under the present archaic 50,000 watt ceiling on power. I repeat that the FCC, by imperiling the survival possibilities of the larger stations, imperils the survival of all."

Shouse referred to the "superpower" of "Voice of America" stations beaming "the message of democracy" through the Iron Curtain, and found it "unfortunate" that "the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on our stations a real Iron Curtain shutting out adequate reception."

NBC's Pat. Weaver Sees Radio Meshing With TV

Five years from now radio will be giving a service offered by no other medium—complementary coverage to television, it was predicted on Friday by S. L. "Pat" Weaver, NBC vice president in charge of television. Weaver addressed the media group of the 4-A Eastern Conference, meeting at the Hotel Roosevelt in New York.

"Just as today one can reach 95% of all the homes in this country only by using radio on a television base, so through the years, no matter whether the TV homes go up to 50% and the radio homes go down to 50%, you can always add radio and television together and reach America," he said. "And only by the radio-television combination can you hit all America."

Joins West Hooker

Wayne Wirth, formerly director of television for Van Diver and Carlyle, has joined West Hooker Telefeatures as vice president and production coordinator. Wirth's experience in television dates from 1944, when he was associated with Harvey Marlowe, then in charge of video programming for WOR, New York. He was also director of Van Car Production, TV package agency.

ABC Groups Leave For Affiliate Confabs

(Continued from Page 1)

v-p; Ernest Lee Jahnce, v-p in charge of stations; Otto Brandt, manager of the stations department; Earl Mullin, publicity director; Bud Stimson and Bill Wiley, both of the stations department will meet with 20 owners and managers of 12 ABC affiliates in Ohio in a day-long session at the Dayton Biltmore Hotel, Dayton, today. The meeting is one of a series in various regions on programming and operations.

The New York contingent will hold a similar meeting tomorrow at the Detroit Athletic Club, Detroit, with owners and managers of ABC affiliates in Michigan.

Jack Pacey, ABC trade news editor, will leave New York this morning for a two-week series of luncheon and dinner meetings with business and advertising news editors and ABC affiliates' executives in Providence, Boston, Syracuse, Rochester, Buffalo, Cleveland, Pittsburgh, Washington, Baltimore and Philadelphia. The web's account executives in New York will time their trips to the stations they represent with the arrival of Pacey in the various cities.

Pacey's tour is designed to increase publicity at the local or station level. The ABC affiliates will be presented with a publicity package, consisting of news copy and background material on the network.

MBS Moves Officially To Advance Web-TV

(Continued from Page 1)

pointed out, five new studios in the WGN building have been completed, each studio fully equipped with both radio and television facilities. In Cleveland, a new radio-television studio building, auditorium and theater will be under construction shortly.

White reported that "network coordination studies" are already under way at Mutual television stations now in operation, i.e., Boston, Chicago, Washington, Los Angeles, and New York.

Detroit reported that its new 50,000-watt radio transmitter and AM-FM studio facilities are now in full operation. In announcing the web's future plans, White disclosed that the program and operation budgets of 1950 were approved. It was understood that these budgets are the same as those for this year.

In attendance at the two-day board meeting were chairman Theodore C. Streibert, WOR, New York; T. F. O'Neil, Yankee Network, Boston; Frank K. White; Benedict Gimbel, WIP, Philadelphia; Elbert M. Antrim, secretary of the board, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Frank P. Schreiber, WGN; H. K. Carpenter, WHK, Cleveland; J. R. Poppele, WOR; Linus Travers, Yankee Network, Boston; Lewis Allen Weiss, Don Lee Network, Hollywood; Willet H. Brown, Don Lee Network, Hollywood.

Chas. Oppenheim To Head CBS Program Promotion

(Continued from Page 1)

had been trade news editor and publicity director for WOR, and promotion and research director for WINS, both New York stations.

Allan Hughes has joined the presentation division of the CBS advertising and sales promotion department. He had held a similar post at ABC.

WNEW Offers Free Time To Political Candidates

WNEW, New York, will again offer free and equal time to all qualified candidates in the November elections, the station has announced.

Starting today, WNEW will air a series of 20 sustaining 25-minute programs, Monday through Friday, 10:35-11 p.m. Scripts will be prepared by the candidates themselves but read by professional radio performers hired by WNEW. Lots were drawn to determine order of appearance in the program series, titled "The People's Choice."

Chi. Giveaway Case By-Passed By FCC

(Continued from Page 1)

some specific date for the court records, a date of April 17th, 1950 was set for the next hearing on Radio Features motion for an interlocutory injunction.

Both the Commission and Radio Features lawyers told RADIO DAILY that on the latter date, should there still be no Supreme Court decision, the local giveaway court case will again be given a postponement. Court action here Friday was merely a formality as actually giveaways can continue with FCC sanction at least until thirty days after Supreme Court ruling. John P. Lulansi, assistant U. S. Attorney in Chicago, represented FCC in court action while Walter Tinsley represented Radio Features.

Named Radio Director

Henriette K. Harrison has been appointed radio director for the Visiting Nurse Service Campaign beginning October 18.

the nation's most

distinguished flight



"The Hollywood"

Fly United's DC-6 Mainliner 300 "the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's hand-picked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



Still the best mousetrap...

In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of actual "advertiser circulation" in all advertising today.

THE WEEK IN RADIO

Security, Growth Cited

By AL JAEGBIN

RADIO'S effectiveness as an advertising medium, its maturity as a big business and its future security in the face of other media were emphasized by four industry spokesmen on four different occasions during the week.

Arthur C. Nielsen, president of the research firm of the same name, told the New York Council of the American Assn. of Advertising Agencies that "the danger to you, as I see it, is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification." He cited the increase in radio homes in the number of hours of listening per home per day.

Frank M. Headley, president of the National Association of Radio Station Representatives, told a meeting of the Alabama Broadcasters Association that the broadcast industry has reached maturity and should, therefore, put aside "childish things." He charged that the acceptance of P.I. and free time deals is unsound business and a sign of immaturity. He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.

Package producer Louis G. Cowan, in addressing the radio and television session of the 4-A annual Eastern Conference, declared that the future of radio is secure, adding that "radio is a very big business which is not dying."

Another optimistic appraisal of radio and its future was made by WCAU, Philadelphia, president Donald Thornburgh who pointed out to the New York REC meeting that radio will justify its rates for many years to come and that the medium will have a profitable year despite the inroads of television.

One advertiser whose extensive use of radio has played a major role in its growth, Lever Brothers, will move its headquarters from Cambridge, Mass., to New York after construction of a 20-story Lever House has been completed. . . . Contrary to general belief, A & P has authorized the use of radio in its anti-trust campaign. . . . The Kellogg Co. bought a new audience participation show, "Mother Knows Best," on WCBS, New York. . . . Paramount's radio department, in a tie-up with Ry Kriss, purchased a new five-minute radio series, Mondays, Wednesdays and Fridays, over 366 MBS stations. . . . Ludens, Inc., picked up the tab on a quarter-hour segment of "Sing It Again" on CBS. . . . Gillette Safety Razor Co's "World Series" coverage was carried by 740 AM and FM stations, including 520 Mutual outlets, 72 CBS stations, and stations in Mexico, Central and South America, Hawaii, Puerto Rico and Cuba.



Mainly About Manhattan. . . !

● ● ● **THE CORRIDORS** in the NBC quarters at Radio City were alive with rumors Friday on the significance of Joseph McConnell becoming president of the network and Niles Trammell being elected to the chairmanship of the board. Most of the dopesters interpret the change as meaning that McConnell will have the chore of retiring some network executives whose numbers are up under the web reorganization plan. Trammell, they say, has many old associates in the executive personnel and the role of dismissing some of them wouldn't come easy for him. Executive changes are reported to take place within the next few weeks. Trammell's elevation to the chairmanship of the board means that he'll be free to devote more time as the web's goodwill ambassador and No. 1 salesman. One of radio's most widely known and respected citizens, he'll have much to do with the policy making in his new duties.

★ ★ ★ ★

● ● ● **THOSE CUTE YOUNGSTERS** you've been seeing on the TV version of "Stop the Music" belong to members of Lou Cowan's staff. Barbara and Mary Beth Faber, aged 8 and 6 respectively, are the children of L. K. Faber, treas. of Louis G. Cowan, Inc., and Harry Moses, 13, is the son of John Moses, one of Cowan's associates. Needless to say, there's no holding the proud parents.

★ ★ ★ ★

● ● ● **JUST THAWTS:** We'd like the Black Robe even more if they didn't accentuate the fact that it's merely a "re-enactment" of actual cases both before and after the program. Naturally, it's necessary to state the fact—but isn't once enough and that before the series unfolds? Once you've seen the show, you become so entranced that to hear that announcement at the close completely fractures the mood. It makes about as much sense as a film ending with the announcement: "Now don't forget, folks, what you've just seen was merely a movie." . . . From our observation post, it is just about as easy to square the circle as to successfully simulcast a program. Take "We the People," for example. This program misses a heart-beat when it is forced to put on variety acts with big names for the benefit of television viewers. Ordinarily, the story behind the big name is too flimsy for the listener in Ohmygosh, Ia. We take our hats off to the excellent technical production as well as the masterful blending of loose ends by emcee Danny Seymour. But it's still a tough struggle. Maybe, in the case of "We, the People," a smash, dramatic human interest finale each week would save the situation. All we know is seeing is believing, but not enough people see on a national simulcast to uphold the radio Hooper at this time.

★ ★ ★ ★

● ● ● **AROUND TOWN:** Mutual overhauling program structure with concentration on stanzas that'll appeal to the rural Hooper bait. . . . Allen (Duke) Ducovny, one of radio and TV's more gifted directors, has joined Kenyon & Eckhardt's staff as a video producer. . . . Dennis Day planed out of H'wood after last night's Jack Benny program for Boston to headline the benefit show for Archbishop Cushing's hospital project at the Boston Garden this Wed. . . . Peggy Stone, New York station rep, back from Newport News, Va., with word that she's become a grandma for the second time. Another daughter was born to Peggy's daughter, Mrs. A. Beckhardt. . . . WHOM program chief, Chas. Baltin, upped to assistant gen'l manager. . . . Erskine Johnson teaming up with a photographer pal to produce TV films. . . . Phil Baker's wife, Irmgard, in from the coast to help him prepare his new teleshow, "Open Letter." . . . Carl King's definition of a B'way playboy: All he wants is love, liberty and the pursuit. . . .

The Mailbag

"It has come to our attention that the song, 'Wishing Star' published by Broadcast Music, Inc. which was in our confidential ACI Survey for the week ending September 29, 1949, was inadvertently omitted from the alphabetical list we sent you last Friday.

"Since it may be too late to do anything about it this week, I hope you will find it convenient to run a correction about this in an early issue next week."

Sincerely yours,
John C. Peatman
Office of Research, Inc.

Youth Forum Over WQXR Presents Mrs. Roosevelt

Mrs. Franklin D. Roosevelt, chairman of the UN Commission on Human Rights, was speaker during first New York Times "Youth Forum" of the season, broadcast via transcription by WQXR, New York, on Saturday, Oct. 8, 10:15-11 a.m.

The broadcast originated from the auditorium of the General Assembly Building at Flushing Meadow, Queens, before 2,000 high school students. Dr. Benjamin A. Cohen, assistant secretary-general of the UN, opened the broadcast.

EMCEES... and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

FREEMANTEL System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

Send for FREE Book.

Freemantel Voice Institute,
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New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME

ADDRESS

CITY ZONE.....

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS COLOR AIRS GRID PICK-UP

TELE TOPICS

ED WYNN is a very funny man, and his new stanza on CBS is a very funny show. There wasn't a single boffola on his opener last week, but the entire half-hour was filled with nice, comfortable chuckles. 'Tis indeed an art to keep people laughing pleasantly for 30 minutes—even more difficult, perhaps, than tossing off monstrous yocks now and then—and of the few true practitioners of this art, Wynn is among the best. We saw the recorded show twice, once at a press preview and again at home Thursday nite, and the best indication of the caliber of Wynn's comedy is that it seemed just as funny the second time. Wynn actually turned commercials for Speidel watch bands into a high spot of the show, by combining them with a satire on several advertising cliches. ("Speidel bands prevent wrist decay!") Another line that especially appealed to us was, "I know as much about television as anybody; I've been in it 15 minutes now." . . . Show was very neatly paced, with Wynn spelled by the Szonys, a fine acrobatic dance team, and the torrid Gertrude Niesen. . . . Written by Hal Kanter, Leo Solomon and Seaman Jacobs, program is produced by Harlan Thompson and directed by Ralph Levy, with ork conducted by Lud Gluskin. Cecil & Presbrey is the agency. . . . Picture quality of the recording was superior to previous footage from Hollywood, but showed need for still more improvement.

BLUE (?) NOTE: Biggest laugh at the CBS color demonstrations in Washington last week was provided by Bette Cannon, Alexandria, Va., dancing teacher, when she lost her skirt during a tap routine to reveal a short pair of deep-blue panties. A nervous soul in the control room blacked out the program immediately to the accompaniment of a hearty roar from the assembled experts. . . . About 150 merchants in Long Island City have given up the fight against Milton Berle and will close their stores Tuesday nites. A resolution by their trade association said "most of the residents spend Tuesday evenings viewing (the Berle show) . . . and very little thought is given to shopping."

THE THREE New York stations which, with WNBT, underwrote the special Pulse study on the first Series game, are hopping mad because NBC released the figures to the press. . . . Shot of Dave Garroway chopping the coax in the current issue of Life pictures him as a dead ringer for Gary Cooper. . . . Past and present diamond stars are finding new careers in video as a result of the Series. Jackie Robinson is doing a daily stint on WJZ-TV, while Chief Bender and George Earnshaw, former Philadelphia hurlers, are on a daily pre-game show over WCAU-TV.

PICTURE OF THE WEEK



Dr. Frank Stanton, CBS President (left), explains CBS color television camera to FCC Chairman Wayne Coy at official demonstration of the color system at the Carlton Hotel Grand Ballroom in Washington, D. C. Temporary video studio was set up in a parlor of the hotel.

The Week In Television

Network Shows Color At FCC Hearing

It was CBS' turn in the FCC spotlight at the color hearings in Washington. The web demonstrated its color system on the AT&T hookup between Washington and New York, with little or no loss in picture quality. Prexy Frank Stanton urged immediate adoption of the best color system, said Columbia's is "ready today" and the most economical. . . . NBC announced rate increases up to 40 per cent for 22 of its affiliates and the move was seen as forerunner of a general rate boost for the entire industry. Increases in all cases are based on rapidly growing number of receivers in circulation. . . . Negotiations between SAG and the Eastern talent unions reached a stalemate, with SAG refusing to join the proposed "Television Authority" and threatening a withdrawal from AAAA if its jurisdiction is affected. . . . Pool coverage of the World Series was carried by 54 stations in 29 cities for a total estimated audience of between 17 and 20 million. . . . AFM prexy James C. Petrillo, meeting with agencies and producers, said that a scale for musicians employed in TV films will be sent out this week and indicated that he will demand a royalty payment to the union for each airing of these films.

Net Demonstration Concluded; RCA Starts Today

(Continued from Page 1)
with the skies leaden and the light poor, and with a heavy rain pouring down on the Roosevelt and Western Reserve high school junior varsities which participated in the scrimmage.

Nonetheless, the pictures received on the Carlton ballroom receivers were bright and easily seen. There was no flicker, color fringing nor color breakup. It was interesting to note, too, that fast moving buses and automobiles in the rear flashed across the screen without color breakup. And despite the fact that the jerseys were quite similar—orange and maroon—they were easily distinguished on the color screen. That wasn't the case with the black and white picture.

Much had been made during last week's hearings about being able to follow the ball on a color screen. The football was plainly seen as it flashed to the backfield and was kicked and passed. Just to make the show more impressive, Adrian Murphy, CBS vice-president, and emcee of the demonstration, had a couple of baseball players toss a ball around and hit it. The white ball was just as clearly seen as it would be on a black-and-white screen.

As in Thursday's demonstration, RCA was silent all through the tests, apparently willing to state its own case today at the Washington Hotel demonstration it is putting on for

Not till today's demonstration will anybody but a few RCA executives, outside of the engineers who worked on the system, be able to see RCA color video.

New DuM 19-Inch Sets To Sell For \$495, Up

Introduction of three new DuMont receivers featuring the firm's recently-developed 19-inch short-necked tube was announced over the weekend by Ernest Marx, general manager of receiver sales. Lowest priced set in the new line, now being delivered to dealers, lists at \$495. The other two models are priced at \$545 and \$645. All three are console models.

Named WGN-TV Director

Chicago—Ernest Lucas, formerly film editor of the WGN-TV Chicago-Land Newsreel, has joined the station's program department as director. His first assignment will be the Chicago-Land Mystery Players.

Trammell Heads NBC Board; McConnell Named Web Pres.

(Continued from Page 1)

relinquishing the post as president of NBC came with dramatic suddenness on Friday morning. Rumors had been current in radio for some time that he might retire as president. However the dopesters had not included the name of McConnell as the probable successor to President Trammell.

Has Impressive Background

McConnell, who was elected executive vice-president of RCA last July, will bring to the NBC presidency an impressive record of accomplishments as a lawyer, finance executive and administrator.

He was vice-president in charge of finance of RCA prior to becoming executive vice-president and has been associated with the corporation since 1941. In that year, he joined the Legal Department of the RCA Manufacturing Company, now the RCA Victor division. He became General Counsel of the organization in 1942, and three years later he was elected vice-president and general attorney of the RCA Victor division. From April, 1947, to January, 1949, he served the same division as vice-president in charge of Law and Finance.

A native of Davidson, N. C., McConnell was graduated from Davidson college in 1927. In 1931, he received a Law degree from the University of Virginia. He practiced law in West Palm Beach, Fla., and in Charlotte, N. C.

In 1935, McConnell became an associate in the New York law firm of Cotton, Franklin, Wright and Gordon (now Cahill, Gordon, Zachry & Reindel), where he specialized in legal phases of government regulation of corporate enterprises. He is a member of the Phi Beta Kappa and Kappa Alpha fraternities.

Trammell Issues Statement

Trammell, in recommending the appointment of McConnell as president of the network, issued the following statement:

"For some time it has been evident that with the rapid development of television and the changes in radio broadcasting technique, I could better serve the interests of the National Broadcasting Company by being relieved of administrative

duties and be able to devote more of my time to client, talent and station relations in both radio and television. In selecting Mr. McConnell to be President of the National Broadcasting Company, I am confident he will contribute materially to the continued success of our operations in the changing era ahead. Mr. McConnell, who is forty-three years of age, has been associated with the operations of RCA for the past twelve years. He has had successful experience in finance, law and business administration. Prior to his election today as President of the National Broadcasting Company, Mr. McConnell was Executive Vice-President of RCA and worked closely with NBC in dealing with its expanded business problems. Mr. McConnell is thoroughly familiar with our operations and personnel and his election, I know, will be enthusiastically applauded within and outside the Company."

General Sarnoff Comments

General Sarnoff, who is vacating the chairmanship of the NBC board in favor of Trammell, said:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible and changing conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to talent, client and station relations, and to the major developments of the Company. My interest in NBC continues as heretofore and I remain a member of its Board of Directors."

Became President in 1940

Trammell has been president of NBC since July 1940, and has held important executive positions in NBC and RCA for more than twenty-six years. Mr. Trammell joined RCA in San Francisco in April, 1923, and transferred to the National Broadcasting Company in March, 1928, as a salesman. In May, 1928, he was made Manager and Vice-President of the Central Division with headquarters in Chicago. In December, 1938, he was made Executive Vice-President of the Company in New York.

Fair Trade Manufacturers Spend \$318,124,185 In '48

Manufacturers in 12 fields in which fair trade is prevalent, spent \$381,124,185 on national advertising in radio, newspapers and magazines during 1948, it was announced in a memorandum on "Fair Trade and Prices" released Friday by Dr. John W. Dargavel, chairman of the Bureau of Education on Fair Trade. This amount constitutes 41 per cent of the over-all total of \$922,358,413 spent for national advertising in these three media, Dr. Dargavel said.

Bunche Talk On WQXR Scheduled For October 14

Dr. Ralph Bunche, of the United Nations staff, will be heard exclusively over WQXR, New York, in an address on "A World Unity of People" at the Harlem YWCA on Friday, Oct. 14, 9:30-9:45 p.m.

Stork News

Dan Morley, program director of Bruce Chapman Productions, is the father of a girl, Linda, born Oct. 3 in New York. Mrs. Morley is the former Ruth Homond.



BERT PEARL
Ace MC and main-spring of the happy gang - sings, plays piano, directs



EDDIE ALLEN
THE "SWOON GOON OF GANG"



CLIFF MCKAY
CLARINET-SAX AND VOCALIST



JIMMIE NAMARO
XYLOPHONIST-PIANIST



HUGH BARTLETT
ANNOUNCER COMEDIAN



KATHLEEN STOKES
INTERNATIONALLY KNOWN ORGANIST



JOE NIOSI
BASS VIOLINIST OF TOP NET SHOWS



BOB GIMBY
TRUMPET AND VICTOR RECORDING ARTIST



BLAIN MATHE
CONCERT VIOLINIST PLUS BOOGIE WOOGIE



GEORGE TEMPLE
ACTOR AND PRODUCER

Tops!

14-9 Rating

NOW TRANSCRIBED AND AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP IN THE U.S.A.



the most fun-sational show in radio history —the show that holds the four topmost honors over the Trans-Canadian network of the C.B.C.

- LARGEST RADIO AUDIENCE
- TOP NETWORK DAYTIME PROGRAM
- TOP SPONSOR IDENTIFICATION
- BEAVER AWARD (RADIO'S OSCAR)

And Here's the Proof . . .

FROM A LISTENER:

"May God bless each member of your cast in your efforts to cheer us and make our lives a little brighter."

N.M.L., Norwood, N. Y.

FROM AN AGENCY:

"I was not surprised when surveys taken in six cities gave the Happy Gang show a first in five out of six markets."

Mary R. Miller,
Radio Director,
Newman, Lynde & Associates Inc.

FROM A SPONSOR:

"Happy Gang sponsors will find themselves featuring a show that's sure to bring favourable comment, friends, contacts and best of all—increased sales."

Foremost Dairies

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER INC.

Radio Productions

NEW YORK 366 Madison Avenue - Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue Bailey 0520



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 7

NEW YORK, TUESDAY, OCTOBER 11, 1949

TEN CENTS

RCA HAS NEW COLOR-TV TUBE IN WORK

FCC Announces Days For Analysis 'Week'

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced the dates for program log analyses to be covered by broadcasters whose license renewal applications are due next year. Program information must be included covering a composite week including the following days in 1949: Monday, January 17; Tuesday, March 1; Wednesday, April 6, Thursday, May 12; Friday, July 22; Saturday, Sept. 10; Sunday, Oct. 9.

Move To Double Set Fee In Canada Is Protested

Montreal — Liberal members of Parliament have protested against a proposal to double the present license fee of \$2.50 on radio sets. A. D. Dunton, CBS chairman, has said that unless the CBS obtains more revenue it will not be able to carry on present services. During recent hearings on this subject before the Royal Commission there were suggestions that the needed revenue be supplied through a statutory grant by Parliament, in the same way that the Government (Continued on Page 2)

KTSA Stock Transfer Completed To Express

San Antonio, Texas—Final transfer of stock in KTSA and KTSA-FM, to the Express Publishing Co., has been made, according to an announcement made here following a final meeting held in Dallas, where final arrangements were completed. Purchase price was \$450,000. The transfer was made from the (Continued on Page 2)

Not So Tough
Oklahoma City—On one of WKY-TV's regular weekly wrestling telecasts were fifty handicapped boys who have been attending the matches as guests of the promoter. Immediately after the telecast 21 persons, following an example set by one of the wrestlers, pledged \$10 apiece to buy YMCA memberships for the boys.

No Paper Tomorrow
Tomorrow, October 12, is Columbus Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

CBS White Collarites Request Pact Parley

The CBS chapter of the United Office and Professional Workers of America (CIO) has asked network officials to meet with union representatives "immediately" to resolve contract differences. The letter was mailed Friday by the union's steering committee to CBS board chairman William S. Paley, president Frank Stanton, and vice-presidents Joseph H. Ream, Lawrence W. Lowman, and Howard L. Hausman. The contract dispute involves NLRB certification, wages, working conditions, job security, and other issues. The present UOPWA-CBS pact expires Dec. 1.

Receiver-Tube Sales Up Sharply In August

Washington Bureau of RADIO DAILY
Washington—RMA has announced that radio tube sales rose sharply in August, to a total of 13,505,940, compared with only 10,117,925 in July. The August, 1948, total was a booming 16,722,177 units, however. Of the August sales this year, 9,659,033 were for new sets, 2,788,824 for replacements, 779,811 for export, 278,272 for Government agencies.

Int'l Group To Consider Ban On Canned Music In AM-TV

(By Cable)
Geneva—A proposal that all canned music in TV, radio and films, be abolished will be offered at a meeting here of the advisory committee of the International Labor Office on Oct. 24. On the agenda of the meeting is a discussion of the rights of performers who record. It is understood that all forms of the reproduction of sound will come up for consideration.

In Experimental Stage; Will Be Ready In 6-12 Months, Firm Tells FCC At Video Session In Capital

High Power FM 'Era' Predicted By Ware

Washington Bureau of RADIO DAILY
Washington — FM's "low-power era" is at an end, FMA president William E. Ware said last week. He pointed to the licensing by the FCC of 30 FM stations to operate at full-power—three at 50 kw or more, two at 40 kw or more and five at 20 kw or more. This means, said Ware, that "new areas will be opened up where the (Continued on Page 6)

Record Total Of Stations Air Gov't Market Reports

Washington Bureau of RADIO DAILY
Washington—A total of 1,137 stations—including 76 FMers—are now carrying Government farm market reports, a survey just completed by the Department of Agriculture reveals. This is 58 more than carried (Continued on Page 3)

4-A Central Council Will Meet In Chicago

Chicago—The central council of the American Assn. of Advertising Agencies will hold a two-day meeting at the Drake Hotel on Thursday and Friday, with problems of merger (Continued on Page 3)

By FRANK BURKE
Editor, RADIO DAILY
Washington—Revealing that Radio Corporation of America now has in the process of development a new tube for television sets capable of receiving color television, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Laboratories, gave a progress report on color TV to members of the FCC and television experts assembled at (Continued on Page 7)

Cards Urge Sponsors To Drop WBT Support

National advertisers on WBT, Charlotte, N. C., have received hundreds of penny postcards, signed apparently by local citizens, urging the dropping of commercials over the station because 10 engineers have been "unjustly discharged for union activity." The cards, which were addressed with rubber stamps to the sponsor (Continued on Page 2)

Colman Records Show For United Nations Day

West Coast Bureau of RADIO DAILY
Hollywood—Ronald Colman yesterday recorded a special 15-minute transcribed show for use by stations throughout the country in connection with the celebration of United Nations Day, Oct. 24. The transcriptions, which will be (Continued on Page 2)

Service
The entire two-hour long ABC program, "Kate Smith Calls," last night was devoted to a special salute to Red Feather campaigns of 1.250 Community Chests now raising funds for the support of 14,000 health and welfare services throughout the United States and Canada. Contributions of \$100 each were made to nine cities.

RADIO DAILY



Vol. 49, No. 7 Tues., Oct. 11, 1949 10 Cts.

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

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Phone: Wisconsin 3271
CHICAGO BUREAU
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360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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

FINANCIAL

(October 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/8	7 1/2	+ 3/8
Admiral Corp.	26 3/4	25 7/8	26 3/4
Am. Tel. & Tel.	143 1/2	143 3/8
CBS A	22 1/2	22 1/2	22 1/2	+ 1/4
CBS B	22 1/2	22	22 1/2	+ 1/2
Philco	31 1/4	30 3/4	30 3/4
RCA Common	12 3/8	12 1/4	12 1/4	- 1/4
RCA 1st pfd.	73 1/2	73 1/2	73 1/2	+ 1/2
Stewart-Warner	12 1/2	12 1/4	12 1/4	- 1/4
Westinghouse	26 3/4	26 1/4	26 3/4
Westinghouse pfd.	101 1/8	101	101	- 7/8
Zenith Radio	27 7/8	27 5/8	27 5/8	- 3/8

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	12	13 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 7/8	2 3/4	2 7/8	+ 1/4
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OVER THE COUNTER

WRQN Now WVOP
Vidalia, Ga.—WRQN, Vidalia, has changed its call letters to WVOP, for "Voice of Progress." The station operates full-time with 250 watts on 1450 kc.

AD AGENCY
RADIO — TV PACKAGE PRODUCERS
Immediately available as Radio-TV production assistant and/or Man Friday to busy Radio-TV producer. Four years similar experience with top N. Y. agency. Write RADIO DAILY, Box 277, 1501 Broadway, N. Y. C.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH
REPRESENTED NATIONALLY BY EDWARD PESTRY & CO.

KTSA Stock Transfer Completed To Express

(Continued from Page 1)
Taylor Radio and Television Corp. which had an option to buy all the stock in the Sunshine Broadcasting Co., former owner of KTSA and KTSA-FM, local CBS affiliate. Representing the Express Publishing Co., at the meeting were Frank G. Huntress, Jr., Leroy Denman, Jr., and Charles D. Lutz. Sunshine was represented by Gene A. Howe and Taylor was represented by O. L. Taylor.

Move To Double Set Fee In Canada Is Protested

(Continued from Page 1)
covers the deficits of the publicly-owned Canadian National Railways and Trans-Canada Air Lines. It is considered doubtful whether any Government decision will be announced before next year.

Edgar P. Kampf

Edgar P. Kampf, DuMont sound engineer and husband of Idella Grindley Kampf, a program supervisor for the Mutual network, died suddenly at 7 a.m. yesterday following a lengthy illness. Funeral services will be held tomorrow at 10:30 a.m. in the chapel of St. Bartholomew's Church, Park Avenue at 50th Street.

The deceased formerly was a sound engineer at NBC and president of Time Abroad Recording Company. He served in the Navy during the war as supersonic specialist and as author of several training manuals on the subject.

Recording Deal Set

Chicago—According to an announcement made here by William Putnam, president of Universal Records, all masters of his company are being leased to London Records. This includes all the Harmonicats recordings, and the Al Morgan recordings, including his "Jealous Heart," together with the forthcoming recording reported to be better than the Harmonicats' "Peg O' My Heart"—Frann Weigle's multiple voice recording of "Rockin' Chair" and "Diary Of Broken Dreams." London Records will also have the option of first choice of all forthcoming releases made by Universal Records.

For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
KEN LUDY, General Manager

Colman Records Show For United Nations Day

(Continued from Page 1)
sent out to stations this week, were contributed by RCA to the National Citizens Committee on UN Day. The show is produced by the UN Radio Division. The program will include statements by Mrs. F. D. Roosevelt, Ralph Bunche and Eddie Rickenbacker. Colman will act as narrator.

Hooper Makes Change In Method Of Reporting

The method of reporting Program Hooperatings, as contained in the Hooper Pocketpiece, will be changed effective Nov. 1 "so that comparability with the past, present and future in ratings will be maintained despite TV," C. E. Hooper announced today.

Three New Columns Planned

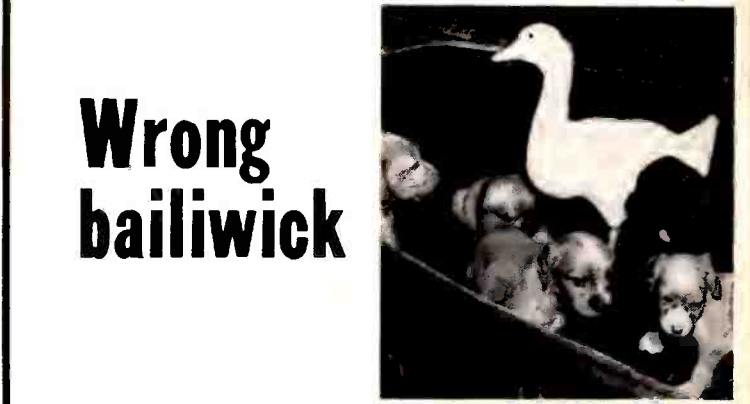
Three new columns of information will appear on each page of the Pocketpiece replacing the "Sets-In-Use" column. These will be titled "Broadcast Audience Index" (radio and/or TV homes using sets); "TV Audience Index" (TV use in TV homes identified in the random sample); "Radio Audience Index" (radio use in radio homes identified in the random sample).

Cards Urge Sponsors To Drop WBT Support

(Continued from Page 1)
ing companies without indicating any specific officials, contained a form text signed by various persons at different addresses. There was no reference to any union or labor official on the cards.

The text follows:
"It is my understanding the management of radio station WBT has unjustly discharged ten engineers for union activity. Such action is inexcusable. The Union states they are agreeable to letting an impartial arbitrator decide whether the company's action was justified, but WBT refuses to arbitrate. I am sure that you agree with me that no respectable company would take such an attitude towards its employees. As one who uses your product I request that you discontinue your support of the Jefferson Standard Broadcasting Company by refusing to advertise over its facilities.
Thank you!"

One advertiser over the station, Griffin Manufacturing Co. of Brooklyn, N. Y., disclosed that it received between 60 and 75 of the cards throughout last week.



Wrong bailiwick

Somehow 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.

WIT
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

End 'Canned' Music, Says Int'l Labor Unit

(Continued from Page 1)

committee for the consideration of a proposal to do away with canned music for screen, TV and radio. Doubt was expressed that the proposal would find acceptance.

London — British film producers take a most serious view of the ILO advisory committee to abolish all "canned" music in film production, broadcasting and television. Should the proposal be accepted, they predict production costs would rise by thousands of pounds, with newsreels hard hit and second-feature production all but eliminated.

British delegation to the Geneva meeting will include Hardy Ratcliffe, secretary of the musicians union, who goes over for the Trades Union Council as a technical adviser, and probably a leading member of the British Film Producers Association.

Allan Brown Joins WINS

Allan Brown, formerly of WMMW, Meriden, Conn., has joined WINS, New York as morning man handling the 8:30-9 a.m. record and comment show. His regular WMMW program will continue to be aired for a time by transcription, in response to listeners' requests.

Dorothy, The First

Dorothy Kirsten, star of "Light Up Time" with Frank Sinatra on NBC, and a leading soprano of the Metropolitan Opera Assn., has been named Queen of the First Annual Tobacco Bowl Festival, to be held in Richmond, Va., starting on Oct. 12.

Edna Barnes Joins Lang-Worth

Edna Barnes, record librarian for WCBS for the past eight years, has just been added to the staff of Lang-Worth Feature Programs, Inc. As assistant to Winifred O'Keefe, vice-president in charge of Artists and Repertoire, Miss Barnes will work on music research, copyright data and the new catalog to be issued concurrently with the New Lang-Worth 8-inch Transcription Library. Prior to joining CBS, in 1940, Miss Barnes enjoyed a long and interesting career as a concert vocalist.

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

Record Total Of Stations Air Gov't Market Reports

(Continued from Page 1)

the material a year ago, and is an all-time high. Questionnaires were sent 1,944 stations, with 1473 replying. Of the 1,137 which carry the reports, 1,032 reported carrying livestock market news regularly, 548 reported carrying fruit and vegetable data, 600 grain and hay, 782 dairy and poultry, 235 cotton and 37 tobacco.

Regional Football Web Set In West Virginia

Morgantown, W. Va. — Thirteen radio stations in West Virginia are carrying West Virginia University football games this fall over the Mountaineer Football Network. Announcer for the games, which are originated at home and abroad by Radio Station WAJR, of Morgantown, is Jack Fleming. Bos Johnson is the color man.

Stations being fed by WAJR on the network are: WWVA, in Wheeling; WMMN, in Fairmont; WBLK, in Clarksburg; WPAR, in Parkersburg; WCAW, in Charleston; WCFM-FM, in Beckley; WLOH, in Princeton; WLOG, in Logan; WBRW, in Welch; WOAY-FM, in Oak Hill; WRON, in Roncoverte; and WEPM, in Martinsburg.

A similar network is planned for the basketball season following the gridiron period.

Richard Rawls Named To ABC Sta. Relations

Richard B. Rawls, manager of television operations for ABC since January, 1946, has joined the stations relations department, where he will concentrate on television activities.

Rawls was manager of studio operations in New York for CBS-TV from 1939 to 1943, and has had extensive experience in the legitimate theater.

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

Baking Company Signed For Football Sponsorship

Nashville—Contract for the broadcast of all 1949 Vanderbilt University football games over WSM was signed last week by the American Bread Company of Nashville. Full coverage—at home and away—of all ten Vanderbilt games will be given by WSM sportscaster Dave Overton and crew.

Irving Waugh, WSM commercial manager, closed the deal just before the season opened, with Bernard Evans, president of American Bread. The sponsor, a Nashville owned firm, bakes Holsum bread and Holsum cakes. This schedule of football broadcasts over WSM makes radio sports a year-round affair for Holsum, as they were already sponsoring Vanderbilt basketball games and the full season of Southern Association baseball with the Nashville vols.

Recording KMPC Show

Hollywood—Roddy McDowall is recording his daily radio show on KMPC which will be transcribed during November when he will be on location as star of his new Monogram film, "Killer Shark." The 30-minute Roddy McDowall Show is released at 4:30 p.m., Mondays through Fridays. Tomorrow night at 7 o'clock he does a guest stint at CBS's Hallmark Show.

4-A Central Council To Meet In Chicago

(Continued from Page 1)

chandising and financing prominent on the agenda.

Friday's open session will be preceded by a management parley Thursday afternoon, with Frederic R. Gamble, 4-A president, serving as moderator. At Friday's general session William H. Alberts, head of a chain of supermarkets, will speak on "Why We Feature Nationally Advertised Brands." Fairfax Cone, Foote, Cone & Belding board chairman and 4-A vice chairman, will speak on "I Wish We Had Done These Campaigns."

Other Speakers Listed

Other scheduled speakers include Louis L. Brockway, executive vice-president of Young & Rubicam; Clarence Goshorn, president of Benton & Bowles; Harold H. Webber, FC&B vice-president; Henry W. Haupy, B B D & O vice-president; Samuel G. Barton, president of Industrial Surveys, and Enno D. Winiaus, president of Winiaus-Drescher-Brandon, St. Louis.

About 200 admen are expected to attend the Chicago conclave. Earle Ludgin, president and treasurer of the Earle Ludgin Agency, is chairman of the Central Council 4-A board of governors.

for profitable selling **INVESTIGATE**

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WDEL-TV
WILMINGTON
DELAWARE

WGAL-TV
LANCASTER
PENNSYLVANIA

STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles



A Radio Program that's

who?



WHO LISTENS TO THIS KIND OF MUSIC?

20% of the people will tune out almost everything to listen to it, and an additional 40% like to listen to it occasionally during the week . . . enough people to provide your half-hour with a sizeable audience, an audience that is responsive, articulate, and in the upper buying brackets.

WHO BUYS THE SHOW?

WOR New York, WGN Chicago, WBEN Buffalo, WCCO Minneapolis, KHJ Los Angeles, CKLW Detroit, WWDC Washington, KQV Pittsburgh, WHB Kansas City and a big list of leading stations from coast to coast.

WHO SPONSORS THE SHOW?

Banks, public utilities, loan companies, insurance companies, department stores, music stores—and even breweries, furniture outlets, drug and food chains, and many others, including many national accounts.

WHO IS DEEMS TAYLOR?

He is dean of American music, famous as a music critic and radio commentator, a gifted composer in his own right. Suffice to say that for years on end he's been intermission commentator in the New York Philharmonic Society broadcasts.

It's a "SLEEPER"

A few minutes spent reading about the "Deems Taylor Concert" will not be wasting your time, I assure you. It's the smartest, most distinctive musical program on the air today . . . five half-hours per week of the choicest recorded classical and semi-classical masterpieces, interspersed with the witty, civilized commentary of Deems Taylor, the dean of American music.

why?

WHY IS THIS A GOOD VEHICLE FOR YOUR STATION?

Because it's the best program in this field; because it's a welcome contrast to your other types of programming; because it's one of the few shows that can buck severe competition; because it will also adequately fill in that half-hour strip that's in "fringe" time; because it will get you that unusual type of sponsor that you generally cannot sell.

what?

WHAT DOES THE PROGRAM CONSIST OF?

Five half-hours a week of the best recorded music in the classical and semi-classical field—plus the transcribed commentary of Deems Taylor. We furnish everything—all the records plus the transcriptions in one neat package.

WHAT DOES THE *Deems Taylor Concert* COST?

So little, that you'll be pleasantly surprised. Write or wire for rates, descriptive literature and audition platter.

Walter Schwinmer
President

RADIO FEATURES, Inc., 75 E. Wacker Drive, Chicago 1, Illinois

High Power FM 'Era' Predicted By Ware

(Continued from Page 1)

public will be benefited by being able to select a greater variety of radio programs as maximum service increases." He hailed the trend among AM broadcasters to operate at maximum capacity as a hopeful note along with the "trend among the manufacturers to equip their TV sets with full-range FM, providing FM station reception.

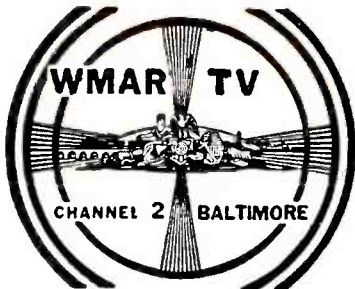
Sees Recognition Increasing

"More and more broadcasters, as well as manufacturers," Ware said, "are beginning to recognize the powerhouse team of FM and TV."

NEED A PROGRAM DIRECTOR?

12 years experience—five as program director—on three stations, one a N.Y.C. network. Good, saleable programming — production — announcing — promotion—traffic. Fine educational background. Age 30 — married. All former employers as references.

ROBERT M. HOPE
40 East 66th St., N. Y. C.
BUtterfield 8-2688



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.



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: "Counterspy" going off the air Oct. 20th for 10 weeks. Budget trouble. . . Charlotte Manson and Dick Brown went and dood it over the weekend. . . Joe Franklin, the young man with the old records, back from a short stay on the coast transcribing interviews for his syndicated show. Expects to announce new radio-TV plans this month. . . Leo De Lyon, one of the column's pets knocked 'em dead last week at the Friars Frolic on the coast and drew three movie bids within 24 hours. . . Look-alikes: Jack Wyatt and Garry Moore. Sound-alikes: Wm. Lundigan and Geo. F. Putnam. . . Alfred Drake, whose "Anyone Can Win At Gin Rummy & Canasta" is now on the book stalls, was being kidded about it at Sardi's. "I hear," said Peter Donald, "that it was banned in Boston because there's a raw deal included in Chapter Six." . . . Bob Monroe, producer of "Take A Number," planning to make some films in N'Yawk. First on the agenda will be an adaptation of one of his "High Adventure" radio dramas. . . Geo. Jessel sez it takes two to make a marriage—a single gal and an anxious mother. . . Lester Lewis building a new TV interview stanza for World-Telly radio editor, Harriet Van Horne. What's more, he's got it practically sold. . . Goodyear bought a half-hour musical show with Paul Whiteman for ABC-TV. . . Everyone talking about Joe Hasel's great job on the pro football game Sat. between Chicago Cardinals and the Phila. Eagles. Overnight the guy's become a top pigskin caller.

★ ★ ★ ★

Pome by Irv Cahn: Bogie ain't a cavalier
For tossing Robin on her rear.

★ ★ ★ ★

● ● ● SMALL TALK: Bob Shepard, who announces such stanzas as "Counterspy," "Break the Bank," "Mr. D.A.," etc., rates emcee consideration. We still remember the high grade job he did on "Take a Number," "Golden Hope Chest" and "Battle of the Boroughs." . . . Alice Frost, of radio's "Mr. & Mrs. North" series, resuming her legit career this fall. . . Publicist Walter Kaner adapting his transcribed "Adventures in Stamps" series for TV. . . Guy Lebow narrating a series of sports shorts for high school and colleges with emphasis on sportsmanship and character building. . . One of Blanche Gaines' busiest writers is Carol Warner Gluck, who's been scripting "Mystery Theater" on CBS for over a year and recently had her first TV script on "Mr. L.Magination." . . . Add IMPressions: Milton Berle: TVerrific. . . Suspense: Autolighting. . . World Series: WORfare.

★ ★ ★ ★

● ● ● Larry Schwab's favorite hobby (he's a radio ham operator) paid dividends the other p.m. when he was out in Staten Island shooting some film. The hour was getting late and the boys were getting nervous as they wanted to inform their wives they'd be home late and they were miles from any phone. But Larry, who even has a transmitter in his car, solved the problem easily. He merely called in the various wives via his set and everybody was happy.

★ ★ ★ ★

● ● ● WORLD'S SERIES THAWTS: The Bklyn Eagle gives up hard. In Monday's edition, they had the Series listed as one of the day's "best bets." . . . How about the hot Bklyn fan who kept switching channels on his TV set Sunday trying to get another score? . . . The television running commentary, in our opinion, was too cold and too BRITTLE. . . Can't understand why Mel Allen seemed to be so much in awe of R. Barber during the Series. In our book, Mel's the greatest.

★ ★ ★ ★

deliveries
are now
being made

the
revolutionary

ALTEC

21 B
MINIATURE
MICROPHONE

EXCLUSIVE
FEATURES:

- New tonal fidelity
- Full volume range
- Omnidirectional
- No false bass



ACTUAL
SIZE

Talent deserves
to be SEEN
as well
as HEARD

ALTEC
LANSING CORPORATION

161 Sixth Avenue, New York 13, N.Y.
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TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEW RCA COLOR-TV TUBE IN WORK

TELE TOPICS

WHEN IT WAS first announced that "Break The Bank" would move to NBC as separate AM and TV airers rather than a simulcast, it was to be assumed that video-wise, the show would improve. After all, we thought, once freed from the restrictions of radio, the show could fully utilize the potentials of the visual medium and, perhaps, become an exciting quiz show. But, alas and alack, 'twas not to be. Except for two visually-gimmicked questions, the entire affair looked exactly as it did when it was simulcast on ABC. Contestants stood uneasily before a floor mike, and Bert Parks, the frenetic emcee, continued to use a hand mike. To complete the radio picture, Parks was seen waving for applause when a question was answered correctly, and announcer Bud Collyer read his lines from a script. "Break The Bank" has the opportunity to become interesting TV, but on the opener, at least, it muffed the chance completely. . . . Sponsored by Bristol-Myers through Doherty, Clifford & Shenfield, program is written by Joe Kane, produced by Ed Wolf and directed by Jack Rubin.

IN HIS SYNDICATED COLUMN yesterday, John Crosby offered some sage advice that we think is worth repeating. "Television is in a golden age now," he said, "because it doesn't know how to be successful; it can strive only to be good. (A lot of it is very bad, but at least beads of sweat are visible even on its worst programs.) Television can't strive downward because it doesn't yet know where downward is. I hope it never attempts to find out. Radio's guiding philosophy—the counting of heads, the Hooperating—ought to be supplanted by some earnest effort to find out what is going on in those heads. Truth in television will, I'm convinced, pay the largest dividends in the end."

"YOURS TRULY, JOHNNY DOLLAR," CBS radio series, will become a TV feature from the Coast within a month, completely independent of the AM program. Charles Russell, who stars in the radio show, will play the role of the insurance investigator on video also. Program will be CBS's second Hollywood feature. The first is the Ed Wynn show which bowed on the web last week. . . . Don Arden and Ron Fletcher have been signed to choreograph and stage production numbers for the Olsen & Johnson show. Both have had extensive night club experience. . . . Kenneth L. Carter has resigned as account exec. at WMAR-TV, Baltimore. . . . WAVE-TV, Louisville, carried the Series by special relay off the air from Cincinnati for video and a leased wire for audio. John Boyle, station director, said pictures were not as clear as regular WAVE-TV transmissions, but good enough to follow all the action.

Development Disclosed At Hearing In Washington; Firm Shows FCC Color Much Improved Over '47; Would Postpone Coaxial-Microwave Demonstration

(Continued from Page 1)

the Washington Hotel here yesterday.

The color picture tube, now in the experimental stage, will be perfected within the next six to twelve months and will be incorporated in the color TV receivers to be manufactured by RCA, Dr. Engstrom revealed. He said the picture tube development would simplify the construction of color TV receivers.

Prospects of the new picture tube and the disclosure that RCA has perfected a compact new field-type color TV camera highlighted the day's testimony and demonstrations of RCA. The Commission members and assembled TV experts saw transmission of electronic color from the studios of WNBW at the Wardman Park Hotel and viewed the programming on receivers set up in a ballroom of the Washington Hotel.

During the course of the hearing yesterday it was announced that RCA had asked to postpone their demonstration of color TV on the coaxial cable and microwave relays until a later date. It was explained that the delay was due to the fact that RCA television experts had not been able to complete the technical arrangements for these demonstrations at this time.

The color TV shown yesterday showed improvement over the RCA electronic system which was presented for the first time at the Princeton, N. J., laboratories two years ago. The best reception was obtained with a direct view color converter which was attached to a 10-inch standard black and white receiver. In utilizing the set for color, three 10-inch kinescopes and two dechroic mirrors were used. The picture was sharp and the reds,

blues, and greens seemed to register well.

Consensus of opinion among TV experts in attendance yesterday was that RCA had progressed a great deal in the development of color TV but that the system was not perfected enough for commercial acceptance at this time.

During the demonstration Dr. Engstrom emphasized that it was a compatible system. He illustrated the point by showing how conventional black and white receivers could receive the color transmissions in black and white without any modifications. However when the color transmission was received on a black and white receiver the contrast quality of the picture seemed to diminish.

Engstrom declared that a viewer of a new color set receiving programs in color, will, when the broadcaster changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

The atmosphere of the hearing was reminiscent of the black and white-color TV controversy that raged three years ago. Most of the same personalities who figured then are on hand now and the side-by-side comparative demonstrations of CBS, RCA and Color Television, Inc., scheduled for November may be the climatic event that will tell the story of whether or not color TV is commercially acceptable at this time. CBS experts contend that it is; RCA lets the demonstrations speak for themselves. One thing certain is that the FCC is on the spot and must take some decisive action on the question within the next few months.

Mfr. Scores FCC, Says Industry Should Decide Color Question

Chicago—Bill Halligan, president of the Hallicrafters Radio Corporation, who was one of the guest speakers at the Chicago Television Council luncheon meeting here last week, lashed out at the FCC saying that the radio and television industry itself should decide on color TV and not the Commission.

Halligan said there seems to be a conception that set manufacturers are retarding progress in the industry and said that nothing could be

further from the truth. He contended that he and all the other manufacturers should come out with color as quickly as possible. Halligan and other set manufacturers said that they would like to see better programming in the summer, feeling that it would benefit the entire industry and would lead to an increase in sales of TV sets during the slow summer period.

Other television set manufacturing heads also spoke.

Business-Like Debut For WOR-TV Tonight

WOR-TV begins scheduled television programs on Channel 9 tonight at 6:55 p.m. with "no bright lights, no fanfare." The station is the seventh FCC-authorized station to go on the air in the Metropolitan area. However, according to Julius F. Seebach, Jr., vice-president in charge of programs, WOR-TV will dispense with pre-opening ceremonies.

WOR-TV's first evening of scheduled programming ends at 9 p.m., and following this, three of the station's executives will talk briefly about the new station's operating and programming policies. Theodore C. Streibert, WOR and WOR-TV president; J. R. Poppele, vice-president in charge of engineering, and Seebach are scheduled to appear.

WFIL Will Launch In-School Programs

Philadelphia—WFIL-TV will preview its in-school television programming before the entire administrative staff of the local Board of Education on Wednesday. On Friday, Oct. 14, the station will telecast the first of its in-school programs, starting at 2 p.m.

The preview, to be produced via closed circuit, will utilize six large TV screens lent by RCA Victor to WFIL-TV for the demonstration. At present six Philadelphia public schools are equipped with video receivers. Fifty additional sets will be lent by RCA Victor and the Philco Corp. for use during the 1949-1950 school year.

Friday's preview will consist of two programs—"Your Philadelphia," a civic series, and "Science is Fun," which features actual scientific demonstrations.

Three Sponsors Sign For Vanity Fair Show

Three Weintraub agency accounts—Seeman Brothers (Air Wick), Maiden Form Brassieres and Robeson Cutlery—have signed with CBS for 10-minute segments of Dorothy Doan's "Vanity Fair," daytime women's show, on WCBS-TV, New York; WCAU-TV, Philadelphia, and WOIC, Washington, beginning Oct. 17. Seeman and Maiden Form will participate Mondays, Wednesdays and Fridays, and Robeson Tuesdays and Thursdays.

The
BING CROSBY
SHOW FOR
CHESTERFIELD

Every Wednesday Night Over CBS Network



“This is Bing Crosby”

FOR

Minute Maid Fresh Frozen Orange Juice

CBS Network

DAYTIME LISTENING—MONDAY THROUGH FRIDAY

Produced by
Bing Crosby Enterprises



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 8

NEW YORK, THURSDAY, OCTOBER 13, 1949

TEN CENTS

ADVERTISING OUTLOOK REPORTED GOOD

NARBA Meets Again After Holiday Recess

Montreal — Scheduled formal meetings of the North American Regional Broadcasting Agreement Conference were cancelled Monday to let delegates participate in Canada's national Thanksgiving Day celebrations.

Rosel H. Hyde, chairman of the United States delegation and member of the FCC said, "We decided to cancel formal meetings in honor of the Canadian holiday but a few technical groups carried on with

(Continued on Page 5)

Flanagan To Plug Radio In Augusta, Me., Speech

Augusta, Me. — T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, will appear before the Maine Development Commission today for the purpose of presenting "the advantages" of spot radio for advertising this state's recreational facilities.

The Commission is a governor-appointed body whose function it is to publicize the State of Maine as the "vacation land" of the United States.

McCann-Erickson Names Wolfe To The Copy Post

Charles Hull Wolfe has been named director of radio and television copy for McCann-Erickson, Inc.

He was formerly assistant director of BBD&O's copy department and director of the agency's radio-video testing bureau. He is the author of the recently-published book, "Modern Radio Advertising."

Mass Appeal

A rebroadcast Monday over WNYC, New York, of a talk on "How To Live a Hundred Years Happily" drew one of the biggest mail responses in the history of the city-owned station. The talk was originally made by Dr. John A. Schindler of Monroe, Wis., over WHA, Madison, and recorded for distribution to other non-commercial stations.

From A To Z

Four hundred members of Congress have accepted invitations from RCA to attend the color TV demonstrations this week at the Washington Hotel. The legislators have been invited alphabetically. Those from "A to K" will view the TV showing today and the "K to Z" group will attend tomorrow. On Tuesday top government executives including members of the Cabinet and the United States Supreme Court attended the showing.

TV Parleys Soon Aim Of N. Y. AFRA

With or without the participation of the West Coast talent unions, AFRA and the other eastern members of the 4-A's are pushing toward the inauguration this season of negotiations for a TV talent scale. This was indicated by an editorial in the current issue of "Stand By!" official organ of the AFRA New York local.

"There is less time than ever for

(Continued on Page 7)

Bess Named Vice-Poxy Of WPAT In Paterson

Herman Bess, formerly general manager of WLIB, has been named vice-president in charge of sales and programming for WPAT, Paterson, N. J., Dow H. Drukker, Jr., president of the North Jersey Broadcasting Company, announced yesterday. Bess will work with James V. Cos-

(Continued on Page 5)

High Court Upholds Judge In KFI 'Discrimination' Case

Washington Bureau of RADIO DAILY

Washington—The Supreme Court has upheld the right of a trial judge to grant favors regarding trial coverage to one broadcaster which he did not grant to another. The Court refused to review the complaint of KFI, Los Angeles, that Orange County, Calif., Superior Court Judge Kenneth E. Morrison had "with intentional, purposeful discrimination" granted KVOE, Santa Ana, exclu-

ANA Survey Reveals Budget Increases In Several Fields; Researcher Cites Radio's Importance As Medium

Most national advertisers will maintain their advertising budgets for next year at 1949 levels, and some will increase their budgets to meet stronger competition, according to a report on Monday at the opening of the ANA's 40th annual meeting, held at the Waldorf-Astoria, New York. These fig-

(Continued on Page 8)

Inter-Amer. Group Board Meets Friday

The three-day meeting of the board of directors of the Inter-American Association of Broadcasters (AIR) will get under way tomorrow at the Waldorf-Astoria Hotel with three main points on the agenda: the selection of a site for the AIR's next general assembly; the reading of a report by Lorenzo Balerio Sicco of Uruguay on his Latin American tour, and a discus-

(Continued on Page 2)

Paley Going To Coast For CBS Conferences

Hollywood — William S. Paley, chairman of the board of CBS, will arrive in Hollywood on next Monday for two weeks of conferences at Columbia Square headquarters of the network. While here he will

(Continued on Page 5)

NAB Issues Fourth Engineering Handbook

The fourth and greatly enlarged edition of the NAB's Engineering Handbook has been mailed to all member stations.

A second mailing to engineers and

(Continued on Page 5)

ABC Sales Executives Given New Web Posts

Harold B. Day, formerly cooperative program sales manager for ABC, has been named to the newly created post of director of radio and television sales development with the ABC Spot Sales Department and Ludwig W. Simmel, who has been business manager of the network's Cooperative Program Department, has been named manager of ABC's Cooperative Program Department.

The realignment of executive

(Continued on Page 5)

'Sam Spade,' 'Whistler' Lead Pacific Hoopers

"Adventures of Sam Spade," "The Whistler," and "Truth or Consequences" ranked one-two-three in the Pacific Program Hooperatings for September, just released.

Other leaders, in order, were "Ra-

(Continued on Page 5)

Politically-Minded

A Brooklyn funeral director, A. R. Hernandez, in the person of a private citizen, purchased a series of Spanish-language spots on WLIB urging New Yorkers to "do it now! Register today! Do Not wait for tomorrow! Persons voting for the first time will have to pass a mental test. But do not be afraid of this," the mortician advises.

(Continued on Page 3)



Vol. 49, No. 8 Thur., Oct. 13, 1949 10 Cts.

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

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WEST COAST OFFICES
 6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlgren Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Hal Tate, Manager.
 360 No. Michigan Ave.
 Phone: Randolph 6-6650
SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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FINANCIAL

(October 11)

	High	Low	Close	Net Chg.
ABC	7 3/4	7 1/2	7 3/4	+ 1/4
Admiral Corp.	26 3/4	26 1/8	26 1/8	- 5/8
Am. Tel. & Tel.	143 3/8	143 1/2	143 3/8	+ 1/8
CBS A	23 3/8	22 3/8	23 3/8	+ 7/8
CBS B	22 1/2	22 1/2	22 1/2	...
Philco	31 5/8	31	31 5/8	+ 5/8
Philco pfd.	81 1/2	81 1/2	81 1/2	- 1/2
RCA Common	12 3/8	12 1/8	12 1/4	...
Stewart-Warner	12 3/8	12 3/8	12 3/8	+ 1/8
Westinghouse	27 3/8	26 1/2	27 3/8	+ 5/8
Westinghouse pfd.	101	101	101	...
Zenith Radio	28 1/2	28 1/4	28 1/4	+ 5/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 7/8	2 3/4	2 3/4	- 1/8
OVER THE COUNTER				
	Bid	Asked		
Stromberg-Carlson	12 1/4	13 1/2		

Wedding Bells

Marcia Durant, narrative script writer for CBS-TV's "People's Platform," was married to Robert McKesson Liles, member of the United Press city news staff on Friday, Oct. 7.

Also married this past weekend were Charlotte Manson of CBS' "This Is Nora Drake" and Dick Brown, singer on "Stop the Music."

RCA INSTITUTES, INC.
A Service of
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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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Manuals For Contest On Democracy Out

The Voice of Democracy Committee has mailed out manuals of procedures and rules for the third annual contest for the best broadcast scripts by high school students to all NAB stations, 28,000 public, private and parochial high schools, and Junior Chamber of Commerce chapters.

The contest, directed by the Committee of the three sponsors, the NAB, the RMA and the U. S. Junior Chamber of Commerce, will be held as a feature of National Radio and Television Week, Oct. 30-Nov. 5. Students in the 10th, 11th and 12th grades of high school are eligible. The awards will consist of four scholarships to the national winners who write and voice the best radio scripts on the subject, "I Speak for Democracy."

NAB member station will receive, after Oct. 15, special five-minute transcribed programs, featuring James Stewart, NAB president Justin Miller, U. S. Commissioner of Education, Earl J. McGrath, 1947 contest winner Janet Geister and 1948 contest winner Charles Kuralt, for scheduling during National Radio and Television Week as guides for students competing.

As in previous years, the winners of the 1949 contest will be given, in addition to their scholarship awards, a week in Washington climaxed by the national awards luncheon. In the first two years, awards were made at the luncheon by former Attorney General Tom C. Clark in nation-wide broadcasts.

Contests begin during National Radio and Television Week in the high school eliminations, after which community competitions pick winners to compete by transcription in the state contests. NAB member stations transcribe the winning scripts, in the winners' own voices, and all entries are judged by these recordings throughout the remainder of the national contest.

Community winners are to be announced on Nov. 12, and state winners by Nov. 26. The schedule calls for the announcement of the four co-equal national winners on Dec. 15.

The four students will be brought to Washington for the week of Feb. 20 next year, and the awards luncheon, attended by national celebrities, will be held on Washington's birthday.

Last year's contest, the second in the annual series, drew more than a quarter of a million contestants in 48 states, the District of Columbia, Alaska, and the Hawaiian Islands.

Join WFIL Sales Staff

Philadelphia—Irving F. Teetsell and Charles J. Hoban have joined the sales staff of WFIL, the Philadelphia Inquirer station. Teetsell formerly was with WFPG, Atlantic City, as sales manager and general manager. Hoban is a veteran of 30 years in selling, advertising, merchandising, and sales promotion.

Inter-American Group Board Meets Tomorrow

(Continued from Page 1)
 sion on the commercial broadcasting of government owned and operated stations.

Scheduled to be present at the meeting (open only to board members), in addition to Balerio, are: board president Goar Mestre, Emilio Azcarraga of Mexico, Eneas Machado de Assis of Brazil and Gilmore N. Nunn of the Nunn stations in Kentucky.

19th Year As Sponsor

V. La Rosa and Sons, extensive users of Italian-language radio time throughout the Northeast, are now going into their nineteenth year of broadcast on WOV at the same hour Monday through Saturday—12:30 to 1:00 p.m. La Rosa are leading manufacturers of macaroni products, with plants in Brooklyn, Danielson, Connecticut, and an ultra modern establishment under construction in Philadelphia.

YMCA-Day Show On MBS

The Mutual network on Saturday will carry from the Hollywood Bowl in Los Angeles a special half-hour show planned as a salute to YMCA Day on that date. Ten thousand teen-agers will listen to entertainment supplied by radio and screen stars. The program will be heard from 2-2:30 p.m., EST.

COMING and GOING

EMILIO AZCARRAGA, director of Radio Programas de Mexico, XEW and XEQ, to New York to attend the meetings of the Inter-American Broadcasters Association.

CURT ADAMS, station relations representative for NBC, leaving for Kansas City, where he spent the week-end attending the opening ceremonies of WDAF-TV.

BILL LEONARD, of "This Is New York" on WCB, returned Monday from London, where he spent the week-end gathering material for his program.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, on Saturday will be in Washington to attend the outing given by the FCC Bar Association at the estate of Horace Lohnes in Vienna, Va.

JOHNNY OLSEN off for Richmond, Va., to broadcast his "Ladies Be Seated" program at Virginia's first Tobacco Bowl Festival.

CLAUDE H. FRAZIER, commercial manager of WAGA, Atlanta, is back at the station following a trip to New York for confabs with his station reps and with Tom Harker, national sales manager of the Fort Industry Company.

MADELYN WHITE, of the CBS television department in New York, vacationing in Mexico City.

BERT LOWN, of Associated Program Service, back from Dallas and Memphis, where he attended regional meetings of the NAB.

ALFRED E. ANSCOMBE, public relations director of WKBW, Buffalo, N. Y., is at Long Beach, Cal., attending the convention of the Air Reserve Association.

"Hey, Mom, can I go Swimming?"

That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will gladly give you all the dope.

W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

KFI Loses Appeal On 'Discrimination'

(Continued from Page 1)

ing of the verdict a courthouse janitor, acting under orders of Judge Morrison, seized KFI's microphone, thereby preventing the making of a broadcast, and with the aid of two deputy sheriffs placed KFI's engineer in restraint."

KFI charges of conspiracy between the judge and KVOE, and its suit for \$150,000 damages directed against the judge, were thrown out in District Court in Los Angeles and by the Appeals Court. The prime argument of Judge Morrison was the traditional right of a judge to control his court. It was argued that a judge may properly "decline to give a radio station coming into the picture at the close of a trial as convenient accommodations as one that has been there the entire time."

KFI argument had been that "the importance of protecting against this type of censorship transcends, perhaps, all other aspects of freedom of speech and press, for when sources of news are strangled, the other freedoms of press, namely the right to ownership of news and the right to disseminate news, are of little importance. When sources of news are dried up, subsequent safeguards but protect an empty vessel."

New Officers Are Named At KBUR, Burlington, Ia.

Burlington, Ia.—Under a reorganization of the Burlington Broadcasting Co., operators of KBUR and KBUR-FM, G. B. McDermott will become president as well as general manager, it was disclosed this week. McDermott and his associates have acquired a "substantial" additional block of stock in the company operating the station.

Other new officers named in the stock transfer, which awaits FCC approval, are Sidney F. Harris, vice-president; Richard H. Plock, secretary-treasurer. Directors are McDermott, Plock, Clarence W. Moddy, E. C. Cady, Sidney F. Harris and John P. Harris.

Coast News Editors Hold Annual Meeting

Hollywood—Radio News Club, a group composed of local radio writers, commentators and newscasters, held its annual election of officers on Wednesday.

Jim McNamara, KLAC News Chief and retiring president of the organization, announced that the slate of officers, elected for the coming year, includes:

President, Al Gordon, News Editor, KFWB; Vice-President, David Anderson (NBC); Secretary-Treasurer, Carroll Sugar; Assistant Secretary, Betty Penny; Board of Directors: Bob Garred, Cleve Roberts, Jim McNamara and Jack Beck.

Play Series Skeduled

Hartford, Conn.—The Randall Radio Playhouse will present a series of three plays over WDRG starting October 16. The weekly series will be directed by Carl Beier and will be broadcast by the station from 10:30 to 11 p.m.

Barrie Joins WFRO

Toledo, O.—Art Barrie has resigned as announcer and public relations man for WSPD, Toledo, to become vice-president and general manager of WFRO, Fremont, O., in which he owns an interest. WFRO now FM, goes AM Nov. 1.

Kelley Now Veepee

St. Petersburg, Fla.—F. J. Kelley has been appointed vice-president and general manager of radio station WTSP and WTSP-FM. Kelley was formerly associated with RCA in its Southwestern Sales Division, with headquarters in Dallas, Texas.



daytime dominance, too

29 to 8 to 6 to 4

WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering daytime listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered, 48 fifteen-minute daytime periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — daytime!

This ratio shows a pick up of five firsts by WSB over the same survey of the

preceding quarter—a gain which becomes more significant because it occurred during the summer months when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranked an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

★ In television, the WSB-TV ratio is 5 to 1.



The Voice of the South

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal, Atlanta, Georgia

SAN FRANCISCO

By NOEL CORBETT

BILL NITFELD, KFRC news editor, radio's only representative on the Press Club's Board of Directors, now is going into his fourth term.

Shirley Smith at KCBS press has been upped to the job of promotion writer.

Jules Dundes, director of sales and advertising for KCBS, is touring Chicago, New York and other Eastern cities.

Kay Mulvihill is now in charge of promotional activities for KSFO-KPIX. She succeeds Ellen Stern who has left for her New York home.

Former Bay Area disc jockey Bill Baldwin had to desert his San Francisco home for Hollywood before he could get a job as hotel clerk at the (local) St. Francis Hotel. Of course it's in a movie; "Dead on Arrival." Bill was around this week to tell friends his good luck in catching the announcerial spot on the Edgar Bergen Show.

Another KSFO disc jockey, Arch LeRoux is now cutting records under the Frisco Label. Current releases are Edna Fischer's "A Small World" and Bill Anson's "I've Got a Picture Without a Frame."

Mel Venter is now emceeing "Tel-otest" for 6:30 p.m., release to the Don Lee Coast Network. Show is of quiz variety.

Reports from retailers, compiled by the Northern California Electrical Bureau are that there are over 12,000 TV sets in the Bay Area. Other predictions among radio-TV circles are that there will be four times that many by the end of the year.

First fashion show to be televised in the Bay Area will be seen over KGO-TV when Livingstone Brothers puts on Delta Gamma Sorority's annual fashion show at the Palace Hotel. Evangeline Baker will do the fashion commentary.

New TV Package Planned

Hollywood—Deal is in the making between William Gargan and Ralph Bellamy for them to co-star in a new TV package, "The Brain." Gargan has readied the program which deals with case histories of people who met their death through capital punishment. Bellamy would be the narrator for the series. Gargan headquarters in New York for his radio-TV starrer, "Martin Kane, Private Eye," and Bellamy headquarters there for his starring role in "The Detective Story."

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

• • • Du Mont's new Chi. sales office is now located at 135 S. La Salle Street (Room 1256) with Gil Berry in charge. . . Lawyer Joann Moser will be passing out cigars in about three weeks. With two boys already in the Moser clan, John hopes the next offspring is a gal. . . John's partner, Tom Compere,

Chicago

still stiff from his military workout at the National Guard encampment at Camp McCoy, Wisconsin where he is a high muck-a-muck. . . ABC legal big-shots arriving in town Thursday for the National Labor Relations Board Hearings to be held at the Midland Building in the NABET-IATSE controversy. Both unions want jurisdiction over the web's engineers.

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• • • All TV set manufacturers are allocating sets for the coming Christmas buying season. And they all admit that they have to recognize the fact that selling TV sets is about an 8 or 9 month job. Viewers just won't do any set buying in the summer months. . . That new rectangular TV tube which Owens-Illinois announced last week was first reported in this column several months ago. . . Thirty-seven set manufacturers were represented at big Television Show at the Coliseum which ended a record-breaking engagement at the Coliseum Sunday night. Art Holland, who promoted the deal, tells us the attendance was 155,000—almost double last year's! The big draw this year, of course, was Eddie Cantor.

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• • • Doctor Herold C. Hunt, general superintendent of the Chi. Public Schools, will be host at the 13th annual School Broadcast Conference which will be held here at the Sherman Hotel for three days starting next Tuesday. . . Doctor Benjamin Fine, education editor of "The New York Times" will be the speaker at the conference's luncheon next Wednesday. . . Dr. Hunt says he expects a record-breaking attendance with educators interested in radio coming here from all over the country. . . George Couper, Jr., has resigned as account executive at Simmonds & Simmonds, to accept a similar post with Robert Race & Associates. . . Big shake-up at local FM station WMOR. Ralph Wood, war veteran who was one of the guiding lights in the formation of the FM outlet, has resigned as president and is taking 45 days leave of absence to sell FM transit radio. New prexy is Bernard I. Miller, of the Bache and Co., stockbroker's firm. Man behind the throne is Restaurateur Dario L. Toffenetti, head of the restaurant chain bearing his name. He's chairman of the board. Other officers elected at the annual board meeting last week were: Jules Pewowar, "Dynamo Dave" Edelson, Herb Kraus and Dave Pivan, vice-presidents; Stephen B. Wood, secretary, and John Malasky, treasurer. In addition to chairman Toffenetti other board members elected were: Morris Alexander, M. W. Kutchins, Marsh Ray and Stephen Wood.

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• • • Standard Oil Company kicking off their new Wayne King TV show over a mid-west NBC hook-up in fine style. After an excellent dinner at the Merchant's and Manufacturer's Club in the Merchandise Mart, trade-press reporters viewed the opening show in the swank client's conference room at NBC. Wesley Nunn, advertising manager for McCann-Erickson, Inc., gave a short talk welcoming guests to the show as did Wayne King, Nancy Evans and several others. King is still one of the "kings" of "show-business" as his clickeroo opening TV show proved.

☆ ☆ ☆ ☆

AGENCIES

MCCANN-ERICKSON, INC., has named James MacDonald, former CBS and Toni Company publicist, as manager of radio and television publicity. MacDonald was formerly director of Radio HBI, which was the New York house agency for the Toni Company of Chicago. Prior to that he worked with the Benjamin Sonnenberg public relations agency on the Toni Company and Phillip Morris Company accounts, also as a CBS publicist.

BOB WAHL, WFIL-TV producer-director and director of television for the Theater Arts Institute of Philadelphia, has been named to the radio-television department of Gray & Rogers, Philadelphia advertising agency. For a year after he was mustered out of the Army, Wahl was a public relations representative for the Sherwin-Williams Company, Cleveland, Ohio. In 1948, he joined the staff of WFIL-TV, where during the last 15 months he has supervised-sponsored studio productions. He held the Theater Arts Institute faculty post at the same time.

FRED W. AMEND CO., Danville, Ill., manufacturers of "Chuckles," candy confections, and extensive radio advertisers, have engaged Leo Burnett Co., Inc., Chicago, as their advertising agency. Owen Smith is the account executive. Smith told RADIO DAILY that no radio or TV plans have been formulated to date, although an extensive ad campaign will definitely be utilized in the former medium.

GREY ADVERTISING has been appointed by Textron, Inc., for its Nashua Mills division and its new Poses subsidiary, effective Jan. 1.

HOWARD SELGER has joined the promotion staff of Petry & Co., Inc., New York.

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

NARBA Meets Again After Holiday Recess

(Continued from Page 1)

informal talks." Private general meetings resumed yesterday.

The conference, representing seven countries in North America, has been in progress for the last few weeks and is expected to continue for another month. Meetings are being held in the Windsor Hotel.

Government representatives participating in the conference include delegates from Canada, United States, Mexico, Cuba, Dominican Republic, Haiti and the Bahamas. As announced earlier, the Mexico delegation is not expected to reach Montreal until later this week.

Coco-Cola Buys Alaska For Its "McCarthy" Show

The Coca-Cola Company has expanded its sponsorship of the "Charlie McCarthy" show on CBS to include the four stations of the Alaska Broadcasting Co.; KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, all in Alaska.

The 52-week contract, which became effective on the same day the CBS deal went into operation (Oct. 2), involves approximately \$12,000 in billings to the four stations.

'Sam Spade,' 'Whistler' Lead Pacific Hoopers

(Continued from Page 1)

dio Theater," "FBI in Peace and War," "Crime Photographer," "My Friend Irma," "Curtain Time," "Let George Do It," and "Inner Sanctum." The average evening sets-in-use figure of 31.1 was up 1.9 from the August report, and up 3.3 from that of a year ago. The average evening radio of 6.6 was up .5 from the last report, and up .4 from last year's figure.

Bess Named Vice-Poxy Of WPAT In Paterson

(Continued from Page 1)

man, general manager, in expanding the services of the station, which will transmit a 5,000-watt signal and operate on a 24-hour basis on or about November 15. The North Jersey Broadcasting Company also operates an FM station, WPAT-FM, with a transmitter atop Garret Mountain.

Start Shooting Soon

Hollywood—Robert Stillman will start shooting on "Queen for a Day," based upon the radio program, late in December with the picture as the first of three he will produce on his own. Stillman, who acquired screen rights from Raymond R. Morgan Co., plans to use the program as a framework for an adult and novel story.

NAB Issues Fourth Engineering Handbook

(Continued from Page 1)

other paid subscribers of the book is now under way. The book of nearly 700 pages contains FCC rules and regulations, standards of good engineering practice, design data, special articles and general information on AM and FM radio, television and audio engineering.

It is bound in a gold-embossed post binder and completely catalogued. The binder is capable of expansion to a four-inch thickness to receive later additions and expansions of material already included.

The fourth edition of the Handbook has been in preparation for the past two years, under the direct supervision of Neal McNaughten, NAB Engineering Department director. The project was begun by his predecessor, Royal V. Howard.

The book is sold at \$17.50 to engineers not associated with NAB member stations, or to stations wishing extra copies. It is supplied free of charge to NAB members.

Paley Going To Coast For CBS Conferences

(Continued from Page 1)

confer with Howard S. Meighan, vice-president and general executive; Harry Ackerman, vice-president and director of network radio and television programs in Hollywood; A. E. Joscelyn, director of

ABC Sales Executives Given New Web Posts

(Continued from Page 1)

duties in these two departments announced by Murray Grabhorn, ABC vice-president and manager of owned and operated stations for the network, represents a step forward by the network to coordinate these operations and increase efficiency of internal operations with a view to providing faster special services for advertisers and agencies.

Under the realignment, which is effective at once, Frank Atkinson, formerly sales service manager of network's cooperative program sales department, is named assistant to the manager of the cooperative program department and Tom Black, who has been manager of sales department of ABC spot sales, becomes manager of radio sales development in this department.

Buys Cisco Kid Series

Frederic W. Ziv Company have announced the sale of the "Cisco Kid" transcribed series to the Cole Baking Company, Bluefield, West Virginia. The company plans to cover five West Virginia markets and will select the stations in the near future.

coast CBS operations and Merle S. Jones, general manager of KNX and the Columbia Pacific network.

note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when *all three* major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning today.

our address is

WOR and WOR-tv

at 1440 Broadway, in New York

PLUG TUNES

On Records and Transcriptions

TELL ME WHY

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?

Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.You'll LUV this novelty!
IT MUST BE L U VMANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born!

"BLUE FOR A BOY—
PINK FOR A GIRL"Vaughn Manrae an RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!

"IN A SHADY NOOK"
(By A Babbling Brook)STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITYTHROUGH A LONG
AND SLEEPLESS NIGHTFrom 20th Century-Fox's
"COME TO THE STABLE"
recorded byALAN DALEHi-Tone
VIC DAMONEMercury
EDDY DUCHINHarmony
BILL FARRELLM-G-M
PEGGY LEECapitol
VERA LYNNLondon
DINAH SHOREColumbia
CLAUDE THORNHILLVictor

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Fred Fisher Music Co. is the publisher of five songs, featured in the 20th Century-Fox musical, "Oh You Beautiful Doll," which will preem Thanksgiving Day at the Roxy in Gotham. . . . songs are "There's A Broken Heart for Every Light On Broadway," (originally published by Feist in 1915 and re-acquired by Fisher in 1943), "Who Paid The Rent For Mrs. Rip Van Winkle," "Daddy You've Been A Mother To Me," "Dardenella," and "Chicago," all co-written by Fred Fisher, on whose life the picture is based. . . . ● Leeds Music starting to click with "The Last Mile Home," penned by Walter Kent and Milton Farrar. . . . ● Herb Hood, former contactman at Miller Music has moved his descriptive adjectives to Mills Music. . . . (you know, 'terrific, sensational, colossal' songs.) . . . ● Eddie Forman, scripter for Abbott & Costello in town on a TV deal. . . . advises us that Lou has shelved about forty pounds and is now in the pink. . . . won't get back into action, however, until January when A & C return to the Universal lot to make "Abbott & Costello Meet Hopsalong Cassidy." . . . ● A sponsor is ready to talk turkey with the producers of Paul Tripp's CBS-TV vehicle, "Mr. I. Magination." . . . Incidentally Ray Carter's original music for this series, likewise sounds imaginative and impressive. . . . ● Frances Schillinger, widow of the great music teacher, will soon have her tome, "Joseph Schillinger Memoirs" published by Greenberg Publishers. . . . book, written in a light vein, is full of anecdotes, and incidents in the lives of top-flight musicians, arrangers and musical conductors.

★ ★ ★ ★

● ● ● For the seven years that Ed Weber has managed the "Can You Top This?" quartet of comics, he's never missed a single broadcast from Oct. 1, 1942 to now; he's been in the control room for 677 consecutive shows. . . . ● A producer of a forthcoming Broadway musical is dangling the singing lead at Warren Hull, emcee of the CBSaturday program, "Mother Knows Best." . . . ● Bill Putnam, prexy of Universal Records and Hal Tate have written a commercial ballad, "My Diary Of Broken Dreams" which was recorded by Frann Weigle, Chicago deejay. . . . the platter is getting lots of attention and London records seems to have the inside track for the master. . . . ● Caught Clara Cedrone and the Meigs Boy wowing the cash customers at the bar of one Fifth Avenue. . . . a natural for TV, for originality, harmony and rhythms. . . . ● Movietone Music reviving "You're My Thrill," written by Sidney Claire and Jay Gorney and originally published in 1933. . . . number is getting a big play and promises to repeat its earlier success.

★ ★ ★ ★

● ● ● Leo Edwards and his nephew Jack Edwards, have collabbed on a singable number, "Same Old Crowd," just recorded by Ted Steele on Columbia. . . . song remains in the family, published by Edwards Music. . . . ● Howcome TV execs don't latch onto the Jesters for a series? . . . this trio's radio artistry has been big time since they hit the big apple from WTIC back in the thirties. . . . ● ABCchieftains plenty excited about "The Pop Shop" new TV series written, produced and directed by Pembroke Davenport, musical director of "Kiss Me Kate." . . . ● Lewis Music starting on a slow ballad, "If I Give You My Love," penned by Ivory Joe Hunter and Herb Leighton.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—In our estimation, Bill Gale's version of "Hop Scotch Polka" on Columbia, is the best of the lot. . . . with a real bagpipe taking several solos plus Gwen Davies' burry vocals this waxing is the McCoy. . . . flip is a waltz, "I Knew From The Start." Deejays will use both sides pahlenty. . . . ● Kelvin Keech's Saturday morning platter ABChatter makes for delightful listenin. . . . ● MGM has a hit item in Kate Smith's latest waxing in which she pairs two oldies, "Please Don't Talk About Me When I'm Gone" and "I Only Have Eyes For You." . . . Jack Miller's band provides velvet musical backdrop.

PLUG TUNES

I'LL KEEP THE LOVELIGHT BURNING
(In My Heart)LAUREL MUSIC CO.
1619 Broadway New York CityTHE WEDDING OF
LILLI MARLENE

LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!

"A NEW SHADE OF BLUES"

MAYPOLE MUSIC CO.
22 E. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITTADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meschan

—◆ ◆—

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

"If I Had A
Million Dollars"

(I Would Give It All to You)

TONY PASTOR'S
Sensational COLUMBIA Record
#38577RYTVOC, Inc.
1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

RCA'S COLOR-VIDEO CRITICIZED

TELE TOPICS

WOR-TV, New York's seventh and, it appears, last video station, went on the air Tuesday night, and on the basis of the latter half of its two-hour lineup the outlet has a great deal to learn before it can match the programming and production ability of its competitors. Even if one were to discount the apparent technical difficulties, the debut was far from auspicious. . . . Jack Creamer's "Handy Man" show, which occupied the 8-8:30 slot, could be a fine show—for daytime. It is loaded with useful household information, very ably demonstrated by Creamer, and is exceptionally interesting to all homemakers. It should, however, be aired at a much earlier hour and cut to 15 minutes, three or even five days a week. . . . This was followed by a half hour of complete boredom called "The Barry Gray Show." Gray, a disc jockey, interviewed several show-business personalities about their respective careers. It was, as they say, a big nothing. . . . Welcome to the air, WOR-TV. Your parents have done well in radio, and if you forget most of the program patterns that WOR has learned in 27 years on the air, you'll succeed in video.

DEAL FOR ADMIRAL sponsorship of "Lights Out" on NBC is about to be closed and web is now in the process of clearing time for the show. . . . Lucky Strike planning a return to nighttime tele, has auditioned virtually every show the webs have to offer. Decision may be forthcoming next week. . . . Larry Wynn, vice-president of International Trans-Video, is working on radio-tele plans for Bob Wagner, Jr.'s campaign for Manhattan borough prexy. . . . Ian Smith, Kenyon & Eckhardt account exec. on Ford, was pressed into service last week-end on the Ford Theater preem. Director Marc Daniels needed an extra to sit in the lounge of the "20th Century" for atmosphere. Smith volunteered and read a magazine throughout the show. This was his second appearance on the program. Last season he sat in a theatrical waiting room on "Joy To the World."

TRI-MOUNT CLOTHES will drop hypnotist Polgar's show on CBS Oct. 21 because it wants to expand the stanza to a half-hour and CBS can't clear the time. . . . Milton Berle will guest on the Chesterfield Supper Club in the show's NBC-TV debut Sunday. . . . "Roar of the Rails" returns to CBS Oct. 24 in the Monday, 7-7:15 time spot. Produced by Ray Nelson, show is sponsored by A. C. Gilbert Co. through Charles W. Hoyt agency. It will be carried by 17 stations. . . . If our memory is correct, sign-off of "Kukla, Fran and Ollie" Monday night was the first time Burr Tillstrom was seen live on the program.

Dr. Goldmark Says That Full Evaluation Of System Requires Test Under Normal Operating Conditions; Dr. DeForest Calls Demonstration 'Very Impressive'

Washington Bureau of RADIO DAILY

Washington—As the FCC resumed hearing testimony on color TV Tuesday. Dr. Peter Goldmark, of CBS, testified that the RCA color system—demonstrated to the Commission and press on Monday—"has such serious problems as to both system and apparatus that there is grave doubt that it will ever emerge from the laboratory." He described as of poor quality the color fidelity 'definition and registration of the RCA system' and said it was lacking in the complete compatibility claimed for the system by RCA.

On the other hand, Dr. Lee DeForest, pioneer in TV and other optical developments, reported that he found the RCA demonstration "very impressive." Engineers have definitely solved the problem of compatibility, he said—"which economically and practically is the controlling factor in the introduction of an adequate color TV system."

Dr. DeForest added that he agrees with the RCA research chief E. W. Engstrom "that much work is still to be done."

Emphasizing that the tests yesterday were "too condensed to permit of quantitative analysis," Dr. Goldmark recommended that they be "repeated in a way which will permit of actual measurement of the performance."

"Adequate information to the RCA system," he pointed out, "can only be developed during an extensive

series of tests in which detailed observation and frequent measurement are provided for, and in which normal operating conditions at both pickup and receiver exist."

Consequently he offered the following as only "partial comments" and not as a complete evaluation.

Color Fidelity. When standard black and white signals were broadcast, he said, marked differences were noticeable in the colors of the images on the various RCA color receivers.

Registration. In the morning demonstration, all the RCA color receivers were out of registry, Dr. Goldmark said. . . . In fact, the softness of the pictures tended to minimize the misregistration.

This same fault of misregistration, he added, was obvious when the male singer was seen on the 16-inch receiver in the studio.

Definition. Dr. Goldmark said he found "a most serious lack of geometrical resolution and crispness on every one of the color receivers in operation."

Compatibility. Dr. Goldmark pointed out that in the morning demonstration, when a standard black-and-white signal was transmitted, the color receivers, instead of producing black-and-white pictures, produced instead pictures which were colored in a range from green and orange to purple and green, pink and purple, all-green or all-orange.

TV Advtg. At "Payoff Point," Weaver Tells ANA Conclave

S. L. Weaver, NBC vice-president in charge of tele, yesterday told the convention of the Association of National Advertisers that video has reached the "payoff point." Not only has that point been reached, he said, "but it is later than some of you gentlemen think."

"While there may remain a place for all media in the years to come, there is one instrument that is far bigger than advertising and that is television," Weaver said. "It will play a tremendous part in cutting the costs of distribution down, once it begins to attract money spent not only in less productive media, but in sales and promotion work that can be eliminated as a result of greater consumer preference developed by national advertising. . . .

"If you have a campaign on television, a program, or series, or spot campaign, with advertising that has any bite at all in it, you are reaching virtually all sets."

He said that radio is complementary to TV. The fact that radio and video circulation is unduplicated means that an advertiser can reach 95 per cent of American homes in all groups in all areas through radio and TV, even though the latter represents only a few per cent.

"As the years go on, the fact will remain that television on top of radio will add up to 95 per cent of all homes unduplicated and whether the TV figure goes to 30 per cent or 40 per cent or 50 per cent in the next five years, the end figure 95 per cent stays the same.

TV Parleys Soon Aim Of N. Y. AFRA

(Continued from Page 1)

delay," the editorial said. "Reports reach AFRA from its own members of excessive hours of rehearsal, exhausting working conditions, fees which tear down the standards for artists' compensation which this and other unions have been so long in building up," it said also.

Referring to last week's meetings of the 4-A unions, "Stand By!" said: "If differences of opinion still persist after the meetings, it seems likely that those unions which do agree may proceed to take long overdue action to protect their members who are increasingly employed in television. On the other hand, there are many hopeful elements in the situation. Not the least of these is that AFRA, our own union, is exerting its full influence toward the end that television negotiations may be begun this season."

New WFIL-TV Transmitter

Philadelphia—WFIL-TV last week dedicated its new transmitting plant utilizing maximum power permitted by the FCC, and covering an estimated 4,250,000 persons in this area. Five-bay superturbo antenna towers 909 feet above mean sea level.

WCAU-TV Sells "Court"

Philadelphia — "Court Is In Session" weekly hour-long program originating from City Hall court rooms will be sponsored by the Pennsylvania Co. for Banking and Trusts over WCAU-TV beginning Oct. 15. N. W. Ayer is the agency.

"Fully Compatible"

Because the RCA color demonstration in Washington ran overtime Monday night, the "Kukla, Fran and Ollie" show went out over 1400 miles of coaxial cable and into the homes of TV owners tuned to NBC through the color cameras. It was discovered at the last minute that black and white cameras had not been warmed up, so the decision was to send the show out in color. It was received in black and white, fully compatible. Even A. T. & T., which runs the coaxial cables, didn't know until later that it had had a different type of transmission.

COAST-TO-COAST

Father McCauley On WMAL
Washington, D. C.—During the month of October "The Hour of Faith" radio program will originate in part from the studios of WMAL. The broadcasts, heard Sundays from 11:30 to 12 noon, will consist of a sermon and a story by the Reverend Vincent J. McCauley, Supervisor of the Holy Cross Foreign Missions Seminary in Washington. Father McCauley's general topic for the month is "Unseen Army."

Polio Pledges Top \$1,500

A total of \$1,529.50 was pledged on a one and one-half hour special polio program broadcast over KSDN Monday night. Members of the Brown county polio committee signified they were well pleased with the results but pointed out that it will be necessary to raise about \$3,500 more to care for victims of the 1949 outbreak.

Schedule Changes On WWSW

Pittsburgh, Pa.—WWSW will turn over the 8:00 to 8:15 spot Saturday evenings during the football season. Football scores of Friday night and Saturday afternoon games will be aired, with appropriate college march music to heighten the spirit of the season. The series, to be titled "Football Final," will continue through the gridiron months.

Tobacco Auctioneer Returns

Greensboro, N. C.—For the first time in twenty years the chant of the "tobacco auctioneer" has returned. Reopening of the "Old Belt" market was highlighted by station WCOG when microphones followed the spirited action of the farmers, buyers, sellers and visitors as 283,138 pounds of tobacco tumbled under the auctioneer's hammer to the tune of \$51.22 per hundred weight.

Westover Announces New Program

Pittsburgh, Pa.—Jim Westover has been selected as the announcer for the new KDKA program, "Americans, Speak Up!" heard every Saturday night at 6:15. The program features Bill Slater in a series of interviews with outstanding national leaders.

New College Series

Hartford, Conn.—A weekly series of programs, arranged by the staff of Trinity, will start over WDRC in October. The Sunday 12:45 p.m. period has been set aside for the college series.

WBAL
means business
in Baltimore

National Advertising Budgets Will Hold In '50, Says ANA

(Continued from Page 1)

ures, based on replies to a survey by 364 of the ANA's 502 members, were interpreted by observers as indicating a more optimistic outlook than shown by a similar survey last spring. The findings were reported by John F. Kurie, the Association's vice president for media and research.

Kurie said the survey disclosed a tendency toward increased advertising budgets primarily in five fields—beer and liquor, office equipment, business and finance, gas and oil, and food and groceries. He summarized the survey's findings in the following table:

	More	Same	Less
Beer and liquor	77	23	0
Office equipment	64	27	9
Business and finance	60	40	0
Gas and oil	58	33	8
Food and groceries	50	45	0
Industrial	42	47	11
Soft drinks	25	75	0
Drugs and cosmetics	25	54	18
Automotive and accessories	11	78	0
Household equip. & appl.	10	56	22
Textiles	17	58	25
Apparel	20	50	20
Building and Agriculture	43	14	43

Stresses Importance of Radio

Hugh Beville, director of research for NBC, told the ANA conferees on Tuesday that "no mass market can afford to pass up radio or even for the next decade as its basic medium for reaching mass markets."

"Since the war," he pointed out, "the American people have purchased 44,000,000 new radios, which is more than enough to equip every one of the nation's families with a new receiver. Another way to measure the post-war growth of radio is to compare it with other media. Between 1946 and '49, according to Hooper and Nielsen ratings, the increase in radio families has exceeded the circulation growth of all daily newspapers."

Elect Officers

At the Association's annual elections on Tuesday afternoon, W. B. Potter, director of advertising operations for the Eastman Kodak Co.,

Harper Resigns At WKRN

Youngstown, Ohio—Baldwin Harper has resigned from his position as program director of WKRN. He will accept a position with CBS-TV in New York.

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.

was named chairman of the board. He succeeds William N. Connolly, advertising director of S. C. Johnson & Son. Paul B. West, president of ANA since 1932, was re-elected for another term.

Albert B. Brown, vice-president in charge of advertising for Best Foods, Inc., was elected ANA vice chairman. Directors elected for a three-year term are Howard M. Chapin, advertising director, General Foods; William M. Stedman, advertising director, American Home Products Corp., and L. Rohe Walter, public relations director, the Flintkote Co. George A. Percy, advertising manager, Bauer & Black Div., the Kendall Co., was re-elected to the ANA board.

Other speakers at the three-day conclave, which closed yesterday included: Sherwood Dodge, vice-president of Foote, Cone & Belding; Samuel Cherr, vice-president of Young & Rubicam; Howard R. Bloomquist, advertising manager of the Toni Co.; Robert T. Browne, Pillsbury Mills; Grafton B. Perkins, Jr., Pepsi-Cola Co.; Charles Solomon, American Safety Razor Co.; Adolph J. Toigo, Wm. Esty Co.; L. A. Clark, Frigidaire Div., General Motors, and R. E. Davis, Goodyear Tire & Rubber Co.

PROMOTION

"Sunny Side Up"

With Mayor Benjamin Cone of Greensboro, N. C., leading the parade of civic-minded citizens, WCOG inaugurated an optimism campaign late September involving station breaks, one-minute announcements, singing jingles and a five-minute address each evening at 7:00 p.m. For a period of two weeks all station breaks are featuring the phrase "Keep Your Sunny Side Up" and the announcement copy is quoting statistics in support of the theme "Yes—Our National Outlook is Good!" The five-minute period will be filled by leading business men of the community, whose co-operation has been secured by Henry Sullivan, WCOG manager.

Football On WWSW

Pittsburgh, Pa.—Throughout the Steelers football season, Joe Tucker's "Warm Up Time" will be aired over WWSW a quarter hour before each Steelers game. The broadcast will include human interest stories from behind the football scenes, Joe will also summarize highlights of the previous week's games and will forecast the games to be played during the coming week. The first broadcast will be on the air October 3 at 8:15 PM.

SPINNING

The more platters Johnny Deegan spins on KYW's Midday Review—that bang-up lunchtime participation show—the more response his audience spins! Latest statistics: More than 2,000 replies in three days, in a Name - the - Tune Contest. Availabilities? Yes. Costs? Low. Check KYW or Free & Peters for details of the Midday Review, 12:05-1:30, five days a week.

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. 49, NO. 9

NEW YORK, FRIDAY, OCTOBER 14, 1949

TEN CENTS

SBC'S RESERVATIONS REPORTED HEAVY

SAG, SEG Reiterate Co-Op Offer To 4-A

The Screen Actors Guild and the Screen Extras Guild last night renewed their offer of co-operation with the Associated Actors and Artistes of America in the organization within the AAAA of television performers other than musicians.

Additionally, the SAG and SEG, in their joint statement which was read at an AFRA membership meeting, denied the rumor that they would withdraw from AAAA and

(Continued on Page 6)

Report FM-Homes In N. Y. Ahead Of AM In 26 States

Washington Bureau of RADIO DAILY

Washington—There are more FM-equipped homes in the metropolitan New York area than there are AM-equipped homes in any one of 26 states, FMA said yesterday. Those states are Delaware, Nebraska, Kansas, Maryland, West Virginia, South Carolina, Florida, Mississippi, Arkansas, Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Oregon, Maine, New Hampshire, Vermont, Rhode Island,

(Continued on Page 6)

Canadian Labor Group Backs Private B'dcasters

Lethbridge, Alberta—A resolution recommending that the CBC be "turned over to private enterprise" will be presented to the 29th convention of the Alberta Federation of Labor.

It comes from the Medicine Hat cereal workers local and urges the Alberta federation protest to Trans-

(Continued on Page 2)

Invitation

Harold E. Fellows, director, 1st District NAB, has extended an invitation to the membership of the Radio Executives Club of Boston to attend the NAB luncheon on October 31 at the Hotel Somerset. Maurice Mitchell, director of Broadcast Advertising Bureau, will be the principal speaker. Justin Miller, president of NAB, is also expected to attend.

Giveaway Shrinks Under Hammer

Winning a \$28,000 jackpot on a network giveaway program is not what it's touted to be, opines Mrs. Helen Cohen, 42-year-old grandmother of the Bronx, New York. Mrs. Cohen who identified Harold Lloyd as "The Phantom Voice" on CBS' "Sing It Again" last June, reports that her winnings shrunk when she auctioned off the loot the past weekend. Many of the items sold for less than one third of the jackpot value, Mrs. Cohen said. The auction was staged to pay taxes, storage and legal fees on merchandise awards.

Discs, Network Shows To Spur Refugee Help

The plight of Europe's refugees and displaced persons will be dramatized in a series of transcriptions available to all local stations and in four network programs, prepared under the aegis of the Church World Service, relief agency for 23 denominational groups.

Production of the discs and the

(Continued on Page 3)

Radio Listening Steady, Nielsen Report Shows

Radio listening during the first week of September, 1949, equalled the figure recorded for the first week of September, 1948, and topped the figure for the year before, ac-

(Continued on Page 3)

FCC's Color Tele Hearings To Continue Thru December

Washington Bureau of RADIO DAILY

Washington—Industry proponents of haste in lifting the TV freeze, regardless of what happens with color, lost a round yesterday. The FCC announced that it expects to continue direct testimony on color TV during the next two weeks, with testimony three and one-half days each week, concluding Thursdays at noon. By October 27, it is hoped, all direct testimony on color will be

Educational Broadcasters Will Gather At Hotel Sherman, Chicago, For 13th Confab

Tower Test Case Authorized By FCC

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday agreed to let the WOR pitch for higher transmitter towers be turned into a test case on the right of broadcasters to much higher towers. Okayed for intervention in the case were NAB, TBA, the CAA and the Air Transport Association. The case involves WOR's request for permission to increase its Carteret, N. J., tower from 410 to 638 feet.

NAB and TBA insisted that the

(Continued on Page 2)

Waltham Will Sponsor New Quiz Show On ABC

The Waltham Watch Co. has signed a 39-week contract for sponsorship of a new audience participation show, "Share The Wealth," on 21 ABC stations starting Oct. 17,

(Continued on Page 2)

AFM Spokesman Leaves For Geneva Conference

The American Federation of Musicians disclosed yesterday that its royalty trust fund plan for balancing the economic dislocations caused

(Continued on Page 2)

Chicago — The School Broadcast Conference, sponsored by the Radio Council of the Chicago Public Schools and Chicago radio stations will open its 13th annual national meeting next Tuesday at the Sherman Hotel.

Opening session, chaired by Judith Waller, director of public affairs and education for central division of NBC, will bring the state superintendents of instruction for Illinois, Michigan, Indiana and Wisconsin to consider the question, "The

(Continued on Page 3)

WBT Challenges Engineers' Charges

Charlotte, N. C. — A form letter and folder, mailed this week by WBT to all of its clients, charged that postcards sent to the station's sponsors at the alleged instigation of 10 discharged engineers gave "a distorted report" on the situation and that "these men acted very wrongfully" and "without justification."

In response to RADIO DAILY's re-

(Continued on Page 3)

Flanagan Sees Radio Use In Maine Tourist Advtg.

Augusta, Me.—A prediction that the state of Maine Development Commission will be most receptive in its future use of spot radio when it adopts its advertising plans was made by T. F. Flanagan, managing

(Continued on Page 2)

TV-Minded

Emilio Azcarraga, who operates XEW and Radio Programmes de Mexico, Mexico City, is in New York for a looksee at television. His interest in TV is shared by Gear Mestre, president of the Inter-American Association of Broadcasters, Havana, and together they are making the rounds of video installations in New York and Washington.

completed, with the hearings then in suspense until the November 14 comparative demonstrations of CBS and RCA color and DuMont black and white.

In the last few days of November the Commission will witness the Color Television, Inc., demonstration, in San Francisco.

Not until December 5 will the cross-examination of color witnesses

(Continued on Page 7)



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

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Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager,
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL (October 13)

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, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, DuMont Lab., Stromberg-Carlson.

Antenna Tower Test Case Authorized by Commission

(Continued from Page 1) added height will not constitute a danger to air safety, while CAA and ATA see it as inimical to the interest of aviation. TBA held the matter to be of "critical importance" to TV, even though the tower in question is for AM transmissions.

'Kirkwoods' Return

Hollywood — "The Kirkwoods," family situation - comedy series heard on ABC last spring, will return to the network on Tuesday, Oct. 18, at 3 p.m., to be heard Tuesday and Thursday afternoons thereafter. The 15-minute program will originate here.

AFM Spokesman Leaves For Geneva Conference

(Continued from Page 1) by the use of canned music will be outlined for study by other countries at the International Labor Office meeting to be held in Geneva starting Oct. 24.

The AFM will be represented in Geneva by one of its international executive officers, Herman D. Kenin, president of Musicians' Local 99, Portland, Ore. Kenin, who leaves today on the Queen Mary, will serve as one of two labor members of a six-man delegation to the ILO's Committee on Salaried Employees and Professional Workers. Kenin was recommended for the post by James C. Petrillo, AFM president, who is unable to attend himself because of the pressure of union business.

Richard P. Doherty, director of employer-employee relations for the NAB, will also attend the Geneva talks. The other labor representative on the committee is Paul R. Hutchins, president of the Office Employees International Union (AFL).

The AFM's interest in the forthcoming conference centers on the scheduled discussion of "rights of performers in broadcasting, television and the mechanical reproduction of sounds," Kenin said at a press conference in New York yesterday. It had been announced earlier in Geneva that a proposal to abolish all use of canned music in TV, radio and films would be made at the conference, but this is considered a most extreme statement of what is likely to happen.

Cancel Trip East

Because of the death of their father, Peter Andrews, the Andrews Sisters had to cancel a trip east to Washington where they had been scheduled to entertain on Oct. 14 at the Association of Food Chains Banquet. Vocalist Evelyn Knight who sings Tues.-Thurs. with headman Dick Haymes on CBS' "Club 15" filled in for them.

Flanagan Sees Radio Use In Maine Tourist Advtg.

(Continued from Page 1) director of the National Assn. of Radio Station Representatives, in a speech here yesterday before the Commission.

In his "pitch" for greater use of radio to promote Maine's tourist trade, Flanagan stated that Maine's "vacation business has grown into big figures" and that, "with the use of flexible, growing media, there are no limits in sight."

Canadian Labor Group Backs Private B'dcasters

(Continued from Page 1) port Minister Chevrier against any increase in radio licenses because it "would create a hardship on many homes and even cause some families to discard their radio entirely."

The resolution says "most of the programs sponsored by the CBC are only unbearable noises to most of the working people."

Waltham Will Sponsor New Quiz Show On ABC

(Continued from Page 1) Monday nights, from 8 to 8:25 p.m. The show, to be emceed by Bill Slater, has a quiz format, with up to 12 contestants from the studio audience at the Ritz Theater in New York competing for a maximum of \$6,144, to be shared equally. Hirschon-Garfield, Inc. is the agency for Waltham.

Meets The Press

Robert Montgomery, film star and director who recently began a commentary series on ABC for Lee Hats, will face a battery of New York high school and college editors at a press conference on Saturday in ABC's Ritz Theater studios, 219 W. 48th St., New York. Montgomery was guest of honor at a daily and trade press reception held at "21" on Wednesday night.



"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.



AM WITH FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc. Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area! CKLW Detroit and Windsor J. E. Campeau, President Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

WBT Challenges Engineers' Charges

(Continued from Page 1)

port (Oct. 11) on the receipt by national advertisers of hundreds of form postcards urging them to drop their sponsorships over WBT, the station's general manager, Charles H. Crutchfield, told this newspaper that there is "no dispute or disagreement or controversy of any sort with the great bulk" of WBT's employees and that this fact "certainly indicates they believe the company's action was not only justified but necessary."

The folder, entitled "WBT Would Like For You To Look At The Record," issued by the Jefferson Standard Broadcasting Co., declared, in part, as follows:

"Back in the early part of this year we were negotiating with a local chapter of the International Brotherhood of Electrical Workers Union, representing these technicians, and trying to work out the terms of a new contract with them.

"Disagreement arose principally over the fact that our Company as employer considered that it should have the right to decide when and whether a man was or was not a satisfactory employee. The Union insisted that an outside arbitrator should have the power to veto and overrule our decisions with respect to such matters.

"Because of our failure to agree upon this, some of these technicians commenced the early part of July to picket in front of the building where our studios and offices are located—carrying placards and handing out leaflets denouncing our Company as "unfair" to them. Despite this action on their part we continued to keep them in our employment and kept on paying them their regular wages.

"A few weeks thereafter some of these men took a new course, and instead of continuing to declare us unfair to them, began to proclaim to our customers and to the public that our Company operates a very inferior business. They not only sought to drag us down in this way but even went so far as to ask the Federal Communications Commission to revoke our television license, so as to put us completely out of business in that field.

"Would you feel like keeping a man in your employment and paying him while he did his best to destroy your business? That is the case and all there is to the case.

"We feel that these men acted very wrongfully and that what they did was wholly without justification. We paid some of them \$115.50 per week and over all they averaged \$98.50 per week. They had three weeks vacation with pay each year, unlimited sick leave with pay, hospital, medical, life and family insurance and retirement pensions unexcelled anywhere."

Radio Listening Steady, Nielsen Report Shows

(Continued from Page 1)

ording to a Nielsen Radio Index report just released. A rise in daytime listening and a slight decline in night listening were also reported.

"Lux Radio Theater" continued to lead the list of once-a-week evening shows, followed by "Mr. Keen," "FBI In Peace and War," "Suspense," and "Mr. District Attorney." "Lone Ranger" was first in the multi-weekly evening category, followed by "Counter-Spy," and "Beulah." Weekday shows were paced by "Right To Happiness," "Pepper Young's Family," and "Backstage Wife."

Heavy Advance Registration For SBC Reported in Chicago

(Continued from Page 1)

Expanding Role of Radio and TV in Education." Key-note speaker will be Dr. Harold Shane, professor of education at Northwestern University.

The Chicago Federation of Musicians is cooperating in the "Radio and School Music" session, chaired by Dr. Helen Howe, director of music for the Chicago Public Schools. Union will supply 25-piece orchestra and play typical "music appreciation" program.

Second day of Conference is Parent-Teacher Day with representatives from local PTA chapters throughout Illinois in attendance. Elizabeth E. Marshall, state radio chairman will conduct a full day's "school of radio instruction."

Hull to Preside

Richard B. Hull, president of the National Association of Educational Broadcasters will head up a session to consider the question, "How can local and national organizations working together strengthen all phases of radio?" Panel participants include: Merrill Lindsey, WSOY, Decatur, Illinois, representing the Illinois Broadcasters Association and Robert K. Richards, NAB.

Doctor Benjamin Fine, education editor, New York Times will address the annual SBC luncheon (Wednesday) on the subject, "The Crisis in American Education." Annual Awards of Merit and citations in the 10th annual use of radio competition will be made.

Forty school systems, from Portland, Oregon, to Pawtucket, Rhode Island, have submitted exhibits of educational radio materials and the commercial exhibit will include, Freed Radio Corporation, New York; Ampro Corporation, Chicago; Collins Radio Company, Cedar Rapids; Recorder Sales Company, Chicago; General Electric Company, Schenectady; Victor Animatograph Company, Davenport; station WLS, Chicago; Radio Corporation of America; Unusual Products Company, Chicago; Columbia Records, Bridgeport; Zenith Radio Corporation, Chicago; Mills Recording Company, Chicago, and the U. S. Treasury.

Advance registrations have come from educators and radio administrators in 32 states. Attendance probably will top last year's figure of 1,300, as 750 advance registrations have been made as of this date. (10/12). Meetings will continue through October 19 and 20, considering all angles of educational radio-station operation, programming, and use of radio in the classroom, at all

grade levels, George Jennings, director of the conference said.

Women Broadcasters Participating Delegates to the annual meeting of the 9th District Association of Women Broadcasters-NAB will join the Conference Thursday. Judy Logan Dean, WAAF, Chicago, will chair a session, "new interests for the woman broadcaster." Panel members are, Gloria Chandler, New York; Ruth Harshaw, WMAQ; Kathleen N. Lardie, WDTR; Martha Crane, WLS; Olive McHugh, consultant in radio, UN; Betty Ross, NBC, Chicago; and Mary L. Dilley, WCVS, Springfield. Commissioner Freida B. Hennock of the FCC has been invited to address the women broadcasters at luncheon, Thursday (20th).



HENNOCK

Closing general session of three-

Discs, Network Shows To Spur Refugee Help

(Continued from Page 1)

live programs will be handled by the Protestant Radio Commission. Material for the transcriptions was gathered by Frank Papp, NBC producer-director, who has just returned from a three-month survey tour of European relief centers for the Church World Service.

Used Tape-Recorder

Equipped with a tape recorder, Papp interviewed relief officials and refugees themselves for first-hand accounts of conditions in postwar Europe. The transactions will be available on or about Jan. 1, and will be coupled with a nationwide appeal for funds and relief supplies.

day meeting will consider "Advancements in TV for Educational Purposes." Speakers will include Gertrude Novokovsky, Philadelphia Public Schools and Dr. Don Horton, University of Chicago, formerly with CBS-TV, New York. Remington Rand will demonstrate a TV program for 5th graders on its captive TV, Vericon; General Precision Laboratory of Pleasantville, New York, will show for the first time its new rear-projected TV receiver for classroom use, with 27 x 33 inch screen.

• faces • facts • figures • wins •

• faces • facts • figures • wins •



BUSHELS OF FUN

• faces • facts • figures • wins •

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHELS OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLLEY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHELS OF FUN.



CROSLLEY BROADCASTING CORPORATION

AGENCIES

GEORGE LAFLIN MILLER has joined R. T. O'Connell Company as vice-president. He formerly was associated with Doyle, Kitchen & McCormick. Previous connections include J. Walter Thompson Co., Lord & Thomas and Doremus & Co. Miller is widely known for his books and articles on advertising written under the pen-name of "Aesop Glim." His latest book "Copy—The Core of Advertising" is just off the press.

BENTON PASCHALL has acquired full ownership of Western Radio Advertising, Inc., Hollywood. The name of the organization has been changed to Western Radio Sales. The new policy of the company will be to represent television stations as well as a list limited to 18 Western AM stations. Paschall's radio experience includes executive sales positions with CBS stations in Fresno and Sacramento, where he was active in civic affairs.

FRANK WALDECKER has been added to the staff of the radio and television department of the Grey Advertising Agency. This is in addition to his chores as announcer for Ronson Lighters "Twenty Questions."

MELVIN H. GOODRODE, formerly with J. Walter Thompson, Chicago, has been named director of advertising and sales promotion for Bendix Home Appliances, Inc., South Bend, Ind., effective Oct. 15.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for The Town House and Woodstock Hotel, New York.

CHAS. A. WHITE, JR. & COMPANY, advertising agency, are moving on October 1st into new and larger quarters at 423 Walnut Street, Philadelphia. A complete floor at the new address will be available to the agency, which has expanded twice since its inception in January, 1948.

Notables Attend Dinner Capping KLZ Promotion

Denver—The second annual statewide soil conservation contest sponsored jointly by KLZ and The Denver Post was climaxed last week by a banquet attended by Charles Brannan, Secretary of Agriculture, and Colorado's governor, Lee Knous.

The contest was administrated by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of The Post. Other KLZ officials attending the banquet were Hugh B. Terry, vice-president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager, and John Connors, promotion manager.



California Commentary . . .

• • • **JOHN NELSON**, of the Masterson-Reddy-Nelson firm, has returned from New York following launching of new ABC-TV show "Auction-Aire." Nelson returns to duties on firm's "Bride and Groom" show. . . . Mac Benoff, producer-writer of CBS' "Life with Luigi," is currently beating a path between Warner's film lot and Columbia Square. Benoff is writing the screenplay for "We're Working Our Way Through College," while continuing his writing-direction chores on his radio show. . . . Doris Day's "You're My Thrill" wax package of eight tunes for Columbia back on the presses for a second printing, the initial order of 200,000 copies having been sold out. . . . Eddie Albert is starring in a new series of NBC daytime half-hour variety programs, titled The Eddie Albert show, produced and directed by Bob Wambolt, and Jack Wilson writing the scripts. . . . Jay Stewart, emcee of ABC's "Surprise Package" and "Fun Fair" programs, is going to beam broadly and stick out his chest when he moves on mike for the Friday broadcast of "Surprise Package." And with good reason. It's his tenth anniversary as radio performer. To commemorate the occasion the 10,000th contestant ever to cope with the emcee will handle the whole show.



• • • **ALAN ELROD** has joined the new radio packaging firm of Searle and Parks, Inc., as chief of the company's promotion department. . . . Hawthorne, the zany comedian, is cutting a series of transcribed disc jockey shows, similar to the type he used to do on KXLA, for a chain of small radio stations in Colorado and other western states. . . . Ben Gage is now completing plans to originate a five-times-weekly 15-minute noon quiz show from his Westchester cafe, "The Trails," with Gage handling the emcee chores. . . . William Gargan is negotiating with Hal Burdick, CBS "Night Editor," for a TV show which would use the same title. Gargan plans to invite night editors to submit outline of the most exciting story they ever worked on. . . . Jimmy Wallington continues as announcer on "The Screen Directors Playhouse." . . . Little-known facts: Phil Harris headed his own band at age 15 and his first love was the drum. He played one night stands for 17 years, sleeping on buses and playing a new town every day every 300 miles, and Alice Faye began her stage career at the age of 14. Nee Alice Lepert, she chose the name "Faye" because at the time, Frank Fay was one of the biggest names on Broadway.



• • • **OLLIE O'TOOLE**, radio actor who has been featured on the Jack Benny show, and many other shows, now has his own television show over NBC, sponsored weekly which is a new talent quest show made possible by the medium of television. O'TOOLE looks at a crystal ball in which he gets a vision in the ball of the "star of tomorrow" which actually appears in the ball and the camera expands to show the person actually performing. . . . Here is a twist that should confuse viewers of western saga: a singer doing a TV show in cowboy garb singing western songs but who in real life is an Indian, name Dusty Walker, and to make matters more confusing, this Indian in the cowboy suit, sings like Sinatra used to, via KNBH, Wednesday nights. Bill Heathcock is responsible for the music styling and direction of the Dusty Walker show. Bill just finished the scoring of (4) musical production numbers for the new M-G-M picture, "Nancy Goes To Rio," soon to be released, with Carmen Miranda and Jane Powell. Bill is Carmen's personal musical director.

COAST-TO-COAST

New Program for Children
Hollywood, Calif.—KFWB is airing a new half-hour Saturday morning program titled "Just for Fun" slanted for children around the six-to-twelve year old age group, which started at 9 a.m., Saturday, Oct. 1st. The program is an audience participation show of contests, talent hunts, prizes and forums on the moppet level.

Announcers Join WWCO
Waterbury, Conn.—Gene Parker, formerly program director of WCOU, Lewiston, Maine, has accepted the position as staff announcer with WWCO. Sports caster Bill Jacobs, formerly sports announcer for WUSJ, Lockport, N. Y., has assumed duties as sports announcer with WWCO.

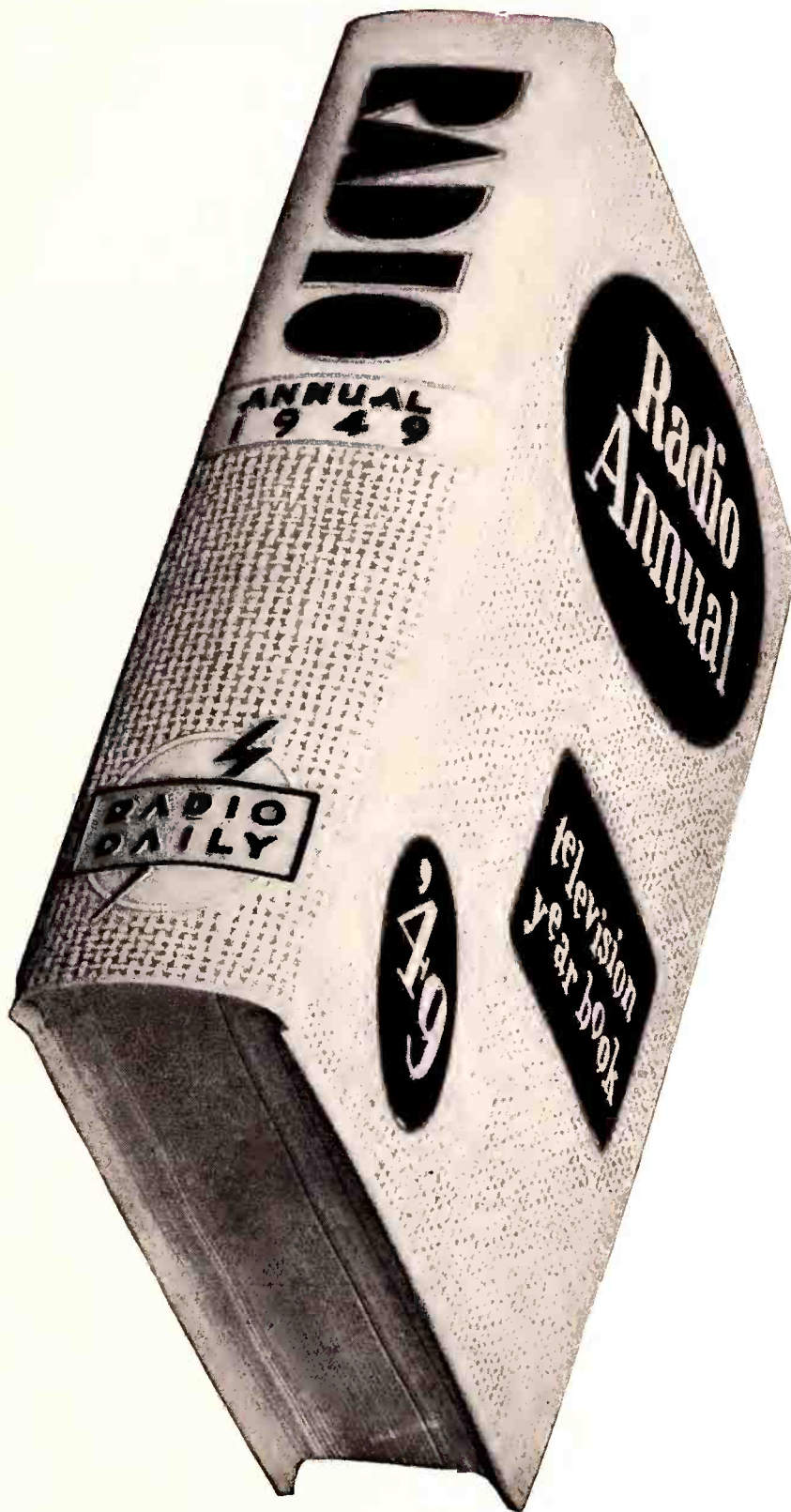
New Public Service Series
Worcester, Mass.—In co-operation with the Worcester School Dept's radio committee, WTAG (and FM) has launched a new series of Saturday evening broadcasts to acquaint listeners with their city's educational system. Entitled, "Know Your Schools," the programs feature Walter E. Bohmann, ass't principal of a local grammar school, as moderator.

New Director and New Time
Indianapolis, Ind.—The WIRE general manager, Willard C. Worcester, announced this past weekend that Thomas M. Peden was appointed as farm service director. Simultaneously, Worcester announced that the station now signs on the air one hour earlier each weekday, at 5:00 a.m.

AM And FM News From WFRO
Fremont, Ohio—WFRO announced that its AM station is expected to be in operation by November 15. Broadcasting hours of WFRO-FM are to be extended and duplication of programs is planned. FCC has authorized WFRO-AM to operate with a power of 500 watts on a frequency of 900 kc.

New Talent Discovery
Hartford, Conn.—The "talent" discovery for this week is Sebastian Pagliarello, known as Harry Page, of 124 South Street, Hartford. Page is a baritone who specializes in the semi-classics, and several of his numbers will be played on all locally-produced shows over WDRC during the week.

New Program Change
Corvallis, Ore.—KOAC has made a change in the time of its program for youngsters, "The Children's Theater," which beginning October 3 was broadcast daily Monday through Saturday between 5:00 and 5:15 instead of 4:45 as in the past. James M. Morris, program manager of the state station, emphasizes that with the change in time the broadcast can now be presented without interruption.



**SEE PAGES
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FOR A COMPLETE
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OF

**CHIEF
ENGINEERS**

OF

RADIO
STATIONS
IN THE
UNITED
STATES



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

See N. Y.-FM Ahead Of AM In 26 States

(Continued from Page 1)

Connecticut, District of Columbia, South and North Dakota.

The FMA study was based on the results of a quarterly FM survey conducted in the New York metropolitan area by Pulse, Inc., and the latest available Census Bureau figures. Field work for the report was done during the 1949 period of July 5-11. The census figure for New York was derived from a sample census made in 1947, with figures for the other states projected by FMA.

Interviewed 3,000 Homes

According to the Pulse survey, which interviewed 3,000 New York homes, 14.4 per cent of these homes were positively identified by Pulse representatives as possessing FM receivers. Using this figure as a basis along with the "sample" census of 1947, the FMA study revealed that there are more than 520,000 homes in the New York metropolitan area equipped to receive FM programs.

Among the 26 states listed by the FMA where New York FM homes outnumber AM homes the lowest was Vermont, with approximately 90,000 dwellings equipped with AM sets, and the highest was Mississippi with 515,369 AM homes.

The "popular" theory that FM is a type of broadcasting that is enjoyed only by "longhairs" of the upper middle class, and the rich, is refuted by other findings in the Pulse survey, the FMA said.

Distribution of Pulse samples (3,000) in the socio-economic level were as follows: *Rich*—Seven per cent; *Upper Middle Class*—24 per cent; *Lower Middle Class*—41 per cent; *Poor*—28 per cent.

However, FMA observed, distribution of New York homes having FM radios was not in proportion to these percentages, but was concentrated in the country's biggest buying bracket—the upper middle class and the lower middle class.

The socio-economic states of homes possessing FM radios, according to Pulse, lined up as follows: *Rich*—13.7 per cent; *Upper Middle Class*—37.7 per cent; *Lower Middle Class*—40.8 per cent; *Poor*—7.9 per cent.

Prelates To Speak

Francis Cardinal Spellman, Archbishop of New York, Most Rev. Patrick A. O'Boyle, Archbishop of Washington, D. C., and New York City Welfare Commissioner Raymond M. Hilliard, will speak over Station WNBC at 7:45 P.M., Tuesday, October 18, from a dinner at the Park Lane Hotel, commemorating the Golden Jubilee of the Catholic Home Bureau, child placement agency of New York Catholic Charities. Archbishop O'Boyle was executive director of New York Catholic Charities at the time of his appointment to the Washington See, in December, 1947.

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 on Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of September 30—October 6, 1949

A Dreamer's Holiday.....	Shapiro-Bernstein
A Wonderful Guy.....	Chappell
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Everywhere You Go.....	Lombardo
Fiddle Dee Dee.....	Harms
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Katrina.....	E. H. Morris
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
My Bolero.....	Shapiro-Bernstein
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

Be Goody Good Good To Me.....	United
Big Go By.....	Mark Warnow
Four Winds And The Seven Seas.....	Lombardo
Homework.....	Berlin
I Can't Believe It.....	Claremont
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
Last Mile Home.....	Leeds
Let's Harmonize.....	Oxford
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My Own My Only My All.....	Paramount
Nothing Less Than Beautiful.....	Henry Spitzer
Now Now Now Is The Time.....	Fremart
Ooh—If You Knew.....	Johnstone-Montei
Over The Hillside.....	Dreyer
Souvenir.....	Joe Davis
Through A Long And Sleepless Night.....	Miller
Twilight.....	Ben Bloom Music
Wedding Of Lilli Marlene.....	Leeds
Who Do You Know In Heaven.....	Robbins
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You're My Thrill.....	Sam Fox
You're So Understanding.....	Barron-Pemora

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SAG, SEG Reiterate Co-Op Offer To 4-A

(Continued from Page 1)

affiliate with AFM. They announced that their boards had voted support of AAAA in that organization's dispute with the Petrillo union, which resulted from his order forbidding instrumentalists from joining the American Guild of Variety Artists.

Both SAG and SEG refused to relinquish jurisdiction over the field of films-for-television under a Television Authority such as is recommended by the AAAA. Their joint statement declared:

Ask "Sober Consideration"

"Mr. Ronald Reagan, speaking for the Guilds, told the International Board on October 5 what the Guilds' position would be in the event and only in the event, that their charter rights are violated by action of the other branches. The Guilds hope that sober consideration will prevent any such action. If in spite of the reasonable approach of the Guilds, the sponsors of the proposed Television Authority insist upon invading the Guilds' motion picture field, then they will be solely responsible for forcing an unwarranted and unjustifiable jurisdictional war upon actors and the public."

Tucker Heads AP Group In New Jersey Area

New Brunswick, N. J. — Edwin Tucker of Station WKDN, Camden, was elected president of the New Jersey Associated Press Radio Association at the annual meeting held last week. He succeeds Thomas Tighe of Station WJLK, Asbury Park.

Roland Trenchard of WAAT, Newark, was elected vice-president. Sam G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Stations represented were: WAAT, Newark, Trenchard; WCAP, Asbury Park, Walter L. Reid; WJLK, Asbury Park, Tighe and Frank L. Wilgus; WCTC, New Brunswick, Ralph Mahoney; WKDN, Camden, Tucker and Arnold Snyderman; WMTR, Morristown, Kenneth Croy and Merrill Morris.

Three Stations Re-Sign World

World Broadcasting System announces that three radio stations located in the state of West Virginia have just renewed and extended their contracts for the continued use of World's transcribed library service.

The stations are WHAW, Weston; WCOM, Parkersburg, and WPDX, Clarksburg.

Stork News

Charles McAbee, member of the station-rep. staff of George P. Hollingbery Co., is the father of a seven-pound, three-ounce girl born yesterday to Mrs. McAbee at Englewood (N. J.) Hospital.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR HEARINGS TO BE LENGTHY

TELE TOPICS

STILL ANOTHER radio fixture has made the move to tele, and like most of its predecessors, "Famous Jury Trials," as presented on DuMont this week, does not belong in front of the cameras. Set in a courtroom, the program offers no action other than the parade of witnesses to and from the stand. The result was one of the talkiest shows we've seen in recent months. . . . It is understandable that the owners of radio properties would like to place their product on TV. A few such shows, through skillful adaptation, have become successful visual entertainment. But most that we've seen are not good viewing and the bad impression made by a boring video show lessens that program's chances for continued success on radio. The primary consideration in preparing a show for video should always be: Does it attract and hold the attention of the eye? If the answer is no, leave it on radio; there is still a lot of money to be made there. . . . "Trials" is a Transamerican package, directed by Charles Harrell for the producer and Frank Bunetta for DuM. John L. Clark is scripter. . . . Even the Chevrolet commercials were strictly radio, all spiel with the camera on the announcer throughout. The only thing missing was the script.

A NEW TELESCOPIC LENS that "utilizes the binocular principle to achieve the equivalent of a focal length of 40 inches" will be used for the Notre Dame-Tulane game over DuM. tomorrow. Developed by Harry Berch, of WKBB, and WGN-TV technicians working independently, the lens will be used to supplement the Zoomar in coverage of the game. . . . Ken Later, who has been with the William Morris Agency for the past five years, has resigned to open his own office combining personal management with the sale of properties for video. . . . Robert Stevens, producer-director of "Suspense," is working on a new CBS show—a romantic drama series to be aired every other week beginning early next month. . . . TV-Programs, Inc., is handling sales for Jason Comic Art's weather-forecasting puppet, Jingle Dingle.

CBS HAS OBTAINED TV RIGHTS to "The Adventures of Philip Marlowe" from author Raymond Chandler. Series will be filmed in Hollywood under supervision of the web's staff there. . . . Charles Hull Wolfe, copy chief of McCann-Erickson, and Elmer Davis will sit on a panel to discuss TV's effects on AM news at the NARND convention in New York, Nov. 11-13. . . . Home games of the Detroit Red Wings will be scanned for the third consecutive year by WWJ-TV. Paul Williams will call the plays. Bankroller is Stroh Brewery, through Zimmer-Keller agency.

Prospect Of Their Lasting Through December Discourages Proponents Of "Freeze" Ending; Inventor And Four Receiver Mfrs. Before FCC

(Continued from Page 1)

get under way. Meanwhile, testimony on the utilization of the UHF and allocations problems will be held off.

There was speculation here that the decision represents the first FCC hint that it is unwilling to break down the present barrier to expansion prior to promulgation of standards for color.

Meantime the Commission yesterday heard a highly technical presentation by Dr. Charles Willard Geer of the University of Southern California, who has devised a tube which he says will bring in black and white or color at will on the type of home receiver today in production through the nation. He described it as "all-electronic, direct-viewing, with no filters, no moving parts, no projection lenses and with no external apparatus." It is also adaptable to theater TV, he said.

The tube is not yet ready to be demonstrated, Geer said, with actual completion perhaps a year off.

Also heard yesterday was J. N. DuBarry, assistant to the executive vice-president of the Smith, Kline & French Laboratories. He said he was appearing simply in gratitude to CBS for its aid in the development of a color TV system to be used by Smith, Kline & French in televising surgical operations. (The equipment used in the CBS demonstration was largely from that company.)

Color TV, he said, "is an ideal solution for a serious problem in the teaching of modern medicine" because it makes possible once again the close-up views medical students used to be able to have before the age of specialists, when so many doctors and nurses crowd around an operating table that spectators in an

amphitheatre cannot see anything.

Yesterday's testimony followed a series of appearances by parts and set manufacturers Wednesday in support of the CBS contention that it would be relatively simple to get into production with home receivers for the CBS-type color system. Change-over to the individual set-owner need not exceed about \$100.

President Milton J. Shapp, of Jerrold Electronic Corp., testified his company is prepared to make an "adapter" for present receivers which would enable the set to pick up CBS color broadcasts in black-and-white. Price would be about \$40 retail, he added.

President Edward F. Mulhern, of Birtman Electric Co., reported his firm is now turning out for CBS and others pre-production samples of a "color converter" unit which when attached to an existing set having the adapter described by Shapp would provide full-color reception. Retail cost might go to \$70—or equipment for building into new sets would cost about \$50.

President H. G. Hamilton, of Eastern Air Devices, Brooklyn, exhibited the small motor which his company made to operate the color disc used in the CBS color system. He testified his firm could tool up and reach a production rate of 5,000 to 10,000 such motors per month within 18 to 22 weeks after an FCC decision on the color question. Cost would be about \$8.00 each, perhaps going as low as \$5.

C. P. Cushway, of Webster-Chicago, estimated that his firm can produce a color converter for the CBS-type transmission at a cost to the present set-owner of \$75 or \$80. In addition, there might be service charges of from \$25 to \$40.

Weekly Armed Forces Program To Be Presented On NBC Net

Washington Bureau of RADIO DAILY

Washington — The Armed Forces Hour, a weekly 30-minute program designed to present the story of unification of the armed services at all levels, will be produced by the Department of Defense over NBC Sundays, 5 p.m., beginning Oct. 30, it was announced yesterday.

Originating at WNBW here, the program will combine live action with films from the files of the ser-

vices and special footage made for the show. In addition, plans are being made for remote pickups from the Navy Special Devices Center studios at Sands Point, L. I., the studio now under construction at the Pentagon and units of the armed forces in the field.

Series will be produced by Maj. Robert P. Keim, USAF, chief of the TV section, and Lt. Benjamin S. Greenberg, USNR.

Income At New High, Admiral Splits Stock

Chicago—Board of directors of Admiral Corp. has approved 100 per cent stock distribution to be issued to holders of record on Nov. 21, 1949, subject to approval of an increase in authorized capital stock to 2,000,000 shares by stockholders at a meeting to be held Nov. 9. It is expected that the quarterly dividend rate of twenty cents per share will be maintained on the new shares.

Nine-Month Sales Set Mark

In making this announcement, president Ross D. Siragusa also reported that sales for the nine months ending Sept. 30 were at an all-time high of \$77,078,151, as against \$42,514,509 for 1948. Net earnings for the nine months of 1949 were \$4,631,574, compared with \$2,037,786 for last year. Earnings per share were \$4.63 as against \$2.04 last year.

Sales for the third quarter of 1949 were \$23,967,745 as against \$15,128,165 for 1948. Net earnings for the third quarter of 1949 were \$1,475,884 as against \$800,489 for 1948. Earnings per share during the quarter, were \$1.48 as against \$.80 for the same period last year.

Agency Exec. Says TV Will Surpass Radio

Chicago—Hugh E. Davis, executive vice-president of Foote, Cone and Belding, told the Chicago Radio Management Club that the industry might as well face the facts now that radio cannot compete with television.

While he said there would always be a place in the advertising picture for radio, it would gradually take a subservient position to TV advertising, and eventually would merely be used as an auxiliary medium.

Davis's subject was "The Future of Radio" and he definitely painted a very pessimistic picture for its future. He said that radio station owners will have to realize that they will have to be satisfied with lesser profits.

He criticized talent, too, and said that they too will have to realize that it will be impossible economically for talent to receive exorbitant fees in both radio and tele.

With TV in 5 years reaching nearly all American homes, and radio reaching a minority portion of the public, Davis suggested that one way for advertisers to do an effective job was to put on similar shows (but not simulcasts) on both media.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, October 14, 1949

First Audio Fair Set For N. Y. Oct. 27

The Audio Fair and First Annual Convention of the Audio Engineering Society will be held at the Hotel New Yorker, New York City, beginning October 27 for three consecutive days. Exhibitors at the Fair included the following:

Audak Company, Inc., New York; Altec Lansing Corp., New York; Audio Development Co., Minneapolis, Minn.; Audio Devices, Inc., New York; Audio Instrument Co., New York; Audio & Video Products Corp., (Amplex) New York; Burlingame Associates, New York; Hewlett Packard Co., Tektronix Inc., Brush Development Co., Audio Development Co., Prestoseal Manufacturing Co., Brociner Laboratories; Frank L. Capps & Co., New York; Cook Laboratories, Floral Park, N. Y.; The Daven Co., Newark, N. J.; Electric Indicator Co., Stamford, Conn.; Electrovoice, Inc., Buchanan, Mich.; The Electronic Workshop, Inc., New York; Fairchild Recording Equipment Corp., White-stone, N. Y.; Gawler-Knoop Co., Newark, N. J.; Ballantine Laboratories, Clough-Brengle, Allan B. DuMont; General Electric Co., Syracuse, N. Y.; H. J. Leake, Ltd., London, England; Frank L. McIntosh, Washington, D. C.; Magnecord, Inc., Chicago, Ill.; J. A. Maurer, Inc., Long Island City, N. Y.; Panoramic Radio Products, Inc., Mt. Vernon, N. Y.; Permoflux Corp., Chicago, Ill.; Pickering & Co., Inc., Ocean-side, N. Y.; Presto Recording Corp., Hackensack, N. J.; Proctor Soundex Corp., Mt. Vernon, N. Y.; Racon Electric Co., Inc., New York; Rangertone, Inc., Newark, N. J.; Recosram Recorders Co., N. Hollywood, Calif.; Rek-O-Kut Co., Inc., Long Island City, N. Y.; Somerset Laboratories, Inc., Union City, N. J.; Sonar Radio Corp., Brooklyn, N. Y.; Stancil-Hoffman Corp., Hollywood, Calif.; Stephens Manufacturing Corp., Culver City, Calif.; Sun Radio & Electronics Co., Inc., New York; Tech Laboratories, Inc., Palisades Park, N. J.; University Loudspeakers, Inc., White Plains, N. Y.

ENGINEERS—CONSULTANTS

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TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. Republic 3883
WASHINGTON, D. C.

WHO'S WHO IN RECORDING GODDARD LIEBERSON

APPOINTED to a top post with Columbia Records, Inc., by Edward Wallerstein, president of the company on October 5, this year, Goddard Lieberson, in his new capacity as executive vice-president of Columbia, brings to this office a splendid musical background.



Exec. V.-P.

Before joining Columbia Records in 1939, he was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit numerous compositions, including the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland," and many other works, including choral, chamber and piano compositions. He is also the author of a novel titled "Three for Bedroom C," which recently was sold as a motion picture.

Since joining Columbia Records in 1939 as assistant to the director of the Masterworks Division, he has become head of that division, and was subsequently appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. Lieberson played a major role in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Microgroove record. He was elected to the Board of Directors of the company in 1948.

Born in Handley, Staffordshire, England on April 5, 1911, he was brought to the United States by his parents at the age of four. He attended the University of Washington and the Eastman School of Music. Lieberson is married to the former Vera Zorina, stage and screen star and they have two children, Peter and Jonathan.

Rangertone In Demand

The growing popularity of Rangertone's synchronized magnetic tape recording system is indicated from varied usages reported the past few weeks.

System was used in lighthouse scenes of De Rochemont's "Lost Boundaries," movie; "Lightning Talks," NAB promotional film; Life Magazine's promotional film on Texas and for the State Department's cultural film, "The Tanglewood Story," which featured Dr. Sergi Koussevitzky and the Boston Symphony.

DuMont Div. Moves

Executive offices of the receiver sales division, Allen B. DuMont Laboratories, Inc., will be moved to the recently dedicated East Paterson, N. J., plant tomorrow and will commence operations from there starting Monday, Ernest A. Marx, general manager of the division, announced. The move affects DuMont national receiver sales, advertising and order administration departments. While the division will be officially quartered at East Paterson, offices will be maintained at 515 Madison Avenue, New York.

PRODUCTION PARADE

TV Signal Generator

A new line of TV testing equipment is now being marketed by the Superior Instruments Co., New York. Their Model TV-30, a Television Signal Generator, enables alignment of TV I.F. and front ends without the use of an oscilloscope.

New RCA 15-Inch Speaker

A new low cost 15-inch loudspeaker capable of giving high-quality reproduction at high-power levels, and incorporating features of RCA's LC-1-A speaker, developed by Dr. H. F. Olson, of the RCA Laboratories, has been introduced by the RCA Tube Department. The new speaker, designated the RCA-515S1, is the result of combined research by the RCA Laboratories and the RCA Victor Division.

New TV Lightning Arrester

A video development of the JFD Manufacturing Co., Inc., Brooklyn, N. Y. — the "safeTVguard" Twin Lead Lightning Arrester, retailing for \$2.25 reduces the hazards which may result from lightning and static charges collecting on roof TV antennas, according to the company.

Two-Speed Console Tape Recorder

Tape economy and 66 minute recording time are combined with an audio response of 40 to 10,000 cycles in the new Audiograph console tape recorder, operating at 7½-inches per second. Fifteen inch speed is available by instantaneous switchover to extend response to 15,000 cycles and permit split-word editing. Professional net price for the new recorder is \$950.00 f.o.b. San Carlos, Calif.

Sylvania Service Plan For TV Set Owners

The Sylvania Electric Products, Inc., has introduced a TV service system which will enable set owners to recover a portion of their service contract expenditure in cash or apply it to a second year contract.

"Coupons" Used

Titled the "Pay-Back" Service System, developed by R. K. Pew, director of service for Sylvania Television, this new plan automatically entitles each Sylvania contract holder to receive a book of coupons, each coupon being good for one service call. Where a radio and phonograph combination receiver is involved, additional coupons for radio service are issued. For each coupon not used at the termination of the year's contract, a refund is made. The number of coupons issued does not limit any additional service calls which may be required.

Expands To Western Markets

Sylvania also announced expansion to western video markets this month with appointments of distributors in six major cities. C. K. "Larry" Bagg, sales manager, Sylvania Television, will start a western business tour on October 17, to set up distributorships in Los Angeles, San Francisco, Denver, Salt Lake City, Portland and Seattle. More than 15 eastern cities already have distributors of Sylvania Electric Products.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 10

NEW YORK, MONDAY, OCTOBER 17, 1949

TEN CENTS

UNITED NATIONS DAY PLANS COMPLETED

NAB Mailing Booklet On Int'l Broadcasting

Washington Bureau of RADIO DAILY
Washington—NAB announced Friday that it is mailing a booklet on international broadcasting problems entitled "What Gets the Air" to all members. The "primer" text is the work of Forney A. Rankin, NAB government relations department director, who is now at the NARBA meeting in Montreal. It has grown out of a directive of the NAB board of directors, which last February assigned the task to the NAB's gov-

(Continued on Page 5)

Helen Hayes Cancels Fall CBS Radio Series

Honolulu, T. H.—Helen Hayes, whose CBS radio series, "The Electric Theater," was postponed after the death of her daughter last month, has cabled N. W. Ayer & Son, Inc., the advertising agency handling the program, that she will not return to the air this season.

Miss Hayes currently is vacationing here with her playwright husband, Charles MacArthur. The couple came here after the sudden death

(Continued on Page 6)

Free & Peters Releases Report On Spot Radio

Free & Peters, radio and TV station representatives, has prepared a 46-page study titled "Spot Radio Costs Less Today," which is being sent to agencies and advertisers.

The study emphasizes the "mobility" and "flexibility" of spot radio as an advertising medium, quoting costs and ratings to illustrate those qualities.

Xmas Seal Spots

The National Tuberculosis Assn. has prepared six transcriptions which are offered to all U. S. radio stations for broadcast during the Christmas Seal Sale, to be held Nov. 21-Dec. 25. The discs consist of five 15-minute shows, and one platter of 20-second spots. Talent was contributed by several top Hollywood film stars.

Flash News

Radio and TV newsmen crowded into the court room of Judge Harold R. Medina in New York Friday morning when a jury returned a verdict of guilty in the cases of 11 top Communist leaders who had been on trial for nine months. The verdict was carried in a flash bulletin on New York stations and the four major networks cut in on morning programs to carry the news. TV films made at the U. S. Court House in Foley Square were rushed to stations for telecasting.

Coast Adv. Executives Holding Convention

Arrowhead Springs, Cal. — More than 300 advertising executives are attending the annual convention of the Pacific Council, 4-A's, which opened here Friday and will continue through Tuesday evening.

An address by California's Gov. Earl Warren featured the first session. This afternoon the speaker will be Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, who will discuss "Ethics in Advertising." Clarence B. Goshorn,

(Continued on Page 8)

REC Speakers Named For Thursday's Luncheon

Mary Pickford, and Edwin M. Martin, former Farnsworth Television vice-president and now board chairman of Hubbell Television, Inc., will be the guest speakers at

(Continued on Page 2)

Radio And TV Industry Lend Support To National Observance Of UN Day On Monday, October 24th

Inter-American Ass'n Supports Free Radio

Members of the board of the Inter-American Association of Broadcasters meeting at the Waldorf-Astoria Hotel in New York the past weekend pledged themselves to work for uniform radio legislation for Latin American countries and foster perpetuation of free privately

(Continued on Page 8)

Boston Candy Makers To Expand AM, TV Use

Boston — Durkee-Mower, Inc., candy manufacturer, has announced a new advertising campaign to include heavy use of radio and television in 13 cities east of the Mississippi.

The firm has been a regular radio customer for more than 25 years, on

(Continued on Page 2)

Home Listening Reached New High During Series

Home listening to the World Series broadcasts over MBS reached an all-time high for the event, according to a survey by Mutual's research department in conjunction with Crosley, Inc.

Peak listening was recorded during

(Continued on Page 2)

Networks, unaffiliated stations, industry organizations, advertising agencies, sponsors and private-citizen groups will join hands in a nation-wide radio and television salute to the fourth anniversary of the signing of the United Nations Charter, Oct. 24. Arrangements are being made by the

(Continued on Page 5)

Commercial Progress Of Video Analyzed

Chicago—"Television is and will be a blue-chip operation," Louis N. Brockway, executive vice-president of Young & Rubicam, observed Friday in a talk on "How To Use Television Today" at a meeting of the Amer. Assn. of Advertising Agencies, held at the Drake Hotel.

Continuing his assessment of present and future video costs, he said: "Looking forward several years

(Continued on Page 2)

Congressmen, On MBS, Will Describe Travels

Washington Bureau of RADIO DAILY
Washington — Members of Congress who visited Europe and the Far East recently on committee investigations will report to the nation in a series of radio broadcasts produced by the AFL's Labor League

(Continued on Page 8)

Electronic Color-TV System Gets Okay Of Lee De Forest

"Now that it is understood that the color TV system must be compatible, there is no reason to think that there will be a slowing up in the development of the art," i.e., television as it is today, Dr. Lee De Forest, told a press conference on Thursday at the Waldorf-Astoria Hotel.

The radio pioneer advised people not to wait but to buy television re-

ceivers now because sets can be adapted to color later at a relatively small cost. He added that he "is convinced that it will be another three or four years before we have commercial color."

In discussing the RCA and CBS color systems, Dr. De Forest declared that "whatever system is ultimately used, it must be compatible

(Continued on Page 7)

Appointment

Joan Rowland has been appointed radio consultant for the Japan International Christian University Foundation, newly organized foundation which will campaign for ten million dollars next year to build a university in Tokyo. The Christian University Foundation is sponsored by the eleven leading Protestant churches.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271

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Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 1/4	- 1/8
Admiral Corp.	28	27 1/4	28	+ 3/8
Am. Tel. & Tel.	143 3/8	143 3/8	143 3/4	- 1/8
CBS A	23 3/8	23 1/2	23 1/2	- 1/4
CBS B	22 1/2	22 3/4	22 1/2
Philco	31 1/2	30 7/8	31 1/4	- 1/4
RCA Common	12 1/4	12 1/2	12 1/2	- 1/8
RCA First Pfd.	73 1/4	72	72	- 1 1/4
Stewart-Warner	12 3/8	12 3/8	12 3/8
Westinghouse	28 3/8	27 1/2	28 1/2	+ 1 1/8
Westinghouse Pfd.	99	98 3/4	98 3/4	- 1/4
Zenith Radio	28 1/4	27 3/4	27 3/4	- 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/8
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OVER THE COUNTER

Du Mont Lab.	Bid 14	Asked 15
Stramberg-Carlson	12 1/4	13 1/2

Home Listening Reached New High During Series

(Continued from Page 1)
ing the final game of the baseball classic on Sunday, Oct. 9, when 54.6 per cent of the nation's radio homes were tuned in. A total of 65.1 per cent of all radio homes were tuned in during one or more of the five games. The average rating for the Series was 37.9.

Wedding Bells

Georgia De Vese, secretary to Helen Powers, administrative director of WAAM (TV) in Baltimore, was married on October 2nd to Millard Baublitz, printing director for a local Baltimore concern.

★ COMING AND GOING ★

BERT WOODS, program director of RCA Recorded Program Services, left last Thursday for Hollywood, where he'll direct a Tex Beneke recording date for Thesaurus.

G. W. "JOHNNY" JOHNSTONE, director of radio and TV for NAM, spent the weekend in Tuscaloosa, Ala., visiting his daughter, Susanna, instructor in piano and harp at the University of Alabama. Today he'll fly to Chattanooga to supervise the NAM-ABC Tuesday broadcast.

BOMAR A. LOWRANCE, commercial manager of WSOC, Charlotte, N. C., is expected in New York today for conferences with the national representatives of the station.

JEFF CLARK went down to the Tobacco Bowl Festival at Richmond, Va., where he was announced as a feature on "Your Hit Parade" starting October 22.

GRAHAM MOORE, commercial manager of KCBQ, San Diego, is back in California following a business trip to New York.

CLIFF GREENLAND, commercial manager of Associated Program Service, is attending the meetings of the National Association of Educational Broadcasters at the University of Michigan.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following a meeting in New York with the national reps. of the station.

BOB KELLER, now marking the third anniversary of his radio sales promotion organization, is back from Waterbury, Conn., where he conferred with executives of WWCO, Mutual and Yankee Network outlet.

GORDON GRAY, vice-president of WIP, Philadelphia, today is in Washington for a "Voice of Democracy" contest meeting.

TOM KNODE, administrative assistant to the director of television operations at NBC; DON BISHOP, magazine editor for the network; JESSE BIRNBAUM, press staff writer, and WALTER SCOTT, web time salesman, week-ended in Richmond at the Virginia Tobacco Bowl Festival.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, on Friday was in Columbus, Ohio, to address the Advertising Club of that city on the subject, "Advertising Comes of Age with Television."

CATHY MASTICE, soprano on WHOM, in Teaneck, N. J., to sing with Milton Cross' Aristo Artists concert. Tomorrow she'll leave for West Virginia, the next stop on her current tour.

JOHN SCHILE, commercial manager of KUTA, Salt Lake City, Utah, was in town last week on station business and for confabs with his national reps.

CONNIE DESMOND, sportscaster on CBS, on Saturday was in Columbus, Ohio, to report the game between Minnesota and Ohio State University.

SEYMOUR SIEGEL, director of WNYC, today is due back in New York from a flying trip to Ann Arbor, Mich., where he addressed the convention of the National Assn. of Educational Broadcasters.

MARGARET PHELAN, radio singer who had been appearing at the Town Casino in Buffalo, arrived in New York Sunday for an indefinite stay.

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" program on NBC television, who has been sojourning in Orlando, Fla., will return today in time to resume her role in the show.

Commercial Progress Of Video Analyzed

(Continued from Page 1)
with full national coverage, a half-hour show may cost as much as \$50,000 or \$60,000 a week for time and talent—two to three million dollars a year. After quoting figures like these to your client, . . . you can discuss how it may be possible to keep costs at an affordable basis.

"Spot television is one obvious answer. Another one is the use of participation or cooperative programs. . . . Perhaps it will be possible to buy television as you buy magazines, once or twice a month instead of every week. . . . We all believe in continuity and frequency, but \$60,000 per week may alter our conception of what constitutes continuity."

Program-wise, Brockway predicted that such subjects as fashions, public relations, and religion may prove readily adaptable to the medium of TV. "Certainly programs designed for limited audiences will become more widespread," he said. On the subject of video commercials, he had this to say:

"Many television commercials today are, in my opinion, too tricky. They have to much 'device' to get into a story. . . . The Fuller Brush man is not preceded in the home by a line of dancing girls carrying balloons and singing a jingle. He comes to the door alone, tells his story, demonstrates his product, and makes his sale. I think we could learn a lot from the Fuller Brush man's technique."

REC Speakers Named For Thursday's Luncheon

(Continued from Page 1)
the second 1949-50 meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, Oct. 20, at 12:30 p.m., it was announced Friday by John J. Karol, REC president.

Subject for discussion at the luncheon-meeting will be "Television's Fifth Network," with Richard W. Hubbell acting as moderator.

Among the other distinguished guests at the luncheon will be Charles (Buddy) Rogers, film, radio and television star, and Pierre Crenesse, director of the French Broadcasting System of North America.

Boston Candy Makers To Expand AM, TV Use

(Continued from Page 1)
behalf of its Marshmallow Fluff and Secco. H. Allen Durkee, president, and Fred L. Mower, treasurer, bought their first radio time on WNAC, Boston, when they were making their confections on a kitchen stove and selling them door-to-door. Today they employ more than 30 people, and soon will open a new \$200,000 factory in Lynn, Mass. Gilcrest-Spriggs & Co., Boston, is the firm's agency.

Germans Engage U. S. Agency

McCann Erickson's office in Frankfurt, Germany, announces its appointment by Romika KG Lemm & Co. of that city to handle their advertising of rubber boots.



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 on W-I-T-H for just a LITTLE money.

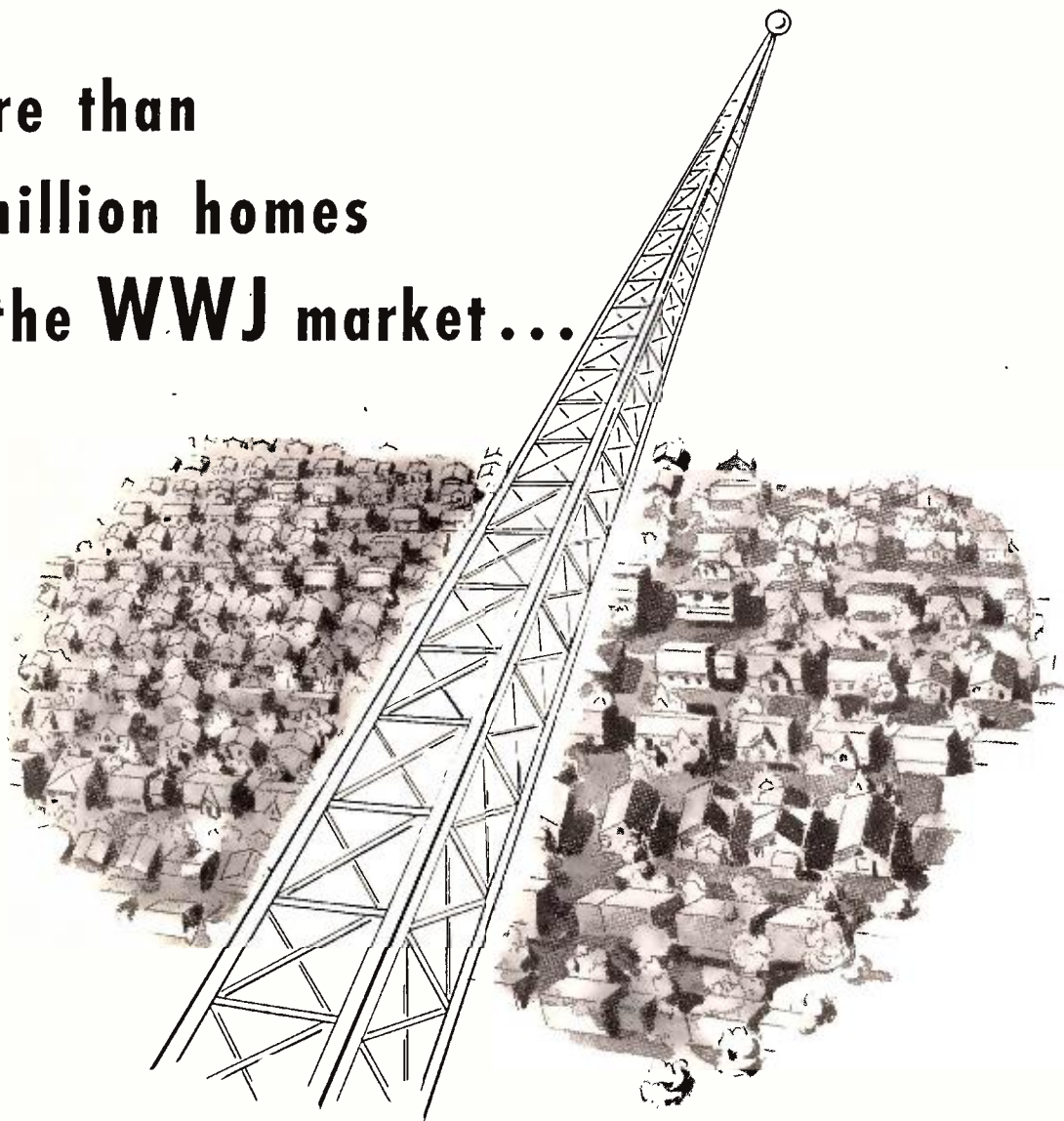
So if you're in the market for low-cost results, get the whole W-I-T-H story from your Headley-Reed man today.

AM **WITH** FM

WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

more than
a million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

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 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

THE KELLOGG COMPANY, Battle Creek, Michigan, announced this week the appointment of Leo Burnett Company, Inc., Chicago, as the advertising agency for Kellogg's Corn Soya. Plans are still in the process of formation.

Bad news for the black and white boys. Procter & Gamble, Cincinnati, will spend \$1,000,000 in television in 1950 and are taking \$650,000 out of their current appropriation for black and white to sink into television next year! No cut is planned in P & G's radio expenditures for next year; \$350,000 will be added to the chunk taken out of the black and white appropriation to make up the million dollar expenditure in television for next year. The agencies now handling the P & G business will also handle the P & G television expenditures.

Frank B. Falknor, WBBM assistant general mgr., appointed Stanley Levey as new assistant sales manager for the station. Before joining the WBBM sales staff in 1940, Levey was employed in the advertising departments of the Chicago Elevated Advertising Company, the Illinois Meat Company, and radio station WIND. A graduate of Tilden Technical High School in Chicago, he also attended De Paul University in this city, where he studied law before entering the advertising business. Wrigley Building habitués report that Levey has been the station's top salesman for the last five years.

Schulze-Burch Baking Company of Chicago, for their Flavor-Kist 4-in-1 Saltine Crackers, has started a mystery voice show on KCMO, Kansas City, called "Who's Talking?" broadcast across the board from 3:00-3:15 p.m. The program is a Hal Tate Radio Productions package. The Schulze-Burch account is handled by the Gordon Best Agency in Chicago. Frank Morr, account executive, says that if the KCMO test is successful, the program will be expanded into other cities where Schulze-Burch products are sold.

Pia Igy On WWRL

WWRL, New York, will offer the city's only regularly-scheduled Rumanian language program starting Saturday, Oct. 15, 9:30-10 p.m. The program, to be offered for participating sponsorship, will star Pia Igy, Rumanian coloratura soprano and former prima donna of the Royal Opera House in Bucharest.

Lenn To Lecture

Joseph A. Lenn, vice-president in charge of sales for WHLI, Hempstead, L. I., will appear as guest lecturer Oct. 20 at a class of the basic radio and television course, School of General Studies, Columbia University, to be held in NBC's Radio City studios.



Mainly About Manhattan. . . !

● ● ● **IT SEZ HERE:** Behind-the-scenes battle between Philco and NBC-TV has the top brass at the web biting their nails. . . . Radio scuttlebutt has Aly Khan buying heavily into a major network. . . . Bruce Dodge, a fixture at Biow's for more years than we can remember, has turned in his resignation as production head of the H'wood office to go into the packaging biz for himself with Bob Hawk. His "Take It Or Leave It" chores will be taken over by Ed Feldman who leaves for the gold coast today. . . . Marilyn Maxwell is another leading candidate for the Mary Martin role in the road company of "So. Pacific." . . . Dane Clark assays his first shot at video tonight on the Chevrolet NBC stanza. . . . James Sheldon, who started as a page boy at NBC 8 years ago, returns to his old alma mater as producer and TV director of "We the People" when it makes its switch to that web, where it also originally started in 1936. . . . Maxine Keith readying a new video series called "E'way Success School." . . . Aside to Geo. McGarrett: Sorry, old chep. I don't catch the show regularly—and that had been an early impression that had lingered. . . . Ford signing up the Kay Kyser Kollege of Musical Knowledge as a TV package. . . . "Share the Wealth," which was a local opus on WOR some time ago, becomes a coast-to-coaster on ABC tonight with Bill Slater as emcee and Waltham watches picking up the tab.



● ● ● Irving Mansfield's "This is Show Business" makes for lively listening and viewing, especially when Abe Burroughs is in the groove. Last week he was in rare form. When Gene Martin offered his problem (he didn't know whether or not to continue trying to make the grade as a singer or quit the business and go to work in his old man's drugstore), Abe cracked: "Why not do both? You might become another Ezio Pilza." And to Sue Ryan, who didn't want her child in showbiz, Abe commented that she had made a wise decision. "After all," he said, "she's liable to grow up into another Margaret O'Brien—and then you'll never be able to get married again."



● ● ● **AROUND TOWN:** "Those Westerns on TV are so old," memos Leo De Lyon. "I just saw one in which Roy Rogers was only up to his second guitar lesson." . . . The minute the Yankee flag went up, Roberta Quinlan was on the phone to remind Morev Amsterdam that he had lost his bet and that he was due in Times Sq. to push a peanut across the street with his nose. . . . After the final telecast of their DuMont Saturday-niter, "Spin the Picture," producers Wilbur Stark and Jerry Layton threw a terrific party—not for the brass or any of the high echelon—but for the cameramen, soundmen, engineers, scripters, musicians and cast. . . . Jeff Clark, the young singer who idolized Frank Sinatra as a kid, hits stardom after two short years as top vocalist on the Hit Parade. . . . Marie Wilson has asked Carl King, handsome TV emcee, to take a screen test for her next film. . . . Vic Damone set for H'wood's Macommo on Nov. 1st.



● ● ● For a femme audience show which combines taste and stature with broad family appeal, we give you Kellogg's "Mother Knows Best" heard on CBS 5:30-6:00 on Saturdays, produced and written by Herb Moss. Which is hardly surprising since everything that Herb has been connected with these past dozen years (Truth or Consequences, Vox Pop, Hildegard, etc.) has always had the stamp of real quality. There are certainly plenty of television shows around that could stand his touch, but the guy claims he prefers to stay in radio where he'll get rich quickly and age slowly.

AGENCIES

DONALD P. CAMPBELL has moved from MBS to television sales staff of Edward Petry & Company, Inc. in New York City. In addition to MBS, Campbell's former affiliations in broadcasting include: NBC, ABC and WEST, Easton, Pa. He is a graduate of the University of Pennsylvania, and served during the war as a lieutenant (jg) in the Navy.

STUART B. GREENFIELD ASSOCIATES have been appointed to handle publicity-public relations for Toy Metal Products Company makers of "Kiddyware" and "Welk-erware" children's toys, also for Postal Drug Company of New York.

GREY ADVERTISING AGENCY has been engaged by Textron Inc., to handle all advertising of its Nashua Mills divisions and Poses, effective January 1, 1950. Nashua Mills markets a wide variety of textile products and Poses is a newly acquired subsidiary.

ROBERT LEWIS SHAYON, one of the country's better known radio figures, and William D. Patterson, magazine publisher and foreign correspondent, have become members of the Fred Smith & Co., Inc., public relations and business consultants.

EMCEES...

and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

FREEMANTEL System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

Send for FREE Book.

Freemantel Voice Institute, Suite O, 113 West 57th St. RD. New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME
ADDRESS
CITY ZONE.....

Observance Of United Nations Day Will Be Aided Via Radio And Tele

(Continued from Page 1)

four major networks for a "pool" broadcast of the laying of the cornerstone of the new UN building on New York's East Side, tentatively scheduled for 12:30-1 p.m., EST, Oct. 24. President Truman is expected to officiate at the ceremony.

The Radio and Television Committee of the National Citizens' Committee for United Nations Day, in cooperation with other subcommittees in the UN itself, has distributed to stations throughout the country four different program aids, according to Robert K. Richards, director of public relations for the NAB and chairman of the Committee. A special kit, prepared by the Advertising Committee under the direction of Samuel C. Gale, v-p of General Mills, Inc., and chairman of the Committee, was mailed Oct. 1.

BMI Furnishes Music

A special musical continuity for a half-hour program, prepared by BMI under the direction of its president Carl Haverlin, was mailed last week. The program is entitled: "According to the Record." Also mailed last week was a fact sheet of background material, prepared by the NAB. Scheduled for mailing this week is a transcribed quarter-hour feature, "Birthday Story," prepared under the direction of the Radio Division of the United Nations. Mrs. Dorothy Lewis of the Radio Division is in charge of distribution.

Included in the material released through the National Citizens' Committee were translations of English language material. About 170 stations broadcasting foreign language programs received this material last week. These translations, prepared under the direction of Read Lewis of the Common Council for American Unity, were arranged for by Arnold Hartley, director of programs of radio station WOV, New York, and chairman of the NAB's foreign language subcommittee, Unaffiliated Stations' Committee. Languages covered are Polish, Italian, German, Bohemian, Yiddish, Spanish and Serbo-Croatian.

Kits Furnished Stations

United Nations Day material also has been released through the Advertising Council, Inc. A radio kit has been mailed to more than 2,000 local stations. The kit consists of a campaign radio fact sheet, ten 1-minute spots, ten 30-second spots and two pages of station breaks. Announcements have been translated into seven major languages.

The Advertising Council's kit also contains the text of the Presidential proclamation of United Nations Day for Oct. 24 and a statement by Secretary of State Dean Acheson. The kit is prefaced by a joint letter to all broadcasters from J. R. Poppele, president of the Television Broadcasters Assn.; William E. Ware,

president of the Frequency Modulation Assn., and Robert K. Richards of the NAB. The form letter urges broadcasters to use the material "with the enthusiasm which has won such acclaim for American broadcasting as the medium which does the job when the job needs doing."

Cooperating with The Advertising Council on the United Nations Day campaign are the National Retail Dry Goods Association, the Western Newspaper Union, National Association of Broadcasters and the Interracial Press of America. Judy Kwis is The Advertising Council's staff executive on the United Nations Day campaign.

Programs to Salute UN

The major networks will mark the occasion with special dedications on their regularly-sponsored programs and with the airing of special anniversary shows.

"The Telephone Hour" has been selected from NBC's entire schedule to give the network's coast-to-coast salute to UN Day, 9-9:30 p.m., EST. The program will feature Jascha Heifetz, a violinist who has been around the world four times and has appeared in major capitals throughout the world to bring to millions what has been described as "a sense of kinship and good will through the language of music." NBC also will repeat the UN Radio Division production, "Could Be," a documentary directed by Norman Corwin, on Oct. 23, 4-5 p.m., EST. The network's television show, "Kukla, Fran and Ollie," originating in Chicago, will weave into its action and dialogue a special United Nations theme on its Oct. 24th telecast.

ABC programs which will make special mention of the national observance include "The Church and the Nation," 6:15-6:30 p.m., EST, Oct. 22; "Message of Israel," 10-10:30 a.m., EST, Oct. 23; "National Vespers," 1:30-2 p.m., EST, Oct. 23; and "The Hour of Faith," 11:30-12 noon, EST, Oct. 23.

General Carlos P. Romulo, president of the United Nations General Assembly, will speak during intermission on the Sunday, Oct. 23, program of the CBS Symphony Orchestra. Other CBS programs scheduled to participate in the observance on Oct. 24 will be the television show, "Lucky Pup," 6:30-6:45 p.m., EST; Arthur Godfrey's morning show and the evening AM and TV simulcast; Bill Leonard's "This is New York," 9:00-9:45 a.m.; Margaret Arlen, 8:30-9:00 a.m.; and Jack Sterling, 6:00-7:45 a.m.

Worldwide Pickup Planned

Mutual has set aside the 10:30-11 p.m., Oct. 24, period for a special half-hour program, consisting of pick-ups from around the world in connection with UN Day. The web's daily public service religious program, "Faith in our Time," on Oct.

24 will concern itself largely with the anniversary. The principle speaker on the program will be Dr. Franklin P. Cole. The MBS sustainers, "Tennessee Jamboree," 9:30-9:55 a.m., EST, and "Hoe-Down Party," 4:30-5 p.m., EST, will carry mentions. Another dedication will be included in the MBS children's program, "B-Bar-B Ranch," 5-5:30 p.m., EST.

Committee Busy

Members of the Radio and Television Committee of the National Citizens' Committee, who have worked out plans for the special observance via radio and television, include:

Robert K. Richards, chairman; Ted Cott, vice-president in charge of programs, WNEW, New York; Arthur Feldman, director of special events, MBS; Sterling Fisher, manager, public affairs and education department, NBC; Earl H. Gammons, vice-president in charge of Washington office, CBS; Arnold B. Hartley; George Jennings, director, School Broadcast Conference, Chicago; J. R. Poppele; Frank M. Russell, vice-president, NBC; Robert Saudek, vice-president, ABC; James Secrest, director of public relations, Radio Manufacturers Association; Davidson Taylor, vice-president and director of public affairs, CBS; and William E. Ware.

Statement by Davis

Malcolm W. Davis, chairman of the National Citizens' Committee for United Nations Day, said of plans for radio and television participation in the observance: "We have grown accustomed to the enthusiastic participation of our broadcasting industry in events calculated to benefit the people of America. Perhaps, therefore, we fail sometimes to express our gratitude. Broadcasting's inspired support of the Committee in its plans for United Nations Day richly deserves the genuine acknowledgement of all of us identified with the effort directly—and of the peoples of the world who look hopefully to United Nations continuing success."

Special inquiries should be directed to David Bernstein, executive director, National Citizens' Committee for United Nations Day, 700 Jackson Place, NW, Washington 6, D. C.

Joins KBS Sales Staff

Chicago—Edwin R. Petersen, formerly sales executive in the Midwest for ABC and the Mutual network, will join the Keystone Broadcasting System on Monday, Oct. 17 as special sales representative in Chicago, according to an announcement made by Naylor Rogers, executive vice-president of the network. Petersen was with ABC in Chicago for over 8 years as account executive handling some of their largest accounts.

NAB Mailing Booklet On Int'l Broadcasting

(Continued from Page 1)

ernment relations, engineering and public relations and publications department. With profuse illustrations in the form of charts, diagrams, chapter heading illustrations, and an especially designed cover, the book contains a total of 64 pages.

The work deals in detail with the NARBA and international telecommunication convention meetings, the "good neighbor" conferences on broadcasting, the problem of sharing the high frequencies, and the "gentlemen's agreement" on allocations. Chapters on international broadcasting cover political barriers, the United Nations and UNESCO, and the "Voice of America" broadcasts.

Other parts deal with relations of broadcasters with the State Department, the FCC, the inter-governmental committees, the U. S. Advisory Commission on information, and other organizations.

The book was intended, according to the original instruction of the NAB board of directors, adopted at its New Orleans meeting, to explain in concise language the importance of international allocation problems in their operations, and in their service to American radio listeners. It was recommended to the board by the special board committee on international radio affairs, under the chairmanship of Michael R. Hanna, WHCU, Ithaca, N. Y., who is a member of the NAB board.

The engineering department of the NAB worked with Rankin in the preparation of the material. The text was written by Rankin. The book was designed and produced by the NAB public relations and publications department.

Stork News

Portland, Ore.—Phil Irwin, announcer for radio station KGW, NBC-affiliate, was presented by his wife Eloise with a new son, Mark Benjamin, on October 7.

Send Birthday Greetings To—

- | | |
|----------------------|-----------------|
| October 17 | |
| Radie Harris | John Prosser |
| Jack Owens | Marilyn Thorne |
| Claire Barry | |
| October 18 | |
| Helen Claire | Louise Fitch |
| William Drips | J. D. Henry |
| Jack Turner | |
| October 19 | |
| Tom Barton | Jack Shannon |
| Clive Davis | W. B. Ryan |
| October 20 | |
| Leo O'Rourke | Thomas Chalmers |
| Benedict Gimbel, Jr. | |
| Clifford Peterson | |

NEW BUSINESS

KTTV, Los Angeles: Interstate Bakeries have contracted for twenty-second spot announcements for the following days: Sunday, Monday, Tuesday, two on Thursday, and Friday. Contract runs for 52 weeks, with the account placed through Dan B. Miner Company, Los Angeles. Welch's Restaurant has purchased one-minute spots once weekly for 52 weeks. The account was placed through Bruce Altman Advertising Agency, Los Angeles. Richfield Oil Corporation has signed for two one-minute spot announcements weekly on a 52-week contract. Dorr Walsh placed the business for Hixson & Jorgensen, Inc., Los Angeles. Eastern Columbia, local department store, has contracted for a one-minute spot announcement once a week for 52 weeks. The account was placed through the Stodel Advertising Company, Los Angeles. Victory Packing Company, packers of dog food, have contracted for a one-minute spot announcement once a week. The contract is for 52 weeks and was placed through W. C. Jeffries Company, Los Angeles.

WQXR, New York: Liberty Music Shops signed a 52-week contract marking the firm's fourth year as sponsor of "Record Rareties," heard two nights weekly, 9:30-10 p.m.

The Kaufman Carpet Co. has bought five 15-minute record programs, 11:30-11:45 a.m., Monday-Friday, and another quarter-hour on Saturday at 9:15.

The Citywide Independent Citizens Committee for the election of Herbert H. Lehman, the Women's Division of the Citywide Independent Citizens Committee, and the Campaign Committee for Morris, Uviller and Deserio, have bought a total of 21 15-minute periods for political talks, started Thursday, October 6.

Helen Hayes Cancels Fall CBS Radio Series

(Continued from Page 1)

of their 19-year-old actress daughter, Mary MacArthur.

The radio series was scheduled to return Oct. 9. It was understood at that time that Miss Hayes would begin her CBS series late in October. In place of the Helen Hayes show, the sponsor, America's Business Managed Electric Light and Power Companies, will continue to present "Meet Corliss Archer," originally a summer replacement and later extended to cover the October broadcasts during Miss Hayes' absence.

Wedding Bells

Barbara Keating, script writer on the Margaret Arlen program over WCBS, was married Saturday in the Church of the Immaculate Conception, Scarsdale, to George Peabody, Jr., president of George Peabody & Associates, public relations firm.

★ THE WEEK IN RADIO ★

Advertisers To Boost Budgets

By AL JAEGGIN

MOST national sponsors will maintain their advertising budgets for next year at the levels of 1949 while some advertisers will increase their budgets to meet stronger competition, according to a survey conducted by the Association of National Advertisers. John F. Kurie, ANA v-p for media and research, told the 40th annual meeting of the organization that the survey showed a tendency toward increased advertising budgets, primarily in five fields: beer and liquor, office equipment, business and finance, gas and oil, food and groceries.

A greater use of spot radio, especially for promoting tourist trade, by the State of Maine was forecast also by T. F. Flanagan in a speech delivered before the Maine Development Commission. . . . One company which heretofore has made little use of radio, the Waltham Watch Co., has decided to enter the all-out competitive field with the purchase of a new ABC audience participation show, "Share the Wealth," under a 39-week contract, effective Oct. 17. . . . The Revere Camera Co. of Chicago, signed a 52-week contract with ABC for the web's recently-acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST, effective Nov. 10.

In pointing out that the sound broadcasting industry itself is coming into an era of real competition with television, Crosley Broadcasting Corp. president James D. Shouse urged the FCC to authorize an increase in power for clear channel stations. Unless this is done, Shouse warned, the whole economic base of broadcasting may collapse, "and it need not necessarily be a slow death." . . . The "low-power era" of FM broadcasting is at an end, according to William E. Ware, FMA president. As examples, he pointed to the FCC's licensing of 30 FM stations to operate at full power: three at 50 kw or more, two at 40 kw or more and five at 20 kw or more. . . . A statement issued later in the week by the FMA declared that there are more FM-equipped homes in metropolitan New York than there are AM-equipped homes in any one of 26 states. . . . The RMA announced that radio tube sales rose sharply in

August to a total of 13,505,940 compared with only 10,117,925 in July. . . . The Western Electric Co. decided to quit commercial production of microphones, loudspeakers and disc-reproducing equipment in order to concentrate its facilities toward supplying the needs of the Bell Telephone Co. and the growing requirements of the armed forces.

NBC announced "top brass" reorganization. Joseph H. McConnell, executive v-p of RCA, was named president of the network to succeed Niles Trammell, who became chairman of the board of directors. David Sarnoff, who served as chairman of both boards, will continue in his RCA post. . . . Mutual's board meeting ended with the first public, official indication that the radio network was planning a new TV web. . . . Columbia's chairman of the board, William S. Paley, will be at the network's Hollywood headquarters today for the beginning of the two weeks of conferences on operations, programming and station relations. . . . In an effort to further intra-network coordination and development of affiliates on local levels, the American Broadcasting Co. sent out two contingents of top officials and flacks on eastern and midwestern tours.

Harold B. Day, formerly cooperative program sales manager for ABC, has been named to the newly-created post of director of radio and television sales development with the web's spot sales department. Ludwig W. Simmel, business manager of the net's cooperative program department, was promoted to manager of the department. . . . Herman Bess, formerly general manager of WLIB, New York, was named v-p in charge of sales and programming for WPAT, Paterson, N. J.

Charles Hull Wolf, who was formerly assistant director of BBD&O's copy department, was named director of radio and television copy for McCann-Erickson, Inc. . . . Charles Oppenheim, assistant director of CBS program promotion, was promoted to the post of director of the department, succeeding Neal Hathaway who resigned to join Benton & Bowles.

Enters TV Set Field

Telequip Radio Company, Chicago, a major manufacturer of electronic test equipment, has announced a full line of TV receivers ranging from a 12½-inch table model to retail at \$199.50 to a 16-inch deluxe console at \$339.95. Edward E. Arkin, president of Telequip, said that his company is in full production of the new home line and has made initial shipments to distributors. Featuring built-in antenna, "Tru-lock" picture control, automatic gain control and simplified channel selector, the new Telequip sets have mahogany cabinets in light and dark finishes.

New Bent-Gun Ion Trap

Better pictorial resolution as well as greater simplicity and economy is claimed for the bent-gun ion trap featured by current DuMont TV tubes in the 12½", 15½", 16" and 19" sizes. Purpose of an ion trap is to eliminate discoloration of the TV tube screen due to ion bombardment. The bent-gun design featured exclusively in DuMont TV tubes, effectively eliminates screen blemishes due to ion bombardment, and offers the advantages of short neck length, because of the space saved by eliminating the double beam bending magnet.

PROMOTION

Special Xmas Series

Boston—Kasper-Gordon, Inc., producers of transcribed radio and TV programs, is producing what is claimed to be the first department store television series on film, synchronizing the action of marionettes with dialogue and sound.

As in the firm's transcribed radio package, "Adventures in Christmas-tree Grove," the video series will consist of 15 quarter-hour programs, open at both ends for the local sponsor's commercial. The series will be offered exclusively to one sponsor in each city.

Rates per episode start at \$150 in the smallest markets. Kasper-Gordon plans to lease the films as in-store features in cities without TV facilities. A special 60-minute version is planned for home movie rental during the Christmas season.

No Tears, No Gore

Latest promotion of WNEW, New York, is a series of posters to be used in Fifth Avenue buses and taxicabs. One set proclaims, "No Sob Stories On Your Favorite Station For Music And News, WNEW," the other, "No Murders On Your Favorite Station For Music And News." Posters are three-color.

New G. E. Dual Stylus

A dual stylus has been added to General Electric's "electronic reproducer" for playing microgroove and standard records merely by depressing and turning a red button on the top of the tone arm. The new stylus is being used with a new G. E. 3-speed automatic record changer incorporated in two radio-phonographs (Models 329 and 330). It will also be used in other models scheduled for shipment later this year, according to W. M. Skillman, manager of receiver sales.

Stork News

John C. Alicoate, son of Charles A. Alicoate, became a father yesterday with the birth of a six-and-one-half-pound baby girl at the New York Hospital.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL

INTERNATIONAL LIST CO.

565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

COMPATIBILITY VITAL—DeFOREST

TELE TOPICS

SOME PRODUCERS might do well to sit in on kinescope playbacks of the Ed Wynn show on CBS for Wynn has mastered the art of making commercials painless. His gifted integration of the commercial plugs for his sponsor, Speidel, manufacturer of watch bands, on Thursday night's show was showmanship at its best with the advertising messages disguised as comedy. Highlight was Wynn's closing, announcing that he loved his sponsor and the show because of the lack of commercialism. When he turned his back to the TV cameras the name Speidel was spelled out in large block letters. Wynn, incidentally, seems headed for a high Hooper with his present half-hour variety show.

SPOKESMEN for the Kudner agency in confirming that the Olsen and Johnson's show for Buick will be cancelled at the end of the current thirteen-week contract on October 27, insist the comics need a vacation. O. and J.'s decision came with dramatic suddenness and it is not known whether or not Buick will set a replacement for the 9 to 10 p.m., period Thursdays on NBC. The Scandinavian funsters plan to return to TV about January 1st in a half-hour show.

A SURVEY by the WLW research department discloses that one out of every eight Cincinnati families owns a video set. A set census in the area served by WLW-TV showed a total of 37,000 receivers—more than five times the number installed a year ago. The station attributes the increased set demand to the opening of coaxial service and improved picture quality and program fare, together with reductions in set prices.

ROWLAND GUILDFORD, New York regional sales manager for DuMont television sets, has been named to head "Allen B. DuMont Labs., Inc., New York Regional Sales Office," newly-formed company-owned distributing unit for the New York area, which includes Westchester and Connecticut. The new distributing organization will be quartered in offices at 515 Madison Ave., recently vacated by DuMont's national sales, advertising and order administration departments, which have moved to the East Paterson, N. J., plant.

GENERAL EISENHOWER'S postwar visit to Russia and his meeting with Stalin will be dramatized in Chapter 25 of "Crusade in Europe," to be aired by WJZ-TV on Thursday, October 20, at 9 p. m.

New Line Introduced

Twenty new radio and television sets have been announced as additions to Zenith's current line. The new units were introduced by H. C. Bonfig, vice-president of Zenith Radio Corporation, at a midwestern distributors' meeting in Chicago last Wednesday and at another sectional meeting in New York last Friday. Additional presentations will be made to remaining Zenith distributors at two other meetings scheduled later this month in Memphis and San Francisco. The new models include three table radios; two table radio-phonographs; one radio console; two radio-phonograph console combinations, and twelve TV receivers of varied style and design.

Don't Sell TV Short, Loewi Tells R. E. C.

Boston—The time has come for television broadcasters and agency men to focus their attention on video's cost in relation to the selling job it does, and in relation to the cost of other media, Commander Mortimer W. Loewi, director of the DuMont Television Network, told the local Radio Executives Club on Friday.

"To an advertiser who must pay for it entertainment is only an incidental," Loewi declared. "It's only a device by which he raises an audience before whom to display his wares—like the barker in front of a sideshow, or the beautiful girl on the cover of a great magazine. I don't mean to say that entertainment isn't necessary on television. . . . But what I say is that we should stop and figure entertainment's cost in relation to the job it does for the man that's footing its bill. We should stop and ask ourselves: Can we assemble as many viewers for him for less money?"

Sees Video Far in Front

Loewi added that telecasters and advertising agency executives also "should think about the obligation that we owe sponsors and clients to see to it that they use all of TV's

Diathermy TV-Static Set-Mfrs.' Fault—FCC

Washington Bureau of RADIO DAILY
Washington—The FCC announced Friday that it has adopted an amendment to its rules putting the responsibility for interference with TV from approved-type diathermy machinery on the setmakers. Reason for the interference, said the Commission, is that the frequency amplifiers used in some TV sets are "less effective" than those in sound radio sets.

Solution Suggested

Use of traps, shields or filters in setmaking was advised, with a clear statement that, so long as the non-broadcast equipment causing the interference is in compliance with regulations, the responsibility for the interferences lies with the TV receiver manufacturers. Makers of diathermy equipment have gone to great expense to make their equipment conform to requirements, the Commission said.

selling side." Elaborating on this point, he said: "A television program offers the advertiser five times as much as any other medium—the opportunity to entertain, to display, to demonstrate, to merchandise, and to sell his prospective client."

Feels Color Won't Retard Advance Of Tele Field

(Continued from Page 1)
for the good of the industry." He believed that it would be "disastrous to the industry" if the FCC should reach a conclusion too early on the color hearings now under way in Washington. "I believe it will be several months before the FCC will come to any conclusion," he commented. He stressed again and again the importance of developing a color system which will not interfere with a continued increase of television audiences.

Dr. De Forest disclosed that he had been working for the past two years on a color system of his own but decided to discard it now because "it is mechanical and therefore isn't compatible." However, he revealed that he is now developing a mechanical, circulating color filter for installation in front of RCA black-and-white receivers. He plans to present his color receiving system, which consists of a checkerboard color screen circulating in an orbit 20 times per second, to RCA engineers at Princeton, N. J., next week. The new filter apparatus, he said, is the same size as the tube. The CBS apparatus, it was pointed out, is twice as large as the tube. De Forest predicted that his converter should not cost more than \$50 when and if it is accepted by RCA and put on the market.

De Forest, who often has been called "the father of radio," somewhat abandoned "his child" with the declaration that "it has been thoroughly demonstrated that TV set owners pay very little attention to radio when television programs are on." He admitted that television programs are "capable of infinite improvement," but added that "comedians can get away with more corn on television than on radio" because of the addition of the element of sight.

He forecast that there always will be many sections where television will not be available because of the limited distance a TV transmitter can carry a signal. He likened this limitation of television to FM broadcasting.

Dr. Goldmark And CTI

Washington—Dr. Peter C. Goldmark, CBS research director, will be the leadoff witness as the fourth week of the FCC's hearings on color TV get under way this morning. Goldmark is expected to be on the stand only briefly, with testimony by Color Television, Inc., to follow.

The Week In Television

RCA has a new color tube in the works, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Labs., disclosed to FCC members and television experts attending an RCA color video demonstration in Washington. . . . CBS came through with flying colors, so to speak, at its first demonstration of a pigmented outdoor pickup, telecasting a football game between two high school teams in Washington. WOR-TV began regular operations on Channel 9 Tuesday night with "no bright lights, no fanfare" as the keynote. . . . An article in "Stand By," official organ of the New York local of AFRA, disclosed that the union and other eastern members of the 4-A's are planning talks on a TV talent scale this season, with or without the participating of West Coast talent unions. . . . "Pat" Weaver, NBC vice-president in charge of tele, told the ANA convention in New York that video has already reached "the payoff point."

Inter-American Ass'n Champion Free Radio

(Continued from Page 1)

owned radio. Goar Mestre of Havana, Cuba, president of the association, declared at the conclusion of the three-day meeting.

The board members heard a report from Lorenzo Balerio Sizzo of Uruguay on his recent tour of broadcasting in Central and South American countries. On this tour Senor Sizzo visited 18 countries and met with member broadcasters of the association.

Friday afternoon the visiting broadcasters were entertained at a cocktail party sponsored by NAB. Among the broadcasters were Emilio Azcarraga of Mexico City; Jose Ramon Quinones of WAPA, San Juan, Puerto Rico; Tomas Muniz, president of the Puerto Rican Broadcasters Association; John Royal and Cal Abrams of NBC and Ed Chester of CBS.

Congressmen, On MBS, Will Describe Travels

(Continued from Page 1)

for Political Education in co-operation with MBS. The broadcasts, entitled "Mr. Congressman Reports from Abroad," will be carried over the Mutual web on Oct. 23, Oct. 30, and Nov. 6 from 10:00 to 10:30 p.m. EST.

Included in the broadcasts will be the following reports:

- (1) Sen. Estes Kefauver, of Tennessee, on conditions in Germany.
- (2) Sen. Lester Hunt, of Wyoming, on the conference of the Inter-Parliamentary Union in Stockholm.
- (3) Rep. M. G. Burnside, of West Virginia, in an interview with U. S. Ambassador to the Philippines, Myron Cowen.
- (4) Rep. Chase G. Woodhouse, of Connecticut, on conditions in Greece and Turkey.
- (5) Rep. Andrew Biemiller, of Wisconsin; Rep. John Sullivan, of Missouri, and Dr. W. Palmer Dearing, deputy surgeon general of the United States, on the British health insurance plan and their interview with Aneurau Bevan, British Minister of health. Biemiller in an interview with Swedish trade union leaders. Sullivan on the highlights of his committee trip, including a visit with the Pope at the Vatican.

Acquire Mystery Series

Edwin and Clifton Fadiman, both officers of the radio production and management outfit, Fadiman Associates, Ltd., announce their acquisition of the exclusive rights to Rex Stout's famous detective characters of Nero Wolfe and Archie. The packaging will be done by the Fadiman organization.

The Fadimans also announce that they will shortly be ready to bring back their famous First Piano Quartet to radio, television, records, and concerts.

COAST-TO-COAST

Cited By Magazine

Lufkin, Tex. — Vice-President of the Forest Capital Broadcasting Company which owns and operates KTRF, E. L. Kurth, Sr. has recently been elected as the "South's most outstanding businessman of 1949" by the Dixie Business Magazine.

Husband & Wife Show Planned

Pittsburgh, Pa.—Elaine Beverley, singing star of KDKA's Brunch With Bill and Memory Time shows, and her husband, Joe Mann, radio announcer, are readying a husband and wife show for radio, television and stage. They are to be featured in the Community Chest campaign kickoff at Syria Mosque October 24.

WCSI-FM Contracts With Auto Co.

Columbus, Indiana—Leppert Auto Supply Company, in conjunction with a Circle Piston promotion, has contracted for five spots a day for 13 weeks, over WCSI-FM. Contract was completed by James Leppert, President of the Leppert Supply Company and Graeme Zimmer, radio director for Syndicate Theaters, Inc.

WTWA Broadcasts Games

Thomson, Ga. — All 9 of the Thomson High School football games, both home and away, will be broadcast by WTWA and sponsored by the Johnson Motor Company, the Ford Dealer in Thomson. Ed Kobak will do the play-by-play of these games and Johnny Morris will be the color man.

Thomas Pres. of Advertising Club

St. Louis, Mo.—C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, and president of Transit Radio, Inc., was installed as president of the St. Louis Advertising Club at the regular weekly meeting of the organization last week. Thomas succeeded James Wilson, vice-president of the D'Arcy Advertising Company.

Municipal Election Booster

Hartford, Conn.—The new proportional representation municipal election in Worcester, Massachusetts, is receiving a boost from WDRG. At the request of WTAG, Worcester, WDRG has recorded a talk on the progress of the new Hartford city manager government by former Mayor Mortensen, who was a prime mover in the adoption of the new form. The platter has been sent to WTAG for use in the municipal campaign.

M-G-M Program Scheduled

Washington, D. C.—The MGM Theater of the Air will feature Charles Laughton in "Canterville Ghost" from 10 to 11 p.m., Sunday, Oct. 16, over WMAL. The new program is an hour-long drama featuring MGM stars heard in the roles they created in the movies.

Musical Show In Debut On KDKA

Pittsburgh, Pa. — "Welcome Aboard the S. S. Duquesne," a new half-hour musical program made its bow over KDKA Saturday evening, October 15 at 7:30. The new program features Ed Schaughency playing the role of Captain Jack, with Marilyn McCabe, soprano singer, portraying the Captain's niece. Irving Barnes, baritone, plays First Mate Bill.

WBRK Helps Promote Contest

Pittsfield, Mass.—WBRK recently joined hands with three other Western Massachusetts radio stations to help with the Mr. BIF contest. The contest was to publicize the Berkshire Industrial Farm and raise money for its fall campaign. Voice of Henry Fonda was played over the air and with certain clues, listeners to the program were asked to identify Mr. BIF.

Coast Adv. Executives Holding Convention

(Continued from Page 1)

chairman of the 4-A board and president of Benton & Bowles, will speak on the "Communication Through Advertising" at tomorrow evening's meeting.

This morning's speakers include Frederic R. Gamble, 4-A president, and George Link, legal counsel. Gertrude Murphy and Bart Stebbins will discuss Coast television progress.

Joins WOR Sales Staff

Larry Surlis, Jr., formerly an account executive with WATV, Newark, N. J., has joined the WOR, New York, sales department as account executive.

His other previous associations include John Blair & Co., New York, station representatives; the American Broadcasting Co.; WFBR, Baltimore, Md.; and the magazine, Readers Digest.

the nation's most

distinguished flight



"The Hollywood"

Fly United's DC-6 Mainliner 300 "the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's hand-picked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 11

NEW YORK, TUESDAY, OCTOBER 18, 1949

TEN CENTS

THREE WEBS SIGN ASCAP TV CONTRACT

Divergent TV Views By CBS, CTI At FCC

Washington Bureau of RADIO DAILY
Washington — With RCA on the sidelines, CBS and Color Television, Inc., yesterday presented differing ideas on the relative merits of direct view and projection tubes. For CTI, attorney Samuel Burrows Smith, former RCA patent attorney, maintained that the present CTI projector color method is good enough for commercial service, while CBS research chief Dr. Peter C. Goldmark held that the loss in color quality

(Continued on Page 3)

Pollster On Spot Tonite At Rutgers Univ. Forum

New Brunswick, N. J.—The problems that public opinion pollsters face will be discussed tonight by Dr. George Gallup, director of the American Institute of Public Opinion, as guest speaker on the Rutgers University Forum's press-radio conference at 8:05 o'clock.

Gallup, who will be interviewed by a panel of three newspaper and radio men, is expected to tell how

(Continued on Page 2)

42 Stations Elected To AP Membership

The Associated Press has announced the election of 42 more radio stations to membership, raising to 1,048 its total of radio members. The added stations are:

WLYC, Williamsport, Pa.; WJAR, Providence, R. I.; WOPI, Bristol, Tenn.-Va.; KAMQ, Amarillo, Texas; KIBL, Beeville, Texas; KPET, Lamesa, Texas; KTRH, Houston, Texas; WDAN, Danville, Ill.; WABY, AL-

(Continued on Page 3)

Back In Harness

Lowell Thomas, globetrotting CBS newscaster, is a hard man to keep away from a microphone. Returning Sunday night by air from a trip to Tibet during which he suffered a broken thigh bone in a fall from a horse, the veteran broadcaster said he would resume his regular 6:45-7 p.m. stint on CBS tonight. Thomas brought back with him personal greetings from the Dalai Lama and the Regent of Tibet for President Truman and Secretary Acheson.

Mark Warnow Dies; Veteran Air Maestro

Mark Warnow, veteran musical conductor and arranger, died suddenly of a heart attack yesterday soon after being admitted to Poly-clinic Hospital in New York.

Warnow, conductor of NBC's "Your Hit Parade" series, had returned to New York early Sunday morning from a weekend trip to Richmond for the Tobacco Festival celebration. He was taken ill the following morning.

His radio career dated from 1933.

(Continued on Page 2)

National Flower Week Kits Sent To Stations

The Society of American Florists has sent out radio kits consisting of spot announcements, program scripts, and suggested music to all stations in connection with the fifth

(Continued on Page 2)

NBC, CBS, ABC In 5-Year Agreement For Blanket Use Of Society Music; Expect DuMont Pact This Week

Private Broadcasters Organizing In S. A.

Private broadcasters' associations have been established in six South American countries as part of the Inter-American Association of Broadcasters (AIR), Goar Mestre of Cuba, AIR president, and board members Gilmore N. Nunn of the U. S. and Lorenzo Balerio Sicco of

(Continued on Page 3)

Gen. Bradley, Ed Murrow Address NARND Dinner

Gen. Omar N. Bradley, permanent chairman of the U. S. Joint Chiefs of Staff, and Edward R. Murrow, CBS news commentator, will speak at the 1949 convention banquet of the National Assn. of Radio News Directors, to be held at the Commo-

(Continued on Page 3)

McCreery Buys Control Of Coast Ad Agency

West Coast Bureau of RADIO DAILY
Hollywood—Walter McCreery has bought the controlling interest in the advertising firm of Smith, Bull & McCreery, of which he is president.

McCreery will move to new quar-

(Continued on Page 3)

After about a year of negotiation, the American Society of Composers, Authors and Publishers and three networks—ABC, CBS and NBC—yesterday signed a five-year contract, retroactive to Jan. 1, 1949, covering blanket use of ASCAP members' music on TV. The fourth video web,

(Continued on Page 7)

Rural Radio Strength Stressed By Nielsen

Although television is making inroads on radio listening in urban areas, the vast majority of radio homes are in non-urban areas and therefore unaffected by video competition, A. C. Nielsen declared this week in announcing a new Nielsen service, "Homes-Using-Television."

Underlining the growing rivalry between his firm and C. E. Hooper, Nielsen said: "The only nation-wide

(Continued on Page 2)

Clete Roberts To Cover Oahu 'Invasion' for KFVB

West Coast Bureau of RADIO DAILY
Hollywood — Clete Roberts, ace newscaster for KFVB who has covered the war in Europe and the Pacific, the Bikini A-bomb explosion, and many other top news stories, leaves this week for Hawaii to cover

(Continued on Page 2)

"Men Of The Year" Named By Chicago Conference

Chicago—Two radio administrators and educators were honored by the national advisory committee of the School Broadcast Conference yesterday when they were voted "men of the year" at the opening session of the 13th annual SBC at the Hotel Sherman. The broadcasters are Kenneth G. Bartlett and Richard B. Hull.

In announcing the awards, George Jennings, director of the Conference,

said, "For the first time in ten years the advisory committee vote was tied. Both Ken Bartlett and Dick Hull have long been leaders in educational radio. Under Bartlett's leadership Syracuse University has made great strides in the use of radio and television in education; the same may be said for Iowa State, where Dick Hull is the director. Despite heavy teaching and adminis-

(Continued on Page 3)

Testimonial

Wilmington, Del.—Add radio's selling power: WTUX got the following note from Gordy & Son Co., local builders—"We have sold 350 homes. . . . Four out of every five (sales) were directly traceable to radio advertising on Station WTUX. We feel that. . . this has been the biggest selling job ever done in real estate in Delaware. . . ."

Pioneers to Meet

The Radio Pioneers, an organization of 300 veteran radio executives, artists and engineers, will hold a luncheon meeting tomorrow at the Hotel Roosevelt in New York City. The meeting will discuss plans for a membership drive, annual banquet and the establishment of radio awards, according to William Hedges, president.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Hal Tate, Manager.

360 No. Michigan Ave.

Phone: Randolph 6-6650

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Tower Petroleum Bldg.,

Dallas, Texas

Phone: Riverside 3518-9

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FINANCIAL

(October 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
ABC	7 7/8	7 3/8	7 3/4
Admiral Corp.	28 7/8	27 5/8	28 1/4	- 5/8
Am. Tel. & Tel.	143 3/4	143 1/4	143 3/4
CBS A	23	22 7/8	23	- 1/8
CBS B	22 7/8	22 3/4	22 7/8
Philco	31 3/4	30 1/2	31	- 3/4
Philco Pfd.	81 1/2	81 1/2	81 1/2	- 3/4
RCA Common	12 5/8	12 1/4	12 5/8
RCA First Pfd.	72 3/4	72	72 3/4	+ 3/4
Stewart-Warner	12 1/2	12 3/8	12 3/8	- 1/4
Westinghouse	28 3/8	27 1/2	28	- 1/2
Westinghouse Pfd.	99 1/2	98	99 1/2	+ 3/4
Zenith Radio	28 3/4	28 3/8	28 3/4

NEW YORK CURB EXCHANGE

Hozeltine Corp.	13 1/4	13	13	- 3/8
Nat. Union Radio	2 7/8	2 3/4	2 3/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13 3/4	14 3/4
Stromberg-Carlson	12 1/4	13 1/2
WJR (Detroit)	7	7 3/8

Clete Roberts To Cover Oahu 'Invasion' for KFVB

(Continued from Page 1)

operation "Miki," a moek invasion of Oahu Island by the enemy.

Roberts' accounts of the exercise will be recorded in the islands and flown back to the mainland daily for airing over KFVB.

AD AGENCY RADIO — TV PACKAGE PRODUCERS

Immediately available as Radio-TV production assistant and/or Man Friday to busy Radio-TV producer. Four years similar experience with top N. Y. agency. Write RADIO DAILY, Box 277, 1501 Broadway, N. Y. C.

Pollster On Spot Tonite At Rutgers Univ. Forum

(Continued from Page 1)

last minute shifts in opinion sentiment affect political straw voting results.

His questioners will be William Michelfelder, feature writer for the New Brunswick Sunday Times; Charles Johnston of WJLK, Asbury Park; and Leonard Goldblatt of the Bergen Evening Record.

Originating from New Brunswick, the broadcast will be heard over stations WAAT, Newark, and WCTC, New Brunswick.

Broadcasts by transcription will be heard Wednesday at 4:30 p.m. over WDHN-FM, New Brunswick; Thursday at 2:45 p.m. over WBAB and WBAB-FM, Atlantic City; Saturday at 12:30 p.m. over WTTM, Trenton; Tuesday, October 25, at 7:30 p.m. over WSNJ and WSNJ-FM, Bridgeton; Saturday, October 29, at 12 noon over WTNJ, Trenton; and Tuesday, November 8, at 9:30 p.m. over WJLK-FM, Asbury Park.

Mark Warnow Dies, Veteran Radio Maestro

(Continued from Page 1)

when he was hired by CBS as a staff conductor. He had made his debut as a concert violinist at a Town Hall recital in 1924, and was associated with such Broadway musical successes as the Music Box Revue, "Apple Blossoms," and one edition of the Ziegfeld "Follies." As a radio conductor and arranger he worked on the Westinghouse show, the "March of Time," and "We, the People," among others.

Warnow was born in Russia in 1902, and was brought to the U. S. in 1907. His second marriage, to Helen McGowan, ended in divorce in 1948. There were three children by his first marriage and two by his second. He also leaves a younger brother, Raymond Scott, the musician and composer.

Rural Radio Strength Stressed By Nielsen

(Continued from Page 1)

radio program rating service other than Nielsen Radio Index is limited to telephone homes in urban areas. Therefore, it measures the Radio vs. TV battle only in that small portion of the arena where TV is able to strike. The areas where radio is untouched by TV are wholly neglected—and these areas contain a heavy majority of the total homes."

Nielsen added his belief that if "misconceptions" about the relative size of radio and TV audiences take root at this stage "many millions may be wasted in advertising, and tremendous damage may be done to the financial interests of those who have a stake in radio."

National Flower Week Kits Sent To Stations

(Continued from Page 1)

annual National Flower Week observance, Oct. 30-Nov. 6.

The material is suitable for broadcast either on a sponsored basis, in conjunction with local florists, or as non-commercial, public interest material. The kit includes station-break spots, one-minute announcements, a 15-minute interview with a local florist, a long floral anecdote, and a list of suitable Flower Week songs.

COMING and GOING

WILLIAM S. PALEY, chairman of the CBS directorate, is in Hollywood, where he plans to spend two weeks on business.

VERNON A. NOLTE, general manager of WHIZ, Zanesville, Ohio, was welcomed yesterday at the New York offices of NBC, with which the station is affiliated.

RAMON BONECHEA, administrative assistant to the president of the Inter-American Assn. of Broadcasters, has left New York for Montreal, where he will attend the NARBA meetings as a member of the delegation from Cuba.

"TOMMY" TOMLINSON, assistant program director for the western division of CBS, is back at his Hollywood headquarters after vacationing at La Jolla, Cal.

MAURICE C. DREISER, quizmaster on "I Challenge You," featured weekly over WEVD, is visiting Hollywood and San Francisco in conjunction with the syndication of the quiz series. He'll also gather material for his forthcoming book, "How to Be a Gourmet."

LUCILLE SMALL, Broadway and Hollywood commentator, is back from a four-week honeymoon in Mexico and has resumed her thrice-weekly program, "Show Business Reporter" over WWRL.

JOHN SERRAO, manager of network sales service for CBS in Hollywood, is back in the film capital following a short business trip to San Francisco.

WIN ELLIOTT and the program personnel of his "County Fair" show on CBS, have returned from Indianapolis, where last Saturday they broadcast from the Indiana State Fair Grounds.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.



Tom Tinsley, President - Represented by Headley-Reed

WEVD
5000 WATTS 1330 K.C.
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

Private Broadcasters Organizing In S. A.

(Continued from Page 1)

Uruguay disclosed at a joint interview yesterday with RADIO DAILY.

Balerio Siccio's "educational" tour of 14 South American countries has led to the formation of private radio organizations in Peru, Panama, Costa Rica, Nicaragua, Honduras and El Salvador, it was revealed. In addition, "free radio" organizations have been established in "several South American countries which have been subjected to outside influences to take over private radio," Mestre said.

The next AIR general assembly has been set for Santiago, Chile, in February, 1950, pending final approval from Chile. Balerio Siccio will leave New York next week for Santiago for the purpose of making further arrangements.

At last week's AIR board meeting at the Waldorf-Astoria, Mestre was authorized to study the possibility of publishing a monthly Spanish-language magazine to be known as "The AIR" for distribution throughout South America. The planned magazine, which would be published in the United States, would contain all types of general broadcasting information designed to "make South American radio people better broadcasters." Mestre was authorized also to look into the possibility of opening an AIR office in New York. Both of these plans, however, must await final approval by the next AIR general assembly next year.

Both Nunn and Mestre highly commended the tour of Balerio Siccio, declaring that "his trip has proven the work of this organization (the AIR) to be a closely knit organization" whose first objective it is to foster and insure "free radio." In discussing the development of the AIR as an organization similar in function to the NAB in the United States, Mestre said: "We have reaped the harvest with Mr. Balerio Siccio's trip. South American broadcasters, as a result of his trip, have tackled the job of securing private radio. . . .

"The days when one broadcaster can stand alone are passed," Mestre continued. "What happens in one country does effect what happens in other countries."

Joins NAB Staff

Washington—Vincent T. Wasilewski has joined the legal department of the National Assn. of Broadcasters. A recent graduate of the University of Illinois, he will assist Don Petty, general counsel.

Executive Secretary

Capable assistant to busy executive in recording field. Fully experienced in all phases of phonograph and transcription recording business. Specialized knowledge of music copyrights. Write Box 278, Radio Daily, 1501 Broadway, New York City.

Direct View vs. Projection Argued By CTI, Goldmark

(Continued from Page 1)

and picture fidelity, as well as the increased cost, rule out the projection method for the general public.

Smith said the CTI system can work with direct-view tubes now in the development stage—saying he believes the RCA tube or the tube of Dr. Charles Willard Geer might do, as well as the tube CTI is working on. None of these tubes is now ready, however, and there is no definite indication when one will be.

Dr. Goldmark said CBS is anticipating that the vast majority of present set owners will want to convert to color or buy new sets as soon as it learns color is available in TV. Asked about possible improvements in the CBS system, Goldmark said there may be important improvements, but that he is not willing to dream publicly about them.

"If I were to dream here," he said in reply to questions by Commissioner Frieda B. Henock, "then I would not be far apart from other parties who have appeared here." He insisted that so far as the public is concerned, a 405-line color picture is absolutely satisfactory, and that "anyone who sees it likes it better" than the 525-line black and white picture. When Miss Henock asked about the man who must get in black and white the 405-line picture from a CBS color transmission, when he has been accustomed to a 525-line black and white signal, Dr. Goldmark said that when people know they can get color they will at once consider their present sets obsolete.

But he insisted that CBS has not "written off" the present sets; "we have shown how these sets can be converted."

Miss Henock asked, "suppose he doesn't want to spend anything, but

just wants black and white television?"

Goldmark said he thought she was underrating the "value and the magic of color"—that she was being "unrealistic." He added that if the Commission gives the go-ahead signal now, it will mean a tremendous spurt in the development of important improvements to the system.

He insisted, however, that the projection system will never be as good as the direct-view color picture—a contention with which RCA experts have taken issue.

Smith said CTI converters might be made available from \$60 to \$75, but that set-owners could pick up the CTI-type signals in black and white with no new equipment. CTI is known not to be enthusiastic about converters, however, and is interested in the possibility of manufacturing sets.

Pressed by Miss Henock to indicate how soon the CTI system could be made ready commercially, Smith begged off on the ground that he is not a production man.

Color-TV notwithstanding, black and white will always be with us, Smith predicted. He said the greater cost of color transmission, to the public, to the broadcaster and to the advertiser will mean a dual TV system. Not only are receivers and transmitters to be more expensive, he said, but other studio equipment will go higher—for instance air conditioning made necessary by the heat resulting from the vastly more powerful lighting required for shooting scenes in color.

Smith damaged his effectiveness by depreciating the CBS system on the basis of inaccurate information. Goldmark was on hand to correct him in unmistakable fashion on important technical points.

42 Stations Elected To AP Membership

(Continued from Page 1)

bany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WPNF, Brevard, N. C.; KCLE, Cleburne, Texas; KPRS, Olathe, Kansas; WMTG, Van-cleve, Ky.; WPKE, Pikeville, Ky.; WPKY, Princeton, Ky.; WJBW, New Orleans, La.; WGRO, Bay City, Mich.; WTVB, Coldwater, Mich.; WHDF, Houghton, Mich.; WCEN, Mt. Pleasant, Mich.; WSGW, Saginaw, Mich.; WFDR, New York, N. Y.; WTVN, Columbus, O.; WCUO, Cleveland, O.; WOHI, East Liverpool, O.; WMAN, Mansfield, O.; KOME, Tulsa, Okla.; KERG, Eugene, Oregon; WFMH, Cullman, Ala.; KVMA, Magnolia, Ark.; KOSE, Osceola, Ark.; KBRS, Springdale, Ark.; KIBE, Pala Alto, Cal.; KLZ, Denver; KRPO, San Jose; WPCF, Panama City, Fla.; WRLD, West Point, Ga.; WGGH, Marion; WIBC, Indianapolis, Ind.; WWCA, Gary, Ind.

McCreery Buys Control Of Coast Ad Agency

(Continued from Page 1)

ters at 9344 Wilshire Blvd., Beverly Hills. Frank Bull and V. R. Smith will remain in their present Hollywood offices and, while continuing to hold stock in the parent corporation, will operate under the name of Smith & Bull. A change in the corporate name of Smith, Bull & McCreery is anticipated, to minimize confusion.

Key executives of the original firm, including Earle Dumont, Charles Ganz, Robert Svensson, Richard Berggren, E. A. Tischler, and Al Essig, will join McCreery at the new address.

Trout 18 Years An Analyst

NBC newscaster Robert Trout, on WNBC's 11 p.m. Shell Oil Co. news program, Oct. 16, celebrated his 18th anniversary as a radio news announcer.

'Men of The Year' Named By SBC

(Continued from Page 1)

trative loads both have given generously of their time and energy to further educational radio and television, not only within their respective areas, but nationally as well."

Bartlett is dean of university college at Syracuse University, Syracuse, New York; chairman of the educational committee for Television Broadcasters Association and chairman of the committee to set standards for the college teaching of radio. Hull is director of radio for Iowa State College at Ames; manager of station WOI; and president of the National Association of Educational Broadcasters.

Expect Attendance Mark

With over 1,000 advance registrations it is expected that attendance at the three-day educational radio conference will exceed last year's figure of 1,800. The meetings will continue throughout Thursday and the sessions will consider all angles of educational radio station operation, programming, and the use of radio in the classroom. Panel discussions on FM and television are also included on the agenda.

Gen. Bradley, Ed Murrow Address NARND Dinner

(Continued from Page 1)

dore Hotel, New York, on Nov. 12. Jack Shelley, of WHO, Des Moines, convention program chairman, said that at least one network is planning to record a question-and-answer session after Bradley's formal address for possible re-broadcast. Preliminary convention activities begin on Thursday, Nov. 10, with special tours to United Nations headquarters.

During the convention proper, Nov. 11-13, speakers will include Justin Miller, NAB president; Elmer Davis, ABC news analyst; Erwin S. Canham, editor of the Christian Science Monitor; Benjamin Cohen of the UN, and Charles Hull Wolfe, radio and television copy chief for McCann-Erickson.

Wedding Bells

Rita Cahill, assistant to John L. Clark of Transamerican Broadcasting and Television Corporation was married to Lawrence S. Tobias, sales engineer for the International Paper Company on Saturday, October 15. The couple are now honeymooning in New England and upon their return will make their home in Jackson Heights, N. Y.

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**ARE YOU DELIVERING
WHERE IT COUNTS
ON THE PACIFIC COAST?**

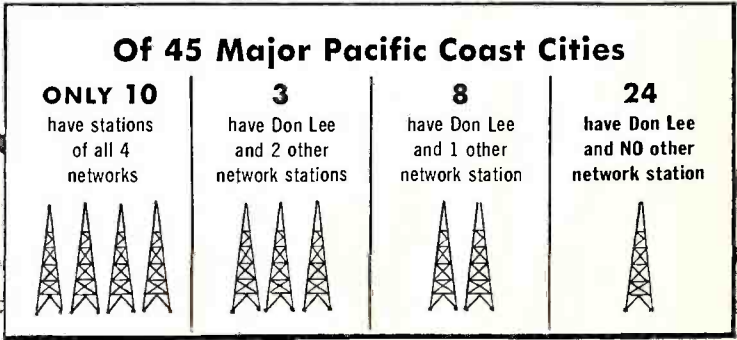
WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
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of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks *combined*.

When you want to sell all of the important markets on the Pacific Coast, use the only network especially *designed* for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA

Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

CHICAGO

By HAL TATE

THOMAS MITCHELL, well known actor currently appearing in Chicago as the ill-fated Willy Loman in Arthur Miller's Pulitzer Prize play, "Death of a Salesman," was the special guest on the Quiz Kids program Sunday, October 9.

Jo Stafford entrained for New York after her successful two-week engagement at the Chicago Theater. She will return to Chicago within a few weeks to rehearse her new Capital Concert Caravan in which she will star with Paul Weston, the Starlighters, and Red Ingle. The first concert will be at Notre Dame in about a month.

Eddie Cantor turned in a sensational job at the Coliseum where he starred in the 2nd Annual National Television and Electrical Living Show.

Is WOR planning to close their Chicago office? At least, John Shelton is resigning as manager of the New York station's Chicago office in the Tribune Tower.

Tutti Camarata, musical director of London Records, flew in to record two songs with Charlie Spivak. The records were cut at the local Universal Recording Studios with Universal prexy Bill Putman at the engineering controls. Spivak is currently on a one-nighter tour.

Skee Wolf, WBBM writer and producer, will conduct advanced classes in radio acting and announcing, in connection with Northwestern University, at the studios each Tuesday and Wednesday evening, beginning Sept. 21. Wolf becomes a member of the university faculty, in line with a policy worked out between the school and WBBM to use professional people as instructors. Enrollment will consist of two groups of 20 to 30 students each.

Gwen Griffen, of the MBS Central Division Sales Service office, was recently elected to the distinctive post of president of the Northwestern University downtown campus drama club.



California Commentary . . . !

● ● ● Opening Hooper rating of Lux Radio Theater has the agency lads in a highly optimistic mood. They're looking for high ratings this season and have their fingers crossed hoping this will jolt sponsors

loose from additional funds for radio purposes rather than television. . . . Jo Stafford, who has been

taking a prominent role in Heart Week activities for

the past two years, was named H'wood campaign chairman for the

1950 Heart Week opening Feb. 14th. . . . "Date With Judy" returns to

the ABC web Nov. 10th with Louise Erickson in the title role. . . . Word

is around that CBS is casting fond glances at Geo. Jessel and Lena

Horne and would like each to head up a TV series. . . . Jack Benny

went into the hospital right after his Sunday broadcast for a minor

operation for sinus. He's due to check out tomorrow. . . . Benny, mean-

while, has been penned in for an engagement at the Palladium in Lon-

don next summer followed by a tour of the provinces. . . . Chas. Bulotti,

Jr., has been named production director of KTTV, Times-CBS television

station. . . . Watch for a national mag. article on guided missiles written

by KFVB newscaster Clete Roberts, who picked up sensational infor-

mation on the subject during his recent inspection of the White Sands

plant. . . . Ken Hanson, formerly with Y & R and Sam Jaffee, has joined

Harry Koplan's production staff on CBS' "Meet the Missus."



● ● ● The Columbia Pacific Network's "Meet the Missus"

series will continue to emanate from the Earl Carroll Theater-

Restaurant despite the fact that the Sunset Blvd. nite-spot

recently shuttered. . . . Ethel Merman returns to the air in new

time spot—Mondays at 7:30 p.m., starting on the 24th after a

six-week vacation. Program was formerly aired Sundays. . . .

Producer Sterling Tracy, of CBS, has selected Frank Graham

to play the title role in the new whodunit, "Jeff Regan." 60 of

Hollywood's top actors were auditioned for the role. . . . Jack

McCoy's emcee work on "H'wood Calling" creating lots of com-

ment, all favorable. . . . Man responsible for those program ideas

on the Groucho Marx program is Bernie Smith, a former Los

Angeles radio editor. . . . Jack Carson hasn't forgotten the "for-

gotten man." The comic will play 36 veterans hospitals in six days

on his current swing through California, Idaho, Utah and Oregon,

taking along a cast of ten H'wood personalities. . . . Bob Ecton

writing tunes for a new show which Estelle Taylor will launch

for TV. . . . Hope Emerson's tome will be titled "Second Hand

Information."



● ● ● A galaxy of radio network stars, including Eddie Cantor,

Bing Crosby, Bob Hope, Jack Benny, J. Durante and Dinah Shore, will

unite their talents in a broadcast over NBC Oct. 28th in honor of the

N. Y. Founding Home's 100th ann'y. . . . MCA lining up a series of

concerts for Dick Haymes to be staged on weekends this winter along

the Pacific Coast. . . . Jackie Gleason's new niter routines are being

scripted by Jerry Seelen and Cy Miller. . . . Connie Haines, now in

H'wood for her singing role in MGM's "Duchess of Idaho," will guest

twice more on the Vaughn Monroe series over CBS. . . . Don Wilson

celebrating his 25th year in radio and his 20th as an announcer this

month. . . . Mel Blanc's fan mail has increased to over 500 letters a

week as a result of the running gag on the J. Benny program in which

Mel is attempting to get a job on the show. . . . United Productions of

America completes another TV film for Ford Motor Co. this week. . . .

Mary and Harry Hickox, originators of one of L. A.'s most popular

kiddie stanzas, "Jump Jump," are on the verge of gathering in a na-

tional sponsor who would put their program on a full network.

NEW BUSINESS

WGN-TV, Chicago: The Peter Hand Brewery Company, Chicago, for Meister Brau, sponsored the 15-minute preview period preceding the WGN-TV telecast of the 1949 World Series games beginning Oct. 5. Batten, Barton, Durstine & Osborn, Chicago, was the agency in charge.

Erie Clothing Company, through the Gourfain-Cobb agency here, also sponsored a one-minute film announcement immediately preceding and following all WGN-TV telecasts of the 1949 World Series games beginning October 5. Community Furniture & Appliance Company, Chicago, has contracted for a one-minute announcement immediately preceding the WGN-TV telecast of "Club Kickoff" and the collegiate football schedule on Saturdays. Jerome Reese, Chicago, is the agency. Goldenrod Ice Cream Co., Chicago, is renewing five weekly film spot announcements on WGN-TV from November 7 for 26 weeks. Goodkind, Joice and Morgan, Chicago, handles the account. Studebaker Sales of Chicago has signed a contract for a one-minute film announcement on WGN-TV starting September 30 and continuing for 7 weeks. Roche, Williams & Cleary, Inc., Chicago, is the agency for Studebaker.

WCBS, New York: Vick Chemical Co., through Morse International, has bought three participations weekly on Margaret Arlen's program, for 13 weeks starting Oct. 18. Madison Square Garden Corp., for the Rodeo, purchased three participations on Jack Sterling's morning program each week through Sept. 30, and station breaks through Oct. 1. Agency: Deglin-Wood, Inc. United Florist Trades, Inc., through Ruthrauff & Ryan has bought night-time station breaks for eight weeks through Oct. 30, which marks the start of National Flower Week.

NEED RECORDING TAPE IN A HURRY?

For emergency use, we will rush-ship (by Air if outside N. Y. area) up to 20 reels from our New York stock at prices listed for such quantities.

CALL OR WRITE

today for complete Recording Tape price list and a Free supply of Program Identification Labels.

AUDIO & VIDEO PRODUCTS CORP.
1650 BROADWAY, N. Y. 19, N. Y.

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**America's Best
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TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

THREE NETS SIGN ASCAP CONTRACT

TELE TOPICS

IN THE new, half-hour version of "Supper Club," which bowed on NBC Sunday, Chesterfield and the Newell-Emmett agency have tried to duplicate the informality, warmth and charm of their highly successful Arthur Godfrey show on CBS. That they failed to achieve this goal should be no reflection on Perry Como and the others on "Supper Club." It's just that Godfrey's presence in front of the cameras cannot be matched. Como is good, but he'll need more help than he received on the opener. . . . The music, supplied by Como, the Fontane Sisters and Mitch Ayres' ork, was fine, but the show lacked action and was weak visually. A brief appearance by Milton Berle was more Texaco commercial than entertainment, and a series of tableaux worked into a comedy bit about a song plugger was only fair. Closing the Sabbath show with a hymn was most welcome, but we thought the accompanying window dressing was maudlin and unnecessary.

CBS says that the folding of Ken Murray's "Blackouts" on Broadway will not affect the web's plans to star Murray in a series. Meanwhile, Murray is getting a cool \$2750 per week from the web for doing nothing, but CBS will not put the show, budgeted at around 15 G's, on the air until a bankroller is found. . . . Lever Brothers has signed Schwerin to test nine recorded installments of "The Clock" before the end of the year. Program and commercials will be tested with reports to go to the three agencies on the show, FCGS, JWT and RGR. . . . ABC has acquired exclusive sales rights to the Three Stooges for TV and has recorded a 30-minute audition directed by Phil Berle, Milton's brother.

A NEW gimmick in time sales is being used by WAAM, Baltimore. Salesmen calling on local accounts carry portable, Motorola seven-inch receivers to show prospects the station's afternoon programming. Station officials say the technique is paying off in contracts. . . . One of the best audience promotion pieces we've seen is a 9 by 12 inch photogravure booklet by WBKB, Chicago. Besides plugging local and network talent and shows, book takes viewers behind the scenes, shows them how TV works and introduces them to execs and staffers. . . . American Museum of Natural History is cooperating with Wm. Morris and Monte Proser on a new moppets series titled "Junior Explorers." . . . Someone should wise up the WDTV flackery about news. Yesterday this department received from the Pittsburgh station the hot news that Dr. DuMont received an honorary degree from B'klyn Poly on June 15. To top it off, the July issue of Tele-Tech was listed as source for the story—the station is owned by DuMont.

Zworykin Reveals Super-Sensitive Tube

West Coast Bureau of RADIO DAILY
Hollywood—Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed here at the weekend by Dr. Vladimir K. Zworykin, vice-president of RCA Laboratories. Speaking before the Society of Motion Picture Engineers, Zworykin said the new tube, named the photicon, would permit elimination of previously required multipliers and make possible construction of simpler and smaller tubes and cameras. The greater sensitivity of newer tubes, such as the photicon, makes them eminently suitable for color, he added.

Tele will find usefulness to mankind far beyond the entertainment service it provides as the result of the development of new supersensitive tubes and smaller, more compact camera equipment, he said.

In amplifying his prepared talk, he declared that TV was only on the threshold of the greater good it can serve mankind in every walk of life. He envisioned practical applications in science, education, surgery, and industry.

Video techniques, he pointed out, can be applied to great advantage in the scientific field, in particular. In astronomy, he said, an obvious use is to let the camera substitute for the observer at the eyepiece of the telescope, making possible remote control of the instrument with a minimum of disturbances.

NBC Plans Revival Of 'Broadway Revue'

"Broadway Revue," top-flight revue sponsored on NBC and DuMont last season by Admiral, will be incorporated in NBC's upcoming three-hour "Saturday Night" program, it was announced yesterday by S. L. Weaver, web veepee in charge of tele.

"Broadway Revue" would again be produced and directed by Max Liebman.

The three-hour program, which is being offered to 12 advertisers on an entire-show participation basis, is designed "to follow groups of Americans as they go about their Saturday night diversions." A simulated hour at the movies, another at the theater and a third, comprising night clubs, radio and vaudeville, have been blocked out as the main segments of the show.

Vance Joins WOAI-TV

San Antonio — Fred Vance has been appointed television sales executive for WOAI-TV, which is expected to start test patterns in the first week of November. Vance was formerly associated with the national sales department of KMPC, Los Angeles.

'Black Robes' Moves

"The Black Robe," NBC-TV courtroom drama, moves to a new time, Monday, 9-9:30 p.m., starting tonight. This is the period vacated by "Colgate Theater."

5-Year Agreement Grants Blanket Use of Music

(Continued from Page 1)

DuMont, has agreed to the terms of the pact and probably will sign by the end of this week, it was said.

Agreement covers blanket licenses for the nets and their individually owned and operated stations, with clearance at the source on network shows. Rates are approximately those for radio use—2.75 per cent of gross time sales for networks and 2.25 per cent for stations—plus 10 per cent.

Prexy Mark Woods signed the contract for ABC; Lawrence Lowman, vice-president, signed for CBS, and Charles R. Denny, executive vice-president, signed for NBC. Fred E. Ahlert, president of Ascaph signed for the society.

WOR-TV, New York, key station of the planned Mutual TV network, has requested an Ascaph license on a per-program basis, it was said.

Until Dec. 31, 1948, Ascaph allowed network use of its members' music without charge. Because contract agreement could not be reached by that time, the Jan. 1, 1949 deadline was extended to Mar. 1 and later was extended monthly until the present time.

The agreements signed yesterday must be ratified by 80 per cent of the Society's writer members and publisher members, who assigned their rights to Ascaph for a two-year period instead of the five-year period covered by the contract. No difficulty is anticipated in securing members' agreement.

Crosley Shifts Terry

Cincinnati—Marshal N. Terry will shift his duties from the television administrative field to become vice-president in charge of merchandising for the Crosley Broadcasting Corporation following a brief vacation, officials of the firm said yesterday.

Terry, formerly vice-president in charge of tele, will devote a major portion of his time to the establishment of a merchandising operation in the television field.

TV activities of the Cincinnati, Dayton and Columbus stations of Crosley will be coordinated through R. E. Dunville, vice-president and general manager.

J. M. Zinselmeier will continue as director of merchandising of WLW. In addition, his duties are being increased to encompass market studies in connection with future expansion plans of Crosley Broadcasting.

Press-Time Paragraphs

Johns Hopkins Announces Award Winners

Baltimore—Gny DeVry, 30-year-old New Yorker, has won first prize in the Victor Frenkil Television Playwriting Award offered nationally by Johns Hopkins University. DeVry received the \$150 prize for his play, "The Man Who Ordered Apple Pie," which will be produced by the school Playshop. Awarded honorable mention were Ward Wagnon, of Baltimore, and Ruth K. Forinash, of San Fernando, Calif.

Rate Boost Announced By WFIL-TV

Philadelphia—Rate increase from \$550 to \$700 per evening hour effective Nov. 15 was announced yesterday by WFIL-TV. Effective Dec. 1, ABC network rate for an evening hour on the outlet will be boosted to \$1,000, which is double the WFIL-AM rate. General manager Roger W. Clipp predicted a basic evening rate of \$2,000 within two or three years.

Howard Bay To Do Sets For Y&R Shows

Howard Bay, prize-winning Broadway set designer, has been signed by Young & Rubicam to do the backgrounds for two of the agency's shows, "Silver Theater" and the Fred Waring program, both on CBS. Bay has worked for some 60 Broadway productions, his latest work appearing in the forthcoming musical, "Montserrat."

COAST-TO-COAST

Rost Appointed To WKRC Post
Cincinnati, O.—Herman E. Fast, station manager of WKRC, announced that Claude Rost has been appointed as publicity director of his station to succeed Charlton Wallace. Rost was recently a member of the WKRC public relations department and was the station's athletic director for its juvenile sports activities.

New National Representative
Newark, N. J.—William G. Rambeau Company of Chicago has been appointed national representative of WNJR, it was recently announced by Harry D. Goodwin, general manager of the Newark station.

World Forum Program Set
Detroit, Mich. — On Saturday, October 15, 7:30-8:00 p.m., WWJ inaugurated new series of programs in conjunction with the Foreign Policy Association. The programs will revolve around Russell Barnes, of the news staff, and will be known as "World Forum."

New Conservation Program Set
Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott-Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set, and stresses forest conservation.

Music Show Rescheduled
Newark, N. J.—WNJR has rescheduled the George Richard Brown's "Music Box Show" after a summer layoff. It will be aired Tuesdays at 7:30 p.m. The show featuring music produced by old-fashioned music boxes exclusively. The program is scheduled for a 39-week run, and will feature a different group of instruments each week.

Adams' "Open House" Takes Road
Minneapolis, Minn.—WCCO's two and a half hour Cedric Adams "Open House" show makes its debut October 19th at Blue Earth, Minnesota. The show includes a cooking school, a style show to be presented by the Dayton Company, five acts of vaudeville, and Adams broadcast of "Nighttime News."

Cartoonist To Include WWDC's Parrot
Washington, D. C. — "Richard," talking parrot in radio who is the star of the "Milton Q. Ford Show" over WWDC, will be included as a permanent character in the cartoon "Bo," by Frank Beck, the creator of the comic strip.

KIOA Renews Contract
Des Moines, Iowa—It was announced that radio station KIOA has renewed and extended its contract for the use of the World Broadcasting System's transcribed library service. Among those bands recording for World are Dave Rose, Eddy Howard, Russ Morgan, Larry Fotine and others.

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 Peatman, Director.

Survey Week of October 7-13, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Wonderful Guy	Chappell
Air'n't She Sweet	Advanced
Be Goody Good Good To Me	United
Don't Cry Joe	Harms
Fiddle Dee Dee	Harms
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
I Can Dream Can't I	Chappell
If You Ever Fall In Love Again	J. J. Robbins
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Heaven	Laurel
Now That I Need You (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Twenty-Four Hours Of Sunshine	Advanced
You Told A Lie	Bourne
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin

Second Group

TITLE	PUBLISHER
Bali Ha'i	Chappell
Ballin' The Jack	E. B. Marks
Dime A Dozen	E. H. Morris
Hollywood Square Dance	Santley-Joy
Hop Scotch Polka	Cromwell
How It Lies How It Lies How It Lies	E. H. Morris
Huckle Buck	United
I Never Heard You Say	Kramer-Whitney
I Only Have Eyes For You	Remick
In Santiago By The Sea	Life Music
Jealous Heart	Acuff & Rose
Katrina	E. H. Morris
Let's Harmonize	Santley-Joy
Love Is A Beautiful Thing	Porgie
My Bolero	Shapiro-Bernstein
Over The Hillside	Dreyer
She Wore A Yellow Ribbon	Regent
Song Of Surrender	Paramount
Why Don't You Haul Off And Love Me	Lois Music
WHY Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music

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AGENCIES

McCANN-ERICKSON Caracas office announces its appointment by Capriles Hnos., of that city, to handle the advertising of Van Ralte stockings.

J. WALTER THOMPSON CO. has been named by Pacific Mills, Boston, textile mfrs., for all advertising, effective Jan. 1.

FOREIGN ADVERTISING AND SERVICE BUREAU has been appointed by Best Foods, Inc., for export advertising, with Harry A. Palmer as account executive.

GETCHAL & RICHARD, INC. has been named by Sales Affiliates, national distributors of Zotos and Jamal hair wave preparation.

WILSON, HAIGHT & WELCH, INC. has been named by T. H. Clack & Bemporad Co., makers of American Lady rugs. Television will be used.

JOHN C. MADDOX, formerly with BBD&O, has been appointed assistant to the president of Fuller & Smith & Ross, Inc.

GOOLD & TIERNEY, INC., New York, has moved its offices to 103 Park Ave.

ARISTA ADVERTISING CO., New York, has moved to 8 W. 40th St.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York Advertising agency, announces the addition of Frank A. Woods to its copy staff in the Detroit Division.

ROBERT S. KELER, INC., sales promotion representative, has been engaged by WWCO, Waterbury, Conn., effective immediately, according to an announcement by Milton H. Meyers, owner of the basic Yankee-Mutual outlet.

KEN DERBY, formerly an assistant supervisor of night operations at NBC, has joined Fletcher D. Richards, Inc., as a radio-TV copywriter.

MONROE GREENTHAL CO., INC. has been appointed by the Charmore Co., Paterson, N. J.

CLARK & RICKARD, INC., Detroit, has been named by Kasco Mills, Toledo, for Kasco dog foods and farm feed, effective Nov. 1.

Joins IBS Staff

Vail W. Fischke, radio attorney, has been appointed legal counsel for the Intercollegiate Broadcasting System, and will serve on the staff of the IBS Washington office. Fischke, a member of the Indiana, District of Columbia and Supreme Court Bar Associations, was active in radio production work before graduating from the University of Notre Dame.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 12

NEW YORK, WEDNESDAY, OCTOBER 19, 1949

TEN CENTS

SBC CONFERS EDUCATIONAL CITATIONS

Six New Outlets OK'd; Other Activity At FCC

Washington Bureau of RADIO DAILY
Washington—The FCC this week announced a number of new AM station permits, including six daytime-only grants. These are to Somerset Broadcasting Co., Somerset, Pa., for the 990 band with 250 watts; to Scurry Broadcasting Co., Snyder, Tex., for the 1220 band with 250 watts; to Northeast Iowa Radio Corp., Oelwein, Ia., for the 950 band with 500 watts; to Greenwood Broadcasting Corp., Greenwood, Miss., for the 960 band with one kilowatt; to Boone Broadcasting Co.,

(Continued on Page 8)

Henry Field Dies At 77; Was Pioneer Broadcaster

Shenandoah, Iowa—Henry Field, founder of KFNF, Shenandoah, and head of nation's biggest retail mail-order seed and nursery firm, died at his home on Monday at 77.

Field built KFNF in 1924, and began his daily "Letter-Bag" broadcasts which continued until a month ago. The program was said to be the oldest continuously-broadcast commercial show in radio. He founded the Henry Field Seed and Nursery

(Continued on Page 2)

Television Is Topic Of REC Luncheon

Norman Corwin, radio writer and director, Pierre Crenesse, director of the French Broadcasting System of North America, and also Thomas Flanagan, managing director of the NARSR, will be the speakers at the Radio Executives Club of New York luncheon-meeting at the

(Continued on Page 5)

Distinction

Ben Grauer, NBC's ace announcer, becomes "Bennett Grauer" in the web's press release announcing the return of Arturo Toscanini to the podium for the fall and winter series of NBC Symphony orchestra concerts starting Saturday, Oct. 29, 6:30 p.m., EST. Grauer will announce. Opening program is devoted to Berlioz and Debussy.

Wide Coverage

With over 1,800 radio stations in the United States scheduled to carry the U. N. Day cornerstone laying ceremony on next Monday it is estimated that the radio audience will be around 50,000,000 people. In addition the program will be given world-wide shortwave distribution through the facilities of U. N., the State Department and other shortwave transmitters. Television stations will also carry a pictorial story of the event.

Hult Succeeds Barnes As MBS Sales V.-P.

Adolf N. Hult has been appointed vice-president in charge of sales of the Mutual Broadcasting System to succeed Z. C. Barnes who is resigning after seven years with the network, it was announced yesterday by Frank White, MBS president.

Hult, now vice-president in charge of Mutual's central division, will take over his new post in New York on Oct. 24. Barnes will announce his future plans next week.

Hult, a native of Chicago, has

(Continued on Page 8)

Complete Plan Of Contest On 'Voice Of Democracy'

Washington Bureau of RADIO DAILY
Washington—Robert K. Richards, NAB public relations chief and chairman of the "Voice of Democracy" committee, yesterday announced plans for the Voice of Democracy

(Continued on Page 8)

Kintner Gives Adv. Women Progress Report On Radio

Declaring that standard radio broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future, Robert E. Kintner, executive vice-president of ABC, addressed a luncheon of the Advertising Women of New York at the Hotel Astor yesterday.

Kintner, who recently returned from a tour of ABC affiliates, reported that he found commercial

Commercial, Non-Commercial Stations Honored For Aid To Education; Meetings End Tomorrow

Listener Program Is Praised By Coy

San Diego—FCC Chairman Wayne Coy has voiced his approval of a new weekly series titled "The Listener Talks Back," sponsored by the Southern Cal. Assn. for Better Radio and Television Wednesday evenings over KFMV, San Diego, and KWIK, Burbank, which was launched last week.

Said Coy: "The role of the listener

(Continued on Page 6)

WHLI Dollar Volume 40% Above Last Year

Hempstead, N. Y.—"Today's business on WHLI and WHLI-FM represents a 40 per cent increase in dollar volume over that of the same period of last year," it was announced yesterday by Joseph A. Lenn, v-p in charge of sales at the stations.

In announcing the volume of busi-

(Continued on Page 5)

Schwerin Plans Survey In Wisconsin Farm Area

The Schwerin Research Corp., New York, has scheduled a series of four audience-reaction tests of Mutual's "Man on the Farm" pro-

(Continued on Page 8)

Chicago—WEW, St. Louis, walked off with top honors among commercial stations garnering two awards in the radio competition at the 13th annual School Broadcast Conference currently holding its three-day session at the Hotel Sherman here. WEW won second place honors, together

(Continued on Page 6)

CBC's Policies Hit By CKRC Petition

Winnipeg—A protest against the CBC's power to regulate activities of privately-owned radio stations was contained in a brief presented to the Royal Commission on Arts, Letters and Sciences by radio station CKRC, Winnipeg. The Commission under the chairmanship of Rt. Hon. Vincent Massey, is investigating Canadian development in the

(Continued on Page 5)

Giveaway Show, 5 W'kly, For Seeman, On WMCA

A new five-times-per-week giveaway show, "Tune-O," with prizes totalling \$1,000 per day, will premiere over WMCA, New York, Nov. 14, 1:30-2 p.m., Mondays through Fridays, under the sponsorship of

(Continued on Page 5)

Hams Come Through

Montreal—Local radio amateurs joined hams elsewhere in Canada and the U. S. over the weekend in testing emergency notification facilities. St. John's, Newfoundland, was designated as a "disaster" area, isolated from the rest of Canada. The hams relayed messages to and from Red Cross offices, keeping contact with the city.

(Continued on Page 6)



Vol. 49, No. 12 Wed., Oct. 19, 1949 10 Cts.

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

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 Phone: Randolph 6-6650
SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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FINANCIAL

(October 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	85 $\frac{1}{2}$	73 $\frac{1}{2}$	85 $\frac{1}{2}$	+ $\frac{7}{8}$
Admiral Corp.	28 $\frac{7}{8}$	28 $\frac{1}{2}$	28 $\frac{3}{4}$	+ $\frac{1}{4}$
Am. Tel. & Tel.	144	143 $\frac{3}{8}$	144	+ $\frac{1}{4}$
CBS A	23 $\frac{1}{4}$	23	23 $\frac{1}{4}$	+ $\frac{1}{4}$
CBS B	23	22 $\frac{7}{8}$	23	+ $\frac{1}{4}$
Philco	31 $\frac{1}{4}$	30 $\frac{3}{8}$	31 $\frac{1}{4}$	+ $\frac{1}{4}$
RCA Common	13 $\frac{1}{4}$	12 $\frac{1}{2}$	13 $\frac{1}{4}$	+ $\frac{5}{8}$
Stewart-Warner	12 $\frac{3}{4}$	12 $\frac{3}{8}$	12 $\frac{3}{4}$	+ $\frac{3}{8}$
Westinghouse	28 $\frac{3}{8}$	28	28 $\frac{3}{8}$	+ $\frac{3}{8}$
Westinghouse pfd.	99 $\frac{1}{4}$	99	99	- $\frac{1}{2}$
Zenith Radio	29 $\frac{5}{8}$	28 $\frac{3}{4}$	29 $\frac{5}{8}$	+ $\frac{7}{8}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 $\frac{3}{8}$	12 $\frac{3}{4}$	13 $\frac{3}{8}$	+ $\frac{3}{8}$
Nat. Union Radio	2 $\frac{7}{8}$	2 $\frac{5}{8}$	2 $\frac{7}{8}$	+ $\frac{1}{8}$

OVER THE COUNTER

DuMont Lab.	14	15
Stromberg-Carlson	12 $\frac{1}{2}$	13 $\frac{3}{4}$
WJR (Detroit)	7	7 $\frac{3}{4}$

Henry Field Dies At 77; Was Pioneer Broadcaster

(Continued from Page 1)

Co. in 1899, and from it built a \$3,000,000 annual business. In 1932 he won the Republican nomination for U. S. Senator from Iowa, but was defeated in a Democratic landslide that swept the state.

He leaves his wife, Bertha, 11 children, a brother and five sisters.

KGW
KGW-FM
 PORTLAND, OREGON
 AFFILIATED WITH
 REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

★ **COMING AND GOING** ★

ROBERT E. KINTNER, executive vice-president of ABC, and **ERNEST LEE JAHNCKE**, vice-president of the web in charge of stations, left last night for Pinehurst, where they'll hold meetings with web affiliates from the Carolinas and Virginia.

WILLIAM A. SCHUDT, director of station relations for CBS, has left on a short business trip to Philadelphia, Baltimore and Washington.

PHIL ALAMPI, farm news editor of WJZ, will address the Associated Women of New Jersey of the New Jersey Farm Bureau at its annual Fall meeting in the Farmhouse at Trenton on October 27.

BERT ANDREWS, American network commentator and chief of the Washington Bureau of the New York Herald-Tribune, is in San Francisco attending the Pacific Coast meeting of the Democratic Party. His broadcast this Saturday will originate at KGO, American network affiliate.

GILMORE N. NUNN, president of WLAP, Lexington, and director of the Inter-American Association of Broadcasters, is back in Kentucky after having attended the meeting of the AIR board.

ELMER DAVIS, American network commentator, arrived in New York yesterday. He will remain here for three days, during which time he will meet with agency officials. His newscasts will emanate from Radio City.

JACK PACEY, trade news editor for ABC, returned yesterday from a 10-day public-relations tour through 12 major market areas of the East.

RICHARD DORSO and **BEN BENJAMIN**, of Century Artists, Ltd., have arrived from Hollywood to discuss with television executives the sale of a new mystery film series, "Out of the Shadows."

WILLIAM PURCELL, chief engineer of WGY, Schenectady, N. Y., is in town conferring with O. B. Hanson, NBC vice-president in charge of engineering, and George McElreath, director of engineering operations for the network.

VERNON J. DUKE, staff engineer at NBC, today is in Camden attending the meeting of the RCA Victor-NBC liaison committee.

BILL POLGLASE and **CHIP CHIPOLLA** are back in town after having broadcast last Saturday's game between Fordham and Scranton over WFUV-FM.

EVELYN KNIGHT, vocalist starring on "Club 15" over CBS, has returned to Hollywood following a trip to Washington, D. C., where she entertained at the national convention of the Chain Store Grocers Assn.

SID ASCHER and **GEORGE SCHREIER**, publicists, are back in town following a short business trip to Chicago.

CHET LAUCK, the Lum of "Lum 'n' Abner" on CBS, is back in Hollywood following a visit to Meno, Ark. Program will return to the air Nov. 2.

ABC Covering Forum

ABC will air three speeches at the annual New York Herald Tribune Forum on Current Problems, to be held at the Waldorf-Astoria next Monday and Tuesday. The keynote address by Gen. Dwight Eisenhower will be broadcast on Oct. 24 at 8:30 p.m., an address by Sen. Hubert H. Humphrey will be recorded for broadcast at 11:45 p.m., and a talk by Sen. Henry Cabot Lodge will be aired Oct. 25, at 11:45 p.m.



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.



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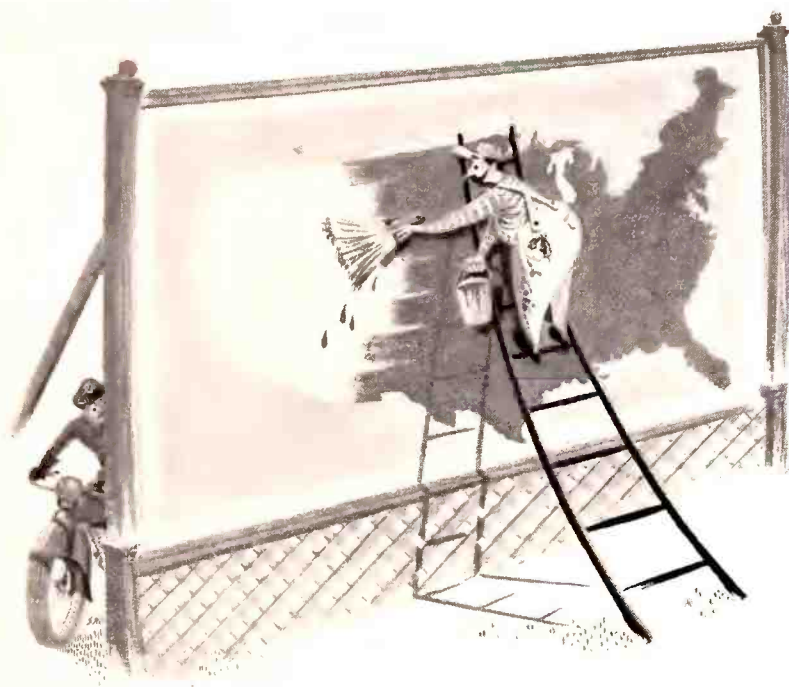
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LOS ANGELES NEW YORK CHICAGO



**if you
want to
cover the country...**

talk to Du Mont. 99% of the
television receivers in the country
can receive your program
over the Du Mont Television Network,
either live or by teletranscription.



America's Window on the World

515 Madison Ave., New York 22, N.Y.

**Du Mont programs
shown live on
these stations**

WAAM Baltimore, Md.
WNAC-TV Boston, Mass.
WBEN-TV Buffalo, N. Y.
WGN-TV Chicago, Ill.
WCPO-TV Cincinnati, Ohio
WEWS Cleveland, Ohio
WTVN Columbus, Ohio
WHIO Dayton, Ohio
WJBK-TV Detroit, Mich.
WICU Erie, Pa.
WLAV-TV Grand Rapids, Mich.
WJAC-TV Johnstown, Pa.
WGAL Lancaster, Pa.
WTMJ-TV Milwaukee, Wis.
WNHC-TV New Haven, Conn.
WABD* New York, N. Y.
WFIL-TV Philadelphia, Pa.
WDTV* Pittsburgh, Pa.
WTVR Richmond, Va.
WHAM-TV Rochester, N. Y.
WRGB Schenectady, N. Y.
KSD-TV St. Louis, Mo.
WHEN Syracuse, N. Y.
WSPD-TV Toledo, Ohio
WTTG* Washington, D. C.
WDEL-TV Wilmington, Del.

**Programs shown on these
stations by Du Mont
teletranscription**

KOB-TV Albuquerque, N. M.
WAGA Atlanta, Ga.
WBRC-TV Birmingham, Ala.
WBTW Charlotte, N. C.
KBTW Dallas, Tex.
WFMY-TV Greensboro, N. C.
KLEE-TV Houston, Tex.
WSAZ-TV Huntington, West Va.
WFBM-TV Indianapolis, Ind.
WMBR-TV Jacksonville, Fla.
KTSL Los Angeles, Cal.
WAVE-TV Louisville, Ky.
WMCT Memphis, Tenn.
WTVJ Miami, Fla.
WDSU-TV New Orleans, La.
WKY-TV Oklahoma City, Okla.
KMTV Omaha, Nebr.
KSL-TV Salt Lake City, Utah
KPIX San Francisco, Cal.
WTCN-TV St. Paul, Minn.
KING-TV Seattle, Wash.

**Du Mont owned and operated
stations.*

CHICAGO

By HAL TATE

FRANK H. FORD, president of KENT, Mutual affiliate in Shreveport, La., is a Chicago visitor.

Bill Dooley has left the sales staff of radio station WAIT, to join the Chicago office of Weed and Co. Bill succeeds Don Pontius who left Weed to become Chicago manager for the Meeker rep firm. A WBBM salesman for 15 years, Dooley was also sales manager of WTTH, Port Huron, Mich., and KLX, Lexington, Ky.

"I Wish I Had A Sweetheart," newly recorded by Al Morgan on a London label, has been a lucky song for its publisher, Pete Durane, who picked it up in 1941 for his last \$15. It was recorded by several name bands, and made over \$25,000 for Pete. Al Morgan's revival promises to repeat its original success.

Studs Terkel, disc jockey, will appear in the local company of "Detective Story" which opens soon at the Blackstone Theater.

Visiting Radio Sales here this week is Jules Dundes, director of sales and advertising at KCBS, San Francisco.

Sy Stern, formerly associated with Mercury Records, has opened offices at 203 N. Wabash Avenue where he will handle publicity and record promotion.

ABC's publicity department beaming as a result of the national breaks received in the October 25 issue of "Look" on "Super Circus," in the November issue of "True Story" with an article on "The Breakfast Club," and in the October 10th issue of "Quick" with a personality profile sketch of Don McNeil.

Honeymooning at the Northern-aire in Three Lakes, Wisconsin is Anthony J. Koelker, manager of ABC's station relations department in Chicago, who was married to Patricia Peebles of Omaha on Saturday, October 1.

A recent addition to the WBBM sales staff is Pat Wendling.

Enjoying a late vacation is Trudee Marlin of the WBBM Publicity Department.

Louise Massey, formerly a member of the Westerners, made a guest appearance on the ABC-TV Barn Dance program, Monday, October 10. Doc Blanchard emcees the show which features Kay Brewer, Lulu Belle and Scotty, Don White, the Sage Riders, Cousin Tilford, and John Dolce and his All-American square dancers.

WBAL
means business
in Baltimore



Mainly About Manhattan. . . !

● ● ● **SO THEY TELL ME:** Television set retailers now being hit by consumer rumors of drastic price cuts after Christmas. . . . A radio producer who's been huffing and puffing about his success lately is trying to forget an \$85 check of his that bounced. . . . Roger Kay, in addition to his soon-due Mady Christians show and the Lionel Stander series, is working on a suspense series to star Paul Lukas. The two juve leads on the Mady Christians show, incidentally, are Carlton Forbes and Patricia Gaye, who nosed out B'way names for the roles. Producer Kay discovered the 19-year-old Gaye gal working behind a Macy counter. . . . Lyle Stuart, whose first tome, "God Wears a Bow Tie," just hit the book stalls, is putting the finishing touches to his next one already. New book is fashioned around a well-known syndicated columnist. . . . Radio actresses climb the ladder to success, notes Walter T. Shirley, but TV gals are using the stare-way. . . . Ted Green has readied a new series, "Washington Story," for both radio and video. . . . Herb Stein reports that when Groucho Marx resigned from the Friars he sent them the following note: "I don't want to belong to any club that would accept me as one of its members."

★ ★ ★ ★

● ● ● Talk about your details on television, Bay Nelson had to get a special permit from the Dep't of Public Assembly of the New York Fire Dep't to burn down a model railroad station six inches square! It all has to do with his new show, "Roar of the Rails," which kicks off Monday p.m. via CBS-TV, and which is gonna go in for a lot of destruction, all in miniature, natch. All Ray's got to worry about for the first few weeks is one avalanche, three train wrecks, an exploding railroad station, plus the problems connected with doing the Johnstown flood and burning down the city of Baltimore. And how've you been!

★ ★ ★ ★

● ● ● **AROUND TOWN:** Sam Geison, long regarded by this pillar as one of the brighter and more articulate press agents, will moderate a series of AVC forums starting with a debate tonight on National Health Insurance between Congressman Andrew Biemiller, of Wisconsin, and Dr. Irving Leinwind, of the AMA. (Personally, we'd much rather hear him do the debating himself than merely referee). . . . Gene Hamilton, director and musical commentator of the Carnegie Hall radio series, has grown a luscious Van Dyke. Not because he favors the new adornment, but as a prop for a forthcoming video audition of "The Chamber Society of Lower Basin St.," which he now controls. . . . The Mariners have recorded a catchy tune for Columbia—"Be The Good Lord Willin'"—dedicated to Arturo Godfrey's famed sign-off line. . . . Plenty of TV film activity going on at the Mannon Sound Stages being operated by Geo. Orth, veteran film producer. They just finished a film on housing narrated by Fredric March. . . . Opening gun of WWRL's campaign to combat juvenile delinquency is a non-sectarian religious program slanted exclusively for children.

★ ★ ★ ★

● ● ● The video version of "One Man's Family," written and produced by Carlton E. Morse, will tee off on NBC-TV starting Nov. 4th at 8-8:30. To handle this assignment, Morse has decided to abandon his other TV series on that station, "Mixed Doubles," which bows out Oct. 29th. The casting on "One Man's Family" will include Marjorie Gateson, Russell Thorson, Nancy Franklin, Pat Robbins, Billy Idelson and Arthur Cassell. In contrast to the radio version, now in its 18th year, the video version will have only the original members of the family, starting where it did 18 years ago. Only change will be that the time will be the present.

SAN FRANCISCO

By NOEL CORBETT

KCBS is beginning a \$25,000 audio equipment construction project. Existing studio and engineering equipment will be completely replaced with the most modern audio equipment available, according to Arthur Hull Hayes, CBS veepee and general manager. Alan Cormack, director of engineering is in charge of the project.

KJBS sales manager Stanley Breyer and his wife have decided to name their baby Joan. Youngster made debut at the Children's Hospital October 5.

John Elwood, KNBC general manager, chairman of the Hoover Report for Northern California talked at the Rotary Club this week.

The current cover of the Argonaut magazine carries a photo taken by Paul Smith, KCBS engineer. It's a shot of the San Francisco Civic Center.

The Chronicle's television station, KRON-TV takes to the air November 15. NBC's dedication ceremonies opening the new building on Television Peak in the San Bruno Mountain range were held October 12. The building also houses KNBC's new FM transmitting equipment. The services were attended by George T. Cameron, publisher of the Chronicle; Charles Theriot, assistant business manager of the Chronicle; John W. Elwood; George Greaves, KNBC assistant manager; Curtis Peck, engineer-in-charge and Joseph Baker, station engineer.

Carroll Hansen, KCBS sportscaster, whose "Lookin' 'Em Over" is a Friday 10:15 p.m. feature, is battling 1,000 per cent in his "picks." He compiles his predictions from information gathered from Columbia Broadcasting System sportscasters on the coast.

Reference List

A list of 733 radio commentators and other programs, has just been published by Radio Reports, Inc. The list covers seven major metropolitan areas, in which the firm monitors programs. They are New York, Chicago, Los Angeles, Washington, Detroit, Philadelphia and Boston.

1906 *Henri* 1919
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

PROMOTION

Institutional

An unusual combination of product and community relations advertising is being used by the Nineteen Hundred Corporation, St. Joseph, Mich., in sponsoring broadcasts of football games on the local station, WHFB. The manufacturer of Whirlpool home laundry equipment, largest industry in the St. Joseph area, is devoting three out of each program's six advertising announcements to news type messages about the company. These include information about the company's size, progress, and history. Other commercials concern products, but emphasis is on interpreting the company for the community.

The broadcasts are of University of Michigan games. The series is on a statewide network, with local sponsors in the cities where it is heard. The six scheduled advertising announcements during the game are given by local station announcers.

Giveaway Show, 5 W'kly, For Seeman, On WMCA

(Continued from Page 1)

Seeman Bros. in behalf of White Rose Tea and Coffee.

The show, owned by William H. Weintraub & Co., Inc., which handles Air-Wick for Seeman Bros., consists of a musical bingo game involving home participation and is aimed to tie in closely with dealers, listeners and the station. J. D. Tarcher & Co., Inc., will continue to handle White Rose Tea and Coffee and other White Rose advertising as heretofore. Weintraub, however, will handle "Tune-O."

WMCA staffer Joe O'Brien will act as emcee on the show with Jerry Shard and his orchestra handling the music.

Listeners, in order to participate, must obtain Tune-O cards from neighborhood grocers. Each day, Shard will play several of 250 tunes listed and numbered on the cards. Upon identifying songs, contestants will proceed to fill in their cards in the usual bingo fashion, earning the daily loot with winning cards and fast phone calls to the station.

Moving to San Francisco

Chicago—Nikki Kaye, well-known radio and television writer-director, leaves Chicago Oct. 24th to take up residence in San Francisco. She is remaining in town until the conclusion of the Tribune Fashion Show at the Gold Room of the Congress Hotel.

READY TO PRODUCE RESULTS

for a radio, radio-tv station, or agency that's looking for an aggressive promotion and merchandising man. Over 10 years newspaper and radio experience. Write Box 279, RADIO DAILY, 1501 Broadway, N. Y. C.

WHLI Dollar Volume 40% Above Last Year

(Continued from Page 1)

ness to be "the highest in the station's history" of more than two years. Lenn reported the following new and national and local spot advertising accounts:

Chrysler Corp. for Dodge sales (Ruthrauff and Ryan agency); Beverwyck Breweries, Inc. (McCann-Erickson agency); F. W. Woolworth, Co. (Lyn Baker agency); Trunz, Inc., food chain (Plaza agency); Ex-Lax, Inc. (Joseph Katz Co., agency); River Brand Rice Mills, Inc., for Carolina Rice (Donahue and Coe, Inc., agency); Isbrandtsen and Sons, Inc., for 26 Coffee (Cowan and Dengler agency), and Pictsweet frozen foods (Brisacher, Wheeler and Staff agency).

Long Island firms who have purchased spot time include Thomas-Mack, Inc., of Hempstead (furniture); Leedor's of Hempstead (dept. store); Saul's Men's Shop of Mineola; J. and J. Miles Rubber Co. of Long Beach; Fuel Oil Distributors of Hempstead; Mineola Fair Committee of the Queens-Nassau Agricultural Society, and the Holiday Line Publishing Co. of Garden City.

Lenn also announced the signing of 52-week contracts for two new accounts and the renewal of a third contract. Renewing for its third year is Gutowitz Jewelers of Hempstead which sponsors seven 10-minute programs weekly, 3:35 to 3:45 p.m., on "Musical Playhouse."

New contracts included the Macru Gas and Oil Sales Corp. which will sponsor seven five-minute newscasts weekly, 8:30 to 8:35 a.m., Monday through Saturday, and 12:30 to 12:35 p.m., Sunday, to plug the sale of Duel gasoline. Ideal Insulators of Williston Park and Patchogue, L. I., home improvement service, will sponsor four 15-minute programs weekly, 7:15 to 7:30 a.m., Tuesday, Thursday and Saturday on "Commuters' Time," and 1:15 to 1:30 p.m., Sunday, on "Luncheon Melodies." In addition, Ideal Insulators has purchased a series of spots.

Television Is Topic Of REC Luncheon

(Continued from Page 1)

Hotel Roosevelt, tomorrow at 12:30 p.m.

Subject for discussion is "Television's Fifth Network" with Richard W. Hubbell acting as moderator.

Miss Mary Pickford, previously announced as a guest speaker, will be unable to appear.

Among the guests at the meeting will be Emilio Azcarraga, Mexican radio and TV executive and industrialist.

Seeks Radio Degree

San Antonio, Tex.—Peggy White-side has resigned her post as secretary to Rex Pries, sales manager of KTSA here to enroll at the Texas University at Austin where she will study for a degree in radio at the Radio House.

CBC Policies Criticized By Petition From CKRC

(Continued from Page 1)

field of arts, letters and sciences and held its three-day Winnipeg hearing last week. The CKRC brief termed the regulatory powers of the CBC "not only unfair; but a definite retarding influence on the progress of broadcasting in this country."

The brief cited two particular regulations.

The first bans commercial spot announcements in evening hours. This ban, the brief contended, precluded the small advertiser from reaching an evening audience and handicaps him against the larger advertiser who can afford 15 or 30-minute programs.

It also took issue with the ban on mention of prices on the air, rescinded in 1948.

"The point here," the brief said, "was not that a situation has been corrected, but that an undesirable situation, from everyone's point of view, was allowed to exist for a great number of years."

"These two regulations have been barriers to better broadcasting through curbing earnings and consequently, operations and programming of privately-owned stations."

Stork News

Petersburg, Va.—James E. Lowell, account executive at WSSV, Petersburg, is the father of a baby girl.

AGENCIES

BROOKE, SMITH, FRENCH & DORANCE, INC., Detroit and New York advertising agency, announces the appointment of Gerald J. Weipert to its radio and television staff in the Detroit division. Weipert formerly was on the television staff of WWJ-TV.

PROMOTION of four staff members in the Los Angeles office of Buchanan and Company has been announced by Frederick N. Polangin, vice-president and manager. Sherrill Mastos has been named production director, Lee Lewis media director, Mary Jane Kuelgen executive secretary and Jeanette Linck business manager.

BLAIR-TV, INC., has been engaged as exclusive national representatives for WBRC-TV, Birmingham. Blair-TV, Inc., was formed in January, 1949, as exclusive national representatives of television stations, with William H. Weldon, formerly New York vice-president of John Blair & Company, as president of the organization.

GEORGE BEYER JR., formerly with Young & Rubicam, Inc., has been named advertising manager of Cannon Mills, Inc.

UNFAIR

Unfair to letter carriers! Recently KYW's Johnny Deegan drew 2,000 replies in three days for a "Name-the-Tune Contest" on the Midday Review (12:05-1:30 PM). The following week, Jack and Gene reported 3,600 pieces of mail received from a five-day offer on their 9:00-9:30 AM patter show. Want to add to the postman's burden? Tell your story to the nation's third market via KYW, the region's heavy-mail station.

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's Future Rosy, Kintner Tells AWNY

(Continued from Page 1)
consumer demand for existing products and spurs the invention and creation of new products."



KINTNER

At the present time, he said, 2,450,000 families own television sets. As of January 1 this year, according to Broadcast Measurement Bureau estimates, there were 39,281,000 radio families. It is interesting to note, he added, that during 1948 there were twice as many new radio families as there were television families. It is estimated that by the end of 1953 the total number of television sets will be approximately 17 and a half million, which is less than half of the total number of radio families today.

"Obviously," Kintner said, "there is competition between media. But each day, each person is faced with competitive decisions—whether to read a book, to go for a walk, to listen to radio, to attend the theater, to listen to and view a television program. This competition makes each medium progressively better, better in entertainment, news and education fields, and better as a producer of advertising revenue.

"I am confident that this healthy growth will continue. The population is increasing, the demand for goods is increasing, individuals have leisure time that would have been unthinkable 20 years ago. This vastly increased potential audience is a challenge to all media seeking its time, and a challenge to all advertisers seeking to sell its products.

Charles Buddy Rogers was also a guest speaker at the luncheon. Rogers, who is featured on "Pick A Date With Buddy" on the ABC network, spoke on the subject of radio salesmanship and outlined some of his experiences in radio and films.

Kiernan Marathon

Walter Kiernan, commentator for WJZ, New York, will put in an 18-hour day on the air on Tuesday to celebrate the advent of his first coast-to-coast commercial show on ABC, "One Man's Opinion." The program will be sponsored by Philip Morris, 12:25-12:30 p.m., across-the-board, starting Monday, Oct. 24. Kiernan will continue his morning show on WJZ.

School Broadcast Equipment

FM Transmitters
Magnecord Tape Recorders
MILLS RECORDING CO.
161 N. Michigan Ave. Chicago, Ill.
(See our exhibit at the Sherman)

School Broadcasters Honor Stations For Education-Aid

(Continued from Page 1)
with the St. Louis public schools, for the program, "Our Missouri Competition" and also garnered sixth place award, again with the St. Louis public schools for the program series, "Science For You."

Among non-commercial stations, WABE, owned and operated by the board of education, Atlanta, Ga., won the top award for its series of nature programs titled, "Uncle Dan From Froggy Hollow Farm."

KYW, Philadelphia, and the University Museum, that city, won third place honors among the conference awards for the program series, "Once Upon A Time." Others were:

Other Awards Listed

KDKA, Pittsburgh, for its radio adaptation of "Miss Hickory" for "The Child's Story" program; KATL, Houston, and the Houston Public Schools for their series of "In-School" broadcasts and for the radio lesson titled "Square Dancing"; WQXR, New York, for the program series, The New York Times "Youth Forum" with Dorothy Gordon as moderator; WCTC, non-commercial station at New Brunswick, for the program series, "Children Have Their Problems"; The Empire State Rural Radio Network for its program "Revolt of the Unhappy Clothes"; the Ithaca College Radio Workshop School of the Air for the program titled "Trees"; the University of Colorado for the program series "Today's Frontiers"; WBZ, Boston, two awards for its program series titled "Children's Corner" and for their program series "Listen and Learn" with Arthur Fielder receiving special recognition for his classroom concerts; KUOM, the University of Minnesota's non-commercial station for its program series, "Look What We Found"; KCMO, Kansas City, for its program, one of a series, "Report Card from Your Schools"; and WLS, Chicago, for its program series "Let's Go Places."

Jennings, Judith Waller Speak

George Jennings, director of the conference, opened the first day's session here Tuesday morning welcoming the more than 1,500 educators assembled here for the three-day confab.

Judith Waller, a leader in educational broadcasting in this country, who is director of public affairs and educational programs for NBC in Chicago, followed Jennings and said that educational radio has certainly not realized its potential. Miss Waller predicted that in the future both television and facsimile would be used to great advantage in schools, supplementing the purely audio educational facilities now available in AM and FM broadcasting. She said that television especially would change the family habits and could lead to unlimited vast horizons in the field of education. She cited the need for more educational programs.

Harold Shane, professor of educa-

tion at Northwestern University, said that television is now being used for educational purposes in five states and that in Philadelphia, alone, sets have been installed in 51 classrooms for education via television.

Luncheon Today

Principle event today will be the annual luncheon with Richard B. Hull, president of the National Association of Educational Broadcasters, presiding and Herold C. Hunt, general superintendent of the Chicago public schools, introducing the principal speaker, Benjamin Fine, education editor of The New York Times. Fine's talk will be "The Crisis in American Education."

Panel discussions will mainly occupy the rest of the sessions, with the conference adjourning tomorrow night.

Will View Phonovision

Educational broadcasters will get their first look at Phonovision tomorrow (Thursday) when Zenith's pay-as-you-go television system will be demonstrated before the educators here in a special showing.

In addition to the agenda published in last Friday's RADIO DAILY, a closed luncheon was held Thursday for some 27 Rockefeller Foundation alumni. Guest speaker was John Marshall, director of humanities for the John D. Rockefeller Foundation in New York.

Included among the early arrivals was Dr. Franklin Dunham, chief of the radio section of the U. S. Office of Education in Washington. Dr. Dunham arrived here Monday following a meeting of some 100 members of the National Association of Educational Broadcasters at Ann Arbor, Mich. at which FCC Commissioner Frieda B. Henneck was one of the principle speakers. (Although Miss Henneck has been invited to the Chicago confab it appeared doubtful whether she could come here because of the current FCC color hearings in Washington).

Dr. Dunham disclosed there are now 105 educational broadcasting stations in the country of which 33 are AM and the rest FM. He said he expected there would be another 100 10-watters in operation by June of next year.

Bob Richards On Hand

Other early arrivals here included Robert Richards, public relations director for the NAB, and Merrill Lindsay, WSOY, Decatur, representing the Illinois Broadcasters Association.

George Jennings, director of the conference, and radio director for Chicago's public schools, revealed that the Chicago Vocational School is now the only public school in the country which has actual FM equipment and next February the school will inaugurate the nation's first course in High Frequency and Frequency Modulation broadcasting.

Listener Program Praised By Coy

(Continued from Page 1)
in our American system of broadcasting has not been fully understood or appreciated. Listener criticism that is thoughtless or uninformed is of no value to the nation's broadcasters . . . nor is it of any assistance to the FCC in planning its regulatory policies."

"What is needed," he went on, "is just the sort of intelligent, public-spirited and well-planned activity that your organization is now proposing to carry on. By studying programs carefully and evaluating them in terms of community needs, your association can make a major contribution to the common goal of raising our standards of radio service."

Coy, Trammell Expected At WIS Celebration

Columbia, S. C.—The weekend of Nov. 19-20 has been set by G. Richard Shafto, general manager of WIS and WIS-FM, for the official opening of the new WIS studio and office building. Wayne Coy, FCC chairman, and Niles Trammell, NBC board chairman, have accepted invitations to attend the opening ceremonies, Shafto said.

Shafto himself has just left for Paris, where he will serve as U. S. delegate to the UNESCO radio conference.

In honor of the WIS celebration, NBC will originate two of its coast-to-coast shows in the new studios—"Radio City Playhouse," and "Theater Guild On The Air."

NEW RADIO PERSONALITY LISTING

An Effective Guide for
Radio and Television Mailings

The current list includes 733 programs heard on all networks and in New York, New England, Washington, Detroit, Chicago, Los Angeles and Philadelphia. Working addresses and program descriptions are included to help you make your radio mailings most efficient. \$10 per copy.

Radio Reports, Inc.

220 EAST 42nd STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-6658

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 19, 1949—TELEVISION DAILY is fully protected by register and copyright

FCC TO TEST COLOR RECEIVERS

TELE TOPICS

TIS DIFFICULT, indeed, for a mere male to review a fashion show because the subject matter is of absolutely no interest to him. Therefore, let us grant that DuMont's "And Everything Nice" appeals to some persons and proceed to discuss the manner in which the show is conducted. . . . The production this week was rather handsomely mounted. Opening and closing showed femcee Maxine Barratt—attired in evening gown and fur wrap throughout the half-hour—dancing not too-skilfully around the set while a montage of sponsors' labels was superimposed on the scene. Guesting was Delora Bueno, an excellent singer and charming personality, whose presentation was marred in a couple of spots by extreme closeups—one so close that it showed only half of her face—to which producer-director Bob Loewi seems addicted. Clothes were shown on models, with descriptions handled by Miss Barratt in conversation with two store window mannequins. This gimmick was just too, too cute. Most interesting spot, to us, was an informative demonstration on how to pack a man's traveling bag. . . . Program is sponsored by Ameritex Fabrics and A. S. Beck, through Dorland Agency. Barnaby Smith is assistant to Loewi.

SPEAKING AT the N. Y. Advertising Women's luncheon yesterday, Bob Kintner, ABC exec. veepee, said that the web has thus far spent seven and a half million bucks on TV. . . . Word from Michigan Blvd. has it that Bill Eddy will soon head for Brownsville, Texas, where he purchased land about a year ago. He'll do some TV work for a few Lone Star oil millionaires now in or casting covetous eyes at the medium. . . . The Four Horsemen of Notre Dame—Don Miller, Jim Crowley, Elmer Layden and Harry Stuhldreher—will be reunited on "We The People" next week to mark the 25th anniversary of their appearance as a grid unit. . . . Richard Dorso and Ben Benjamin, of Century Artists, arrived in town from H'wood yesterday with a print of the new Phil Nasser-John Darrow mystery series, "Out of the Shadows," starring Leif Ericson and Virginia Brissac.

KAY KYSER probably will start on CBS for Ford Dealers Nov. 15. Time slot probably will be 9-10 p.m. Tuesdays, with "Suspense," now in the 9:30 period, moving to another nite. . . . After sitting in on an Ed Wynn rehearsal on the Coast, Groucho Marx (who with his brothers could put on the greatest show ever) expressed amazement at the amount of work that goes into TV. "Why, in the old days," he said, "we used to put a stage show together every two years and I doubt if we rehearsed as diligently as he does for each of his weekly stints on television."

TMA Urges Rejection Of Color System Now

In a telegram to Chairman Wayne Coy, the Television Manufacturers Association has urged the FCC "to take no action in designating any specific color system now before you."

Signed by Michael L. Kaplan, president of TMA and of Sightmaster Corp., the wire said, "At this early stage of the art of color, development and experimentation have not gone far enough to warrant the adoption of any one color system."

"As manufacturers serving the television public, we are interested in an efficient, practical color system suitable for all size television receivers that could be made available to the consumer at a minimum cost and require minimum adjustments to existing sets."

"In the public interest, we believe no such system has yet been presented and demonstrated to meet these requirements."

"Until a completely compatible system is devised that can meet the necessary requirements, no decision should be made now that might stifle and retard the development of such a system."

"Any decisions reached should permit and encourage color systems to be developed that are still in the drawing board stage or other developmental stages by working toward the above ends."

Ike On "Crusade"

General Dwight D. Eisenhower will be guest speaker on the final chapter of "Crusade In Europe" over ABC Oct. 27, 9 p.m., EST.

WU, DuMont Hit FCC Report On AT&T Video Relay Lines

Washington Bureau of RADIO DAILY
Washington—The FCC's proposed report on the interconnection aspects of the AT&T television relay lines was hit sharply yesterday by Western Union and DuMont, while the Bell System itself (AT&T) filed exceptions stressing the importance and the size of its investment in TV relay. The Bell System was especially pleased by the FCC's declaration that "intercity television relaying should ultimately be handled by common carriers."

DuMont scored the Commission report for failing to find that "the

Levey Skiatron Corp. In Color Sweepstakes

Another starter in the color sweepstakes was entered yesterday by Arthur Levey, president of Skiatron Corp., who charged that the "additive" systems of RCA and CBS "have been proven obsolete" in principle "by the extensive experience of both the motion picture industry and color photography."

Charges were contained in a letter to the FCC which said also that it is "inevitable" that subtractive color will become standard in TV. The Skiatron system, Levey continued, "constitutes the only method of subtractive, simultaneous color TV which may properly be compared in quality with Technicolor and Kodachrome, the most successful color photographic and moving picture methods."

Levey pointed out that the Skiatron patents "have only recently emerged, under a consent decree, from the first TV anti-trust suit," which resulted in a stock divestiture in Scopphony Corp. of America (now Skiatron Corp.) by Paramount Pictures, General Precision Equipment Corp. (interrelated with 20th Century Fox) and Scopphony Ltd.

"Our Supersonic TV projectors, now being prepared for black and white TV demonstration, are inherently better suited to color than the cathode ray tube," Levey said. "While they can easily be adapted to project very large color TV pictures with any color system, including the additive methods, we believe it to be our duty to direct the attention of the FCC to the much greater merit of subtractive color TV."

Bids Mfrs. Submit Polychrome Sets By Next Mon.

Washington Bureau of RADIO DAILY
Washington—The FCC will do its own testing of the color TV receivers of the various companies offering polychrome systems for consideration in the current hearings, Chairman Wayne Coy said yesterday. He called upon RCA, CBS and Color Television, Inc., to submit receiving units by next Monday for testing by FCC staff people at its Laurel, Md., laboratory.

Chairman Coy asked that the companies submit receivers of all types—or explain to the Commission why they cannot be made available. In making the request, Coy said:

"You people have been talking about what you have. All we have to go on is what you say. We'd like the opportunity to test these receivers in our own laboratories."

Heard yesterday during the hearing was George E. Sleeper, technical director of Color Television, Inc. He spent the day in highly technical discussion of the CTI system, going into intricate detail in terms intelligible to most engineers on hand but far over the heads of most Commission members and others in the hearing audience.

Jaeger, Of WABD, Elected NTFC Board Chairman

Andrew Jaeger, film director of WABD, DuMont flagship, yesterday was elected chairman of the board of directors of the National Television Film Council at the first meeting of the newly-elected board at the Hotel Bristol. Melvin L. Gold, NTFC prexy, presided at the session.

Gold designated Jaeger, Jack Glenn, of the March of Time, and Irwin Shane, of Televiser, as a temporary committee assigned to investigate the desirability of setting up a TV film job information service.

Next general meeting of the council was set for Oct. 27.

Goodyear Buys On ABC

Goodyear Tire and Rubber Co. has signed with ABC for sponsorship of "The Goodyear Paul Whiteman Review," weekly half-hour musical to be aired Sundays, 7 p.m., beginning Nov. 6. Account was placed through Young & Rubicam. Featuring Whiteman, show will include a full orchestra choral group, dance ensembles and famous alumni of Whiteman band. About 40 stations will carry the series.

Six New Outlets OK'd; Other Activity At FCC

(Continued from Page 1)

Boone, Ia., for the 1590 band with one kilowatt; and to Seminole Broadcasting Co., Dade City, Fla., for the 1310 band with one kilowatt.

The Penn Engineering Company, Bozeman, Mont., was okayed for unlimited time operation on the 1230 band with 250 watts.

Frequency shift from the 1400 to the 1250 band was okayed for WCNC, Elizabeth City, N. C., which operated with 250 watts unlimited. KSMA, Santa Maria, Calif. was granted a shift from 1450 to 1240 kc, and KFBC, Cheyenne, Wyo., was permitted to go from the 1240 band to 710, increasing its power from 250 watts to one kilowatt night, ten kilowatts limited service.

WIMS Goes Unlimited

WIMS, Michigan City, Ind., was okayed for a change in hours from daytime to unlimited, with daytime power staying at one kilowatt and night power of 500 watts on the 1420 band.

KAYX, Waterloo, Ia., was okayed for a shift from the 1090 to the 1280 band, extending hours from day to unlimited, and a similar time extension was given WNAM, Neenah, Wisc. WKYB, Paducah, Ky., moved from the 800 to the 570 band, but stayed on daytime only.

The Commission announced that it will set a later date for its hearing on the applications of the Southern Baptist Convention for a series of low-powered FM religious broadcast stations. Date had been November 4, but on request it was agreed that a later date will be named.

Complete Plan Of Contest On 'Voice Of Democracy'

(Continued from Page 1)

racy Awards Week and the awards luncheon, at which four high school students will receive scholarships for the best broadcast scripts on "I Speak for Democracy." The group met here with the co-chairman of the National Radio and Television Week Committee, Gordon Gray, WIP, Philadelphia, and W. B. McGill, Westinghouse Radio Stations, Philadelphia; representatives of the U. S. Junior Chamber of Commerce and RMA.

The other sponsors and the U. S. Office of Education, Federal Security Agency, which endorses the contest, were on hand.

Richards said the final step in the advance plans for the Voice of Democracy contest has now been

WANTED

Announcer-Executive over 30 now in N. Y. with Production or Agency experience and Coll. Ed. Here is a permanent job if willing to re-locate. Send complete resume to Box 280, RADIO DAILY, 1501 Broadway, N. Y. C.

COAST-TO-COAST

"Prof. Quiz" Returns

Milwaukee, Wis. — The original "Professor Quiz" program returns to the air this fall and can be heard over WISN every Friday night at 8:30 p.m. Grape Nut Flakes is the sponsor.

New Programs For WAUD

Auburn, Ala.—Two new programs were added to WAUD listing within a week. The DeLuxe Cleaners signed up for a roundup of football scores and highlights of the day's outstanding games. Ware's Jewelry Shop signed for sponsorship of the Sunday afternoon thriller, "Diary of Fate."

KFWB Has Dixieland Jubilee

Hollywood, Calif. — KFWB disc jockies, Frank Bull and Gene Norman, lined up an array of talent, domestic and imported, for their second annual "Dixieland Jubilee" at the Shrine Auditorium last week, featuring Red Nichols and his Five Pennies, and Bob Crosby and his Bobcats.

Radio-Owned Car In Operation

San Antonio, Tex.—A new \$4,500 all steel special events car has been put into service by KONO and KONO-FM, owned and operated by Eugene J. Roth. Car is fully equipped to handle any time of remote job including a tape recorder to make on the spot interviews and descriptions of newsworthy happenings.

WEBR Adds Staffers

Buffalo, N. Y.—Cy King, general manager, announced that Preston L. Taplin has been named program director of WEBR. Taplin served in that capacity with WELM, Elmira. Other additions to the staff were Lloyd Gibson, production manager and emcee Don James.

Leich Recuperating

Evansville, Ind.—Clarence Leich, secretary treasurer and general manager of Curtis Radiocasting Corporation, is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore, Maryland. Leich was stricken while he and his wife were visiting their daughter and family in Baltimore.

taken, with the mailing of special transcriptions to all NAB member stations for scheduling model broadcasts at the opening of the competition.

The contest will begin during National Radio and Television Week, Oct. 30-Nov. 5, when students will listen to the series of transcribed background talks on stations throughout the nation, and write their competing scripts.

State winners will be sent to Washington for final judging by the panel of eminent Americans. The four co-equal, national winners will be announced about Dec. 15.

Good Neighbor Series

Worcester, Mass.—As winners of WTAG (and FM's) August-September "Good Neighbor" contest on its weekday "Julie 'n' Johnny" program, two Worcester women are spending an all-expense paid week in Canada. So that listeners can keep tabs on what the "Good Neighbors" are seeing and doing, WTAG has arranged to have the women transcribe their vacation impressions at a Toronto station. The discs are airtailed to "Julie 'n' Johnny" for immediate broadcast.

Program Speakers Set

Hartford, Conn.—The president of Trinity College, G. Keith Funston, will be the speaker on the first of a series of Trinity College programs to be given over WDRC. Funston will speak November 6th at 12:45 p.m.

Haywood Joins News Staff

San Antonio, Texas—Vincent Haywood has joined the staff of KTSA as newscaster and will be heard nightly at 10:00 p.m. He was formerly with WFAA, Dallas, and more recently with KABC here. Haywood has also appeared in many coast-to-coast network shows such as "Young Dr. Malone," "Life Can Be Beautiful" and "Cavalcade of America."

Hult Succeeds Barnes As MBS Sales V.-P.

(Continued from Page 1)

been associated with Mutual since the organization of the network. On graduation from college, he worked as a reporter in Moline, Illinois, and later became a sales representative of the National Lock Company in Rockford, Illinois. In 1930, he joined WGN in Chicago as an account executive, and transferred in 1934 to the Mutual network in the same capacity. In April, 1941, Hult was named sales manager of the Central Division and in March, 1945, became a vice-president of the network.

Schwerin Plans Survey In Wisconsin Farm Area

(Continued from Page 1)

gram for Quaker Oats Co., in cooperation with WKOW, Madison, Wis.

The project will cover some 2,000 rural listeners, and is described by Schwerin as "the most comprehensive qualitative research experiment attempted outside of a large metropolitan area." The listener sessions will be held in four Wisconsin towns, Oct. 25-28, under the direction of Ralph Ammon, WKLW manager. Lee Edwards, WKLW farm bureau director, will be m.c.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon-Meeting to Be Held Tomorrow
October 20, at 12:30 P. M.

in the

Hendrick Hudson Room

of the

Hotel Roosevelt

Subject: "Television's Fifth Network"

Speakers: Richard W. Hubbell, Moderator
Norman Corwin

Thomas Flannigan, Managing Director of Nat'l Assn. of Radio Station Representatives.

Pierre Crenesse, Director of French Broadcasting System of North America.

Special Guest: Emilio Azcarraga, Mexican radio and television executive and industrialist.

Admission: \$3 for members, non-members \$3.75.

For last-minute reservations call Claude Barrere. MU. 6-0238



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 13

NEW YORK, THURSDAY, OCTOBER 20, 1949

TEN CENTS

POLITICAL TIME SALES SHOW BIG GAINS

Tax Credits Granted Many Broadcasters

Washington Bureau of RADIO DAILY Washington — The Treasury this week announced sizeable tax credits for a number of broadcasters during the fiscal year ending in June, with additional excess profits adjustments won by several dozen stations.

The largest return listed was \$408,033 to the A. H. Belo Corporation, Dallas, licensee of WFAA and publishers of the Dallas Morning News. There was no breakdown of the amount to indicate how much

(Continued on Page 5)

CBC Int'l Service Opens Songwriting Contest

Montreal—The Canadian Broadcasting Corporation has announced here that because of a lack of distinctive Canadian songs its International Service is sponsoring a national song-writing competition with \$2,500 in prize money for the best ten entries.

Ira Dilworth, general supervisor of the CBC's International Service, said the International Service has been "constantly asked by broad-

(Continued on Page 3)

Court Asks FCC For Info In KECA-KTHT Dispute

Washington Bureau of RADIO DAILY Washington — The United States Court of Appeals this week asked the FCC for additional information to enable it to decide what to do in the appeal of KECA, Los Angeles, against an FCC grant of increased night time power to KTHT, Houston, Texas. The Houston station was granted increase to five kilo-

(Continued on Page 2)

Charity Auction

Big Joe Rosenfield of WOR's "Happiness Exchange" will auction off, for the benefit of the national "Fight For Sight" fund, a celebrity-autographed "Kigmy," a three-foot-high replica of Al Capp's newest comic character. The "Kigmy" will be presented to Big Joe on Oct. 26. President Truman has indicated he will add his signature to the list.

Rumor Denied

Rumors prevalent in the New York trade that the Yankee Network has been sold, were denied by officials of web in Boston yesterday. It was said that the web had received no offers and had no asking price.

Pioneers To Launch 'Radio Hall Of Fame'

Outstanding industry figures of the past will be enshrined in a "Radio Hall of Fame" under a plan adopted yesterday at a meeting of the Radio Pioneers Club, held at the Hotel Roosevelt, New York.

Also discussed at the meeting was the establishment of a group of annual awards to prominent living broadcasters for service to the industry. A committee headed by ABC president Mark Woods has been exploring the matter and will present

(Continued on Page 2)

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

Elkhart, Ind.—Max Hill, former NBC war correspondent and commentator, and more recently an executive of the Wade Advertising Agency, died in his hotel room here on Tuesday. He was 45 years old.

Hill started his newspaper career on the Denver Post and became city editor in 1932. In 1934 he joined the Associated Press and worked in the New York and Washington bureaus, becoming head of the New York

(Continued on Page 2)

SBC Cites Class-Room Radio And Teachers Using Medium

Chicago—Teachers utilizing radio in their class-rooms were cited yesterday in awards presented by George Jennings, director, at the School Broadcast Conference luncheon at the Sherman Hotel.

Commercial stations whose programs were utilized by the teachers were: KWKY, Philadelphia, in co-operation with the University Museum for the program series "Once Upon A Time"; WEW, St. Louis, for the

Radio, TV Stations In Eastern Areas Cashing In On Local And State Fall Political Campaigns

By IRV MARDER

Staff Writer, RADIO DAILY

Radio and television are playing a major role in the New York and New Jersey political campaigns, with rival candidates and their supporters taking to the air in unprecedented numbers as the November elections approach. Although one New York City station—WNEW—is making

(Continued on Page 8)

'Radio Theater' Leads Hooper And Nielsen

"Lux Radio Theater" took first place in both the October 15th "Program Hooperatings (19.9) and the Sept. 11-17, extra-week National Nielsen-Ratings "Top Program" (22.7).

Jack Benny was second in the Hoopers with 19.6, but 10th in the Nielsen's with 14.2. Arthur Godfrey's "Talent Scouts" was second in the Nielsen's with 19.1 and fourth

(Continued on Page 3)

Wattrick Heads Sports Broadcasters In Detroit

Detroit—Don Wattrick, sports director of station WXYZ, Detroit, this week was elected president of the Detroit Sports Broadcasters Association. Other officers are vice-president Paul Williams of station WWJ; secretary Joe Gentile, station WJBK; and treasurer, Bill Silbert of WXYZ.

New Stations Sought For Canadian Cities

Winnipeg applications for permission to set up four new radio stations were made to the CBC board of governors at public ses-

(Continued on Page 2)

BMI Board Re-elected At Annual Meeting

All incumbent members of the board of directors of BMI were re-elected at this week's annual stockholders' meeting.

The meeting was highlighted by a BMI officers' report which pointed up "the polls which revealed BMI heading all lists in popularity and sales" (sheet music and records);

(Continued on Page 5)

New Package Firm Formed By Jack Barry

Jack Barry and Dan Ehrenreich announce the formation of a new package producing firm, "Jack Barry Productions, Inc." with headquarters at 104 East 40th Street, New York City.

The new firm will engage in the (Continued on Page 5)

TV Campaigner

Boston—Mayor James M. Curley is turning to television in his campaign for re-election next month. On his behalf, the Build Boston Committee will sponsor eight 15-minute telecasts on WNAC-TV, Boston, starting on Tuesday, Oct. 25, at 7 p.m. The last in the series is scheduled for Monday, Nov. 7. Harry M. Frost Co. is the agency.

program series, "Your United Stations"; WMAL, Washington, D. C., for the program "Romeo and Juliet," sponsored by the U. S. Steel Corporation; WIND, Chicago, for the program series "Nature Walks"; WLS, Chicago, for its schooltime series titled "The Magic Harp"; WIND, Chicago, for the "Lady Make Believe" programs; WJJD, Chicago, for "The Books Bring Adventure" series (Continued on Page 5)



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

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WEST COAST OFFICES
 6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
 Andrew H. Oider, Chief 6417 Oahonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Hal Tate, Manager,
 360 No. Michigan Ave.
 Phone: Randolph 6-6650
SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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

FINANCIAL
 (October 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 1/2	8 7/8	+ 1/4
Admiral Corp.	28 7/8	28 3/8	28 1/2	- 1/4
Am. Tel. & Tel.	144 1/2	144	144 1/2	+ 1/2
CBS A	23 3/4	23 1/4	23 1/4
CBS B	23 1/4	23	23
Philco	31 1/4	30 3/4	30 3/4	- 1/2
RCA Common	13 3/8	13	13 1/4
RCA 1st pfd.	72 1/4	72 1/4	72 1/4	- 1/2
Stewart-Warner	123 1/4	123	123 1/4
Westinghouse	28 7/8	28 1/2	28 7/8	+ 1/2
Westinghouse pfd.	99	99	99
Zenith Radio	29 3/4	29 1/4	29 1/2	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	13 3/4	14 1/4	+ 7/8
Not. Union Radio	3	2 7/8	3	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	12 1/2	13 3/4
WJR (Detroit)	7	7 3/8

WOR To Air Forum
 The first two sessions of the annual New York Herald Tribune Forum will be broadcast by WOR, Oct. 24 and 25, 10-10:30 p.m.
 Leading Democrats and Republicans will participate in panel discussions on party issues.

RCA INSTITUTES, INC.
 A Service of Radio Corporation of America
 One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
 Our graduates have 1st Class Telephone License.
 Address inquiries to Placement Director
 RCA INSTITUTES, Inc.
 350 W. 4th St., New York 14, N. Y.

New Stations Sought For Canadian Cities

(Continued from Page 1)
 sions here. Stations are in the West. R. M. Cantlon asked permission to set up a 250-watt station at Saskatoon and David M. Armstrong asked for a license to operate a similar station in Victoria, B. C. Their applications were opposed by existing stations in those cities.
 The other submissions were by G. Stirling, for a station at St. Johns, Nfld., and Henri Lagufux for one at Thetford Mines, Que. Cantlon's application was his third for permission to establish a Saskatoon station. A. E. Murphy, president of CFQC, now the city's only station opposed the request on the ground that Saskatoon cannot support two stations. A similar protest was raised by M. V. Chestnut manager of CJVI, Victoria, against the operation of a second station in that community.

Hill, Former NBC Staffer, Dies In Elkhart, Ind.

(Continued from Page 1)
 bureau in 1938. He was chief of the Tokyo Bureau and was on duty there when the Japs attacked Pearl Harbor. He was interned until June 2, 1942, when he returned to the United States.
 Hill joined the National Broadcasting Company in 1943 and for two years covered the war in North Africa, Italy, Turkey, and Greece. Later he served as a radio news commentator.

Scholarships Awarded On WMCA's Quiz Show

"Alexander's Quizdom Class," current events and history quiz for New York City high school students which originated on WMCA in 1944, will return to the air on Friday, 9:03-9:30 p.m., under the sponsorship of Alexander's Department Store in the Bronx.
 College scholarships valued at \$2,000 annually are awarded to successful contestants who survive the early elimination rounds. Joe O'Brien serves as quizmaster. William Warren Advertising Agency handles the account.

Stork News

David Levitan, consultant on the American network's "On Trial" program, is the father of a girl born to Mrs. Levitan Monday at Le Roy Hospital, New York. Mother is Judith Morely, writer and broadcaster on "Voice of America." The baby, which weighed six pounds, one ounce, at birth, will be named Barbara Lane.

Harriet Davis To Speak

Harriet Davis, research specialist on "Living, 1949," NBC program, today will address the members of Institute of International Education at that organization's headquarters, 2 West 45th Street, New York.

Court Asks FCC For Info In KECA-KTHT Dispute

(Continued from Page 1)
 watts day and night, with directional antenna, instead of five kilowatts day and one kilowatt night, on the 790 band.
 KECA claims that this means 90 per cent of the people between its normally projected contour and the limits of the area it actually reaches with primary service will experience interference from KTHT. This will mean, it said, the loss of good ABC service in the area, since other ABC service is not available to these listeners. Commission position is that comparable service—from other networks—is available to these listeners and that the value to the public of the KTHT increase outweighs the importance of the loss in the KECA area.

Pioneers To Launch 'Radio Hall Of Fame'

(Continued from Page 1)
 a report at a Radio Pioneers meeting to be held in January.
 William Hedges, NBC vice-president who is president of the Pioneers, disclosed that 30 additional members have been accepted by the club, bringing total membership well over the 300 mark. He disclosed also that the annual banquet will be held in March, at a time and place to be decided later.

COMING and GOING

MERLE JONES, general manager of KNX, Los Angeles, and WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, are at Arrowhead Springs, Calif., attending the western-oreo meeting of the American Association of Advertising Agencies.
 ROBERT J. BENTON, vice-president of BMI in charge of publisher relations, has returned from Pinehurst, N. C., where he attended the meeting of District 4 of the NAB.
 HERMAN GURIN, staff engineer for NBC, went out to Bloomfield, N. J., this week to attend a meeting on lighting of the Westinghouse plant.
 JOHN ELMER, president of WCBM, Baltimore, has returned to Maryland after having attended the New York meeting of the BMI board of directors.
 MILTON CROSS, American network musical authority, between broadcasts is touring the South with the Red Path Bureau operatic quartet. Today they're appearing at the Agricultural and Technical College in Greensboro, N. C. CATHY MASTICE is the soprano with the quartet.
 BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is spending today and tomorrow in New York on station and network business.
 TONY MOE, promotion chief at WCCO, Columbia network outlet in the Twin Cities, is spending this week visiting the CBS headquarters in Hollywood.
 WILL O. MURRELL, JR., promotion manager of WOR, Orlando, Fla., and his wife, "Delores," well known as a virtuosa on the Hammond organ, are on the way back to the station following a short business trip to New York.

"Well, I'll be darned!"

Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.
 Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!
 Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.

WITH
 BALTIMORE, MARYLAND
 Tom Tinsley, President • Represented by Headley-Reed

★ **AGENCY NEWSCAST** ★

PHILADELPHIA CLUB OF ADVERTISING WOMEN saluted Sears Roebuck and Company, with guest speaker M. Z. Kissileff, Philadelphia sales manager of Mail Order, at their second meeting of the Fall season at the Poor Richard Club. The meeting was presided over by PCAW president, Alice Mooney.

FREDERIC W. ZIV CO., of New York, Cincinnati, Chicago, and Hollywood, producers of transcribed radio programs, has appointed Tom Privette as Southeastern division sales manager. Privette, who has been with the Ziv Co. since 1944, working out of their Atlanta, Ga., offices, will continue to make his headquarters in that city.

HOWARD SELGER has joined the promotion department of Edward Petry & Company, Inc. For the past 15 years he had done sales research for NBC and ABC.

STANLEY HOME PRODUCTS, INC., manufacturer of household products, has selected the Charles W. Hoyt Company, Inc. as its advertising agency, it is announced by Mr. F. S. Beveridge, Stanley's founder and president. Stanley's forthcoming campaign will mark its initial entry into the field of American advertisers.

STUART B. GREENFIELD ASSOCIATES, publicity and public relations firm, announces the opening of their new offices in The Empire State Building.

PRESBA, FELLERS & PRESBA, Chicago ad agency, announces the inauguration of a New Product Division, complete in itself, having laboratory creative and testing facilities with a staff of specialists capable of originating brand new products, rejuvenating old ones, styling the package, creating the trade mark and/or slogan and predetermining product acceptability and markets before the start of advertising and sales efforts.

T. H. CLACK & BEMPORAD COMPANY, manufacturers of American Lady Rugs, have appointed Wilson, Haight & Welch, Inc., New York office, as their advertising agency. Television and other media will be used.

WILLIAM H. DAVIDSON, since 1947 in station relations with the American Broadcasting Company, has joined the New York office of Free & Peters, Inc. as an account executive. His agency associations have included J. Walter Thompson and Benton & Bowles, both in New York.

ALLEN DUCOVNY has joined the radio department of Kenyon & Eckhardt, Inc. in a Radio-TV production capacity. He was formerly associated as a producer-director with Robert Maxwell Associates and as director of public relations with Superman, Inc. . . . New additions to the K&E copy staff are Robert W. Garrison who joins the Detroit office, and Toni Block, who joins the New York office.

CBC Int'l Service Opens Songwriting Contest

(Continued from Page 1)
casting organizations in other countries for Canadian songs. . . and has been embarrassed by their parity."

The competition began this week and is open to all composers domiciled in Canada. Its basic idea is to try to secure "vocal settings of words by Canadian poets."

"Canadian music is more highly regarded by listeners overseas than most Canadians imagine. The instrumental compositions broadcast by the Voice of Canada have been generously acclaimed in other countries," he said.

Most compositional styles would be acceptable, he said, and accompaniments may be for piano, small string group or small mixed instrumental group.

The contest closes January 6, 1950 and each entry must be accompanied by an appropriate form obtainable from the International Service here, it was announced. A contestant is not limited to one entry.

"This is not an exclusively high-brow competition although serious music is invited and will be given

'Radio Theater' Leads Hoopers And Nielsens

(Continued from Page 1)
in the Hoopers with 18.0. "Fibber McGee & Molly" was third in the Nielsen's with 18.5 and fifth in the Hoopers with 16.7.

Bob Hope was third in the Hoopers with 18.4 but did not appear in the Nielsen ratings because he had not returned to the air in time to be included in the latter. In this connection, it must be borne in mind that the Nielsen report was for the middle of September while that of Hooper was for the middle of this month.

"Crime Photographer" took fourth place in the Nielsens with 16.5 and 13th place in the Hoopers with 12.9. "My Friend Irma" followed the "Photog" with a close 16.4 in the Nielsens and took seventh place in the Hoopers with 15.5.

Walter Winchell returned to the air with a 13.4 rating in 15th place in the Nielsens. He ranked sixth in the month-later Hoopers with 15.6.

the fullest consideration. It is hoped that as a result of this competition much authentic Canadian material of high quality will be made available for use by the C.B.C."



Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says. "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original news co-op. It offers 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 Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1410 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

SOUTHWEST

THE promotion department of WBAP-TV, Fort Worth, taught a new trick to Sally Rand, admitted master in the art of free publicity, when she was guest on Wilma Rutherford's "What's New Ladies" show. Department was able to persuade papers to change program listing for the one-time shot, to "What's Nude Ladies." La Rand was fully clothed for her TV appearance, prompted by visiting Fort Worth friends cultivated during her 1936 Nude Ranch Show during the Frontier Centennial.

KFJZ, Fort Worth, has expanded the local sales staff by the addition of Clyde Smith, former manager of KSEL, Lubbock, and L. P. (Buster) Perkins who comes to radio from retail sales and merchandising in the shoe and jewelry trade. According to Clyde Pemberton, commercial manager of the Fort Worth MBS outlet, the additional personnel is the result of increased accent on the local picture.

Bobby Bragen, youthful manager of the Texas League Fort Worth "Cats" turned sports commentator when he inaugurated a quarter-hour strip at 8:00 p.m., across-the-board on KFJZ, Fort Worth. "The Bobby Bragen Show" will feature inside sports stuff and has Blackie Sherrod, from the Fort Worth Press sports department as assistant in the series.

Clyde Rembert, managing director of KRLD-AM-FM-TV, and his entire executive staff, were guests of the Dallas Advertising League at its weekly luncheon. Club was given a preview of the KRLD-TV plan of programming and shown the CBS television promotion film which had special KRLD-TV produced trailer added. Rembert told that KRLD-TV expected to be on the air shortly after November 1st or as soon as the new antenna, described as the first 6 bay assembly, could be erected. The KRLD studios and offices will be moved to the new location at Herald Square as soon as building is completed. Executive group attending with Rembert were Bill Roberts, commercial manager, Jim Crocker, assistant manager, Roy George, program director, Roy Flynn, chief engineer, and Ves Box, chief announcer.

Announcing a new policy of "block programming," Bill Weaver, manager of KLIF, Dallas, flagship for Liberty Network, has filled his 9 to 10 a.m. period with transcribed features. Easy Aces, Career of Alice Blair, Editor's Daughter, and Linda's First Love will be regular Monday through Friday fare on the Dallas independent.

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● George Jennings can take a well-deserved bow for his excellent handling of the 13th annual School Broadcast Conference which winds up its successful three day meet at the Sherman Hotel today. . . . Zenith's Phonovision demonstration today is expected to start a lot of yackety-yak among the educators. They can visualize Shakespeare's three act dramas being presented for the youngsters at a fast two-bits per hour's viewing. . . . Biggest exhibitor here at the contab is Mills Recording Co. of Chicago. Manning the exhibit are owner Ron Mills, Gene Cleary and Bob Shapiro. . . . Beg pardon. It was "Sock" Hettler who resigned from WOX's sales offices here and not John Shelton. And WOR's Al Schroeder here says our reports about the New York station closing their Chicago office are untrue.

Chicago

★ ★ ★ NBC's Bill Ray didn't let CBS' Don Kelley get away with the Pandit Nehru scoop. The Indian biggie made an exclusive appearance here on WBBM. Bill Ray countered with an exclusive appearance of Sam Engel, the man who mulcted millions from amorous damsels. NBC even footed the phone bill for Engel's long-distance call to his wife in New York State. . . . Larry Fotine has been signed to do another set of tunes for World Broadcasting System. . . . Matt Hale has resigned from Harmony Records to team up with his buddy—Tower disc-owner Dick Bradley. Their first joint coup d'etat was selling the Teddy Phillips Tower record of "Charley, My Boy" to London Records. . . . Jerry Campbell has resigned as Chicago manager for the Donald Cooke rep firm to devote full time to his expanding Campbell-Cahill TV film production firm. The new Donald Cooke offices have been moved to 228 N. La Salle Street with Fred R. Jones and Fred Symanski in charge. The Fred duo also represent the Alaskan network.

★ ★ ★ "Kukla, Fran and Ollie" couldn't attend the 4 A's meet at the Drake Hotel last week so they sent transcribed messages. The Burr Tillstrom troupe were in Washington demonstrating their puppetry in color for the FCC. Though not here in person the ad-men guffawed at the extremely clever advertising film of "Kukla, Fran and Ollie" which they had done on a previous NBC telecast for RCA-Victor. It showed that it takes advertising to move goods—no matter how good the product is. . . . Latest addition to the disc jockey ranks is ex-Chicago "Sun" columnist Dale Harrison. He spins the platters for a half-hour at mid-night across the board over WENR. Local restaurateurs are his sponsors with Ray Freedman and Associates handling the account. . . . And Dirk Courtenay is back on WENR with his quarter-hour deejay show at 12:30 a.m. nightly for the Clark (always open) Theater. W. B. Doner is the agency.

● ● ● Will DuMont continue to televise Al Morgan's shows when he leaves Helsing's Vodvil Lounge for a 13-week midwest tour next month? . . . Frankie Laine snuck into town over the week-end and recorded a new "sleeper" at the Universal studios here for Mercury. Art Talmadge and the Mercury boys are keeping mum but their grins indicate that they may have a new "Lucky Old Sun" on their hands. . . . WGN and Mutual are getting the bird for the 23rd straight year. In this case, though, it pays off. American Bird Products, Inc., through Weston-Barnett, Inc., Chicago, sponsoring "American Radio Warblers" over WGN and Mutual for 23rd year. Quarter hour show is broadcast on Sundays.

PROMOTION

Merchandising

Prior to the return of Duffy's Tavern to the air under the sponsorship of Blatz Brewing Co., of Milwaukee, Blatz distributors and salesmen in the WOAI, San Antonio, listening area met in the studios of WOAI to discuss plans for helping Ed "Archie" Gardner sell "Milwaukee's finest beer." Dallas P. Wuant, WOAI promotion manager, and Frederick A. Krivan, state manager for Blatz, addressed the meeting. Philip M. Kerr, district manager for Blatz, was host at a barbecue supper following the meeting.

WCAU And Radio Sales Join Hands At Waldorf

The joining of WCAU and WCAU-TV, Philadelphia, with CBS Radio Sales for representation in New York was formalized this week at a luncheon at the Waldorf-Astoria.

Among the speakers at the luncheon, which simultaneously honored WCAU's new president, Don Thornburgh, were Bennet Larsen, director of TV operations; Norris West, assistant program director; Alex Rosenman, sales manager; Robert N. Pryor, promotion manager, and John "Chick" Kelly, publicity director.

In making their sales pitch, the WCAU officials used slides to demonstrate the station's "umbrella" coverage, its "top" program ratings, and its emphasis on local programming and local personalities. The station's beginnings and its development were cited by several of the speakers.

'Dallas' 12 Years On Air

"Stella Dallas," NBC's daytime serial drama, will begin its thirteenth year on the air Monday, October 24.

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

Tax Credits Granted Many Broadcasters

(Continued from Page 1)

was intended for the broadcast and how much for the newspaper property. The company paid in an additional \$174,452 in adjusted income tax returns, however, cutting the overall benefit to less than \$235,000. The credits covered several years during the period when the excess profits tax was in force.

The largest credit clearly attributable to broadcast operations was \$112,247 for KIRO, Seattle, with the additional income tax payment \$49,053.

Other sizeable figures listed include the following, with the credit and the resultant increase in income tax set forth: KRLD, Dallas, \$75,307 and \$32,274; WHK, Cleveland, \$73,909 and \$35,770; WPTF, Raleigh, \$59,244 and \$27,250; KRNT, Des Moines, \$45,225 and \$18,642; KLZ, Denver, \$42,249 and \$17,584; American Broadcasting Station, Inc., Washington, \$39,977 and \$21,752; WGAL, Lancaster, Pa., \$33,244 and \$14,450; WMAL, Washington, \$29,146 and \$20,573; WAVE, Louisville, \$28,986 and \$12,205; KQV, Pittsburgh, \$28,483 and \$13,770; WIB, Indianapolis, \$21,581 and \$12,756; and WWDC, Washington, \$18,382 and \$7,669.

New Package Firm Formed By Jack Barry

(Continued from Page 1)

creation and packaging of AM and TV productions, and is currently engaged with producing "Juvenile Jury" on the Mutual network for General Foods, and "The Joe DiMaggio Show" on CBS for M&M Limited. A third show, "Life Begins at Eighty" which recently had a year's run on Mutual, will appear as a simulcast on another web in a short time. Two additional shows are in the audition stages, and will be presented to agencies within a month.

Barry is president of the new firm, and Ehrenreich, former program operations manager at WOR, is its new vice-president.

Will Address Meeting

Seymour N. Siegel, director of WNYC, New York, and Erik Barnouw, president of the Radio Writers Guild, will address a meeting of the American Social Hygiene Assn. at the Hotel New Yorker on Friday morning.

Four More Take 'Blackstone'

Four new markets have been added to the list carrying "Blackstone, Magic Detective," transcribed series, for Blackstone Washington Machine dealers, it is reported by Charles Michelson, Inc., New York.

The new additional stations are: KOWB, Laramie, Wyo.; WATN, Wattertown, N. Y.; WFPG, Atlantic City, N. J., and WNDR, Syracuse, N. Y.

SBC Cites Class-Room Radio And Teachers Using Medium

(Continued from Page 1)

and also for "The Science Story Teller Series."

Highlight of today, the final session, will be the annual luncheon hosted by the NAB's Association of Women Broadcasters (ninth district) at which FCC Commissioner Frieda B. Hennock has been invited as honored guest. If Miss Hennock is able to attend it is expected that she may touch upon television channels to be allocated for educational purposes. It is believed that Miss Hennock favors allotting one of the present VHF channels for educational purposes and at least 10 to 20 of the UHF channels when they are made available.

Miss Hennock, together with other FCC Commissioners, may also announce here today the Commission's plans to go to San Francisco to see the color television system invented by Doctor Crane of the University of California.

Another highlight of today's session will be the showing of a 25-minute movie titled "Phone-Vision," which will demonstrate the potentialities of Zenith's pay-for-what-you-see television plan. This will be explained here by Ted Leitzell, director of advertising and publicity for the Zenith firm.

Dr. Dunham, chief of the radio section of the U. S. Office of Education in Washington, told RADIO DAILY that his office is now releasing a new booklet for educators interested in radio, outlining the potentialities of the 10-watt FM station. Booklet also gives complete breakdown of exact-

ly what it will cost a school to set up its own FM station. Dr. Dunham's breakdown says a school can set up its own FM 10-watt station at a cost ranging from \$4,500 to \$7,000. He said more than 50 10-watt (FM) stations have been licensed by the FCC the past year, making a total of 57 now in operation.

Dr. Dunham also said that his office will issue a 250-page transcription catalog next month as well as a 600-page catalog on radio scripts. He is also now at work compiling radio and television bibliography.

Gertrude Broderick, radio specialist in the United States Office of Education and secretary of the Association of Education by Radio, is also here from Washington.

Radio stations indirectly contributed to a portion of the School Broadcast Conference program when a 30-piece Chicago Federation of Musicians band demonstrated how music is being utilized in Chicago schools. Musicians regularly broadcast over the Chicago Board of Education's FM station, WBEZ, and also give concerts at Chicago schools. Seventy-five concerts interpolated with musical appreciation talks are also presented annually at schools.

Frank Fawlett was appointed as director of this 30-piece band by the musicians union head, James C. Petrillo. Budget for this all-year-round musical appreciation program comes from the record and transcription fund contributed in great measure by the commercial station operators of this country.

Hearing On Transit Radio Before FCC October 27

Washington Bureau of RADIO DAILY
Washington—The District of Columbia Public Utilities Commission will hold a hearing on transit radio October 27, it was announced last week. The whole question of consumer reaction to enforced broadcasts on street-cars and buses will be explored, as a result of steady pressure on the Commission to review its decision of this spring permitting installation of the equipment.

WWDC-FM has been furnishing programming for several months for equipped cars and buses, and there have been objections by what is generally believed to be a vocal minority.

4-H Victor On WTIC

Hartford, Conn.—Michael F. Kupernik, Jr., 19, of Suffield, will leave on Nov. 26 for the National 4-H Club Congress at Chicago as a guest of station WTIC. Kupernik was chosen as the 4-H Club member who has been doing the most outstanding job during 1949 in the WTIC Farm Youth Program. His expenses for an entire week in Chicago will be paid by the station.

Tennessee AP Group Headed By Stone

Memphis, Tenn.—Tennessee Associated Press Broadcasters held their organization meeting in Memphis last week.

Harry Stone, general manager, WSM, Nashville, was elected chairman; Leslie R. Brooks, WTJS, Jackson, and Cliff Goodman, WETB, Johnson City, were elected vice-chairmen.

The following statement of purpose was agreed upon as the primary aim of the association.

To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state.

A continuing study committee will be appointed to achieve this aim, and to work out mutual problems with a three-man committee already selected by the state AP newspapers.

Contest Winner Starts Series

Kathryn Day, former Arthur Godfrey "Talent Scout" winner, has started a weekly series, "Songs By Kathryn Day," featuring ballad hits of the day, Wednesdays, 2:45-3 p.m., over WWRL, New York.

BMI Board Re-elected At Annual Meeting

(Continued from Page 1)

the report cited, as an example, the fact that four out of the seven hit songs on last Saturday's "Hit Parade" were BMI licensed tunes.

In commenting upon the meeting, BMI president Carl Haverlin said: "The stockholders were particularly pleased with the current alignment of affiliated publishers and were enthusiastic about the new BMI 'Writers Plan' encouraging new song writing talent."

Re-Elected Directors Listed

The directors re-elected for another one-year term are:

Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc., and James E. Wallen, MBS.

Strumer Takes Sales Post With Package Firm

Louis M. Stumer has joined Mark Goodson-Bill Todman Productions, radio and television package producers, as director of sales, effective immediately. Stumer was program sales coordinator for the CBS Television Network, until he resigned that post to accept his present appointment. Prior to working for CBS, Stumer was assistant manager of operations for the DuMont Television Network.

Molander Gets Promotion

Hugh Baillie, president of the United Press, announced yesterday the appointment of Carl B. Molander as assistant business manager. Molander, until receiving his new post, was commercial manager, in charge of communications and the supervision of contracts for both newspaper and radio clients of the United Press. He now will assume further duties in the news service's operations. Before joining it in 1922, as a cost accountant, he studied architectural engineering at Pratt Institute.

New Chi. FM Station

Chicago—Brad Eidmann, WAAF manager, revealed that WAAF-FM will go on the air November 1st with 38,000 ERP. New studios are located on the 33rd floor at 221 N. La Salle St. (AM studios are on the 5th floor). Station will be in operation from 3 to 9 p.m. daily. From three till WAAF's sunset sign-off both AM and FM shows will be aired simultaneously. After WAAF's sign-off, the FM sister station will broadcast alone till 9:00 p.m.

PLUG TUNES

On Records and Transcriptions

TELL ME WHY

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?

Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.You'll LUV this novelty!
IT MUST BE L U VMANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born!

"BLUE FOR A BOY—
PINK FOR A GIRL"Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

Terrific in England!

"IN A SHADY NOOK"

(By A Babbling Brook)

STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITYTHAT LUCKY
OLD SUN

recorded and featured by

BOB HOUSTONM-G-M
FRANKIE LAINEMercury
DEAN MARTINCapitol
VAUGHN MONROEVictor
SARAH VAUGHANColumbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Looks like Campbell has a hit ditty in the British novelty hit, "I've Got A Lovely Bunch of Cooanuts," acquired from Irwin Dash Music Co. . . . number was penned by Fred Heatherton. . . . ● Edwin H. Morris & Co., starting to work on "The Things We Did Last Summer," written by Sammy Cahn and Julie Styne and originally published in 1946. . . . ● Tenoriole Frank Saunders has a new characterization, an Irish Singing Philosopher, which is a fine bet for a TV spot, begorrah. . . . ● Beryl Richards' thrilling trilling on the Eddie Albert NBC series mornings is a must. . . . ● Several Maestri including Al Goodman and Ray Bloch volunteered to conduct this Saturday's "Hit Parade" program with the monies to be turned over to Mark Warnow's family. . . . a grand gesture. . . . however, Mark's brother Raymond Scott will probably baton the show. . . . ● Mel Allen is currently offering the nets a 15-minute sports series, "How About That?" written by Lawrence Klingman and produced by Jackson Leighter. . . . ● Several weeks ago Russ Offhaus, WPIT deejay spinned the Ed Farley (Delvar) platter of "Music Goes Round and Round" resulting in a tie-up of the station's four trunk lines. . . . look for this number to come back as strong as ever.

★ ★ ★ ★

● ● ● In the untimely passing of Mark Warnow, Tin Pan Alley lost a true friend and a great delineator of its music. . . . his every thought was about music and in the 15 years that this reporter has known him intimately, Mark never permitted fast-talking, or over-enthusiastic publishers to deter him from programming songs strictly on merit, a practice other orchestra leaders may, for the sake of better programs, very well emulate. . . . the music and radio world was enriched by his having been a part of it.

★ ★ ★ ★

● ● ● Bennie Benjamin and George Weiss follow their "Keep The Love Light Burning In My Heart" with "Wedding Bells Will Soon Be Ringin'." . . . same pubbery, Laurel Music. . . . ● Jean V. Grombach, transcription exec., has written a tome, "The Saga of Sock," which is being published by A. S. Barnes and will be nationally released next month. . . . Jack Dempsey says it's the greatest book on prize fighting he's ever read. . . . ● The Charles Pauls (he's composer and musical director of "Mr. & Mrs. North" and "Martin Kane, Private Eye.") are infatigating. . . . ● Ben Bloom Music has a beautiful waltz in "Come With Me," penned by George Blake and Dick Liebert. . . . ● Barry Bernard, director of the Chevrolet NBTelecasts, who was brought East from Hollywood, has been renewed for another three years at a great increase in salary. . . . Ned, 15-year-old son of Announcer Don Hancock will ride two of Don's show horses at the National Horse Show next month.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Dinah Shore's latest Columbia effort, pairing "Dear Hearts and Gentle People" with "Speak A Word of Love," is labeled 'Deejay Special' in our book. . . . Harry Zimmerman Ork and Chorus back up strongly. . . . ● Tower Records comes thru with a surprise click (remember "How Soon?") in Teddy Phillips' slick platter of "Charley My Boy" flipped with "Are You Kissin' Someone Else?" . . . both sides feature fine warbling by Lynn Hoyt and the Phillipaires supported by clean-cut rhythm by the band. . . . ● Two-Ton Baker, whose Mercury platter of "I'm A Lonely Little Petunia," is a steady seller, will cut "If I Had A Million Dollars" for Mercury next week. . . . ditty is headed for the top. . . . ● Tom Shanahan, Disk Jockey at WEMP, Milwaukee, spending two weeks in town. . . . ● Gene Autry, whose Columbia platter of "Rudolph The Red-Nosed Reindeer," is making a lot of noise, has a live "Reindeer" prancing around at the Rodeo while he warbles the Johnny Marks ditty. . . . ● Russ Carlyle will wax two originals, "Isle Beyond The Sea" and "Sing Alumma Lay" for Coral today. . . . Russ clefled both words and music to both.

PLUG TUNES

THE MEADOWS OF HEAVEN

LAUREL MUSIC CO.

1619 Broadway New York City

SOME DAY

(You'll Want Me To Want You)

DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!

"A NEW SHADE OF BLUES"

MAYPOLE MUSIC CO.

22 F. 67th St. New York City
Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
Just recorded for RCA-VICTOR

by DOLPH HEWITT

ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆ ◆—

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

"If I Had A
Million Dollars"

(I Would Give It All to You)

TONY PASTOR'S
Sensational COLUMBIA Record
#38577

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 20, 1949—TELEVISION DAILY is fully protected by register and copyright

COLOR-TV CONVERTERS ATTACKED

TELE TOPICS

FROM A PRODUCTION VIEWPOINT, the initial simulcast of "Band of America" on NBC Monday night was a slick job on all counts. Writer-supervisor Hal James and director Herb Swope, Jr., gave the show just about as much visual appeal as is possible within the restrictions of AM duplication and a half-hour of band music. But the result was like seeing a fine suit of clothes on a scarecrow; the dressing is fine, but there's not much underneath. And no matter how many gimmicks are employed, there is very little visual appeal inherent in a 48-piece band. Gimmicks seen this week included a brief film clip of cadets marching as the band played the West Point March, heavy use of superimpositions and the appearance, at the end, of five drum majorettes. Most interesting bit visually was a turn on eight differently-tuned drums by Chauncey Morehouse, aided considerably by an elevated camera angle. Music, conducted by Paul Lavalle, is probably the best band stuff on the air, although personally, we preferred Lavalle's work with a woodwind octette on the fondly remembered "Basin Street" airer. . . . Film commercials for Cities Service were of high caliber. Agency is Ellington.

MANY MOONS HAVE PASSED since last we laughed as hard at anything on TV as we did Tuesday night when Dean Martin and Jerry Lewis guested on the Berle show. Dean and Jerry are just about the best comedy team in the business these days and we'd like to see much more of them. NBC made a big mistake in placing them on radio, where they laid a bomb, instead of TV, where they are no less than sensational. . . . John Nash has returned from Europe with a film of a Parisian revue which he is auditioning today for one of the webs. Program can be done film or live, he says, with Air France flying acts back and forth if latter method is chosen. . . . Transfilm has been signed by Consolidated Edison for a series of ten one-minute films for use on the WPIX newsreel. . . . Eugen Sharin, Ambassador Films prexy, back from a three-month trip abroad where he did a series of shorts in Salzburg and Vienna.

TV-PROGRAMS, INC., holding open house at Squadron A armory tonight to kick-off its indoor polo season. . . . Frank Wiener has been named division supervisor for the Theater Wing's radio-tele classes. He'll also assist Carl Beier, AM-TV chief. . . . WATV has snared TV rights to the 19 home basketball games of Seton Hall College. . . . The rich voice doing the Buick commercials on the O&J show belongs to Ralph Paul, one of the busier players around town. . . . INS Projectall is being installed at KNBH, Los Angeles, third NBC outlet to order the device.

To Show Use Of Video As Public Health Aid

Uses of video in public health education will be demonstrated for more than 5,000 public health and medical leaders attending the annual convention of the American Public Health Association in New York Oct. 26.

Sterling Fisher, NBC public affairs and education manager, will emcee the session which will show a recording of an NBC variety program utilizing techniques of drama, puppetry, cartoon and song to get across the message.

With Irving Caesar as emcee, other talent in the program includes Shirley Dinsdale, Michael Armstrong, 15-year-old cartoonist, and a dramatic group from American Theater Wing.

Dramatic portion of this program is titled "The Man Who Cares," a one-act play produced in cooperation with the New York City Cancer Committee.

Other NBC recordings will include a special film featuring "Howdy Doody"; and "Isotopes in the Service of Human Health."

WFIL-TV Names Driscoll

Philadelphia—William C. Driscoll, veteran newsman with more than 20 years in the field, has been named director of the WFIL-TV newsreel and manager of film productions. Sponsored by RCA Victor, the newsreel has been on the air since the station began programming two years ago.

4-A's Board Meeting To Vote On TV Authority Formation

International board of Associated Actors and Artistes of America will meet Oct. 26 at the Hotel Astor to vote on a motion to authorize organization of Television Authority, Paul Dullzell, president of the board, announced yesterday.

Five Unions In Favor

With five eastern talent unions—Actors Equity, Chorus Equity, AGVA, AGMA, and AFRA—in favor of TVA and the two western members of the 4-A—Screen Actors Guild and Screen Extras Guild—opposed to the plan, the question of jurisdiction over TV performers in various branches of the entertainment industry will be left in abey-

UN Coverage

Ceremonies in connection with the laying of the cornerstone for the permanent United Nations headquarters in New York will be scanned by a four-network pool Oct. 24, 12-1 p.m., EST. Participants will include President Truman, Carlos Romulo, president of the General Assembly, Secretary-General Trygve Lie, Gov. Thomas E. Dewey and Mayor William O'Dwyer, of New York.

Murphy To Head Crosley TV Operation

Cincinnati—John T. Murphy, manager of WLW-D, Dayton, has been appointed director of tele operations of the Crosley Broadcasting Corp., it was announced yesterday by R. E. Dunville, vice-president and general manager.

H. P. Lasker, sales manager of WLW-D, becomes general manager of that station, and program director Donovan Faust becomes assistant manager, retaining his program duties.

In his new post, Murphy, who has been WLW-D manager since early this year, will have general supervision of the firm's outlets in Cincinnati and Columbus as well as Dayton.

Murphy, who is 36, broke into radio 18 years ago as an NBC page in New York and moved up through the web's commercial traffic and station relations departments.

They're Unsightly And Makeshift, Says Sleeper

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday heard an all-out attack on converters for color TV from Dr. George Sleeper, inventor of the color television system of Color Television, Inc. Spurning converters as "makeshift," Sleeper said CTI is working on three designs for a direct-view tube capable of bringing in black and white or color interchangeably—and for the first time he hinted that his firm might be able to demonstrate such a tube before the FCC next month in San Francisco.

Sleeper admitted ruefully that he has not yet seen pictures broadcast and received on CTI equipment except in the laboratory.

Questioned By Jones

Commissioner Robert F. Jones pressed Sleeper on the reasons for CTI's failure to bring equipment to Washington for demonstration, but Sleeper could not be shaken from his insistence that the equipment might not survive a cross-country trip. It is old and battered, and barely held together in San Francisco, he said, adding that it had taken 200 men to set up the RCA demonstration here last month.

Converters won't sell, and factories won't make them, Sleeper said. He referred to FM converters to prove his point, and added that he does not believe converters to permit present TV sets to bring in UHF channels will sell. Conversion to bring in the CTI color system would be costly, he said, and in addition converters of the nature of that provided for CBS color would mar the appearance of receivers as items of handsome furniture. The public would not buy whirling discs to destroy the lines of their handsome TV cabinets, he said.

On the other hand, he estimated that projection sets made to CTI specifications need cost little more than black and white projection sets today. For conversion to the present CTI-type projection color the cost would be about \$200, he estimated. With a single direct-view three-color tube such as CTI, RCA and Dr. Charles Willard Geer are now working on, conversion might cost only \$75, he said, but he still would not look for wide sales.

WOR-TV Names Herud

Eric Herud, WOR radio engineer for the past 15 years, has been appointed theater manager for WOR-TV.

NEW BUSINESS

WCBS, New York: Lamont, Corliss & Company for Nestle's "Quick," has purchased two participations per week on Wednesday and Saturday in the Margaret Arlen program for 13 weeks beginning Oct. 26 through Cecil & Presbrey. Vick Chemical Company, through Morse International, also contracted for Margaret Arlen announcements, Tuesday, Thursday and Saturday for 13 weeks. Interwoven Stocking Co., through United Advertising, signed for three weekly participations, Monday, Wednesday and Friday in the Jack Sterling program, for a 13-week period.

Crosley Corporation (Shelvador Division), bought three participations, Monday, Wednesday and Friday, in the Jack Sterling program for three weeks, through Benton & Bowles. Brown & Williamson Tobacco Corp., for Kool Cigarettes, also purchased Monday, Wednesday and Friday participations for a 13-week period in the Jack Sterling program through Ted Bates, Inc. Procter & Gamble for Duz, purchased nighttime station breaks, Monday, Wednesday, Friday and Sunday for five weeks, through Compton Agency. Daytime station breaks, three per day on weekdays and one on Saturdays, purchased by S.O.S. Company for Scouring Pads, the business being placed through McCann-Erickson, Inc.

WWRL, Woodside: River Brand Rice Mills, Inc., through Donahue & Coe, New York, has purchased two spot announcements daily for an indefinite period in behalf of "Carolina Rice."

J. Strickland & Co., through Getz Greshaw Adv. Agency, Memphis, has purchased two spot announcements daily for one year on "The Afternoon Swing Session" in behalf of Royal Crown Hair Pomade. Quaker Oats Co., through Ruthrauff and Ryan, Chicago, has purchased three 15-minute periods weekly for an indefinite period beginning Nov. 7. Program was the "Afternoon Swing Session" featuring Phil Gordon. Product involved is "Aunt Jemima's Self-Raising Flour."

WGN, Chicago: Peter Paul, Inc., Naugatuck, Conn., has renewed the sponsorship of "Robert Hurligh and the News," 8 to 8:15 Monday, Wednesday, and Friday, for 52 weeks. The Peter Paul, Inc. agency is Platt-Forbes, Inc., New York. Seek and Kade, Inc., New York, for "Pertussin," will sponsor three weekly announcements in the "Virginia Dale" program, 9:30 to 9:35 a.m., Monday through Friday. Erwin, Wasey, & Company, New York, handles the account. The Kellogg Company, Battle Creek, Mich., for "Pep," will sponsor three weekly one-minute announcements for 52 weeks. The advertising account is handled by Kenyon & Eckhardt Company, New York.

Political Parties Buy Time For Fall Elections In East

(Continued from Page 1)

"free and equal" political time available to all parties on non-commercial basis, virtually all other local stations are selling time for hard cash, during peak listening periods, to all legally-constituted parties. The elections involve city, state, and Senatorial posts in New York, and the gubernatorial chair in New Jersey.

Radio-wise, the various committees for the election of Herbert Lehman, the Democratic Senatorial candidate, and Sen. John Foster Dulles, GOP candidate, were more active than the others, since the Senatorial contest promises to be the closest. Among the candidates making use of television is Oren Root, running for the borough presidency of Manhattan, who is appearing over WNET in a weekly 15-minute panel discussion series, sponsored by the Republican-Fusion Party.

Here is a station-by-station rundown of paid political broadcasts, including recent, current, and future programs:

WMCA: To the Wine, Liquor and Distillery Workers Union, two quarter-hours; the ILGWU, two quarter-hours; the Transport Workers Union, one quarter-hour; the American Labor Party Municipal Campaign Committee for Marcantonio for Mayor, seven quarter-hours, 24 30-second spots; the ALP Citizens Committee for Marcantonio, 25 quarter-hours, one half-hour; Coordinating Committee of Independent Democrats for Lehman, 12 half-minute spots; Independent Citizens Committee for Lehman, 12 quarter-hours; Republican State Committee, four quarter-hours; Oren Root, Jr., Dinner Committee, one quarter-hour; N. Y. Council ALP for Ewart Guiner, five quarter-hours; Brooklyn Citizens Committee for Abe Starke, 11 quarter-hours, 45 one-minute spots; Committee of Neighbors for Newbold Morris, 20 five-minute spots; Citizens Committee for Morris, one half-hour, 26 quarter-hours; Harlem Communist Election Campaign Committee, one quarter-hour, 19 10-minute spots, 45 half-minute spots; Social Labor Party of America, three quarter-hours; Fair Deal Democrats, 48 half-minute spots; Ind. Citizens Committee for Robt. Wagner, Jr., 12 half-minute spots; Ind. Citizens Committee for O'Dwyer et al, 13 one-minute, 19 half-minute spots; Joint Labor Committee for O'Dwyer, nine half-minute spots, 10 quarter-hours; N. Y. State Rep. Committee for Dulles, 15 one-minute spots.

WQXR: To the Independent Citizens Committee for Lehman, six quarter-hours; to the Women's Division of the Citizens Committee for Lehman, five quarter-hours; to the Campaign Committee for Morris, Uviller & Deserio, ten quarter-hours;

to the Republican State Committee for Dulles, three quarter-hours; to the Joint Labor Committee for the Re-election of O'Dwyer, Joseph, and Impellitieri, three quarter-hours.

WCBS: The Citizens' Committee for Lehman has bought a total of ten 15-minute periods. The New York State Republican Committee for Dulles has bought six fifteen-minute periods, and two half-hours. Broadcasts for both Dulles and Lehman will be carried on a state-wide CBS network, as well as WCBS. The Independent Citizens' Committee for the re-election of Mayor O'Dwyer has bought one half-hour and one 15-minute program, plus a schedule of rotating station breaks heard last week.

WMGM: Five 15-minute periods and one half-hour to the Committee for John Lundy for Queens Borough President; one half-hour to the Kings County Democratic Committee for Lehman, Cashmore, and O'Dwyer; one half-hour to the Independent Citizens' Committee for O'Dwyer; 15-minutes for Oren Root; nine 15-minute periods to the United Labor Committee for O'Dwyer, Impellitieri, and Joseph; spot campaigns for the various candidates.

WBNX: (English and foreign-language) A total of 51 spots, in English, for O'Dwyer; for Dulles, five 15-minute periods in German, three five-minute periods in French, three in Italian, 12 spots in German, one in French, and 12 in Italian.

WOR: Four 15-minute periods to the New York AFL for Lehman; three 15-minute periods to the New York Liberal Party for Newbold Morris; three quarter-hours to the N. Y. GOP Committee for Dulles; three quarter-hours to the New Jersey State GOP for the re-election of Gov. Driscoll.

WNBC: Nine quarter-hours to the Campaign Committee for Morris, Uviller & Deserio; two quarter-hours for Robert Wagner Jr.; one quarter-hour to the N. Y. Liberal Party for Morris and Lehman; one quarter-hour to the Independent Citizens' Committee.

WJZ-ABC: To various GOP organizations, a total of 19 broadcasts aggregating five hours on a New York state network; to the Democrats, one 15-minute broadcast on the state-wide web; on WJZ only, eight broadcasts totaling 65 minutes for Democratic candidates, nine broadcasts totaling 150 minutes for the American Labor Party, ten broadcasts totaling 175 minutes for the Independent Citizens' Committee, 13 broadcasts totaling 195 minutes for the Liberty Party, and two broadcasts totaling 45 minutes for the Joint Labor Committee; over WJZ-TV, one 15-minute telecast on behalf of Liberal Party candidates.

COAST-TO-COAST

Olga Naranjo Joins WCOP
Boston, Mass.—Olga Naranjo has joined the staff of station WCOP as secretary to promotion manager John Wilkoff. She formerly was employed at WEEI, local CBS outlet.

Phone Conversation Broadcast

Houston, Tex.—Major Oscar Holcombe attending the International Conference of Mayors at Geneva, Switzerland, telephoned the first of a series of reports to Bob Gray, news editor of KXYZ. The entire conversation between Gray and the Mayor was rebroadcast later in the evening.

Jain KOAC Staff

Corvallis, Ore.—KOAC announced recently the addition of two new staff members, Elizabeth Dotson, formerly with the State Library, Salem, as director of the Oregon School of the Air; and Donald S. Somerville, formerly director of radio at the University of Wyoming, as School Specialist in Radio. Both of the new staff members participate in educational features of the station which are part of its school broadcast service.

Brown Celebrates Anniversary

Hartford, Conn.—Carlton Brown, transmitter engineer at WDRC-FM is observing his tenth anniversary with the station during October. Brown joined the FM outlet in 1939, and has his headquarters at the Meriden Mountain transmitter of the station.

New Addition To WMTR

Morristown, N. J.—WMTR announced this week the addition of Charles S. Herman as full-time continuity writer. Herman, a resident of Elizabeth, is a 1949 graduate of Rutgers University. His previous experience has been with a large Newark advertising agency and with the magazine, "Television World."

Program For Women On KOAC

Corvallis, Ore.—KOAC, educational broadcasting service, announced the new series of programs "Especially For Women" directed by Lee Stringfellow Nelson, in charge of women's programs for the state station. The new schedule began last week, and features twice-daily programs in co-operation with the School of Home Economics at Oregon State College and the Agricultural Extension Service, as well as daily features in co-operation with women's organizations.

WNJR Broadcasting Games

Newark, N. J.—Harry Goodwin, general manager, announced that WNJR will broadcast play-by-play descriptions of all the home basketball games of Seton Hall College, South Orange. The first game will be aired December 5th with Harry Nash and Bill Moore handling the broadcasting.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 14

NEW YORK, FRIDAY, OCTOBER 21, 1949

TEN CENTS

INT'L TELE-FILM NETWORK PROPOSED

BMB Sets Dec. Date For Study Number 2

The Broadcast Measurement Bureau's Study No. 2 is nearing completion and, it is hoped, will be ready for release on Dec. 1, Ken Baker, acting BMB president, said yesterday.

Baker conceded that the coverage figures it contains are based on samplings taken last March and will therefore be somewhat dated upon release. The time lag in the present study method has provoked considerable criticism from subscribers, he said. But, he went on, the figures will nonetheless be considerably more valuable than those in the 1946 study, for which the BMB still gets requests.

Columbia Records Plans Wide Promotion For Fall

Columbia Records will launch one of the biggest promotion campaigns in its history this fall, Paul E. Southard, vice-president in charge of merchandising, said yesterday.

Plans include advertising spreads in 19 national magazines, window displays, pennant streamers, posters, and direct mail. Appropriate tie-ins have been arranged for the Christmas shopping season.

45 RPMs Here To Stay, RCA Says, Citing Sales

Rumors that RCA Victor will abandon its 45 rpm record system were emphatically denied yesterday by Frank M. Folsom, president of RCA.

Attributing such rumors to those with "an axe to grind," Folsom declared: "By no means will the '45' (Continued on Page 2)

Dixieland Disker

New Orleans—Oscar "Papa" Celestin, 64-year-old musician whose career dates back to the neolithic Dixieland period, has been signed for a weekly disk-jockey show on WDSU, Saturday, 12-1 p.m. For many years Papa and his all-Negro combo held forth on Basin Street, famous in song and story as an incubator of the blues.

Inside Information Was His Specialty

Parchman, Miss.—Listeners to a certain local station are hereby notified of a suspension of service, until further notice. The station's one-man staff, William F. Moody, will be too preoccupied for the next few years to devote any time to broadcasting. He's serving a 50-year-sentence in Mississippi State Prison for armed robbery. To while away the time, Moody built three transmitters, and for the last four years has been broadcasting information intended for his wife, who has been working for a pardon. Five FCC engineers, who did not find it entertaining, spent three weeks scouring the state with mobile units and finally traced the broadcasts to their source. Said Moody: "That's Freedom of Speech for you!"

Pool Arrangements Ready For U. N. Day

The official laying of the cornerstone of the new UN building on New York's East Side, Oct. 24, will be televised by almost all stations connected by cable with New York under a pool arrangement to be handled by CBS and will be broadcast via pooled facilities of the UN by the four major networks and unaffiliated stations throughout the country.

CBS-TV will have three cameras on hand to cover the hour-long proceedings, 12-1 p.m., EST. Douglas (Continued on Page 2)

Chicago Music-Appreciation Being Underwritten By AFM

Chicago — Commercial radio stations throughout the country will indirectly be contributing to a nationwide musical appreciation program through funds to be allocated by the American Federation of Musicians from the union's transcription and recording royalty fund, it was revealed at the School Broadcast Conference which wound up its three-day session at the Sherman Hotel here last night. If the Chicago

Aimed At Promoting Good-will, Easing Shortage Of Dollars Abroad, And Offering Low-Priced Shows

Heavy Registration For NAB Meeting

Over 100 broadcasters have registered for the Third district NAB meeting which will be held at the Skytop Lodge, Skytop, Pa., on next Wednesday and Thursday, George D. Coleman, general manager of WGBI, Scranton, Pa., district chairman, announced yesterday.

NAB speakers who will participate in the meeting will be Justin Miller, president; Kenneth Baker, (Continued on Page 6)

Clipp Sees TV Income Topping AM Gross By '51

Philadelphia — Roger W. Clipp, general manager of the Philadelphia Inquirer stations, WFIL and WFIL-TV, has predicted that the video station's gross income will exceed that of the AM station "within the next year or 18 months."

"By that time," he said, "television (Continued on Page 4)

Ask Action Against Cuba And Mexico Re NARBA

Washington Bureau of RADIO DAILY — Washington — President Truman and the State Department have been asked, in a resolution propounded at a meeting of District 4, NAB, to (Continued on Page 2)

An international television film network that would (1) help promote good will and understanding among the various nations in the Western Hemisphere and Europe, (2) help ease the severe dollar shortage in Marshall Plan countries, and (3) provide TV stations with quality film programming at reasonable cost was envisioned yesterday at a luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

Participants in the discussion, which was titled, "Television's Fifth Network," were Norman Corwin,

(Continued on Page 6)

RCA Asks FCC Defer Tests Of Color-Tele

Washington Bureau of RADIO DAILY — Washington — RCA yesterday asked the FCC to delay for two months the scheduled comparative demonstration of competing color TV systems and DuMont black-and-white television. Need for additional field testing, possibility that the awaited single tube for direct view black-and-white and color might be (Continued on Page 7)

Merger Of Technicians Unions Now In Prospect

The recently-authorized affiliation committee of NABET tentatively has scheduled a meeting on Nov. 7 with a similar committee of the IBEW, one of three unions which have in- (Continued on Page 2)

Merger?

Washington—Top officials of the National Association of Broadcasters and the Frequency Modulation Assn. met at dinner here last night and discussed the matter of absorption of FMA into the NAB. The conference was held at the Statler Hotel, here, and still was in progress at press time. Announcement of decision is expected some time today.

(Continued on Page 3)

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
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Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 1/4	8 1/4	- 3/8
Admiral Corp.	28 1/4	27 3/4	28 1/8	- 1/8
Am. Tel. & Tel.	144 1/2	144 1/4	144 3/8	- 1/8
CBS A	23 1/8	23	23	- 1/4
CBS B	23 1/4	22 7/8	23 1/4	+ 1/4
Philco	30 3/4	30	30 1/4	- 1/2
RCA Common	13 1/4	12 7/8	13	- 1/4
RCA 1st pfd.	71 3/4	71 1/2	71 1/2	- 3/4
Stewart-Warner	12 5/8	12 1/2	12 5/8	- 1/8
Westinghouse	28 7/8	28 5/8	28 7/8
Westinghouse pfd.	99	99	99
Zenith Radio	29 5/8	29 1/4	29 1/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14	14	- 1/4
Nat. Union Radio	3	3	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	3 3/8	5 3/8
WCAO (Baltimore)	16
WJR (Detroit)	7 3/4	8 1/4

Kiernan Anniversary To Be Feted By ABC

ABC news commentator Walter Kiernan's 25th anniversary as a newspaperman and his sixth as a radio newsman will be feted in a special broadcast to originate from the Emerald Room of Cavanagh's in New York City, today, 6:15 p.m., EST, over the ABC network.

The entire talent roster of WJZ, the web's New York outlet, will be on hand to honor Kiernan. Allan Prescott, the station's night life reporter, will act as emcee. Presentations on behalf of the station, will be made by Phil Alampi, farm news editor, Ed & Pegeen Fitzgerald, Herb Sheldon, Nancy Craig, Patt Barnes, Joe Bascl and Symphony Sid.

Merger Of Technicians Unions Now In Prospect

(Continued from Page 1)
dicated an interest to affiliate with the NABET.

The National Council of the National Assn. of Broadcast Engineers and Technicians, which set up the affiliation committee at its meeting last week, also authorized an affiliation vote by the membership pending the outcome of the committee's meetings with the three unions. The three unions under consideration for affiliation are: the Communication Workers of America, the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employees.

The NABET national council held its election of officers in the course of the week-long meeting. John R. McDonnell will continue in his three-year term of office as president and member of the executive board. Ed Lynch of Rochester was re-elected vice-president and member of the executive board. Also elected to the executive board were: Paul E. Anderson of Washington, Richard T. Parks of San Francisco, and Ed Stolzenberger of New York.

Appointed to the NABET affiliation committee were: James H. Brown of Hollywood, chairman; George Maher of Chicago; Ed Lynch; J. Willard Dean of Raleigh, and Ed Stolzenberger.

Also on NABET's agenda for decision within the next few weeks is the consolidation of the organization's New York chapters, which, if effected, will bring 700 members within a single New York local. The consolidation committee is composed of DeWitt C. Shultis of New York, and Ed Stolzenberger.

Ask Action Against Cuba And Mexico Re NARBA

(Continued from Page 1)
impose "sanctions" on Cuba and Mexico in the event that those two nations do not live up to the provisions of NARBA in affording protection to the wave lengths of the United States stations.

The resolution suggested that this country take action in connection with cane sugar imports and passport regulations to bring pressure to bear upon the governments of Cuba and Mexico in order that the present technical setup be not seriously disturbed.

Smith Rejoins WOAI

San Antonio, Tex.—Melissa Smith has rejoined the staff of WOAI as singing star and will also be featured on WOAI-TV when it takes to the air on Nov. 6. Melissa has been featured with Horace Heidt and his band after joining him in Fort Worth after singing on his radio show.

Wedding Bells

Walt Framcr, writer of "Strike It Rich," will be married Sunday to Evelyn Schmerzler, non professional.

Pool Arrangements Ready For U. N. Day

(Continued from Page 1)
Edwards and Ned Kalmar will handle the video commentaries. President Truman, UN Secretary-General Trygve Lie, Ambassador Warren Austin, UN Assembly President Carlos Romulo, Governor Dewey and Mayor O'Dwyer will participate in the cornerstone-laying ceremonies.

"Live" radio coverage has been scheduled by both ABC and NBC. 12:30-1 p.m., EST, featuring the speeches of the Chief Executive and the United Nation's Secretary General. MBS will broadcast, via recording, the half-hour program at 2:30 p.m., EST. CBS will air its recording at 4 p.m., EST. Each network will have its own corps of announcers at hand.

The four networks will record portions of the ceremonies for re-broadcast on regular news shows. The UN expects to send abbreviated kinescope recordings overseas.

CBC Board Of Governors Okays 2 New Stations

Winnipeg—The CBC board of governors has approved applications for new private radio stations at Thetford Mines, Quebec, and Victoria, B. C. The board denied two separate requests for establishment of new stations at Saskatoon and deferred a request for authority to construct a new station at St. Johns, Newfoundland.

Application for the station at Thetford Mines has been made by La Compagnie de Radio-Diffusion de Thetford. The board deferred a request by VOXM of St. John's for a power increase to 1,000 watts from 250. It also denied a request from VOAR of St. John's for permission to increase its power to 1,000 watts from 100.

Full Grid Schedules Sold By WROV, Roanoke

Roanoke, Va.—WROV has signed contracts with two local sponsors for broadcasts of the full grid schedules of Virginia Tech and Jefferson High School.

Virginia Chevrolet Dealers will air the Tech games on Saturday afternoons. Jennings-Sheperd Sporting Goods and Salem Bowling Center will sponsor the Jefferson games. Coleman Austin does the play-by-play accounts, with Lee Garrett filling in on color. Gordon Phillips, WROV's assistant manager, produces.

45 RPMs Here To Stay, RCA Says, Citing Sales

(Continued from Page 1)
be abandoned. It is here to stay." Sales have increased 260 per cent within the past 60 days, he added, and RCA Victor's facilities are unable to keep pace with the demand for 45 rpm records and players.



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.

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

NEW BUSINESS

WEWS, Cleveland: Standard Brewing Company—Wrestling, (DM-CHI) once weekly, Saturday nights, ten minutes after end of hockey game. Agency: Gerst Advertising. Pepsi-Cola—Renewal of one-minute spots, five days a week, Mondays through Fridays, on "Dinner Platter," for 13 weeks. Direct contact. Clark Candy Bar—One-minute spots, Mondays, Tuesdays, Thursdays, and Fridays from November 14, 1949 through February 10, 1950. (film spots.) Agency: Batten, Barton, Durstine & Osborn. Airwick—20-second spots, one time weekly on Thursdays. Begins October 27; 26 weeks. Agency: William H. Weintraub, New York.

Penny-Wise Plastics—2-time participation on "Distaff." Direct contact. Transvision, Inc.—Participation, five days a week, Mondays through Fridays, on "Dinner Platter." Direct contact. O'Keefe's Ale—"Mr. O.K. Weatherman"—six times weekly, Mondays through Saturdays. 13 weeks, beginning October 31 through January 28, 1950. Agency: Armand Weill, Buffalo. Reddi-Wip Mfg. Co.—participating spots on "Distaff," three times weekly, Tuesdays, Thursdays and Fridays. 13 weeks. Agency: Richard T. Brandt, Inc.

WMCA, New York: Krasdale Foods, in signing a 52-week renewal of a schedule of programs and spot announcements, will present "Woman's Side Of The News" with Betty Kay, 8:30 to 8:35 a.m., Monday through Friday. In addition to the news feature, Krasdale continues its schedule of 15 spot announcements weekly. The campaign was handled through Green-Brodie with Dick Brahm acting for the station in the negotiations.

Fairmont Foods has begun a 13-week campaign of spot announcements promoting client's frozen food products. Doyle, Dane, Bernbach, Inc., placed this account through Mort Fleischl. WMCA account executive. Fleischl also handled a 26-week spot announcement campaign for Babka Pastry Shops, through A. W. Lewin Company. Geneva Furniture Company will sponsor Larry Curtis in a new "Musical Star Time" session from 5:45 to 6:00 p.m., Sundays. Dickerman Advertising Agency arranged this series.

Whitehall Pharmaceutical Company has signed a 22-week series of announcements promoting Guards Cold Tablets. This schedule was negotiated through The Biow Company.

Kirby Makes Debut On WAPI

Birmingham, Ala.—Jim Kirby has made his bow on WAPI and WAFM with the "Hayloft Jamboree," a six-day a week program. Kirby, who has 15 years of radio, stage, screen and TV experience, was formerly on some of the leading network programs and orchestras.

Chicago Music-Appreciation Being Underwritten By AFM

(Continued from Page 1)

recitals will be given at the schools within the next six months, according to Petrillo's plan. A special conductor will act as narrator and explain the music that will be played. In addition to the live concerts given by Petrillo's unemployed musicians, the musicians are also planning to give a series of musical appreciation concerts over the Chicago Board of Education's FM station, WBEZ. It is not planned to broadcast these programs over commercial AM stations.

Frieda B. Hennock, FCC Commissioner, who was to have been the honored guest at the final day's luncheon hosted by the NAB's 9th District Association of Women Broadcasters, wired her regrets that urgent business at the FCC hearings in Washington prevented her from coming to Chicago for the event.

At The Drake Next Year

While no definite date has been set for next year's confab, director George Jennings told RADIO DAILY that it is planned to have the 14th annual School Broadcast Conference at the Drake Hotel here in Chicago next October.

Some 1,500 educators were present at this year's three-day conference. Jennings also thanked RADIO DAILY for its outstanding coverage of the conference.

Robert K. Richards, director of public relations and publications for the NAB made several proposals for cementing relations even further between commercial and educational broadcasters. Richards suggested

Nabors Will Join KTHT As Program Director

Dallas—Bill Bennett, general manager of KTHT yesterday announced the appointment of Ted Nabors as new program director of the Houston MBS outlet. Nabors, formerly program director of KTRH, Houston, comes to KTHT after fifteen years on the staff of the Houston CBS station. According to Bennett, Nabors will be charged with planning and emceeing the expanded program schedules currently planned when the new studios will go into operation.

The modern radio theater, with a seating capacity of 300, will be used to accent local audience participation shows with Nabors at the mike. Nabors will also inaugurate a two-hour participation show "Top of The Morning" from 7:00 to 9:00 a.m. across the board.

King Returns To Radio

San Bernardino, Calif. — Austin King, advertising and radio man, has joined the sales staff of KITO. King was formerly editor of the radio trade magazine "Rim," publicity agent for Spike Jones, Johnny Richards orchestra and other Hollywood personalities.

SOUTHWEST

BUSIEST man in Fort Worth radio is probably Fred Edwards, KFJZ staffer and former western bit player in Hollywood. 10:15-10:45 p.m. across-the-board begins to be a chore when added to a Tuesday thru Friday schedule of his "Cowboy Hit Parade." North Side Coliseum wrestling card on Mondays and the "Lone Star Jamboree" on Saturday nights.


"The Old Scotchman's Scoreboard," on KLIF, Dallas, with Gordon McLendon in the title role, is rolling up new records for mail pull with his latest gimmick for Park Cities Frozen Food Company. Listeners pit their skill at predicting the outcome of Southwest Conference football games and divide game tickets, frozen food locker space and merchandise.

Ray Conaway, who heads the news department at KTHT, Houston, has just been signed by Temple Lumber Company, on a Monday through Friday 12:00 noon news period tagged "The Temple Story." Strip will feature local news and interviews with local people who are prominent in the day's news. Conaway has also been bought three times a week on his 7:30 a.m. news stint by Black-Brollier, Inc.

• faces • facts • figures • wins •

wins • faces • facts • figures • wins • facts

ALLEN BROWN'S CORNER



wins • faces • facts • figures • wins • facts

Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

JOHN McCORMICK, pilot of WBBM's "Matinee at Midnight," made a recent personal appearance at the Hudson-Ross radio stores from 2:30 to 4:30 p.m. He is hoping for a quick recovery from the kink in his arm—caused by the two rigorous hours of hand-shaking and autograph-scribbling!

Tatham-Laird has a new time buyer in Paul Schlesinger, formerly sales service manager at WBBM for the past two and a half years.

As a result of the recent Polio Marathon broadcast over WCFL's new all-night show emceed by Marty Hogan, \$25,000 will be turned over to the National Foundation for Infantile Paralysis. All "big-name" stars in Chicago participated in the program.

WCFL's bid for the all-night audience has been labelled "The Outer Drive." Don McCarty, formerly affiliated with WBOW, Terre Haute, Indiana, is the "traffic commissioner" from midnight through 6:00 a.m.

Rush Hughes is dicker for a few TV shows to originate in neighboring key cities.

Congratulations to WIND disc jockey Eddie Hubbard on the birth of a daughter, Laura Jacqueline. Although Eddie is one of Chesterfield's top salesmen, the occasion definitely calls for a cigar! Mrs. Hubbard was formerly with Mercury Records.

The number of television receivers installed and in use in the Chicago area (50 mile radius) as of August 31, 1949 is 185,275; this figure is based on the totals reported by manufacturers and distributors, and was announced by the Electric Association of Chicago.

Jack Thoma, Wayne King press agent, taking bows for the recent article in "Time" Magazine about the "Waltz King." And it didn't hurt in publicizing Wayne's new TV weekly show over NBC for Standard Oil Co.

Clipp Sees TV Income Topping AM Gross By '51

(Continued from Page 1)

will have taken the lead as an income factor in spite of radio's continued greater circulation." He added, however, that the amortization of television's high costs will be a long-term project, and that much of the TV revenue will go toward further video development.

WFIL-TV currently lists 101 sponsors; the station had a total of eight advertisers during its first week on the air in September, 1947. Since that time, the station has stepped up its program schedule from 23½ hours to 42 hours weekly. On Nov. 15 the evening hourly rate will be increased from \$550 to \$700, and the cost of a spot announcement from \$70 to \$100. Clipp foresees a basic evening hourly rate of \$2000 for WFIL-TV in "two or three years."



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Several midwestern stations have begun to cut down on their disc jockey staffs. . . . Mary Pickford has rejected a fabulous offer to co-star with her hubby, Buddy Rogers, in a new type of Mr. & Missus airer. . . . International Boxing Club reconsidering its ban on TV with idea of selling telecasts for direct screening to theaters. . . . Bob Crosby, signed as a regular on the Pet Milk show, will shift his family east. . . . Todd Russell, meanwhile, is setting up house in Los Angeles where he's lined up several shows. . . . Rob't Montgomery being paged for his own comment column by one of the syndicates. . . . Nate Blumberg, U.A. prexy, huddling with reeditor Walter Shirley on establishing Eastern U.A. studios at Mastic Acres, L. I. . . . Fran Warren signed for the Henry Morgan show starting Nov. 4th. . . . Cathy Mastice being screen-tested by Metro. . . . Leonard Hole, who recently resigned as director of operations at DuMont, off for a month's vacation in Cuba and Jamaica. . . . Guy Lebow, who's shown tremendous strides as a sportscaster lately, negotiating with MGM for a 3-a-week sports radio quiz. . . . Carl King up for the emcee role in a video moppet show, which should be right up his alley. (Or should we say right up King's row?) . . . Johnny Thompson sez he knows a guy whose wife is a born radio star. Whenever he stays out late, she starts asking him Twenty Questions.

★ ★ ★ OUR OWN PERSONAL QUIZ (with no reward for answers): Editorial staffers on what local sheet are being given vacations without pay which may be the beginning of the end? . . . Is Ed Kobak gonna tie up with one of the bigger radio reps? . . . NBC going in for ad copy on laxatives? . . . Is Paul Kesten aiding CBS in its color TV presentation?

★ ★ ★ Most touching video bit we've caught in a long while was Bill Robinson's "adopting" of a young orphan lad who danced his way to the voters' choice on Ted Mack's Amateur Hour the other night. The lad, who ironically enough comes from Robinson's own home town, had idolized Bill all his life and Mack had arranged for Bill to appear on the show and meet him. The kid, thrilled beyond words at meeting his idol in the flesh, broke out in tears and Robinson himself wasn't exactly dry-eyed at the display of worship. Bill gave him some solid advise on how to continue on his career and wound up by getting him set with Paramount Pictures and promising him to guide him on the way.

★ ★ ★ SHORT STORY: In 1935 Robert L. Welch was producer-director of the Kate Smith show. He hired a gal named Dorothy Kirsten (then an opera student) to sing in the chorus. Now Bob has hired her once more to play opposite Bing Crosby in "Mr. Music" which he's producing for Paramount.

★ ★ ● The Protestant Radio Commission's series, "Some One You Know," on ABC, has drawn rave notices from the critics—rare for a religious show. Especially appealing is Morris Mamorsky's musical contribution to the show. Latter is making a rep for himself in radio-religious circles because in addition to his work on this series he also writes the music and conducts "Eternal Light."

● ● ● AROUND TOWN: Roberta Quinlan moves into the star spot on the Mohawk TV series Dec. 12th when Morton Downey departs the show. . . . "Mr. & Mrs. North," the radio series, is one of the better Mystery and Mrs. programs. . . . Harvey Stone sez a lotta comics think that when color TV comes along it'll permit blue material.

AGENCIES

A LICE ROSS, formerly in the media departments of the Lawrence C. Gumbinner and Franklin Bruck advertising agencies, has been appointed time and space buyer for the New York office of The Joseph Katz Company.

DON WEILL, formerly account executive with Grant & Wadsworth, Inc., and previously advertising and sales promotion manager of Clairol, Inc., has joined Benton & Bowles as a member of The Procter & Gamble drug division account group.

ANDERSON, DAVIS & PLATTE announce that Jane Scriven has joined the agency as executive in the public relations department. Miss Scriven, whose home was originally in Chicago, has an extensive home-furnishings background. In New York she was with Macy's and Lord & Taylor, and most recently an associate editor of Home Furnishing Trends for the J. M. Biow Co.

NORMAN KNIGHT has resigned as eastern station relations manager of Mutual Broadcasting System to become vice-president in charge of advertising of Sponsor Publications Inc., New York. Prior to his affiliation with Mutual Knight was general manager of WAJR, Morgantown, West Va.

Send Birthday Greetings To—

October 21

Tommy Riggs Richard Nicholls
Louis Sobol Frances Scully
Jack Holden Jack McElroy
Richard F. Goggin
Joe Kaselow

October 22

Powell Clark Noel Mills
Frank Danzig Parker Fennelly
Roger De Koven Allen Stuart
Charles A. Nobles

October 23

Frederic A. Willis Ford Bond
Charlie Capps Colleen Ward
Lucy Monroe Margaret Speaks
Martha Rountree

October 24

Regina Schuebel Elinor Sherry
Russell Willis Paul Lindsay
Radie Harris Louise King

October 25

Wallace Butterworth Dan Landt
Vera Barton Fanny Brice
Richard Gordon Anne Dail

October 26

Estelle Brenner Pat Barnes
Charlie Barnet Raymond Caddell

October 27

Jack Kilmartin Bob Becker
Kathryn Cravens Jack Carson
Mignon Schrieber



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP . . . that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set

aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

Heavy Registration For NAB Meeting

(Continued from Page 1)

director of research; Ralph W. Hardy, head of the radio division; G. Emerson Markham, TV director and Charles H. Tower. Robert Richards, director of public relations, is also expected to attend the regional confab.

Allied Executives To Attend

The Third district meeting will attract representatives from many organizations allied with the industry. Among those expected to attend are: Madison Amor, RCA Recorded Program Services, New York; J. Frank Beatty, Broadcasting, Washington, D. C.; Paul M. Breining, Associated Press, Harrisburg, Pa.; Frank Burke, Radio Daily, New York; E. J. Fitzsimmons, Weed & Company, New York, N. Y.; James M. Flenniken, Sales Rep., Capitol Records, Inc., Transcription Division, Hollywood, Calif.; Kolin Hager, Sesac, Inc., New York, N. Y.; Mrs. & Mrs. Sydney Kaye, Broadcast Music, Inc., New York, N. Y.; Marvin Kirsch, Radio Daily, New York; E. B. Lyford, National Broadcasting Co., New York, N. Y.; I. Mat-taway, Pres., Radio Television Publicity, Inc., Chicago, Ill.; Robert D. C. Meeker, Robert Meeker Associates, Inc., New York, N. Y.; Mr. & Mrs. John J. O'Connell, Associated Program Services, New York; Linwood Pattee, Broadcast Music, Inc., New York, N. Y.; A. B. Sambrook, World Broadcasting System, Inc., New York, N. Y.; Joseph H. Snyder & Mrs. Snyder, Associated Press, Philadelphia, Pa.; Pierre Weis, Lang-Worth Feature Programs, Inc., New York, and David R. William, Standard Radio Transcriptions Services, Inc., New York.

Broadcaster Reservations Listed

The broadcaster reservations follow: Leonard Kapner, WCAE, Pittsburgh, Pa.; Ewing S. Hawkins, WILM, Wilmington, Del.; Mrs. Alethea J. Mattorn, Manager WMAJ, State College, Pa.; W. J. Thomas, station manager, WCPA; W. K. Ulerich, general manager, WCPA & WMAJ, Clearfield, Pa.; Mr. & Mrs. Frank R. Smith, WBVP, Inc., Beaver Falls, Pa.; George E. Joy, WRAK, Inc., Williamsport, Pa.; L. Waters Milbourne, manager, WCAO, Baltimore, Md.; Robert M. Richmond, Asst. Mgr., WCAO, Baltimore, Md.; Ames L. Harper, WACB, Kittanning, Pa.; Wm. J. McKibben, WACB, Kittanning, Pa.; A. David Potter, Jr., WNAE, Warren, Pa.; L. W. Williams, WNOW, York, Pa.; H. E. Dougherty, WNOW, York, Pa.; John O. Border, WNOW, York, Pa.; Murray Goldsborough, WNOW, York, Pa.; Benedict Gimbel, Jr., WIP, Philadelphia, Pa.; Louis H. Murray, WPAM, & WPAM-FM, Pottsville, Pa.; Lester Etter, WLBR, Lebanon, Pa.; Philip J. Reilly, WLBR, Lebanon, Pa.; Julian F. Skinnell, WLBR, Lebanon, Pa.

Also James M. Murray, KQV, Pittsburgh, Pa.; Clifford M. Chafey, WEEU, Reading, Pa.; K. Richard

PICTURE OF THE WEEK



More than a year of continuous negotiations between the TV networks and Ascapi was climaxed this week when a five-year contract covering TV use of Ascapi music was signed in New York. Signers of the pact were (l. to r.): Fred Ahlert, Ascapi prexy; Mark Woods, president of ABC; Lawrence Lowman, CBS vice-president, and Charles R. Denny, executive veepee of NBC.

Creits, WEEU, Reading, Pa.; C. G. Moss, WLTR, Bloomsburg, Pa.; John S. Booth, WCHA, Chambersburg, Pa.; Mr. & Mrs. Robert R. Eyerly, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Ed Darlington, WCNR, Bloomsburg, Pa.; Mr. & Mrs. Joseph M. Cleary, WESB-FM, Bradford, Pa.; John P. Foster, WJAC, Inc., Johnstown, Pa.; John F. Hanssen, WCRO, Johnstown, Pa.; Thomas G. Tinsley, Jr., WITH, Baltimore, Md.; Victor C. Diehm, WAZL, Hazleton, Pa.; Thomas Tito, WAZL, Hazleton, Pa.; Kathryn E. Kabler, WAZL, Hazleton, Pa.; Frank S. Blair, WSCR, Scranton, Pa.; Judge M. J. Eagen, WSCR, Scranton, Pa.; G. Otis Rawalt, WSCR, Scranton, Pa.; Miss Dolly Banks, WHAT, Philadelphia, Pa.; & WINX, Washington, D. C.; William Banks, WHAT, Philadelphia, Pa.; & WINX, Washington, D. C.; Mrs. M. E. Magargee, WGBI, Scranton, Pa.; Miss Grace MacKenzie, WGBI, Scranton, Pa.; Mr. & Mrs. George D. Coleman, WGBI, Scranton, Pa.

Also Jack Nedell, WGBI, Scranton, Pa.; David M. Baltimore, WBRE, Wilkes-Barre, Pa.; Louis G. Baltimore, WBRE, Wilkes-Barre, Pa.; Walter J. Rothensies, WSBA, York, Pa.; Robert R. Nelson, WARD, Johnstown, Pa.; Joseph E. Cavanaugh, WARD, Johnstown, Pa.; Leroy Strine, WORK, York, Pa.; Clare Miller, WORK, York, Pa.;

Muzak To Pipe Perfumers Music For Corday, Inc.

The Muzak Corp. has announced plans for a nationwide promotional tieup with Parfums Corday, Inc., the first in a series of joint promotions.

Nub of the deal is the Corday perfume called "Zigane" (gypsy), around which composer Harry Revel wrote a melody which has been recorded for Muzak by Glenn Osser. "Zigane" will be featured on the night of Nov. 3 on Muzak's dinner music program piped into thousands of restaurants and hotels in the U. S., Canada, Mexico, Hawaii, and Puerto Rico.

Harold Miller, WGAL & WGAL-TV, Lancaster, Pa.; James Appell, WGAL, Lancaster, Pa.; J. E. Mathiot, WGAL & WGAL-TV, Lancaster, Pa.; J. Robert Gulick, WGAL, & WGAL-TV, Lancaster, Pa.; Walter O. Miller, WGAL-TV, Lancaster, Pa.; J. Gorman Walsh, WDEL & WDEL-TV, Wilmington; Elwood C. Anderson, WEST, Easton, Pa.; Raymond A. Gaul, WRAW, Reading; Irvin Howett, WRAW, Reading, Pa.; David J. Bennett, WKBO, Harrisburg, Pa.; Mr. & Mrs. Clair R. McCollough, WGAL, & WGAL-TV, Lancaster, Pa.; Charles R. Petrie, WHWL, Nanticoke, Pa.; Milton Laughlin, WHWL, Nanticoke, Pa.

Inf'l Tele-Film Web Envisioned At REC

(Continued from Page 1)

writer and head of special projects in the United Nations radio division; Pierre Crenesse, North American director of the French Broadcasting System; Thomas Flanagan, managing director, National Association of Radio Station Representatives, and Richard W. Hubbell, consultant and producer.

Keynote of the discussion was set forth by Hubbell, who read a cable from William Moffat, managing director of Associated British-Pathe, who said that the British film industry is going ahead with plans to produce pictures expressly for U. S. video stations. Moffat said that the recent devaluation of the pound would make such production available at a lower price and would, in turn, bring sorely needed dollars into England.

Calls Idea "Challenging"

Corwin said that the idea of exchanging cultural values through TV films is "challenging" and added that the UN "will be glad to offer its help" in the project.

Reporting on TV development in Europe, Corwin said that there are two stations in the USSR, one in Moscow and one in southern Russia. Number of receivers there, he said, is estimated at 50,000.

In England, he said, there are two stations operating and a third under construction, with 50,000 sets in circulation. France has one outlet on the air in Paris and others on the way in Lisle and Lyon, with receivers numbering 6,000. Stations are under construction, he added, in Holland and Czechoslovakia.

Crenesse said that the advanced development of tele in this country opens an entire new market for the French film industry and should prove a helpful adjunct to ECA aid. A goodwill TV network on film, he added, would be a "great step toward international cooperation."

The French broadcaster explained that RDF had held up full exploitation of video until its 819-line screen was perfected. This was done, he said, because the Government did not want to necessitate the use of converters and that the 819-line system permits full color pictures on both medium and large size screens.

Metallurgy

Carl Haverlin, president of BMI and president of REC last year, received a silver lifetime membership card in REC from prexy John Karol at yesterday's meeting. In accepting, Haverlin pointed out that now he is working for the Radio Pioneers, and asked the founder of that group, H. V. Kaltenborn, if he could accept the REC card. Kaltenborn rose to say that it was alright, and that the Pioneers would present Haverlin with a gold card.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

PHILCO AND DuMONT AIDING C.T.I.

TELE TOPICS

ONCE AGAIN we doff our lid to ABC for giving a top-notch writer a free hand in building a TV series—a step which the other webs seem reluctant to take. Several months ago it was Wyllis Cooper's exciting "Volume 1, Numbers 1-6," and now Arch Oboler has come along with his Comedy Theater. We think Cooper's series made several important contributions to the maturity of TV drama; we hope he'll return very soon. After seeing one of Oboler's initial efforts Tuesday nite, we feel that he too is a man the medium sorely needs. . . . "Love, Love, Love" was the title of the Oboler play this week. Beginning with a lecture by an elderly professor on the various definitions of love, program showed the day-dreamed interpretations of these varied meanings by several students. There were six such sequences; one was hilarious, one was very funny, one was funny and the other three continued the descending progression. Oboler was at his best when writing about Hollywood and its people, the funniest sequence being an excellent broad satire on a movie love scene. The honeymoon of two movie stars was next best, we thought, followed by a Tin Pan Alley interpretation, sung by Benny Rubin. . . . An MCA package, program originates in Los Angeles and is seen here on recording, quality of which is as bad as all the other off-the-tube footage.

THE FOLLOWING LETTER was received yesterday from John V. L. Hogan, and we are printing it here to obtain the reaction of the rest of our readers to Mr. Hogan's suggestion. "I note in your column, and elsewhere in RADIO DAILY," he writes, "an increasing tendency to contrast 'Video' (or TV) against 'Radio' (meaning AM or FM sound radio). Remembering your efforts to find a good name for sound-on-film recordings of TV programs, I think you might be interested in straightening out the confusion that such use of the terms 'Video' and 'Radio' is bound to cause. Television is radio, just as much as AM or FM is; without radio transmission of sound and pictures, we could not have TV. If you want a different word for AM-FM sound alone, and a term to contrast against 'Video,' why not adopt the good old word, 'Audio?'"

ALTHOUGH BUICK IS CANCELLING the Olsen & Johnson show after next week's airer, it still is committed for the time on NBC but is trying to get out of it. . . . Faye Emerson begins a chatter and interview show on WCBS-TV Monday nite for Ansonia, in the seg Diana Barrymore was supposed to have started last week. . . . Leonard Hole, formerly with DuMont and CBS, departed this week for a vacation in Cuba and Jamaica and will announce his future plans when he returns in three or four weeks.

Short-Neck 16" Tube Developed By RCA

Harrison, N. J.—New 16" metal picture tube five and one half inches shorter than present kinescopes for 16 inch sets was announced yesterday by the tube department of RCA. The new kinescope, which will for the first time utilize an RCA "filter-glass," face plate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in receivers that will be available next year. The new tube designated the RCA-16GP4, will be supplied in limited quantities to makers of receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube, is 17 and 1/8 inches long, which compares to 22 1/2 inches of the present 16-inch tube and 18 inches of the widely used 10-inch tube.

American Oil To Sponsor Navy-Notre Dame On CBS

The American Oil Company, Baltimore, will sponsor CBS coverage of the Navy-Notre Dame game from Babe Ruth Memorial Stadium, Baltimore, Saturday. Red Barber will broadcast the play-by-play commentary.

Agency is The Joseph Katz Company.

Game will be carried over stations in New York, Philadelphia, Baltimore, Washington, D. C., Boston, Cleveland and Erie, Pa.

Rogers Seg Held Up By Dearth Of Talent

A severe shortage of variety acts that have not been worn out in the public eye through too many appearances on TV, has pushed back the opening of the "Buddy Rogers Showcase" stanza on ABC two months, Mal Boyd, producer of the show, reported yesterday. Originally scheduled to debut Nov. 2, show will not go on the air until Jan. 4, Boyd said.

Decision to postpone the preem was made yesterday, Boyd said, at a meeting between Rogers, Bud Barry, ABC programming veepee, and himself, after three weeks of auditions had failed to unearth enough acts to fill one show. More than 50 acts were seen, Boyd said, adding that three installments had to be lined up before the kickoff.

Most of the more than 50 acts seen, he said, had been seen several times on network shows using the same routine.

On weekends, Boyd said, he and Rogers will travel to cities on the Eastern seaboard in search of talent, with Philadelphia, Baltimore, Washington, Boston and Providence among the first stops.

Rogers, however, will continue his across-the-board AM stanza, "Pick A Date" on ABC.

Arthur Knight Named

Arthur Knight has been appointed chairman of the film, television and radio department of the Dramatic Workshop and Technical Institute at the President Theater, New York.

RCA Asks FCC To Postpone Tests Of Color-TV Systems

(Continued from Page 1)

ready for demonstration and the prospect that CTI might be able to participate in comparative tests here were all advanced as reasons. RCA officials said the cross-examination slated for December, need not be held off.

The petition said: "The only purpose of demonstrations, comparative or otherwise, is to demonstrate to the Commission the principles and operating characteristics of the color television systems which have been proposed. If a comparative demonstration is to be held and is to accomplish its purpose, the demonstration must be

made with apparatus which will fairly reflect the principles and operating characteristics of the various systems, must provide an opportunity for the parties to demonstrate their systems with comparable types of receivers and must provide an opportunity for all proponents of color television systems to demonstrate their systems simultaneously. Unless these basic requirements are met, no useful purpose will have been served. To conduct comparative demonstrations on any other basis would not provide a fair hearing to the parties concerned."

Now Co-Operating On Direct-View Color Tubes

Washington Bureau of RADIO DAILY. Washington—The FCC yesterday was told that both DuMont and Philco are co-operating with Color Television, Inc., on problems of circuit design and development of direct-view color tubes. The disclosure came from Samuel Burrows Smith, CTI attorney, in response to a question from Commissioner Robert F. Jones concerning the extent of outside aid CTI has sought.

RMA attorney Edward Wheeler appeared to confirm the CTI statement. He said two RMA members "have gone to CTI to help them build a direct view tube."

Possibility that a tube might be ready for the CTI demonstration to the FCC late next month was voiced this week by Dr. George Sleeper, inventor of the CTI system.

Smith said, "our tube expert is here from San Francisco to confer with the DuMont people. Two of Philco's experts will be in San Francisco Monday to confer with our people." DuMont plans to build 20 direct-view color tubes from samples submitted by CTI, a spokesman said—but it is not at all certain that any of these will be ready next month.

Jones again sought to get CTI to bring its equipment here, but the company spokesmen maintained their position that it was not physically possible to do so.

Earlier Col. D. K. Lippincott, for CTI, had declared that the problem of flicker is still not solved in TV, and the objective now is to make the best compromise between flicker and color. Said he, "We are fighting the battle between color resolutions and flicker in all these proposed systems. If you are going to eliminate flicker, you've got so far away you can't see the pictures at all."

Lippincott is expected to conclude his testimony Monday, although he may have to be in San Francisco. If he is not on hand, consulting engineer Frank H. McIntosh will be heard for CTI.

Capehart Sales Up

Dollar volume sales of the 1950 line of Capehart TV receivers were up 314 per cent during September, compared with the same month a year ago, it has been announced by Capehart-Farnsworth Corporation, Fort Wayne, a subsidiary of International Telephone and Telegraph Corporation. Demand for the new line continues unabated, the firm said.

Section of RADIO DAILY, Friday, October 21, 1949

New RCA Turntable Set For Audio Fair

A new type studio turntable to accommodate the RCA Victor 45-rpm records as well as standard 33 1/3 and 78-rpm records will be demonstrated by RCA at the first annual United States Audio Fair, being held in conjunction with the Audio Engineering Society's initial annual convention at the Hotel New Yorker in New York, for three days, from October 27 to 29.

The turntable, a new version of the RCA "70-D" studio turntable will be shown linked with a new amplifier and LC-1A duo-cone loud-speaker.

Improved Polaroid Filter

An improved TV filter, the new DeLuxe Polaroid Television Filter with the exclusive "glare-lock" feature, which eliminates all direct and indirect glare from the TV viewing screen, was announced this week at a press conference held at the offices of the Pioneer Scientific Corporation, N. Y. The new filter is composed of six different layers; two of outside protective coating, one on each side, to prevent scratching, two layers of acetate butyrate, one on each side, to give body and rigidity, a linear polarizer to eliminate eye strain, and a new ingredient, a circular polarizer to trap day and night reflections. Prices for the new filter range from \$7.50 for 7-inch tubes to \$27.50 for 19 and 20-inch tubes.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

TV Sales Training Program Launched By DuMont Labs.

An unusual merchandising and sales training program is currently being undertaken by Allen B. DuMont Laboratories, Inc. as well as an intensive six week's sales training drive, which commenced this week. Announcement of this new program was made by Walter L. Stickel, national sales manager for the TV receiver sales division of the DuMont organization.

Statement By Stickel

Stickel told a press gathering that "television has grown so rapidly that manufacturers just haven't had the time to train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store.

"This training plan is the most comprehensive we have seen. It approaches sales problems at the consumer level, translating the technical into layman language."

The plan, prepared by Buchanan

and Company, DuMont's advertising agency, under the supervision of their advertising sales departments, is the result of more than 10 months of intensive research in the field.

The Sales Training Unit consists of a 52-page master easel, 18 x 28" in three colors which will be demonstrated at regional, distributor and retailer sales meetings.

In explaining the plan, Stickel stated, "People buy television receivers for five reasons—Name or Reputation, How It Performs, Its Features and Price. This sales training plan which we have worked out gives salesmen specific facts to cover all of these points to make the sale."

Booklet Prepared

At the conclusion of each meeting, all those present will receive a pocket-sized 64-page booklet which will contain the essence of the sales information contained in the easel, as a handy reference.

PRODUCTION PARADE

Motorola TV Sales Soar

An all-time high in TV set sales, quadrupling 1948 figures, was achieved by Motorola, Inc. in September, W. H. Stellner, vice-president in charge of merchandising, reported this week. Dollar volume sales of the Chicago firm's 1950 line of video sets were up 424 per cent over the same period for 1948. Unit sales were running at a rate of 403 per cent greater than sales in September, 1948, with no slackening in sight.

Andrea Distrib. For Northern N. J.

Lynn Eaton, general sales manager of the Andrea Radio Corp., has announced the appointment of Igoe Bros., Newark, N. J., as exclusive Andrea distributor for Northern New Jersey, and Orange, Rockland and Richmond Counties of New York State. A series of sales and service training meetings were held at Igoe Bros. following the announcement of their appointment as distributors.

New Sylvania Germanium Diodes

Germanium crystal diodes that are more compact, moisture-proof and enclosed in hermetically sealed glass cartridges have been announced by George C. Connor, general sales manager for the Electronics Division of Sylvania Electric Products, Inc.

The new crystal diodes are available in two types: 1N34A, a general diode, and 1N58A, a hundred-volt diode.

Admiral Adds To TV Line

Admiral Corporation has announced production of 3 new video receivers, to round out its current line. Model 24X15, a TV-radio-phonograph combination, retailing at \$299.95, a console, Model 20X145, with 12½" screen at \$279.95 and Model 20X136, a wood table model, with 12½" screen to retail at \$249.95. All receivers are equipped with Admiral's new exclusive Built-In Directional "Roto-Scope" Antenna.

To Install G. E. Antenna

A 12-bay super-gain TV antenna, one of the largest ever built, has been sold to WHAS-TV, Louisville, Ky., by G.E.'s Transmitter Division. The antenna weighs four tons and is 86 feet long. Electric power equivalent to that used in a dozen average homes will be required to keep ice from forming on the antenna in the winter.

Film Prod. And TV Equip. Catalog

S. O. S. Cinema Supply Corporation, New York, is about to release a new catalog, entitled "Sturelab 8A" on Film Production and TV Equipment. The new volume will list approximately 1,600 items, with about 200 photographs, totaling 88 pages, embodying every type of Film Production Equipment that is required in producing motion picture and TV films. Free copies of the new catalog may be obtained by writing S. O. S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

TV Film Camera Has Video Pre-Amplifier

A new television film camera, featuring a new video pre-amplifier and other improvements is now available for commercial use, according to Walter M. Boland, western district manager of General Electric's Electronics Department.

The video pre-amplifier in the new film camera (Model 4PC2B2) is sturdier, simpler and more accessible than previous units, he said, and is also available for modernization of existing GE TV film cameras.

Virtually free of microphonics, the pre-amplifier has excellent transient response and is free from objectionable overshooting, according to company engineers. One of its main features is the simplicity of alignment since only three speaking circuits have to be adjusted. All electrolytic capacitors in the pre-amplifier are hermetically sealed and are of the "plug-in" type. The latter feature permits easy replacement of capacitors and rotation of spare capacitors—thus prolonging their life.

1st Microwave Installation

The first actual installation of microwave radio equipment on a power system in this country was recently placed in operation on the Pennsylvania Electric Company system. Westinghouse Type FB microwave equipment is used.

ENGINEERS—CONSULTANTS

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RADIO ENGINEERS

906 Natl. Press Bldg. 1407 Pacific Ave.
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219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

GEORGE P. ADAIR

Radio Engineering Consultants
Executive 1230
Executive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.



RADIO DAILY

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TEN CENTS

TV RECEIVER SALES REACH NEW HIGH

FMA Seeks Assistance In Killing New Tax

Washington Bureau of RADIO DAILY
Washington—FMA called upon its membership the past week to seek aid from Congress toward lifting of the Treasury regulation imposing a new ten per cent excise levy on TV sets equipped with a continuous FM band. The association saw this ruling as "the first step by the Federal government to tax other component parts of TV receivers whether radio equipped or not."

Only real possibility of killing the new tax is through Congressional

(Continued on Page 2)

Chesapeake Newsmen Elect New Officers

Denis Sartain, news chief of WWDC, Washington, has been elected president of the Chesapeake Press-Radio Association, succeeding William Hardy, new director of WFMD, Frederick, Md. The group includes broadcasters in Maryland, Virginia and the District of Columbia.

Elected first and second vice-presidents respectively at the meeting last week were Matthew Warren, program director of WEAM, Arlington, Va., and Fred Hinkle, news editor of WCUM, Cumberland, Md.

GE Earnings Off 19% From Last Year's Figure

Schenectady, N. Y.—General Electric Company's consolidated operations for the first nine months of 1949 resulted in a 19 per cent drop in net earnings from last year's figure, president Charles E. Wilson

(Continued on Page 2)

Expose?

Paul Raibourn, vice-president of Paramount Pictures, Inc., and president of Television Productions, Inc., will discuss "Television—Now and Hereafter," at the first fall meeting of the American Television Society at the Park Sheraton Hotel tomorrow night. Pressed for further explanation of the subject matter of Raibourn's talk a spokesman for ATS said: "he will expose the deep-dyed machination which have tied up television, and will tell why television stocks went up in the Stock Market last week and how far they will go." Raibourn is non-committal on the content of his TV speech.

WJZ Completes Plans For Election Coverage

WJZ and WJZ-TV, on Nov. 8, will concentrate its local and state election night radio and television coverage in the large new studio, "TV-1," in ABC's Television Center. New York City, it has been announced, along with other details, by Thomas Velotta, the net's v-p in charge of news and special events.

The studio, which measures 50x100

(Continued on Page 3)

SESAC-KOTA Dispute Settled: New Pact Signed

Sesac, the music licensing firm, has announced the settlement in its favor a dispute with KOTA, Rapid City, S. D., over performance fees.

(Continued on Page 3)

Over 2 Million Sets Being Manufactured This Year; Holiday Trade Will Exhaust Dealer Stocks

First Run Film Airing Set For Phonevision

Chicago—Zenith Radio Corporation in the next few weeks will inaugurate a daily Phonevision telecast for ninety straight days utilizing ninety first run films from top Hollywood film companies. A Zenith spokesman emphasized that these will be first run class "A" films and not old films or reissues or so-called "B" product. The spokesman de-

(Continued on Page 7)

President Names Doherty To Geneva Conference

President Truman has named Richard P. Doherty, NAB employer-employee relations director, one of two management representatives on the U. S. delegation to the International Labor Office Conference in Geneva this week. The agenda will include discussions of employment

(Continued on Page 2)

Telephone Sleuthing Pays Off On Newscast

Cincinnati—Tom McCarthy, news director of WKRC, demonstrated the direct approach in news gathering last Wednesday when he hooked up his wire recorder and several

(Continued on Page 8)

Receiver sales and production are at an all-time high, with demand still exceeding supply, a check of major manufacturers revealed yesterday. It had been expected that the FCC hearings on color and the attendant publicity would influence many persons to postpone purchase

(Continued on Page 7)

AFA Drive Stresses Advertising Benefits

The Advertising Federation of America's current public relations campaign, released in New York yesterday, is built around the idea that advertising lowers, rather than raises, the cost of most products which are advertised.

The campaign, aimed at promoting "a better public understanding of advertising," is produced cooperatively by six major industry groups,

(Continued on Page 3)

WKAT Offers UN Visit As Essay Contest Prize

Miami Beach, Fla.—Paul Kingsley, WKAT commentator, is conducting an essay contest in cooperation with the United Nations Institute on the subject of "Formula For World Peace."

The youngster who writes the

(Continued on Page 2)

Today Is United Nations Day; Radio Accomplishments Noted

The achievements of the United Nations Radio Division from its inception in 1946 up to the present are summarized in a 16-page report prepared by the Division's executive staff, and made public today in connection with United Nations Day observance.

Each week, the report points out, about 100 hours of broadcasting are originated at Lake Success; this figure is greatly increased when the

General Assembly is in session. It does not include the many hours of UN proceedings carried by individual stations, and networks, or re-broadcasts of recorded meetings and interviews.

The Radio Division is broken down into four operation sections—European and Middle Eastern, Latin American, Trans-Pacific, and English Language. European and Mid-

(Continued on Page 8)

Linguistic Tenor

Miklos Gafni, a newly-discovered dramatic tenor who has been guesting on radio and TV shows, will use three of the seven foreign languages he knows when he is interviewed on programs, 9:30 a.m.-12:15 p.m., Oct. 26, over WHOM, foreign-language station in New York. He will appear on German, Jewish and Italian shows,

What's Buzzin'

New Brunswick, N. J.—Football fans following the Rutgers games over a local station complained that often the noise of roaring motors, as of planes divebombing the field, almost drowned out the broadcasts. Investigators found that the "planes" were a family of wasps, who had set up housekeeping in a corner of the stadium's broadcasting booth.



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

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WEST COAST OFFICES
 Allen Kushner, Manager
 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
 Andrew H. O'Idar, Chief 6412 Dahionesa Rd.
 Phone: Wisconsin 3271

CHICAGO BUREAU
 Hal Tate, Manager,
 360 No. Michigan Ave.
 Phone: Randolph 6-6650

SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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FINANCIAL
 (October 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/8	8 3/8	+ 1/8
Admiral Corp.	28 3/8	28	28	- 1/8
Am. Tel. & Tel.	144 3/8	144	144	- 3/8
CBS A	24 1/2	23 1/2	24 3/8	+ 1 3/8
CBS B	24 1/2	23 3/8	24 1/2	+ 1 1/4
Philco	30 1/8	30	30	- 1/4
Philco pfd.	8 1/2	8 1/2	8 1/2
RCA Common	13	12 3/4	12 7/8	- 1/8
RCA 1st pfd.	72	72	72	+ 1/2
Stewart-Warner	12 5/8	12 1/2	12 1/2	- 1/8
Westinghouse	29 3/8	28 3/4	29 1/4	+ 3/8
Westinghouse pfd.	99	98 3/4	98 3/4	- 1/4
Zenith Radio	29 1/4	28 1/2	28 1/2	- 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 5/8	14 1/4	14 5/8	+ 5/8
Nat. Union Radio	3	3	3

OVER THE COUNTER

DuMont Lab.	14 3/8	15 3/8	15 3/8
Stromberg-Carlson	13	14 1/4	14 1/4
U. S. Television	3 1/8	3 1/8	3 1/8
WCAO (Baltimore)	16	16	16
WJR (Detroit)	7 3/4	8 1/4	8 1/4

DO YOU WANT A GUEST ON YOUR PROGRAM WHOSE OCCUPATION IS GIVING AWAY \$3,000,000,000.

Write: **ARTHUR E. LINKER, 515 Madison Ave., N. Y. 22, N. Y.**

☆ **COMING AND GOING** ☆

PIERRE CRENESSE, director of the French Broadcasting System in North America, and **CLAUDE VILLEDIEU**, diplomatic correspondent for RDF now working with the UN, left on Saturday for Louisiana, where they'll tape recording for rebroadcast in France.

J. LEONARD REINSCH, managing director of WSB, Atlanta, paid a call late last week at the offices of NBC, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, is back from Hollywood, where he directed the latest Tex Beneke recording data for Thesaurus.

CONNIE DESMOND, Columbia network sportscaster, has returned from Ann Arbor, where on Saturday he broadcast the game between Michigan and Minnesota.

DOROTHY HEALEY, secretary to Walter Scott in the sales department of NBC, spent the week-end in Boston.

HANLEY STAFFORD, the "Daddy" to Fanny Brice's "Baby Snooks," arrived in New York Friday following a vacation in Europe. Show returns to the air November 8.

TONY MARTIN and his wife, **CYD CHARISSE**, arrived in New York by plane last Thursday. They'll spend a few days here, then will open an engagement on Wednesday at the Latin Casino in Philadelphia.

EDGAR BELL, of Oklahoma Publishing Co., operators of WKY, Oklahoma City, was welcomed last week at the headquarters of NBC, of which WKY is an affiliate.

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, has returned from Pinehurst, N. C., where he attended the meeting of District 4, of the NAB.

ANNE C. BALDWIN, publicity director of WOV, is expected back today from a short trip to Baltimore and Washington.

KATHERINE STEFFAN, an entertainment highlight on WHIO-TV, Dayton, Ohio, is visiting in New York.

EARLE C. ANTHONY, president of KFI, Los Angeles affiliate of NBC, visited last week at the headquarters of the web.

JEFF CLARK, new "Hit Parade" singer on Festival, has returned from the Tobacco Bowl Festival.

VICKEY CORREY, educational director of KDKA, Pittsburgh, who made a three-month tour of Europe for the UN last summer, is here to attend today's ceremonies at UN headquarters.

HORACE HEIDT AND HIS PROGRAM personal broadcast yesterday from the Municipal Auditorium in Kansas City, Mo.

MOREY AMSTERDAM will leave tonight for Toronto, where he will emcee the annual charity show of the Herzl Zion Club.

THE MARINERS, quartet featured on Arthur Godfrey's radio and video programs, last Wednesday were in Philadelphia, where they entertained at Convention Hall in connection with the kick-off of the Community Chest fund campaign.

FMA Seeks Assistance In Killing New 10% Tax

(Continued from Page 1)
 action, FMA said on the basis of conversations last week with Internal Revenue Bureau officials. As yet, the government officials admitted, they did not know just how they would evaluate the taxable portion of TV sets with FM bands.

President Names Doherty To Geneva Conference

(Continued from Page 1)
 and wage conditions and performers' rights in radio and TV, technological changes within the industry and their effect upon employment, and other problems of importance to the industry.

Announcer Joins WDSU
 New Orleans, La.—Bob Trebor, former chief staff announcer of WVET, Rochester, has been added to the WDSU Broadcasting Services announcing staff.

GE Earnings Off 19% From Last Year's Figure

(Continued from Page 1)
 announced Friday. The totals were \$67,612,879 this year, against \$83,893,459 in 1948.

Said Wilson: "This decrease in earnings was due in part to the fact that in the quarter just closed there was no counterpart of the special dividend of \$6,525,310 which was received in September, 1948, in connection with the liquidation of G. E. Employees Securities Corp." He added, however, that the drop in earnings was due principally to frequent changes in GE's production schedule which were made in a "futile" effort to keep pace with erratic market conditions.

WKAT Offers UN Visit As Essay Contest Prize

(Continued from Page 1)
 best essay on this subject will get a round-trip to Lake Success with all expenses paid, and will be accredited by the State Dept. to the UN General Assembly as an official observer. Upon his return to Miami Beach, the prize-winning youth will be interviewed by Kingsley on his "News At Noon" over WKAT.

Beg Your Pardon

It was incorrectly stated in a recent issue of RADIO DAILY that Gilchrist-Spriggs & Co., Boston, was the agency handling radio and television advertising account of Durkee-Mower, Inc., Boston candy manufacturer. The agency is Harry M. Frost, Inc., and the account executive is Carl Frost. Gilchrist-Spriggs are public relations representatives for the candy manufacturer.



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**

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

AFA Drive Stresses Advertising Benefits

(Continued from Page 1) including the NAB's Broadcast Advertising Bureau.

The campaign committee is headed by Ralph Smith, executive vice-president of Duane Jones Co., and includes: Norman Boggs, general manager of WMCA, New York; Fairfax M. Cone, of Foote, Cone & Belding; Sally Woodward, of Flanley & Woodward; Vernon Brooks, director of Scripps-Howard Newspapers; Frederic R. Gamble, president, AAAA; Monroe Green, advertising director, The New York Times; Anthony La Sala, production manager, Geyer, Newell & Ganger, Inc.; Albert L. Morse, advertising director, Goodall Fabrics, Inc.; Henry Obermeyer, vice-president, Bozell & Jacobs, and Art Stein, promotion manager, Newsweek.

SESAC-KOTA Dispute Settled; New Pact Signed

(Continued from Page 1) which was the subject of a lawsuit by Sesac and a countersuit by KOTA.

The music firm charged in a South Dakota court that the station had failed to pay assessed fees for use of Sesac music. KOTA, in its countersuit, claimed it had been coerced into signing a Sesac license, although it "neither needed nor used Sesac music. Settlement was reached on the following basis, according to Sesac: KOTA has paid all of the arrears for which Sesac sued, and has entered into a new long-term license agreement with Sesac; KOTA has acknowledged in writing that its previous license contract with Sesac was made by the station of its own free will, and that Sesac has fully lived up to the terms of the agreement.

Supreme Court On Dec. 5 To Hear WGST vs. SBI

Washington Bureau of RADIO DAILY
Washington—The Supreme Court agreed yesterday to hear the appeal of WGST, Atlanta, from a Georgia State Court award of \$145,000 to Southern Broadcasters, Inc., management firm which had run the station under contract with the regents of the state's university system until the FCC stepped in and refused to renew the license. The WGST position is that it could not live up to the contract because to do so would mean loss of its license. Hearing is scheduled Dec. 5.

APARTMENT

One of New York's finest apartments. Midtown overlooking Hudson. 8 very large, unfurnished rooms; 3 baths—\$350.00 per month. Call Wisconsin 7-1526 between 10:30 a.m. and 6 p.m. weekdays.

★ THE WEEK IN RADIO ★

Radio Cited As Industry's 'Bread & Butter'

By AL JAEGGIN

RADIO'S future security and rising popularity, in the face of a continued growth of television, was reaffirmed during the week by both statistical reports and speeches, one of which characterized standard commercial broadcasting as "the bread and butter of mass communications."

This reminder of radio's continued growth as "breadwinner" was contained in an address delivered by Robert E. Kintner, executive v-p of ABC, at a luncheon of the Advertising Women of New York. He declared that standard broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future.

Since the vast majority of radio homes are in non-urban areas untouched by TV, according to A. C. Nielsen, standard broadcasting in rural areas is not affected by the newer medium. In announcing a new Nielsen service, "Home-Using-Television," he expressed the belief that areas, where radio is untouched by TV, have been neglected, and if such "misconceptions" were to continue, "many millions may be wasted in advertising and tremendous damage may be done to the financial interests of those who have a stake in radio."

A 46-page study prepared by Free & Peters, station reps, emphasized the "mobility" and "flexibility" of spot radio as an advertising medium. The study is entitled "Spot Radio Costs Less Today." . . . A special testimonial of radio's selling power came from a Wilmington, Del., builder, Gordy & Son, Co., which sent a letter to WTUX declaring: "Four out of every five sales were directly traceable to radio advertising" on the station. . . . A growing awareness on the part of politicians, of radio's influence on home listeners was indicated in a special RADIO DAILY survey which showed that New York and New Jersey political parties are taking to the air in unprecedented numbers as the November elections approach. Both radio and TV stations in eastern areas are cashing in as never before on the local and state political campaigns.

Radio's strength as a nation-wide medium for reaching millions of people was shown in a joint research project of the Mutual Broadcasting Co. and Crosley, Inc. Their report on home radio listening during the World Series disclosed that 54.6 per cent of all American radio homes were tuned to the baseball classic on Oct. 9 and that the average rating for the series was 37.9. . . . A similar story is expected today, UN Day, when an estimated radio audience of 50,000,000 persons will be tuned to the official cornerstone laying of the new UN building on New York's East Side. . . . Today's fourth anniversary of the United Nations Charter will be

saluted by radio and television stations throughout the country via special programs, spots and music, prepared by industry-wide organizations. America's salute to UN Day will be shortwaved to all points of the globe.

Successful commercial radio within the United States is being used as the pattern for developing "free" radio in South America, Goar Mestre of Cuba, president of the Inter-American Assn. of Broadcasters, the AIR, told RADIO DAILY. The organization's traveling envoy, Lorenzo Balerio Sizzo of Uruguay, reported that private broadcasters' associations have been established in six South American countries as part of the AIR. . . . In the event that two Latin American countries, Cuba and Mexico, do not live up to the NARBA provisions, President Truman and the State Department have been asked by the NAB's district 4 to be ready to impose "sanctions" so as to protect the wave lengths of United States stations.

WJZ Completes Plans For Election Coverage

(Continued from Page 1)

feet and has a 45-foot ceiling, will provide "complete mobility for video cameras, announcers, newscasters, writers and technicians and, at the same time, afford ample space in which to operate the nerve center of the vast network of special lines, cables and batteries of teletype machines which ABC will employ that night for both radio and TV, Velotta said.

WJZ To Stay On Air

Both WJZ and WJZ-TV will remain on the air to cover the voting until the major contests have been won. John T. Madigan director of news for ABC, will direct both the radio and video activities.

'Swing' Time Extended

"Afternoon Swing Session" on WWRL, New York, starring Phil Gordon as disc jockey, has been extended 25 minutes daily, Monday through Saturday. The show is now heard 4:05-5:30 p.m.

the nation's most

distinguished flight



"The Hollywood"

Fly United's DC-6 Mainliner 300 "the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's hand-picked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



c-o-u-n-t t-h-e h-o-u-s-e

The measure of a hit is the length of the line at the box office — not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:

top network billings...most sponsored hours

...most nearly sold-out schedule in radio.

The pay-off is always at the box office— and here's why the obvious preference is for NBC: strongest station lineup in radio... largest audience in advertising.

NBC

America's No. 1 Network
a service of Radio Corporation of America

RADIO DAILY

LOS ANGELES

By ALLEN KUSHNER

WALTER McCrerry, president of Walter McCrerry, Inc., left on October 19th for Chicago to discuss national advertising and promotional campaign with the producers of Shipstads & Johnson Ice Follies of 1950. McCrerry retained his affiliation with the Ice Follies when he recently purchased controlling interest in the firm of Smith, Bull & McCrerry. He has been associated with Ice Follies for past 14 years.

Dr. Lyman Bryson, CBS counselor on public affairs, has been named chairman of the technical committee on communications for the Midcentury White House Conference on Children and Youth, to be held the week of Dec. 3, 1950 at the Executive Mansion in Washington. Dr. Bryson also was named to the executive committee for the conference.

Guy della Cioppa, who's associate director of network programs here for CBS, tells me that Phil Cochran (basis for the wartime "Terry and the Pirates" Air Force colonel) cut an excellent audition of "Air Commando" here over the weekend. della Cioppa says all hands, including writers Gil Doud and aul Dudley and producer Norman MacDonnell, earned bows for a good platter.

Bruce Dodge after almost ten years as Biow producer on "Take It Or Leave It," severed ties with the program last week to open a television packaging office in partnership with Bob Hawk. Edward Feldman, newly-assigned producer, is now editing the two Eddie Cantor shows which were taped at NBC Sunday, Oct. 16. In New York, Feldman worked on the "Counter Spy," "Big Sister," Milton Berle and Henry Morgan shows.

Lever Brothers, N. Y., through the Ruthrauff and Ryan Agency, New York, has contracted to sponsor the last half of the Monday thru Friday "Breakfast in Hollywood" show starring Jack McElroy as emcee over the entire coast to coast network of the Canadian Dominion network starting Monday, Oct. 31.



Mainly About Manhattan. . . !

WEEK-END CUFF NOTES: Faye Emerson replaces Diana Barrymore tonight on latter's scheduled TV debut via CBS. Series is sponsored by Ansonia Shoes and produced by Hardie Frieberg. . . . Elsa Maxwell readying her own TV session. . . . Roger Kay Enterprises, new video producing unit, signed with Gen'l Artists Corp. . . . Earl Wilson who seems to get better with every air appearance, guests on Roberta Quinlan's stanza on the 27th. . . . With Aly Kahn reported buying into a network. Peter Donald imagines he'll wind up sponsoring "Pasha Faces Life." . . . Danny Hollywood now associated with Frank Cooper. . . . Opportunity doesn't knock these days, contends Jack Perlis. It rings the phone and asks silly questions. . . . Manhattan Seen-ery: At the Town House, two larks giving each other a friendly "Pat"—Patricia Morrison and Patrice Munsel. . . . Leo DeLyon wonders if "Touch and Go" is a story about a B'way panhandler. . . . Gene Schoor drops the col'm a line to remind us that he's with the new Joe DiMaggio show as sports director. Will Rowland has secured the rights to the famed Jimmy Dale mystery stories.



Radio can be mighty proud of Arnold Moss. Last week Brooks Atkinson, of the Times, described his portrayal of the stuffy fop in "Twelfth Night" as "the greatest Malvolio of our time." And Photoplay crowns Moss with "Best Performance of the Month" for his villainous role in Eagle-Lion's film, "The Black Book."



PASSING BY: Martin Begley, NBC-TV casting director—one guy who's never too busy to see all comers. A rare quality for any TV exec, as any performer knows only too well. . . . Jackie Jordan (Miss TV of Calif.) who's not only a looker but has plenty of dramatic talent as well. . . . Gene Pope, Jr., at 22, one of the youngest station managers in the country, if not the youngest. An MIT grad, he's also editor of Il Progresso, biggest Italian language daily in the U. S. . . . Jeff Clark, new Hit Parade singing star, who lost his luggage while at the Tobacco Festival in Richmond, Va., and hadda borrow tux. shoes, etc., from visiting newspapermen. (Danton Walker loaned him his tux).



OUR HAT'S OFF DEPT: Monica Lewis' Decca platter of "My Own, My Only, My All," the big plug tune from "My Friend Irma." . . . Sonny Howard's song impressions. . . . Ruth Duncan's keyboard magic at the Town House. . . . Arthur Van Horn's Sunday night "Heart Beats in the News" sessions via WOR—loaded with vitamins. . . . Tony Bavaar's singing on WJZ's "Moods in Melody." . . . Nellie Lutcher at the Paramount. . . . Morton Downey's crooning over WCBS-TV during the Al Smith memorial dinner.



Sammy Kaye is holding daily rehearsals whipping his "So You Want To Lead A Band" series into shape for television. Three ad agencies have shown interest in the stanza and Kaye is readying a 'dry run.' The bandsman would prefer putting the show on film, but if Petrillo delays his okay on the use of music on filmed TV shows, he's prepared to do the program live out of N. Y., or any other city connected with the cable.



SMALL TALK: Maurice Dreicer in San Francisco lining up a new video series. . . . Xavier Cugat topped Vaughn Monroe's all-time attendance record at Philly's Click club. . . . WWRL sportscaster, Jocko Maxwell, rounding out his 20th year in radio.

CHICAGO

By HAL TATE

IT'S a baby girl for the Bill Putnam's. He's prexy of the Universal Recording Corp. Their first child was a boy and the new Putnam offspring, born Monday night at Ravenswood Hospital, will now be able to join her older brother in boy-and-girl duets for Universal Record release.

Bernie Lewis was in town this week to arrange for the appearance of Father James Keller on Don McNeill's "Breakfast Club." Founder of the Christophers, Father Keller is the author of "Three Minutes a Day" and the recently published "You Can Change the World," both published by Doubleday.

Howard Stebbins, WAIT engineer, is recording leading Chicago sporting events at the request of various eastern stations.

Hugh E. Davis, executive v-p at Foote, Cone and Belding, revealed at the Chicago Radio Management Club at the Tavern Club Wednesday, that he was one of the partners with Bob Hope on the deal last winter to buy WHAS. Hugh revealed that while the asking price was 2 million dollars, the actual investment was \$875,000. He said the differential in purchase price was for the valuable franchise.

EMCEES... and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

FREEMANTEL System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

Send for FREE Book.

Freemantel Voice Institute, Suite O, 113 West 57th St. RD. New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME

ADDRESS

CITY ZONE.....

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL INTERNATIONAL LIST CO.

565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

RECEIVER DEMAND AT NEW HIGH

TELE TOPICS

AFTER A STEADY DIET of anti-TV pills rolled by the New York sports-writers, it is refreshing, to say the least, to run across the following lines from H. G. Salsinger's column in the Detroit News: "Any fear that television would wreck professional baseball can now be abandoned. . . . One-half of Detroit's home games were televised this year and, what did the telecasts do to attendance at Briggs Stadium? The answer is in the books. An all-time record of 1,821,204 paid admissions. The radio and television sponsor can claim at least part of the credit for the increase. The broadcasts and telecasts of the Tigers home games under the sponsorship of the Goebel Brewing Co. created new customers. Harry Heilmann's explanations of plays, his discourses on fundamentals and strategy, and his anecdotes, are entertaining as well as educational. The baseball people may be unwilling to credit radio and television for the increased attendance, but they certainly cannot say that these mediums cut gate receipts."

MARY PICKFORD, Buddy Rogers and Mal Boyd have formed a new package firm, PRB, Inc., with offices in the penthouse at 745 Fifth. Also planned is personal management of AM-TV personalities. Miss Pickford, who is co-owner of United Artists and owns a majority interest in the Samuel Goldwyn studios, has applications on file with the FCC for three stations in North Carolina. Fourth director of the new firm is Paul O'Brien, of O'Brien, Driscoll, Raftery and Lawler. . . . First public showing of the recently discovered Bible scroll said to be 1,000 years older than any previous record occurred Friday night on the Camel News Caravan over NBC. The Archbishop of Jerusalem and Luther Evans, Librarian of Congress, appeared on the show with the scroll. . . . The N. Y. Paramount theater will pick up the network pool of the UN cornerstone ceremonies on its large screen this afternoon.

CB S IS DROPPING "Sugar Hill Times" and will replace the all-Negro revue with "Romance," a dramatic series produced and directed by Robert Stevens, who also does "Suspense." Show will be aired every other Thursday, 8:30 p.m., alternating with "Inside USA," beginning Nov. 3. Lilli Palmer will guest on the preem. . . . Guy Griffen, formerly general manager of WSSB, Durham, has joined the sales staff of WMAR-TV, Baltimore. . . . Hour-long pickup of the International Livestock Exposition in Chicago Nov. 29 will be sponsored on NBC by Allis-Chalmers, through Bert S. Gittins agency. Everett Mitchell will describe judging and selection of the grand champion steer.

6-10 Feet Declared Best Viewing Distance

Viewing distances of six to ten feet is generally comfortable and practical for receivers with 15 to 19 inch picture tubes, Dr. Theodore H. Conklin, president of the New York State Optometric Association, said today.

Dr. Conklin disclosed that scientific findings show the ideal viewing distance for most people is six to ten feet, and that large screen pictures present the ideal for viewing at that distance.

"It is twice as easy to see a fifteen- or nineteen inch picture from that distance as a ten-inch picture," he said. "The visual angle is twice as great and therefore the size of the optical image to the human eye is doubled.

"It is fallacious to think that large screens require viewing from distances of no less than twenty feet as many people believe," he declared. "Moving back farther than ten feet forces the eye to look at an optically smaller image. It is a physical law that the larger the visual target, the easier the visual perception."

WOC-TV, First Iowa Sta., To Make Nov. 1 Debut

Davenport—WOC-TV, first station in Iowa and the Quad-Cities, will start programming on Nov. 1st, it was announced by manager Ernie Sanders.

TV Box Score

On the air	87
CP's	26
Applications	351

First Run Film Airing Set For Phonevision

(Continued from Page 1)

clined to state which film companies had sanctioned the use of their first run films for this test but it is known that Eugene F. McDonald, president of Zenith, has huddled with Top Hollywood executives including Spyros Skouras, president of Twentieth Century-Fox, and William F. Rodgers, vice-president in charge of sales for Metro-Goldwyn-Mayer.

Phonevision attachments are being installed in three hundred homes in the Chicago area. Viewers will pay for their first run films although cost details have not yet been worked out. It will probably run around three dollars per set per night. Set owners, who will pay for the privilege of viewing top Hollywood first run product, will merely call the telephone company informing the phone firm that they want to see the pictures. The phone company's "unscrambler," which is connected to the Phonevision set at home, is switched on and the viewer sees a clear image. Set owners not using Phonevision will only see a blurry, rapidly moving image on the screen.

Sales Up Despite Color Hearings, Mfrs. Report

(Continued from Page 1)

of a receiver for fear it soon would be obsolete, but without exception the manufacturers report not a decrease, but a sharp increase in sales.

(Scope of the rapidly expanding TV circulation was revealed by market research studies by General Electric Co., Newark. Total of 5,600,000 sets in use by the end of next year was indicated, with 19,300,000 receivers five years from now, the firm said.)

Although individual production figures are closely guarded by each manufacturer, it is the consensus that the entire industry will exceed the production goal of 2,000,000 receivers set at the beginning of the year, with some estimates placing the expected total at around 2,300,000.

This is normally a period of accelerated activity — sales between September and Christmas usually account for about 36 per cent of the year's total—but with virtually no exceptions demand has been so great that all manufacturers have been forced to allocate shipments.

When queried about any possible effects on sales of the color controversy, the manufacturers replied that none has been noticeable whatsoever, and that sales are considerably ahead of last year.

General tone of the replies was one of extreme well-being. "Sales have never been this good," said the sales manager of one of the major producers. "Demand is way ahead of a fantastically good supply," was the reply of another major manufacturer. Present demand for sets is the "greatest in the history of the industry; we can't keep production up with it," said a third.

Besides the seasonal upturn, lower prices are a main reason for the run on sets. Prices are generally a third lower than they were a year ago, and in some cases have been reduced almost 50 per cent.

In addition, better programming has brought about a general acceptance of the medium. "Video has moved out of the novelty class," a manufacturer said, "and now is something that everyone feels he must have."

KPHO-TV Starts Nov. 27

Phoenix, Ariz.—KPHO-TV, owned by Phoenix Television, Inc., and managed by Rex Schepp, has set November 27 as the day upon which it will begin operations.

The Week In Television

Three Networks Sign Ascap Contract

After more than a year of negotiation, three networks—ABC, CBS and NBC—and Ascap signed a five-year contract covering TV use of Ascap members' music on a blanket basis, with rates ten per cent higher than those for AM. Discussions continued, however, between Ascap and those stations desiring a license on a per-program basis. . . . Color Television, Inc., took the stand at the FCC hearings and revealed that it is working with DuMont and Philco on problems of circuit design and development of direct-view color tubes. . . . The Commission announced that it will do its own testing of color receivers and asked RCA, CBS and CTI to submit models for testing by FCC staffers. . . . Organization of TV Authority will be proposed at a meeting of the 4-A's board Oct. 26. . . . Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed by Dr. V. K. Zworykin, r-p of RCA Labs. . . . FCC's proposed report on interconnection aspects of AT&T relay lines was sharply attacked in statements filed with the Commission by Western Union and DuMont. . . . Skiatron Corp. became another starter in the color sweepstakes, charged that the "additive" system of RCA and Columbia were obsolete and that its own "subtractive" system was the ultimate in color video. . . . Andrew Jaeger, film director of WABD, was elected board chairman of National Television Film Council.

AGENCIES

BENTON & BOWLES, INC. has announced the resignation of Robert W. Buckley from his post as business manager of the agency's radio and television department, effective Nov. 15, in order to rejoin the Ludlow Typograph Co. of Chicago as special assistant to the general sales manager.

Buckley has been a sales executive for Ludlow for some years before re-entering the advertising and radio fields. Prior to joining Benton & Bowles, he had been media director and an account executive at Dancer-Fitzgerald-Sample and assistant network sales manager for CBS in Chicago.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Roy M. Marshall to its traffic control staff in the Detroit division.

KENNETH M. PARKER, formerly with WBBM, Chicago, and other midwestern and western stations, has joined SESAC, Inc., as field representative.

HIRSHON-GARFIELD, INC., has resigned the Artistic Foundations account, effective Jan. 1.

CLEMENTS CO., Philadelphia, has been appointed by the Blue Anchor Beverage Co., also of Philadelphia.

HIRSHON-GARFIELD, INC., has been appointed by the Waltham Watch Co., Waltham, Mass.

FREDERIC W. ZIV CO., one of the country's largest producers of transcribed radio shows, announces the signing of their "Cisco Kid" western by WSVS, Crewe, Va. Show will be heard on the station five times a week.

KATL, Houston, has announced that it has appointed the Independent Metropolitan Sales as national sales advertising representative.

Pool Coverage Set

Highlight of today's UN Day observance will be the cornerstone ceremonies at the new United Nations Building on New York's East River, with President Truman, Secretary-General Trygve Lie, UN Assembly President Carlos Romulo, Gov. Dewey and Mayor O'Dwyer participating. ABC and NBC have scheduled live pickups from 12:30 to 1 p.m. MBS will transcribe during this period for broadcast at 2:30 p.m., and CBS will do likewise for 4 p.m. airing. The ceremonies will be televised under a pool arrangement, to be handled by CBS-TV, from noon to 1 p.m.

Today Is United Nations Day; Radio Accomplishments Noted

(Continued from Page 1)

Eastern programs are beamed in 16 languages, Latin American programs in Spanish and Portuguese, Trans-Pacific in ten languages. The latter service utilizes four UN State Dept. transmitters and a BBC transmitter. In addition, recordings of programs of special interest are sent to stations in China, Pakistan, India, Burma, Siam, and the Philippines.

The executive staff of the UN Radio Services is headed by Benjamin Cohen, assistant secretary-general, Dept. of Public Information. Peter Aylen is director of the Radio Division, and Carlos Garcia-Palacios is deputy director. W. Gibson Park is chief of production. Norman Corwin is head of special projects, and Dorothy Lewis handles U. S. Station Relations.

The Canadian Broadcasting Corp. carried two important UN productions regularly on both national networks—CBS Trans-Canada, and the Dominion network, in addition to its own United Nations material. CBC shortwave transmitters beam UN programs to northern and central Europe, the Middle East, New Zealand and Australasia, and South Africa.

Increased Coverage Noted

The report noted a "marked increase" in UN coverage by U. S. stations and networks during 1948-1949, and attributed this increase to the UN resolution passed by the NAB in May, 1948, plus improved coverage by trade papers. The daily program, "United Nations' "Today" is carried each evening by 170 stations of the Don Lee, Yankee, and Liberty networks. "Memo From Lake Success" is aired weekly by 96 CBS affiliates. "Two Billion Strong," a half-hour program, is carried each week by ABC. "UN Story" is a weekly transcribed show

"Menjous" On New Time

Following an absence of three weeks from the airlines, WOR's "Meet The Menjous," starring Adolph and wife, Verree Teasdale, will resume broadcasting on Monday (24) at 11:30 a.m., and will continue to be heard Monday-through-Friday at the same time.

Hospital Pickup Planned

WWRL will broadcast exclusively the dedication ceremonies of the Lowenstein Pavilion at the Hillside Hospital, Bellerose, L. I., featuring Governor Thomas E. Dewey as the principal speaker, this afternoon 2:30 p.m.



AYLEN



COHEN

Tribute To Radio

Benjamin A. Cohen, assistant secretary general of United Nations, Department of Public Information, Friday paid tribute to radio for its support of U. N., in a special statement. Mr. Cohen said:

"In behalf of the Department of Public Information I wish to take this opportunity to express to American broadcasters our appreciation of the comprehensive coverage of United Nations during the past year and upon the occasion of the United Nations Day celebration, October 24th.

"The radio industry is rendering extraordinary service to the cause of peace and international understanding in bringing to so wide an audience important messages from delegates and information about the global activities of the United Nations commission and agencies."

aired by 300 stations in areas not always covered by other UN programs.

'Personality' Shows Featured

Two series of "Behind the Scenes at UN," transcribed five-minute profiles of UN personalities, were aired by 350 stations during 1948. "Little Songs About the UN," a series of one-minute jingles commissioned by WNEW, New York, were broadcast by hundreds of stations throughout the U. S. and other English-speaking countries, and are being translated into French. Another transcribed series of five-minute interviews, "Status of Women," has been distributed in the U. S., Canada, Australia, England, and South Africa.

Wilkins To Broadcast

Roy Wilkins, acting secretary of the National Assn. for the Advancement of Colored People, will broadcast a commentary directly from the Freedom Train on Oct. 27, 9:45-10:00 a.m., over WLJB.

The train is scheduled to arrive in New York City today.

7th AM In Operation

Fort Worth, Tex. — The seventh AM outlet for this city, KCUL, has taken to the air and is now operating 24 hours per day. Outlet is owned and operated by the East West Broadcasting Co.

NEW BUSINESS

WWBZ, Vineland, N. J.: DiPaola Clothes . . . men's clothing stores in Vineland, Camden, and Atlantic City bought two 15-minute segments of the "All Sports Parade" daily for thirteen weeks. Utilco Co. of Millville, N. J. signed for 10-minute programs featuring Dorothy Carlson, Monday through Friday for 26 weeks. Borough of Vineland Electric Department bought 8:00 a.m. newscast and 15-minute organ show on Sunday for 52 weeks. Weir Furniture Store of Glassboro, N. J., and Gertman's Shoe Store of Vineland, N. J. purchased participating spots on Fred Wood program. Foss & Co., Vineland paint manufacturers, purchased 2:00 p.m. newscast for 26 weeks. B & B Poultry Co. bought participating spots on Pete Taylor Show for 26 weeks. Nine local high school football games were sold to Harry Spiegel Enterprises, and Morie-Viola Co., contractors and builders. Kent & Sussex Racing Association of Harrington, Delaware purchased participating spots on "All Sports Parade."

KNX, Los Angeles: Milani Foods, Los Angeles, will sponsor a 52-week series of once-a-week station break announcements beginning Thursday, November 3. Agency for the account is The Jordan Company, Los Angeles. The Bublichki Cafe, Los Angeles, will sponsor a 15-minute portion of the "Steve Allen Time" program on Saturdays, 12:05-12:20 a.m., PST. The Bublichki order is for 52 weeks.

Telephone Sleuthing Pays Off On Newscast

(Continued from Page 1)

telephone conversations and came up with startling results.

On news director McCarthy's 5 p.m. news broadcast, he stated that a gambling shut down had been ordered in Newport, Ky., one of Cincinnati's neighborhood communities immediately across the Ohio River. This news story flushed an anonymous telephone call from a Northern Kentucky listener who advised that the crack down had already vanished.

Listeners Got All Details

So Tom decided to see for himself and he set up his recording devices. Then he proceeded to call six of the largest gaming emporiums in Newport and asked: "are you going to have gambling tonight or is the lid really on?"

He did not identify himself and employees of all the clubs called unhesitatingly told him that the tables would be operating.

Tom finished his question only a few minutes before his 6 p.m. news broadcast so the listeners got the interview right off the original recording, complete with dial tones, wrong numbers and very frank reports.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 16

NEW YORK, TUESDAY, OCTOBER 25, 1949

TEN CENTS

U.N. DEDICATION GETS WIDE COVERAGE

FCC Denies WNYC Extended Air Time

Washington Bureau of RADIO DAILY
Washington — The FCC refused yesterday permission for WNYC, New York to remain on the air Nov. 8, beyond its customary 10 p.m. signoff time to broadcast election returns.

The Commission in a 3-2 ruling, said it felt any such exception would set a precedent for "any number of other cases" of special temporary authorization. Comms. Frieda Henrock and Robert Jones dissented, scoring such "complete inflexibility" of rules.

WTAM Aids Fund Drive For Cleveland Charity

Cleveland—A special benefit matinee of the "Ice Capades" staged by WTAM in cooperation with the Society for Crippled Children last week topped all expectations, with more than \$10,000 being turned over to the Society.

The price of admission was a donation to the Society's treasury. Tickets were sold in the lobby of WTAM, and at the main offices of the Cleveland Trust Bank. The special matinee was plugged on WTAM several times a day.

CBS, Associated Petition For CP Re-Assignment

San Francisco—CBS and Associated Broadcasters, Inc., yesterday filed a joint petition with the FCC for re-assignment of a construction permit for a new 50,000-watt station here from the latter's radio station KSFO and TV station KPIX to the

(Continued on Page 2)

Charity Stint

Buffalo—A record for radio's longest auction broadcast is claimed by WEER. In an effort to spur Buffalo's lagging Community Chest drive, three WEER disc jockeys remained on the air from 11:30 p.m. Saturday night to 8 a.m. Sunday, with the aid of 20 visiting celebrities. A total of \$3,506 for the Chest was raised from sale of 90 prizes.

Small World

Davenport, Ia. — Competition among Davenport's stations is just as keen as it is anywhere, but not as frantic as witnesses of the following scene might think: WOC announcer Warren Vassen, speeding toward the studios for his early-morning show, collided with a car driven by KSTT's engineer Ed Hugunung. Neither was hurt, however, and Vassen's show, "The Eager Beaver," went on as usual.

Change NAB By-Laws In Mail Referendum

Washington Bureau of RADIO DAILY
Washington — Eight proposed amendments to the NAB by-laws affecting membership, dues, structure, directors, and meeting plans were approved overwhelmingly in a mail referendum among the membership, C. E. Arney Jr., NAB secretary-treasurer, has announced. A total of 1,700 ballots went out to the full NAB membership in September.

A brief description of each new amendment follows:

1. Defines the status of associate

(Continued on Page 8)

Wagner Named By MBS To Programming Post

Harold M. Wagner, director of traffic operations at MBS, has been appointed to the newly-created post of manager of program operations.

In his new capacity, Wagner will assume some of the duties formerly

(Continued on Page 2)

Wage Scale For TV-Pix Set By AFM; 'Royalties' Hinted

The American Federation of Musicians has established a wage scale for TV films of \$27 per man for each "film program of fifteen minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour."

The scale and other contract conditions are contained in a six-and-a-half page memorandum received

200 Accredited Radio-Television Reps. Attend Corner Stone Ceremonies In Manhattan Yesterday

Town Hall's Status Explained By Denny

Trade reports that ABC was unwilling to renew its current three-year contract with Town Hall, Inc., for "America's Town Meeting of the Air" under the present terms calling for co-op sponsorships were confirmed yesterday by George V. Denny, Jr., president of Town Hall.

At his first New York press conference held since his round-the-

(Continued on Page 3)

Other Stations' Newsmen To Broadcast Over WTOP

Washington Bureau of RADIO DAILY
Washington—A new WTOP news program will "call in" newsmen from five suburban daytime stations for two-minute weekly reports on happenings in the Washington outskirts. Based on the format of CBS world news, the new

(Continued on Page 2)

BAB To Begin Mailing Sales Promotion Folders

The Broadcast Advertising Bureau and subscribing stations soon will begin mailing the first in a series of 13 promotional folders to 25,000 of

(Continued on Page 2)

A radio and TV corps of 200 correspondents, announcers and technicians gathered at the United Nations site on the East River in New York City yesterday to cover the address of President Harry S. Truman, and to participate in the corner stone laying ceremonies of the new U.N. head-

(Continued on Page 8)

Station Men Attend BMI Clinic In N. Y.

More than 50 station executives are attending the tenth Broadcast Music, Inc., Program Directors and Librarians Clinic, which opened in New York yesterday and will continue through today. Attendees were shown the first copies of the new BMI Categorical Index, which lists some 4,000 songs broken down into 200 categories, making available in-

(Continued on Page 3)

RMA Reports Heavy Call For Nat. Radio Wk. Mats

Washington—RMA has revealed that 545 newspapers have already asked for 975 full-page newspaper mats for joint dealer ads during National Radio and Television Week, October 30-November 5.

W. B. McGill, chairman of the

(Continued on Page 2)

New CBS Sponsor

"Skippy Hollywood Theater," a new series of half-hour dramatic programs starring top movie names, and sponsored by the Rosefield Packing Co. for Skippy Peanut Butter, will make its debut over the CBS network as a Thursday night feature, December 1, 10:30-11:00 p.m., EST. The agency in charge is Young & Rubicam, Inc.

Double rate was established for (Continued on Page 7)



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

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WEST COAST OFFICES
 Allen Kushner, Manager
 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlgreen Rd.
 Phone: Wisconsin 3271

CHICAGO BUREAU
 Hal Tate, Manager.
 360 No. Michigan Ave.
 Phone: Randolph 6-6650

SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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

FINANCIAL

(October 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 3/8	8 1/2	+ 1/4
Admiral Corp.	28	27 7/8	27 7/8	- 1/8
Am. Tel. & Tel.	144	143 3/4	144	+ 1/4
CBS A	25 1/8	24 1/2	24 1/2	- 3/8
CBS B	25	24 1/4	24 7/8	+ 3/8
Philco	30 1/2	30 1/8	30 1/4	+ 1/4
RCA Common	13	12 3/4	12 3/4	- 1/4
RCA 1st pfd.	71 5/8	71 1/2	71 1/2	- 3/8
Westinghouse	29	28 5/8	28 5/8	- 3/8
Westinghouse pfd.	99	98 7/8	99	+ 1/4
Zenith Radio	28 1/4	28 1/4	28 1/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	- 3/8
Nat. Union Radio	2 7/8	2 3/4	2 7/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13	14 1/4
U. S. Television	3/8	5/8
WCAO (Baltimore)	16	17
WJR (Detroit)	7 1/4	8 1/4

For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
 KEN LUDY, General Manager

CBS, Associated Petition For CP Re-Assignment

(Continued from Page 1)
 Columbia-net-owned station KCBS. In a joint announcement by Arthur Hull Hayes, CBS v-p and KCBS general manager, and Wesley I. Dumm, president of Associated Broadcasters, Inc., it was disclosed that CBS is ready to begin immediate construction of the new transmitter on the north shore of San Francisco Bay, near Novato, Calif., if and when the petition is granted, and that Associated, "in the light of recent rapid developments in TV," Associated "prefers to devote its future efforts to the development of KPIX."

Wagner Named By MBS To Programming Post

(Continued from Page 1)
 under the supervision of Jack Paige, whose resignation as program manager becomes effective Nov. 1. In general, Wagner will supervise operations of the program department. Reporting to him will be the division of program traffic, program supervision and commercial service. He is a graduate of Brown University. He entered radio as an announcer at WESG, Elmira, N. Y., in 1937. Two years later, he became program director of WENY in the same city. He joined Mutual in 1941 as night program supervisor.

BAB To Begin Mailing Sales Promotion Folders

(Continued from Page 1)
 the industry's "best potential customers." Participating stations will mail the folders to regional and local prospects while the BAB is distributing them nationally. Each of the 13 folders elaborates on one specific reason why advertisers should use broadcast advertising. Folders mailed locally will carry the individual station's call letters. In markets where more than one station is using the series, imprinting and distribution of the folders will be handled cooperatively. The BAB suggests that stations follow up each mailing in the series with calls by their salesmen, to expand the sales stories outlined in the folders.

WKLO To Replace WINN As ABC Web Affiliate

Louisville, Ky.—ABC will affiliate WKLO, effective Jan. 1, 1950, replacing WINN, a 250 watt. WKLO, operating with 5,000 watts daytime power and 1,000 watts night-time, currently is on the air as an independent station, owned by the Mid-American Broadcasting Corp. Joe Eaton is the manager of the new ABC affiliate.

COMING and GOING

MIKE DANN, trade editor at NBC, and ARTHUR OPPENHEIM, writer in the press department of the network, are back from a one-week business trip to Minneapolis where they aided "Theater Guild" participation in the city's centennial celebration.

WILLIAM A. SCHUDT, JR., director of station relations at CBS, has returned to network headquarters following a trip to Baltimore, Philadelphia and Washington.

KEN SPARNON, field representative for BMI, is on a business trip to Albany, Troy and Schenectady.

LOU SIMONS, sales manager of KPIX, San Francisco tele station of CBS, is in New York on business.

NAT V. DONATO, sales manager of C. P. MacGregor, transcriptions, has left for Skytop, Pa., meeting place for the Third District of the NAB.

HERBERT ANDERSON, of the sales department at NBC, returning from a three-day trip in Maryland with executives of the Ward Wheelock advertising agency.

RALPH N. WEIL, manager of WOV, is spending a week on business in his old stomping ground—Chicago.

GARRY J. CARTER, advertising executive of Toronto, Buffalo and New York, has embarked for Bermuda on a four-week vacation. He'll be back late in November.

MAURICE C. DREICER, commentator on WEVD, is in San Francisco gathering data for his forthcoming book, "How to Be a Gourmet."

LEONARD HOLE, television executive formerly with CBS and DuMont, is vacationing with MRS. HOLE in Cuba and Jamaica. He'll announce his future plans upon his return to New York.

RMA Reports Heavy Call For Nat. Radio Wk. Mats

(Continued from Page 1)
 RMA committee handling the promotion, said he believes the event "will be more widely celebrated this year by more dealers than at any time since this annual industry observance was inaugurated jointly by RMA and NAB five years ago." Special spots have also been furnished broadcasters.

Other Stations' Newsmen To Broadcast Over WTOP

(Continued from Page 1)
 program will bring in reports from men identified as representatives of the suburban stations — which include WARL, Arlington; WPIK, Alexandria; WFAX, Falls Church, all in Virginia, and WGAY, Silver Spring, and WBCC, Bethesda, in Maryland.

New Antenna For KNBC

San Francisco—KNBC will mark the start of service with its new vertical radiator antenna with a special program tonight at 6:30 p.m. KNBC will be off the air for 30 seconds during the half-hour program while it switches from its present antenna to the new one. John W. Elwood, KNBC general manager, said the vertical radiator will add 10,000 square miles to the station's primary coverage area.

"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.

W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Town Hall's Status Explained By Denny

(Continued from Page 1)
 world tour with Town Hall, Denny disclosed that he will meet shortly with ABC officials for the purpose of working out a "paying" plan for incorporation in a new contract replacing the current deal which expires in the first week of January, 1950.

Denny spiked trade rumors that Town Hall was considering a switch to another network with the assertion: "When you have 265 stations carrying your program at a prime evening time, you don't shift unless there is a good reason for it." He also emphasized that relations between Town Hall and ABC have been very good throughout the 14½ years the web has carried the program, adding that "the stations and ABC have been very loyal to Town Hall." Denny stressed the point that he was merely answering the specific questions of the reporters and was not discussing the deal through the press with ABC.

The rumors of a switch were prompted some time ago when it learned that ABC was dissatisfied with the income it was deriving out of the co-operatively sponsored "Town Meeting." Currently, the program is sponsored on 60 ABC stations, most of which are middle-sized or small outlets.

Statement By Denny

"We know that ABC won't renew it (the contract) on the same terms," Denny said. "But we are not worried at all. There are other ways to finance it. The prestige we have gotten on our trip has helped us immeasurably."

Under the present contract, Town Hall is guaranteed \$3,000 per week from ABC to cover the package. Presently, ABC has both the AM and TV rights. Last year, the web televised the show from Town Hall by merely sending in a few cameras. Denny is now considering building the program as a special simulcast, with the possible addition of props for the video coverage. Also under consideration, along with the simulcast, is a shortening of the program from its present full-hour to one-half hour. But, Denny pointed out, the amount of money saved by reducing the length of the show would have to be spent to employ additional men to handle the television problems.

"I am trying to find out everything I can about television before we reach a decision," Denny commented. "We may do some experimenting before we decide. We are going to talk with ABC about these things when we have gathered all the facts."

In discussing the financial difficulties experienced under the current contract, Denny declared: "We will have to work out some plan by which we can get \$3,000 per week. We have to have that amount of money to do what we want." He disclosed that the program lost \$1,000



California Commentary . . . !

● ● ● CBS will audition "Crime Correspondent" series originated by actor Paul Frees. Series stars Frees, who scripts the show together with Adrian Gendot. Gordon T. Hughes will produce and direct and music will be under the baton of Marlin Skyles.

Hollywood

. . . Jimmy Durante will train out of Hollywood Nov. 11, for New York where he will appear at the Copacabana for a period of six weeks starting Nov. 17. Durante will be joined by the members of his NBC radio cast—Don Ameche, Vera Vague, Candy Candido, Sara Berner. Five shows will originate from New York. . . . Jeff Clark, 25-year-old baritone, formerly heard on NBC's "Your Hit Parade." Joe Parker who owned and wrote the former NBC hit show of 1941-42, "The Best of the Week," starring Benny Rubin, is packaging the show for TV with Rubin again at the helm. Marilyn Hare, former hit of "Meet the People," and currently at Larry Potters, will be the featured singer with the show, which has a format exploiting of the best song, best joke, and generally best of everything of the week.



● ● ● Jimmy Wakely has recorded an album of six Christmas Hymns for Capitol, backed by Buddy Cole, the Mellow Men and with a narration by Ann Whitefield, with words by Cottonseed Clark. . . . Pat Patrick, "Ercil Twing" of the Edgar Bergen show, is currently MC and sharing the stellar spotlight with comedian George Beatty at Charley Foy's Supper Club. Beatty recently completed 30 weeks on KHL with "Plantation Jubilee." . . . The Jo Stafford concert tour, with Paul Weston's orchestra and the Starlighters, moves to Fort Wayne, Ind. after playing to packed houses at South Bend, Ind., Grand Rapids and Saginaw, Mich., and Toledo, Ohio. . . . Louella Parsons had a flock of guest stars on her radio show Sunday, including Ava Gardner, Esther Williams, Ben Gage, Diana Lynn, John Lindsay, George Montgomery, Dinah Shore, Betty Hutton, John Wayne, Joan Crawford, Vera Ellen, Rock Hudson, Hymie Fink, Nat Dillinger, Corinne Calvet, Ann Blyth, Roddy MacDowell and Sonja Henie. The interviews were recorded at the annual Society of Hollywood Press Photographers Ball at Ciro's Sat. Oct. 15. . . . Lum and Abner time has been changed: instead of returning Saturday October 22, they will be on the CBS comedy lineup Wednesday evenings. First show is November 2 at 7:30 (PST).

per month before it became a co-op. Presently, ABC is taking in "slightly less" than \$1,500 per week from its affiliates for talent costs. It was understood that the web was collecting about \$3,000 per week for talent costs when it was sponsored previously on three of its owned and operated outlets in addition to affiliates. At that time, the program netted in talent costs about the same amount which was guaranteed to Town Hall.

Denny said that Town Hall's round-the-world tour incurred a deficit of about \$11,000. The entire tour cost a little over \$60,000. The public appeal made on several broadcasts before the tour began netted a little less than \$50,000. The auditor's report on the trip will be presented to the public, as promised, on a future broadcast, Denny said. He doubted that another "dollars for democracy" appeal would be made to make up the deficit.

Utah Copper Co. Buys Daily Farm Show On KSL

Salt Lake City—The Utah Copper Division of the Kennecott Copper Corp. has signed a 52-week contract for sponsorship of "This Business of Farming" Monday through Friday on KSL.

Elvon Orme, KSL agricultural supervisor, will interview farm and stock raising experts, and Joseph Kjar, KSL announcer, will handle farm news and market reports. The contract was placed through the Axelson agency.

'Bird Warblers' Renewed

Chicago — The American Bird Products, Inc., renewed its sponsorship of the "American Bird Warblers" program for another 26-week period over Mutual, Sundays, 1:30-1:45 p.m., EST.

Station Men Attend BMI Clinic In N. Y.

(Continued from Page 1)

stant reference to recordings to fit every conceivable situation.

Speakers at today's sessions, to be held in the WMGM studios at 711 Fifth Ave., will include: James L. Howe, president and general manager, WCCT, New Brunswick, N. J., "Fundamental Principles for Successful Management of the Independent Station"; Ted Cott, vice-president, WNEW, New York, "Building Station Personality Through Programming"; Arnold B. Hartley, vice-president, WOV, New York, "How To Program Foreign Music," and Israel Diamond, BMI's director of logging, "Operation Log."

Lebhar To Speak

Afternoon speakers: Bertram Lebhar Jr., director, WMGM, "How Aggressive Can You Afford To Be in Programming?"; Norman Livingstone, manager of commercial programs, WOR and WOR-TV, and Arthur Rothafel, assistant to director of TV programs, CBS, "A Double Look At Television."

A list of those attending the clinic follows:

Lawrence A. Coney, Prog. Dir., Harry J. Frank, WHAI, Greenfield, Mass.; Milt Miller, Dir. of Prog., WTTT, Coral Gables, Fla.; Charles Barclay, Prog. Dir., WGYN, New York City; Charles J. Hines, Prog. Dir., John Wiegand, Announcer, WGCH, Greenwich, Conn.; James A. Wimmer, Mus. Lib., WOAK, Chicago, Ill.; George Burdas, WLNA, Peekskill, N. Y.; Edward H. Brigham, Prog. Dir., John Rahe, Mus. Lib., WCMD, Cambridge, Md.; Lawrence Webb, Asst. to Pres., WJW, Cleveland, Ohio; Janet Lee, Mus. Lib., WTTM, Trenton, N. J.; Gene Pierce, Rec. Lib., WMBD, Peoria 2, Ill.; Wally Buman, Prog. Dir., Mrs. Wally Buman, WKOP, Binghamton, N. Y.; Joe Webster, Prog. Dir., WVFO, Stroudsburg, Pa.; George F. Shepard, Prog. Dir., WALL, Middletown, N. Y.; John H. Stenger, 3rd. Prog. Dir., WBAX, Wilkes-Barre, Pa.; Allan Marvin, WBOC, East Paterson, N. J.; Marilyn L. Neff, Prog. Dir., L. S. Gross, Mrs. Jean Brown, Radio Broadcastings Co., Philadelphia, Pa.; Clyde A. Bennett, School of Radio Tech., New York City; Mrs. Elmer E. Heinze, WCKY, Cincinnati, Ohio; Milton Slater, Prog. Dir., WCAX, Burlington, Vt.; Bob Nelson, Prog. Dept., WHTC, Holland, Mich.; Jess Jordan, Prog. Dir., WTBF, Troy, Alabama; Bob Crager, Prog. Dir., Mrs. Bob Crager, WWC0, Waterbury, Conn.; David Russell, Script Dept., Jack Shaefer, Lib., WGHF, New York City; T. E. Kruslak, Jack White, Martin Beck, Katz Agency, New York City; Forest W. Cooke, Prog. Dir., Doun V. Richey, Lib., WHBF, Rock Island, Ill.; Ralph D. Foster, Pres., Leslie L. Kennon, Asst. to Pres., KWTO, Springfield, Mo.; Steve Cisler, WKYW, Louisville, Kentucky.

Sam Insull, Jr. Resigns Stewart-Warner Post

Chicago—The resignation of Samuel Insull Jr., as vice-president of the Stewart-Warner Corp., effective Nov. 1, has been accepted "with regret" by James S. Knowlson, Stewart-Warner board chairman and president. Insull will return to the insurance field.

He joined Stewart-Warner as assistant to the president in January, 1947, and was elected a vice-president the following December, heading Stewart-Warner Electric, the firm's radio and television division.



RED SKELTON SHOW



MY FRIEND IRMA



JACK BENNY PROGRAM



LUX RADIO THEATRE

ONLY ON

CRIME PHOTOGRAPHER



TALENT SCOUTS



AMOS 'N' ANDY



SUSPENSE

MR. KEEN



BERGEN-MCCARTHY SHOW

INNER SANCTUM



*Advertisers get the biggest ratings in all radio—
11 of the top 15—on CBS.*

*Advertisers get the biggest average audience in all radio—
20% bigger—on CBS.*

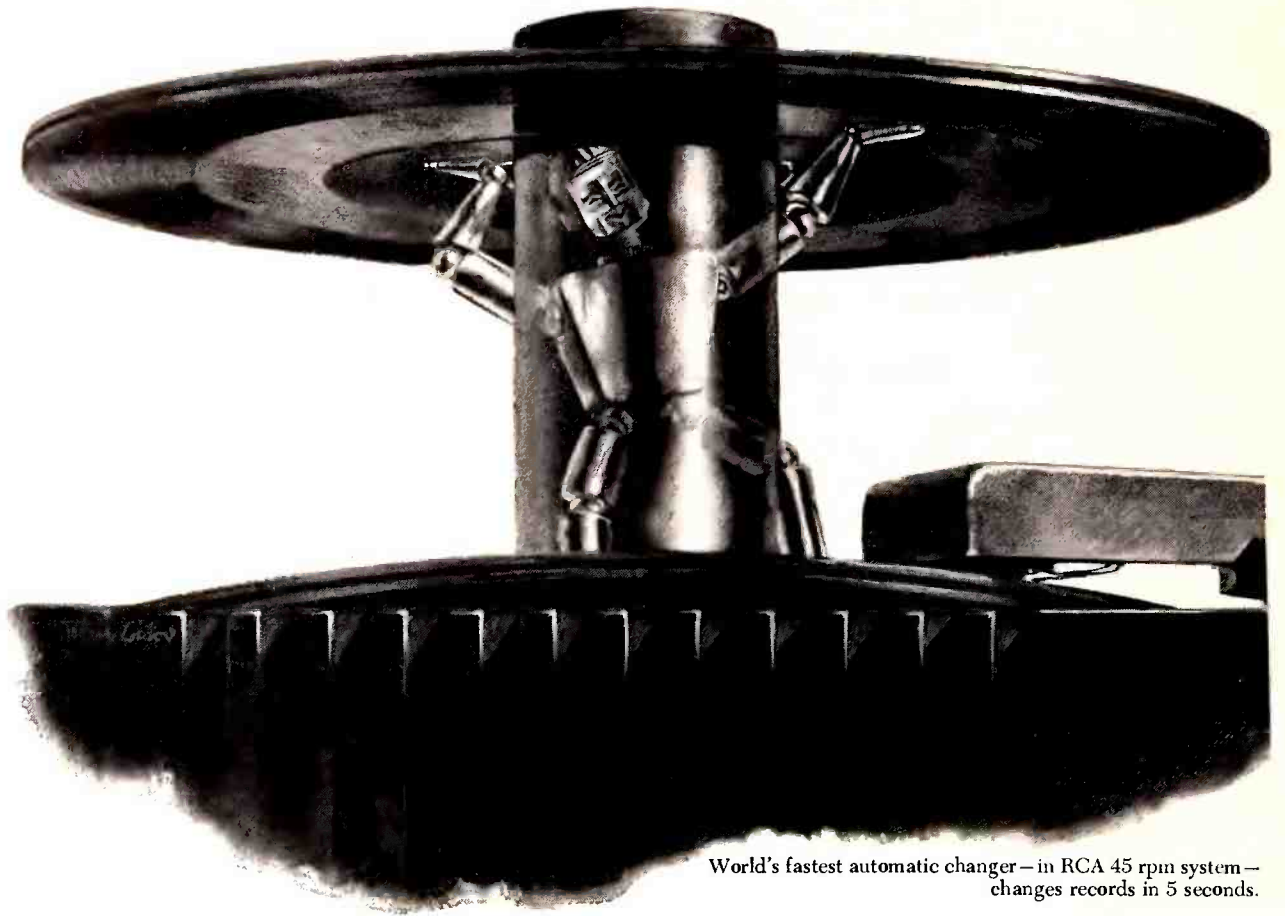
CBS . . .

*Even leaving out the “top 15,”
advertisers still get the biggest
average in all radio—on CBS.*

*Advertisers get the biggest
audiences at the lowest cost in
all radio—only on CBS.*

Source: C. E. Hooper, Oct. 1-7, 1949





World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the

central spindle post on which records are so easily stacked. Result: *a simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6 $\frac{1}{4}$ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone" . . . for unbelievable beauty of tone.

Value of the *research* behind RCA's

45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional "78."

* * *

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA, or RCA Victor.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

AFM PROPOSES SCALE FOR TV FILMS

TELE TOPICS

"FORD THEATER," which is setting an enviable record for consistently high quality drama, did it again last week with a sensitive, entrancing production of "On Borrowed Time." Adapted by Nancy Moore from a play by Paul Osborn, the program was wholesomely sentimental, yet never became maudlin. The performances of the three adult leads—Walter Hampden, Dorothy Stickney and Basil Rathbone—were as fine as any the medium has seen, while young Tommy Rettig was well-nigh perfect as Pud. Garth Montgomery produces the series, and Marc Daniels directs. Sets were by Samuel Leve, costumes by Paul du Pont and music by Cy Feuer. . . . Part of the success of "Ford Theater" must be attributed to the fact that it is aired bi-weekly. The advantages of such a schedule, from a production viewpoint, are too well-known and too numerous to repeat here, but if bi-weekly means the level of entertainment supplied by the show, we wish more programs would follow suit. Sponsor plans to begin a weekly sked after the first of the year, but two separate production units will be used. . . . Commercials, by Transfilm, were especially well done. One directed to women, plays up the "fashion" features of the car, while the second, for men, does a thorough job on performance. Agency is K. & E.

BOB SMITH and "Howdy Doody" mark their 400th performance on NBC today. Now seen across the board, show started as a once-weekly Dec. 27, 1947. Since then it's drawn more than a million pieces of mail and over 200,000 ticket requests and has been merchandised on 28 articles. . . . Local Chevrolet Dealers Assn. will sponsor the Golden Gloves on WPIX for the second straight year, through Campbell-Ewald. They'll bankroll the finals, semis, and perhaps, the quarter finals. . . . Video Varieties has completed a series of nine film commercials for Vaseline Hair Tonic, through McCann-Erickson. . . . Charles Henderson and Mitzi Mayfair have signed for their third cycle on "Stop The Music." Cast and crew for the show, incidentally, now totals 140.

OFFICIAL UNVEILING of ABC's N. Y. Television Center will be held Thursday. . . . "City At Midnight," which bows on WNBT tonite from an intersection on New York's lower east side, will originate its second stanza from the 52nd street jazz belt, and its third from the dock area. Don Luftig is scripting the latter two installations. . . . After putting in a full day's rehearsal for "We, The People," Celeste Holm cracked: "Television is just like summer stock—only fall never comes." . . . Larla Hood and the Enchanters, vocal quintet, left the cast of Ken Murray's "Blackouts" to join Paul Whiteman for a featured spot on his ABC Goodyear show.

Admiral Opens Lab For Fringe Testing

Chicago — Admiral Corp. has placed in operation the first laboratory specifically designed for fringe area testing. R. A. Graver, vice-president of the firm, said yesterday. Laboratory, with 95-foot towers, Graver disclosed, has been located at Harvard, Illinois, which is 70 air miles from Chicago transmitters, and 80 miles from those of Milwaukee.

"There," said Graver, "all Admiral models in process of development are subjected to rigorous testing on both Chicago and Milwaukee signals, and are not approved for volume production until they have demonstrated their ability to bring in clear pictures from both signal sources."

"There, also, spot-selected production models are brought for special 'fringe area' testing to make certain the production models all retain the same 'fringe area' ability as the development models. Tied in with the 'fringe area' test, are continuous control tests for picture focus and clarity, plus experiments with new circuits to even further simplify and stabilize television tuning and set operations."

WPIX Ups Two

Peggy Gannon and Alex Courtney, both associate directors, have been promoted to full directors at WPIX, it was announced yesterday. Both have been with the News outlet since the station started last year.

RMA Would Defer Color Test; Polychrome Pleases Johnson

Washington Bureau of RADIO DAILY
Washington—RMA yesterday added its voice to the RCA request for a delay in the comparative demonstration of color and black-and-white TV systems, now slated to be held here November 14.

Meantime, the FCC heard a top official of Color Television, Inc., predict that whatever the Commission might do, commercial color television is at least two or three years off.

TV operators will experiment with it, but there will be no commercial exploitation for several years, said Col. Donald Lippincott. It will take time to develop techniques of make-up, stage setting, lighting and to solve other production problems created by the shift, he said.

Nielsen's Top Ten (New York—Sept.)

Toast of Town, WCBS-TV . . .	53.6
Suspense, WCBS-TV	41.3
Philco Playhouse, WNBT . . .	35.9
Kraft Theater, WNBT	32.8
The Goldbergs, WCBS-TV . . .	32.3
Fireside Theater, WNBT . . .	32.3
Hopalong Cassidy, WNBT . . .	31.5
Cavalcade of Stars, WABD . . .	30.3
Amateur Hour, WABD	30.1
Godfrey Friends, WCBS-TV . .	27.9

Sets In Use Pass 2,500,000 Mark

Television sets in use have passed the 2,500,000 mark with the installation of some 255,000 receivers during September, according to a report yesterday by Hugh M. Beville, Jr., NBC research director.

Thirty-one per cent of all U. S. video sets are located in the New York area, he said. A year ago 46 per cent was the figure for the New York area. As of Oct. 1, 48 market areas are covered by television, an increase of five new TV stations and three new markets over the previous month.

The new markets are Dallas, Johnstown, Pa., and Greensboro, N. C. The stations are KECA-TV, Los Angeles; KBTW, Dallas; WJAC-TV, Johnstown; WTVN, Columbus, and WFMY-TV, Greensboro.

He recalled that it had taken years before it was possible to utilize Technicolor on more than an experimental basis.

Likes Both RCA And CBS

Meantime, it was revealed that the Senate Interstate Commerce Committee chairman, Edwin C. Johnson, whose insistence upon full speed ahead on color has been credited with a large share of responsibility for the present proceedings, viewed RCA color at the weekend. He was reported to have been very much impressed with it and delighted by the compatibility features of the system.

Johnson, it was said, found the CBS picture better, but was enthusiastic about the prospects for development of the RCA system.

Also Asks Royalty, Other Conditions For Contract

(Continued from Page 1)

leader. "Musicians shall be engaged as librarians to keep track of film," the memorandum states, and sets a scale of \$2.50 an hour for librarians and \$2 for assistants.

What is regarded in the trade as tantamount to a demand for payment of royalties on films is a section outlining in broad details the terms of the AFM royalty agreement with the recording industry. Statement adds: "The Federation welcomes this suggestion and is prepared to consider the most practical methods of applying this formula to these similar circumstances."

Other Conditions Outlined

Other conditions set forth by the union follow:

"If television films are made for scripts or similar dramatic episodes, or for anything in which music and dialogue alternate, then the musicians can only render services if the script is recorded in its entirety. . . .

"The producer further agrees to register identification of picture and music sound track with the Federation.

"It is further agreed that all music already recorded, and commonly referred to as recordings, will not be disposed of, sold, leased or used for any television purpose. . . .

"No foreign sound track can be used for television film without permission from the American Federation of Musicians. . . .

"The Federation is advised that the present development and status of the industry does not warrant steady and continuing employment of musicians by producers of television films. On the basis of such advice, the Federation is willing and prepared to enter into agreements governing single engagements for its members."

New BBC Station

Sutton Coldfield, England—A new television station, bearing the name of this midland city near Birmingham, will begin operations on Dec. 17 with programs originating at Alexandra Palace, London, it was announced yesterday by the BBC.

The initial telecasts will be carried from London to the new station here via a relay station. A coaxial cable is planned for later next year. The new outlet here has a potential audience of 6,000,000 persons.

Change NAB By-Laws In Mail Referendum

(Continued from Page 1)

members and their rights of participation in NAB affairs.

2. and 3. Provide that in special cases the Board of Directors may set dues classifications on an interim basis, as in the case of television stations.

4. Provides for election of two directors-at-large to represent television stations on the Board of Directors.

5. Allows the NAB Secretary-Treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants, and otherwise to conduct all elections.

Terms Of Office Provided

6. Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office.

7. Cancels the Board meeting formerly held after the annual NAB convention, providing only three Board meetings each year.

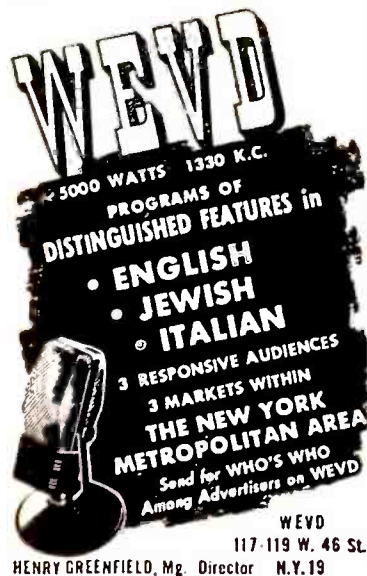
8. Eliminates the office of NAB executive vice-president.

Copies of the revised by-laws, incorporating the foregoing amendments, will be sent out to all members.

Schaefer Beer Sponsors Ice Hockey Over WMGM

The F. & M. Schaefer Brewing Co. will sponsor the home games of the New York Ranger ice hockey team over WMGM, New York, starting Wednesday, Oct. 26. BBD&O handles the account.

The 35-game home schedule of the Rangers will be played at Madison Square Garden, with Bert Lee and Ward Wilson doing play-by-play and color. The broadcasts will start at 9 p.m.



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
HENRY GREENFIELD, Mgr. Director N.Y. 19

Radio Gives Full Coverage To UN Corner-Stone Fete

(Continued from Page 1)

quarters. With an estimated audience of 50,000,000 people hearing the broadcasts throughout the world, radio carried the program to 2,000 stations throughout the United States and staff members of U. N. radio division described the ceremony in 26 languages for broadcast by shortwave around the world.

Benjamin Cohen, assistant secretary general of U. N., arrived early for a last minute check of the radio, TV and newsmen's accommodations

Jim's Busy Day

James Sauter, entertainment advisor to the Democratic National Committee and aide to Mayor William O'Dwyer, was one of the busiest men at the U. N. dedicatory ceremonies. He took President Truman's overcoat and hat when he mounted the rostrum, tested the microphones, poured a glass of water for him and then retired to chat with Mayor O'Dwyer. When the ceremonies got underway Jim disappeared in the wings wiping his brow.

and to inspect the seating arrangements for the delegations from 59 countries. Peter Ayles, director of radio, was there too and Dorothy Lewis, head of the domestic radio division, was busy shepherding a group of women commentators about. Among her guests were Alma Kitchell of WJZ-ABC and Helen Sioussat, director of talks of CBS. Ben Grauer, NBC's ace announcer, shook hands with U. N. officials as he moved about and Robert Trout, another well known radio and TV commentator, busied himself in the press section quietly making notes on the occasion.

The whole scene was reminiscent of a national political convention or the inauguration of a President. Batteries of TV cameras and radio equipment were mounted high to the left of the rostrum while on an improved stage to the right still cameramen and radio news commentators were arranged on different elevations.

Staff announcers of U. N. speaking in 26 languages operated from the roof of the Manhattan Building,

near the cornerstone itself, and began broadcasting at 11:45 a.m. A running description of the entire proceedings as well as transmission of the live voices of the principal speakers was shortwaved by U. N. radio to Europe and the Mid-East and relayed by CBC in Canada.

Representatives of the United States State Department's Voice of America and uniformed announcers of the Armed Forces network were also on hand to give a word picture of the ceremonies and accompanying addresses to listeners around the world.

The whole ceremony moved with clock-like precision. It began at 12:00 noon when Brigadier General Carlos P. Romulo, president of the General Assembly, called the session to order after a brief speech emphasizing the importance of the occasion and then introduced Hon. Warren R. Austin, chairman of the Headquarters Advisory committee; The Hon. William O'Dwyer, Mayor of the City of New York; The Hon. Thomas E. Dewey, governor of the State of New York and The Hon. Harry S. Truman, president of the United States of America.

Each speaker spoke into a battery of microphones on the rostrum and their voices were carried over a public address system to the thousands who gathered for the occasion. Network pickups of the ceremonies began at 12:30 p.m., with the address of President Truman and concluded with the cornerstone laying ceremony in which The Honorable Trygve Lie, Secretary General, participated.

Sales Of Philip Morris Up 15% From Last Year

Sales of Philip Morris & Co. during the six months ended with September were 15.2 per cent above the corresponding period last year, the firm's report disclosed yesterday. Dollar volume of sales increased \$16,990,621, to a total of \$128,457,106.

The company reported an estimated net income of \$8,012,610, equal to \$3.81 per share, against \$5,801,258 or \$2.69 per share earned in the six months to Sept. 30, 1948.

"THE JACKIE ROBINSON SHOW"

(with Jackie Robinson)

Available For

RADIO and TELEVISION

13 Weeks Beginning Nov. 14

HARRY SOLOW

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FMA And NAB Rest; Early Merger Seen

Washington Bureau of RADIO DAILY

Washington — Tentative terms whereby FMA would become a part of NAB have been gone over by members of the NAB structure committee, with FMA toppers also participating in the discussions. These terms will now be gone over by the FMA board, which will decide whether to submit them to the association's membership for approval and also by the NAB board when it meets next month.

Details of the discussions are being kept bottled up, but it has been established that there has been great progress toward the merging of the two groups.

That the question would have to be put to the membership of FMA was advanced as the prime reason for secrecy, but one participant in the discussions remarked that "any rumors of an approaching merger may be said to have some substantial basis."

It was stressed that the meetings here last week were the first looking toward merger, and that there might have to be more.

Stork News

Portsmouth, Ohio—John Vroman, announcer at WPAY and FM, is the father of a boy, Eric Alden, born to Mrs. Vroman Oct. 15.



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.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 26, 1949

TEN CENTS

BROADCASTERS GATHER FOR DIST. MEET

Religious Campaign Opens On Sunday

President Harry S. Truman and Charles E. Wilson, president of the General Electric Company, will broadcast addresses over the major networks, launching the "Religion in American Life" Campaign, Sunday, Oct. 30, 11:15-11:30 p.m., EST.

The choir of the Chapel of the Incarnation, New York City, also will be heard on the program, which will originate in the CBS New York studios, except for the President's speech, which will come from Washington.

Mr. Wilson, who is national chairman of the campaign, will make the introductory talk and present President Truman.

ABC Reports Sharp Rise In Wismer Co-op Sales

ABC reports a 114 per cent increase in the last two months among sponsors of Harry Wismer's cooperatively-sold Saturday night sports commentaries.

Wismer now has a total of 92 advertisers sponsoring his weekly quarter-hour show, as against 43 a year ago, ABC said. By categories,

(Continued on Page 2)

Mutual Names Marts Chicago Office Head

Chicago—Carroll H. Marts, sales manager of MBS' Central Division, has been promoted to the post of director of the web's office here, it has been announced by Frank K. White, MBS president.

The appointment follows the move of Adolf N. Hult, former Central

(Continued on Page 2)

Backs CBC Programs

Montreal — The charge that Canadian radio programs cannot compete with programs produced in the United States was indicated unfair by Lamont Tilden, of CBC, addressing the Mount Royal Women's Community Club. The charge was incompatible with the fact that every year in open competition in the United States against all comers on the North American continent, and, judged by Americans, Canadian programs had taken top honors, he said.

NBC Head Meets Press At Trade Luncheon

Joseph McConnell, new president of NBC, met the press yesterday at a luncheon in the Flamingo Room of the Waldorf-Astoria and the invitation brought out the key men of the wire services, trade and daily press.

Mr. McConnell was introduced by Sydney Eiges, vice-president in charge of press relations who welcomed the radio-TV writers and

(Continued on Page 3)

Transit Radio Popular, St. Louis Survey Shows

Cincinnati, O.—A survey by the St. Louis Public Service Co. among its bus and street car drivers one year after the vehicles were equipped with FM radio receivers shows them overwhelmingly in favor of

(Continued on Page 8)

Over 100 At Skytop For 3rd District, NAB Session; Sales Problems Will Highlight Two-Day Session

By FRANK BURKE
Editor, RADIO DAILY

Yankee Web Signs Heavy Sponsor Sked

Boston—One of the largest contracts to be signed in New England radio for some time was completed this week by the Dolcin Corporation with the Yankee Network for twelve quarter-hours a week effective Sunday, October 30, it was announced yesterday by Linus Travers, executive vice-president and general manager. The 52-week order on WNAC

(Continued on Page 3)

MacArthur's Radio Chief Named By Protestants

Albert Crews, former NBC executive who served until last April as chief of radio programming for Gen. MacArthur in Japan, has been appointed director of production for the Protestant Radio Commission, it was announced yesterday.

Crews went to Japan in 1947 and

(Continued on Page 2)

Fran Warren, Thornhill On New Thesaurus List

RCA Recorded Program Services have announced the addition to their Thesaurus list of two new shows, marking the first expansion since

(Continued on Page 2)

Skytop, Pa. — Over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas are gathered at the Skytop Lodge for "on the record" and "off the record" sessions of the Third District NAB. The two-day session called by George D. Coleman, general manager of WGBI,

(Continued on Page 3)

WNYC To Cover Polls Despite FCC Setback

WNYC, New York, despite the refusal of the FCC this week to permit extension of its sign-off time on Nov. 8, is going ahead with plans for the most extensive election coverage in its 25-year history, Seymour Siegel, director of the city's non-commercial station, said yesterday.

This year as last, when the Commission was equally adamant in its

(Continued on Page 2)

Long Delay Seen Likely In NBC And KMPC Deal

Washington Bureau of RADIO DAILY
Washington — It is likely to be many months before NBC is permitted to consummate its deal to take over control of KMPC, Los Angeles, observers here believe. Whether the

(Continued on Page 2)

Smith-Jones Spat Enlivens Color-Television Hearings

Washington Bureau of RADIO DAILY
Washington — FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system yesterday by Philco's vice-president, David B. Smith. In a brief but bitter flare-up, Smith took exception to Jones' insistent questioning concerning the need for complete compatibility in TV.

The spat occurred after Jones had remarked that Smith was much

more detailed in his criticisms of the CBS system than in his comments on the RCA system.

Smith offered a set of five criteria which he said any color system must meet, and insisted, as Jones questioned him, that it would be better for the Commission to wait for a system meeting these criteria than to adopt any present system which does not meet the standards he ad-

(Continued on Page 7)

Luncheon Meeting

Philadelphia — Representatives of the FCC, NAB, and RMA are expected to attend a luncheon at the Sheraton Hotel on Thursday sponsored by the Junior Chamber of Commerce as a special feature of National Radio and Television Week, Oct. 30-Nov. 5. Norman Corwin, of the United Nations radio staff, is the guest speaker.

Plans European Tour

Los Angeles — Chet Huntley, KNX-Columbia Pacific Network reporter and news analyst, will leave October 31 for a six-week tour of Europe where he will interview world leaders, record news spots and gather material for future broadcasts. His last broadcast will be on Oct. 29, and he will return to the air December 18.



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

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Phone: Wisconsin 3271
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Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, Philco pfd., RCA Common, RCA Ist pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Sponsors News Program

Rolls Razor, Inc., has signed an eight-week contract to sponsor WNBC's 6:30 a.m. "News With Peter Roberts" program.

Advertisement for KGW-FM, Portland, Oregon, affiliated with NBC.

COMING AND GOING

DR. PETER C. GOLDMARK, director of research and engineering development at CBS, will leave by plane tomorrow for England, where he will lecture on CBS color television and Columbia Records' LP discs.

LEE NEAL, of the sales department at WIP, Philadelphia, is expected in New York today on station business.

JOHNNY O'CONNELL, account executive of Associated Program Service, leaving for Skytop, Pa., to attend the meeting of District 3 of the NAB.

VAN KONYENBURG, general manager of WTCN-TV, Minneapolis, Minn., is in New York for conferences at the headquarters of the Columbia network.

ZERO MOSTEL, comedian, has arrived in New York for conferences with executives of the Stanton B. Fisher, Inc., agency regarding his guest shot this Saturday on Jack Carter's "Cavalcade of Stars."

FRED FREED, reporter on "This Is New York" over WCBS, is spending this week at Princeton University gathering material concerning undergraduate life.

DONNA FARGO, Teleprecancies executive, is in New York to confer with Mitzi Mayfair, partner, and Paul Mawrey, ABC sales chief, regarding the use of Teleprecancies process backgrounds on the local video stations of ABC.

ANNE DAVIS, announcer on WJHO, Opelika, Ala., is in London, England, to appear on the "Charter Night" program of the London Pilot Club.

HARRY BURKE, general manager of KFAB, affiliate of CBS in Omaha, Nebr., is here on station and network business.

DAVID MILSTEN, Western counsel for SESAC, is in town and will be here for the next few days on business.

MacArthur's Radio Chief Named By Protestants

(Continued from Page 1)

was given the task of converting the Japanese broadcasting setup from a state monopoly to a system of private enterprise. From 1943 to 1947, Crews was production director for NBC, Chicago. Since 1943 he has served as radio editor for Houghton-Mifflin Co., and is the author of several standard radio texts. From 1935 to 1943 he was chairman of the radio department at Northwestern University.

WNYC To Cover Election Despite FCC Setback

(Continued from Page 1)

no-extension edict, WNYC will make its unique coverage facilities at City Hall available to other local stations as a public service. There is also a possibility that one or more of New York's independent television stations may bring their cameras down to cover the election night spectacle, Siegel said.

ABC Reports Sharp Rise In Wismer Co-op Sales

(Continued from Page 1)

automobile dealers and accessory stores lead the parade, followed by brewers, department stores, and clothing stores.

Bishop Promoted At NBC

Don Bishop, staff writer and assistant magazine editor in the NBC press department for two years, has been named magazine editor, it was announced by Josef C. Dine, director of the press department. Bishop will succeed Jack Slocum.

Auriel Macfie has joined the department as assistant magazine editor. She was formerly publicity director for United Artists' chain of first run theaters in Los Angeles, in the publicity department at Capitol Records, and director of publicity for Robert Holley Advertising Company in New York.

Fran Warren, Thornhill On New Thesaurus List

(Continued from Page 1)

RCA took over several weeks ago—Claude Thornhill's orchestra, and vocalist Fran Warren.

Tied in with the Thornhill show is a song-titling contest for listeners of Thesaurus subscriber stations, with all-expenses-paid weekends in New York for monthly winners. Both the Thornhill program and "Fran Warren Sings" will be offered to Thesaurus subscribers on a weekly basis.

Mutual Names Marts Chicago Office Head

(Continued from Page 1)

Division vice-president, to New York as v-p in charge of all network sales.

Marts joined Mutual in 1942 as a sales service supervisor. After that, he was consecutively, administrative assistant to Hult, account executive and sales manager. Marts graduated from Northwestern University in 1928, and joined the Atlantic and Pacific Tea Company as chief accountant.

Long Delay Seen Likely In NBC And KMPC Deal

(Continued from Page 1)

FCC will ever approve the transaction is not at all certain—but what is practically certain is that there will be no okay until after there has been a hearing on the license renewals for KMPC and the other two stations under control of G. A. Richards—WJR, Detroit, and WGAR, Cleveland.

Buys Series On ABC

Chicago—The Ronson Art Metal Works, Inc., has purchased a new five-minute weekly variety series, "The Johnny Desmond Show," over the full 271-station network of ABC, starting Jan. 11, 1950, 8:55-9 p.m. EST. The 49-week contract was handled through Grey Advertising Agency, Inc., of New York.

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.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a stylized face logo and contact information for Tom Tinsley.

Yankee Web Signs Heavy Sponsor Sked

(Continued from Page 1)

and the complete Yankee web includes six different programs for morning, afternoon and evening listening. They are Marvin Miller, human interest stories each Monday, Wednesday and Friday, from 10:30-10:45 p.m.; Cedric Foster, news, each Tuesday and Thursday, 1:45-2:00 p.m.; "Bill's Scrapbook," poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15-10:30 a.m.; World News, 7:15-7:30 a.m. on Wednesday; Hymn Singer, Sundays, from 9-9:15 a.m., and "Deems Taylor Concert" on Sunday's, from 1:30-2:00 p.m.

Additional full Yankee network advertisers including Habitant Pea Soups, Walecco Candy Bars, Pertussin, Christmas Club and Hudson Paper making the closing quarter of the year one of the most successful in its 26 years of operation.

Continental Co. Renews "Grand Slam" On CBS

Continental Baking Co., New York, for Wonder Bread and Hostess Cakes, has renewed its sponsorship of "Grand Slam," CBS musical quiz program, effective Nov. 21, it was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. "Grand Slam," aired Monday through Friday, 11:30-11:45 a.m., EST, with Irene Beasley as mistress-of-ceremonies, has been on the CBS network under Continental sponsorship since September, 1946. Agency is Ted Bates & Company, New York.

Joins Goodman

Irving "Hank" Kempner has joined Harry S. Goodman Productions, assigned to handling sales in the Wisconsin and Minnesota territories. He was formerly program director of WKAM, Warsaw, Ind.

The Mailbag

WCTC Is Commercial

Our pleasure in winning the School Broadcast Conference award for our program series "Children Have Their Problems" was exceeded only by our chagrin when we read in the October 19 issue of RADIO DAILY that WCTC is a non-commercial station!!! We're selling our air time pretty consistently out here in New Brunswick—and don't even anticipate that we'll ever consider doing otherwise. Nevertheless, we still have some time left for outstanding public service programs.

Sincerely,

Edith Brandt
Program Director
WCTC,

New Brunswick, N. J.

Sales Programs To Fore At NAB Regional Meeting

(Continued from Page 1)

Scranton, district chairman, is expected to differ somewhat from previous NAB district meetings as all sessions will not adhere strictly to the "off the record" procedure advised by NAB executives in Washington.

The pattern for the two day session is similar to other district meetings conducted by NAB officials during recent weeks. Kenneth Baker, NAB director of research and acting president of BMB, will conduct the opening business session at 10 a.m., today. Baker is expected to report that the Second Study of BMB will be ready for release around December 1, and will also report on the financial status of the audience measurement organization.

Sales Session Important

Most important of all the sessions will be the Sales Clinic scheduled for 11 a.m., today. At this session J. Robert Gulick of WGAL, Lancaster, will act as chairman and broadcasters of the Third District will be given an opportunity to air their views on the sales problems of radio. Following the panel discussion, Maurice B. Mitchell, director of Broadcast Advertising Bureau, will take over. Mitchell will do the BAB pitch that has been featured at all previous NAB district meetings and will outline the advantages of this service to the broadcasters. He will hold forth until 4:15 p.m., when Sydney Kaye, as spokesman for Broadcast Music, Inc., will give a progress report on the BMI operations. Kaye's re-

Radio Hams To See Film On Video Interference

West Hartford, Conn. — George Grammer, technical director of the American Radio Relay League, national organization of radio amateurs, has announced the release of a motion picture on television interference, for showing to groups of video servicemen and radio amateurs.

The film illustrates corrective measures which may be taken by the "ham" whose private shortwave transmitter interferes with the television reception of his neighbors. The film also covers picture interference from other sources, and suggests remedies. Distribution through more than 600 local amateur radio clubs is planned.

Sterling Celebrates

Jack Sterling, WCBS early morning man, will celebrate his first anniversary with the New York flagship of CBS on Tuesday, Nov. 1. CBS brought Sterling from the Midwest to take over the 6-7:45 a.m. cross-the-board stint from Arthur Godfrey, who decided he would rather sleep late.

port, incidentally, will show that BMI is stronger than ever and is taking an active part on the development of the nation's television industry.

A cocktail party is scheduled for 6:30 p.m., Wednesday to be followed by a dinner and entertainment.

Employee-employer relations will be the subject of the Thursday morning session called for 10 a.m. Frank Smith, general manager of WBZT, Beaver Falls, will preside at this session and will introduce Charles H. Tower, assistant to Richard P. Doherty of NAB, who will present the industry organization's point of view.

Miller to be Heard

Clair R. McCullough, district director at large of NAB, and president of WGAL, Lancaster, will preside at the afternoon session and will introduce Justin Miller, president of NAB, who will be the principal speaker of the district meeting. The talk by Judge Miller will be followed by a forum session.

Following the close of the Third District meeting tomorrow afternoon, the Pennsylvania Broadcasters Association will hold a session at 5 p.m.

NBC Head Meets Press At Trade Luncheon

(Continued from Page 1)

then turned the luncheon over to his new boss.

The new NBC prexy got off to a flying start with the trade boys. In the first place he complimented them on their knowledge of radio and television and then proceeded to thank them for their courtesies. He stressed that he felt they knew more about operations than he and asked their indulgence as he entered into the new job.

No Questions Asked

Then came the question period. The newsmen who had been invited to ask questions failed to come up with anything in the way of an inquiry. They had accepted Mr. McConnell on his say and returned his courtesy by declining to question him.

N. Y. Advertising Women Host Tomorrow At Astor

The Advertising Women of New York will hold a Halloween cocktail party in the Bevedere Room of the Hotel Astor, 5:30-7:30 p.m. on Friday, Oct. 28. Admission is \$3.50 per person, with proceeds going into the club's service activities fund.

for profitable selling **INVESTIGATE**

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STEINMAN STATIONS

Clair R. McCullough, *Managing Director*

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS

KEEPS HITTING...

4 out of 7
on the
LUCKY STRIKE
HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS: CROCODILE TEARS

THE DISC JOCKEYS PICK: VIENI SU
ENVY
CANADIAN CAPERS

THE OPERATORS PICK: BLUEBIRD ON YOUR WINDOW SILL

BMI PICKS:
SLIPPING AROUND
HUSH LITTLE DARLING
SHE WORE A YELLOW RIBBON
EVERYTHING THEY SAID CAME TRUE
WHY DON'T YOU HAUL OFF AND LOVE ME
WHO'LL BE THE NEXT ONE TO CRY OVER YOU
SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
CARELESS KISSES

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

HIT AFTER HIT...WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS				
SHEET MUSIC—BEST SELLING	10	5	5	50.0
POP RECORDS	15	5	10	33.3
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	180	103	77	57.2
SCORE PREVIOUS WEEK	181	101	80	55.8

SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)

R-H SYSTEM	51	13	38	25.5
TOTAL	261	121	140	46.4
SCORE PREVIOUS WEEK	243	109	134	44.9



CHICAGO

By HAL TATE

HARRY HOLCOMBE at the Grant Agency tells us that they are keeping their prize package "Dr. I. Q." on NBC even though Mars Candy relinquished the program last week. He hopes to announce the name of a new sponsor soon. Mars is retaining its "Curtain Time" program over NBC.

WCFL announcer Mal Bellairs is a father for the third time. His two boys now have a baby sister, Patti Lynne.

WCFL's Bill Harmon back at the station after four weeks of fishing up Michigan way.

Mr. and Mrs. Ed Scott are the parents of a son, Christopher Alan, born October 7th at St. Francis Hospital. Ed's a member of the WBBM announcing staff.

That "sleeper" Frankie Laine recorded here very quietly the other week-end was "Satan is a Lady." It'll be out on the Mercury label soon.

Sil Aston, WAIT manager, back from a New York business trip with a sheaf of contracts including a "spot" schedule for Cavalier cigarettes in his pocket.

WAAF manager Brad Eidmann says his station won't go full-time till May or June of next year. The FCC gave the station the okay for 5,000 watts full-time but it will be that long before equipment and facilities can be completed.

Bernie Howard, package producer, who is the owner of the "Name the Movie" idea, is planning to develop the show into a gigantic movie giveaway program.

Dick Wells, popular free-lance announcer, back from a business trip to Louisville where he reports all Louisville was shocked by the sudden death last week of Pete Disney, WHAS program director. Latter died of an intestinal ailment contracted while in service in Italy.

Ed McElroy emceed a full show at Vaughn General Hospital last week. Talent line-up included the Art Van Damme unit.

Revere Camera will start sponsorship of "A Date With Judy" over ABC on November 10. Roche, Williams and Cleary, Chicago, handles the account.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** WOR's top brass in a huddle regarding their TV sitcheayshun and trying to figure out ways of pumping some blood into the anemic schedule. . . . Looks like ABC-TV on the coast will go seven days a week, instead of the five-day sked they're now on. . . . Ted Granik's NBC simulcast of "American Forum of the Air" tees off Sunday at 4:30 p.m. out of Washington. . . . Herb Sheldon's first short for Universal-International (out of a series of 4) opens at the Criterion Theater today. Tagged "You Don't Say," it's Sheldon at his funniest. . . . The Eve Wygod beauty salon signed for a 13-week spot on the Bea Kalmus WMGM midnight stanza. . . . Roger Kay, his TV-stable already heated up with Mady Christians, Lionel Stander, Paul Lukas and others, has inked Gene Rayburn, the WNEW disk jock. He's got an hour TVariety series in mind for him. . . . Lester Lewis has set a new Eloise McElhone show for DuMont slated to start Nov. 8th. . . . Eagar Kobak denies reports he might enter station rep. field. . . . Carlos Franco, former Y & R exec, joining Kudner on the 31st. . . . Elaine Williams, one of television's loveliest, joins "Captain Video" this week in a running part as Moysing, a Chinese lass. . . . CBS-TV building a new half hour domestic comedy series around Al Bernie to fill the Wed. 9:30 p.m. slot.



● ● ● **FOR THE RIPLEY DEP'T:** WDTV, only television station in Pittsburgh, hasn't single television camera on the premises! They just use films and what's fed them from other webs. What's more, rumor has it that they're one of the few TV stations in the country operating in the black. (Maybe that's the way to do it, huh?).



● ● ● The Waldorf's famous luncheon fashion shows will become a weekly WABD feature starting this Friday. Feature of the new series, besides showing the latest in fashions and vogues, will include a theme varying from week to week and a "celebrity table" around which will be women identified with the theme of the week. Opening show, arranged by B. Altman, will be "Beauty After 40," which is the title of a new tome by Edyth Thornton McLeod, a guest of honor. Others at the celebrity table will be Emily Kimbrough, Stella Unger, Cornelia Otis Skinner, Gloria Swanson, Irene Rich and Ann Harding. The program, staged in the Sert Room, will be seen every Friday from 1:30 to 2:00 p.m.



● ● ● **MANHATTAN SEEN-ery:** Louis B. Mayer digesting the electric news bulletins flashed on the Times Sq. Bldg. . . . Irving Berlin, Dean of Tune-Pan-Alley, circled by autografans outside of Sardi's . . . Mary Kay and Johnny Stearns, television's first family, dining at the Fireside Inn. . . . Jack Gilford, who sez he's tired of eating his wife's biscuits. "If you had to lift them," he claims, "you'd be tired too." . . . Jack Pearl, at Bill Bertolotti's, relating that he's concentrating entirely on TV and just thumbed down B'way musicomedey plans.



● ● ● **SMALL TALK:** Eunice Howard drops the col'm a line to tell us she's wed to Ray Maxwell. . . . Mariners Quartet getting heavy mail response from their airing of "Leprechaun's Lullaby." . . . Lew Herbert, usually cast as a guardian of the law, switched sides on Bill Gargan's TV series and turned in a bang-up job as the kidnaper-counterfeiter menace. . . . Chalk up another great show for Irving Mansfield's "This is Show Biz" last Sunday. One of the high spots was Sam Levinson, the reformed school teacher who is now earning 2000 bux a week for the same spiel he used to hand out to the kids for free.

SAN FRANCISCO

By NOEL CORBETT

GENE ENGLE is planning a remote from his Gene's Restaurant comparable to the interview type show he had during the war. Gene's is favorite hangout for newspapermen, radio, stage and screen stars.

Milt Samuel, Young and Rubicam press head on the coast in town during a swing of Western cities.

Lloyd Yoder, one-time NBC manager here, now top man at KOA, Denver, due in town the end of the month. With him will be his wife, the former Betty Marino, who, with her violin starred on many programs emanating from here when KPO-KGO was Coast headquarters for NBC.

Bill Cullenward, new press information manager at KCBS, was formerly an airline publicity rep and beat the drums for the late Tom Breneman.

Here 'N' There . . . Madolin Bingham has joined the Abbott Kimball Company as account exec. . . . Louis Marchi is now in charge of Beaumont and Hohman's Portland office. . . . Kirk Torney is now the Northern California rep for Hoffman Radio. . . . David Meblin, KSFO-KPIX talked on "Television—Entertainer, Educator, Merchandiser" at the Palace Hotel for the University Club group. . . . Beaumont and Hohman are the agency handling spots for 200 Western stations plugging Pacific Greyhound Bus Lines. The budget carries a fifty per cent increase over last year. . . . Hale Brothers (department store) and Motorola, Inc., are sponsoring twelve of the local Shamrock Ice Hockey team games.

The first serious study
of a new literary form

Radio AND Poetry

by MILTON ALLEN KAPLAN

Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-ins" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. \$4.50

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

SMITH VS. JONES AT TV HEARING

TELE TOPICS

A SHOW that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost is "What Happens Now?", seen locally on WOR-TV. The idea of a group of actors improvising brief skits from a given situation or line of dialogue is not new to show business, but in video it is especially valuable since it eliminates all need for costly rehearsal. But it is doubtful if anyone can bring it off as well as The Improvisers, six young thespians who work so well together that they seem, at times, to anticipate each other's lines and actions. The skits they built were, at times, weak in development and in the punchline department, but the dialogue was very good—witty and sophisticated and, occasionally superior to that heard on many script shows. Show this week was not well paced, needing more variety in the type of material given the actors. . . . The Improvisers are Larry Blyden, Cecily Burke, Joyce Gordon, Ross Martin, Charles Mendick and Jean Pugsley. Nelson Olmsted is emcee.

CBS HAS DECIDED that Abe Burrow's talents are best suited to TV and is dropping his "Breakfast With Burrows" AM stanza in favor of a weekly half-hour video stint. Burrows will write and produce the new show, which will start early in December. AM'er folds after the Oct. 28 ailer. . . . George Givot has checked out as permanent emcee of Versatile Varieties on NBC and guest hosts will appear each week, beginning Friday. Harold Barry will be the first. . . . "Red Feather USA," half-hour film made for the Community Chest campaign by the four webs, will be aired by ABC and DuMont tonight, by NBC on Thursday and by CBS Saturday. Featured in the film are The Goldbergs, Stop The Music, Milton Berle and June Havoc, Janet Blair and the Blackburn twins. David Rich, of CBS, coordinated the program and Ira Marion, of ABC, scripted. Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuM, and Sterling Fisher, NBC, supervised the project for the nets.

KATHI NORRIS' DuMont daytimer, "Your Television Shopper," marks its first anniversary next Tuesday. On Monday it will receive a birthday present in the form of a contract from Saks-34th bankrolling the first half-hour of the show across the board. Program is completely sold out, other participants including Aborn coffee, Goodman, Gravy Master, A&P, Habitant soup, Plasta starch, McKesson & Robbins and Revere Copper & Brass. . . . Stokey & Ebert have scheduled a half-hour film version of Dickens' "A Christmas Carol" for immediate shooting at Jerry Fairbanks Studios, using Fairbanks' recently developed three-camera filming technique.

Commissioner Infers Philco Veepee Favors RCA, But Is Accused, In Turn, Of 'Pitching' For CBS; McIntosh Describes Color-Video System Of C.T.I.

(Continued from Page 1)

vanced. The five principles offered are as follows:

(1) The standards must be such as to permit the public individually, and at their personal option, to be able to have either black and white or color reception with no loss of program service either way.

(2) Both color and black and white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.

(3) The standards must provide a quality of service at least as good as that now provided by the present commercial standards.

(4) The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.

(5) In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance for the public that the system has been thoroughly proven before authorization of commercial service.

Although insisting he was not seeking to rule out the CBS system, Smith said he felt it incumbent upon anyone offering a system less than completely compatible with present standards for black and white to advance "a transition plan." Such a plan, he said, must accomplish the following objectives:

(A) It must maintain, and even expand, current black and white service on present standards to avoid hardship to the public and serious setback and unemployment in the industry.

(B) It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and worthwhile to the individual purchaser.

(C) After a substantial audience has been built up with receivers incorporating both standards it must provide a procedure for gradually reducing service on the old

standards again at no inconvenience or harm to the public.

Smith's testimony followed an appearance by Frank H. McIntosh, consulting engineer representing Color Television, Inc. McIntosh gave a detailed analysis of the CBS and RCA systems. The CBS system, he said, would degrade TV pictures and at the same time force conversion expense up to \$150,000,000 on the owners of the 3,000,000 sets which will be out by the end of the year.

In addition, he said the CBS system uses far more bandwidth than the CTI system. Were the CTI system adopted, he said, it might be possible to provide five additional channels without loss of quality—but he stressed that neither he nor CTI recommends reduction in channel width.

McIntosh also attacked the CBS proposal for a double standard for black and white and color TV on the ground that it would mean two sets of scanning circuits in receivers to be made. He said further that it would complicate the sending process because network operation would either have to be rigid or studio equipment would have to be in duplicate, and he added:

"If, on the other hand . . . all stations were to be required from now on to employ the CBS proposed standards, whether they were broadcasting in monochrome or in color, the Commission would find itself in the position for forcing monochrome as well as color stations to go to the expense of converting their stations for an inherently degraded picture."

Monochrome TV Going Ahead Despite Color Talk - Raibourn

Expansion of TV "is not being slowed up by talk of color," Paul Raibourn, vice-president of Paramount Pictures, said last night at the first American Television Society meeting held during the new season.

"For a time," Raibourn said, "the whole country was fooled by words. But now we know. Black and White television very definitely is not frozen. Existing licenses cover 82 per cent of the effective buying income of the country, and how can anything be frozen in its tracks if it covers 82 per cent of the economic potential of the United States and

has only covered seven per cent of this potential?"

Pointing out a \$15 billion decline in gross national product, Raibourn said "more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained." TV, he added, is "the only instrument in a long time" with the power to expand distribution as necessary.

"The one thing we almost certainly can count on if the industry is left alone to develop naturally," he concluded, "is a circulation of 40,000,000 television receivers in this country by 1956."

RCA Accused By CBS But Denies TV 'Delay'

Washington Bureau, RADIO DAILY

Washington—CBS threw the book at RCA yesterday as it asked the FCC to deny the RCA request for a two-month delay in the comparative color TV demonstration slated for next month. The delay petition was based solely upon considerations of personal advantage for RCA, said CBS, as it asked that, unless the Commission plans to turn down the RCA request, it hold oral argument on the matter.

The FCC will hold an executive session tomorrow morning to decide what to do.

RCA did not present its true reasons for desiring delay, said CBS. Inspiring the request, CBS said, may be any one of several reasons:

(A) The hope that in two months RCA technicians can devise some improvements in the present RCA system, or a new system, "which will rescue RCA from its present embarrassed position;

(B) Realization that a comparative demonstration will make the RCA system look even worse than demonstrations thus far, with the desire to postpone the day as long as possible;

(C) That "RCA, as the parent of NBC, has an interest in extending the freeze in view of the fact that NBC may enjoy certain competitive advantages as long as the freeze exists, in single station markets"; or

(D) That RCA wants to delay the day its patent supremacy in TV is whittled away.

RCA, replying to the CBS opposition to the RCA request for a postponement of the comparative demonstrations of color television planned by the FCC, last night filed with FCC the following statement:

"The RCA petition sets forth the engineering reasons why the postponement of the comparative demonstrations is necessary to a fair and complete comparative demonstration as between the color television systems proposed in these (FCC) proceedings. The CBS opposition does not challenge these reasons.

"The argument set forth in the CBS opposition consists of no more than efforts on the part of CBS to obtain a premature decision based upon inadequate facts in favor of its system. It completely ignores the fact that the public interest can be served only by a sound decision and not necessarily by a quick decision.

"CBS' fabrication (in paragraph 1 of its opposition) of the bases for RCA's petition for a 60-day postponement is as presumptuous as it is false.

"The public interest definitely requires that the short extension requested by RCA be granted in order to enable the Commission to make a determination based upon adequate facts as to what color television standards should be adopted."

AGENCIES

FRED B. MANCHEE, vice-president in charge of research and marketing, Batten, Barton, Durstine & Osborn, Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow, October 27th. His subject will be "Methods in Market Research." The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

KOTV, Tulsa, Okla., has engaged Adam Young Television Inc. as national representatives for the station. KOTV will be in commercial operation on Oct. 30th and will carry all networks including the Paramount Television Network of Los Angeles.

FOOTE, CONE & BELDING INTERNATIONAL has been appointed by the Joint Biscuit Manufacturers of Great Britain for a campaign in the New York area during the holiday season. The six biscuit firms represented have 350 retail store outlets in the metropolitan area.

HARRY A. BERK has resigned as president of the Foote, Cone & Belding International Corp. He is succeeded by Emerson Foote, president of Foote, Cone & Belding, the parent firm.

EMIL MOGUL CO. has been appointed by the Gem Packing Co. for American advertising of Gem Oil.

WILLIAM A. BARTEL, formerly vice-president and director of John H. Cairns & Co., has joined the executive staff of Ellington & Co., Inc.

FELIX BRENTANO has been named radio and television director of the Lester "L" Wolff Advertising Corp.

CARLOS A. FRANCO will join the Kudner Agency in an executive capacity, effective Oct. 31.

Transit Radio Popular, St. Louis Survey Shows

(Continued from Page 1)

the innovation, according to Transit Radio, Inc.

The survey covered 737 out of 2,600 Public Service drivers; 1,000 of the vehicles are radio-equipped. Seventy-five per cent voted in favor of radio, 15 per cent had no opinion, and 10 per cent were against radio. Of the latter group, 5 per cent said they would withdraw their objections if corrections in programming or presentation were made.

According to Public Service, 64 of the drivers polled said that transit radio had helped their relations with passengers, and 19 per cent reported refusals by passengers to ride in buses which were not radio-equipped. The programs were supplied to Public Service by KXOK-FM, St. Louis.

COAST-TO-COAST

Student Talent Program Skeduled

Boston, Mass.—Local junior and senior high school students have a chance to try out their musical or dramatic talents over the air on WCOP's "Student Radio Club" show, which is heard Saturday mornings. Pepsi-Cola sponsors the amateur talent shows weekly, over WCOP and WCOP-FM, every Saturday from 11:30-12 noon. Cash prizes will be awarded weekly to the three top winners.

Panther Vs. Mountaineers

Pittsburgh, Pa.—The University of Pittsburgh's Golden Panthers met the West Virginia Mountaineers at Morgantown Saturday, Oct. 8 at 1:45 p.m., marking the third consecutive Saturday they have met New Year's Day Bowl winners. KDKA broadcast the game from Morgantown with Woody Wolfe and Bill Sutherland at the mikes.

News Program Changes Time

Corvallis, Ore. — The "Veterans News Review," which is heard weekly on KOAC, changed day and time on Thursday, October 20. Dewey Standish of the Veterans Administration office, who regularly presents the program, will be heard on Thursday nights at 8 o'clock instead of Wednesday nights at 8:30 as in the past. The series of news programs brings information of special interest to World War II veterans.

Stokey Celebrates Anniversary

St. Louis, Mo.—Charley Stokey, KXOK farm editor, celebrated his 17th anniversary in early morning radio. Stokey originated the Farm Folks Hour at KMOX in 1932.

Melton Serenaded

Scranton, Pa.—When Metropolitan Opera tenor James Melton arrived here, he was greeted by the 50-piece Pittston High School Band, hundreds of fans and 15 antique automobiles. Melton was presented with a key to the city and landed on the front pages of the local newspapers.

Red River Dave Returns

San Antonio, Tex.—Red River Dave, WOAI's western singing star, is back on the air with a new five day a week early morning broadcast for a quarter-hour. The L & M Co., of St. Louis, plastic manufacturer is sponsor on Mon. Wed. and Fri., while Grove's Bromo Quinine is sponsor on Tues. and Thurs.

Perfect Score For WNJR

Newark, N. J.—Harry Goodwin, general manager of WNJR, has announced that the station employees had rung up a 100 per cent record for Community Chest contributions. Drive was handled by Harry A. Wapshare, chairman, and the 65 employees participated.

Bob Moore Show Extended

Lawrence, Mass.—The Bob Moore Show, featuring the former Hollywood announcer and emcee as maestro, will be heard a half-hour longer beginning immediately. The closing time (2 a.m.) remains the same, but he will begin at 11:30 p.m. instead of midnight.

Repeat Performance

Canada—A possible audience of from three to four million Americans may hear the repeat performance of Benjamin Britten's Opera "Peter Grimes" by the CBC Opera Company scheduled for the Trans-Canada network. The broadcast will also be carried by station WNYC in New York City.

Hadley Is Resourceful

Providence, R. I.—When Bill Hadley, special events producer for WPJB, the FM station of the Providence Journal Company, went to the Mall, in downtown Providence to tape a UN Week program for the later broadcast, he had no nearby electric outlet into which a recorder could be plugged. Search revealed an outlet in a nearby sewer. Hadley found the line dripping wet from the underground moisture but still live, so he plugged in and got his program on schedule.

SOUTHWEST

DOROTHY CANTRELL, former account executive and radio director of Albert Evans Advertising Agency of Fort Worth, has resigned to become assistant to J. W. (Jake) Rike, general manager of J. B. Taylor, Inc. of Dallas. Miss Cantrell, long prominent in Texas advertising and radio, has been added to the Dallas agency as part of an expansion program that will heavily accent radio.

Red Arrow Laboratories of Waco, has signed for "Ida Red and Her Kentuckians," three times a week on KWFT, Wichita Falls, and KLYN, Amarillo. Programs will originate in the studios of KWFT each Tuesday, Thursday and Saturday at 7:45 a.m., and will feature the five piece hill-billy combo for Red Arrow Penetrating Liniment and Red Arrow Cold Preparations. Contract for 52 weeks was placed by Ira DeJernett Advertising Agency of Dallas, through Paul Girard Company, regional representative of KWFT and KLYN.

WBAP, Fort Worth, has just signed another 52-week contract with Ben E. Keith, local wholesaler and distributor for the 7:45 a.m., Monday, Wednesday, Friday, "Fruit Express." New contract marks the 11th consecutive year for program, sponsor and station. Frank Mills, WBAP chief announcer continues as producer and emcee.

Paydirt

If you're prospecting for sales in a great Midwest market, consider the paydirt struck by Kroehler Furniture Company with its program on WOWO. Here are quotes from dealers scattered through WOWO's 59-county BMB area:

"50% increase"—Argos, Indiana
(60 miles from Fort Wayne)

"20% increase"—Wabash, Indiana
(42 miles from Fort Wayne)


"50% increase"—Farmland, Indiana
(60 miles from Fort Wayne)

"63% increase"—Kendallville, Indiana
(27 miles from Fort Wayne)

And from the Kroehler outlet in Fort Wayne itself comes a report of a 35% upturn in sales! To get this kind of reaction to your promotion, check WOWO or Free & Peters for availabilities!

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO

 WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • 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. 49, NO. 18

NEW YORK, THURSDAY, OCTOBER 27, 1949

TEN CENTS

OPTIMISM HIGHLIGHTS SKYTOP MEET

Hennock Aid To Jones In TV Bout With Smith

Washington Bureau of RADIO DAILY
Washington—Philco's vice-president, David B. Smith, spent most of yesterday repulsing attacks from Robert F. Jones and Frieda Hennock, of the FCC, both seeking to shake his position that another color hearing will be needed and at least another year of lab work and testing before color standards can be adopted by the Commission. It won't be five years or ten years, he said confidently, but it will be at least another year.

Both Jones and Miss Hennock
(Continued on Page 11)

Searle & Parks Acquires Whodunit Sales Rights

Hollywood—Exclusive distribution and sales rights to a top mystery airer on the coast, "Let George Do It," depicting the adventures of George Valentine, has been announced by Searle and Parks, Inc. Wayne Tiss, vice-president in charge of the Hollywood office of BBD & O, representing Standard Oil Company of California, said that Don Searle and James Parks will control the radio package in all
(Continued on Page 4)

'Superman' Not For Tots In Its New ABC Format

"Superman," originally slanted at young listeners, will emerge as mystery-and-crime-detection show aimed at adults when it bows on ABC Oct. 29, 8:30-9 p.m., the network said yesterday.
"Superman" was last heard on
(Continued on Page 9)

Going, Going, Gone

Pekin, Ill.—WSIV, which airs a daily "Swap Shop" program, got a card the other day from a listener in Bloomington who is either an overstocked undertaker or has a macabre sense of humor. "We have an unusual swap for you," he wrote. "One used casket and one used monument. Will swap for anything of equal value."

Civic Series

The U. S. Chamber of Commerce will inaugurate a new 15-minute weekly series, "This is Our Town," on ABC, Tuesday nights, 10:45 p.m. Highlighting a different city each week, the program will detail the functions of the town's business firms, and their contribution to America. The Chamber of Commerce will share the Tuesday night period with the National Assn. of Manufacturers, in alternate 13-week cycles.

Transit Radio Adds 128 New Sponsors

One hundred and twenty-eight new sponsors have been added to Transit Radio since September 1, it was announced yesterday by Frank E. Pellegrin, vice-president in charge of sales. The figure includes new sponsors added nationally and locally by the 14 Transit Radio stations reporting. Total sponsors on the music-as-you-ride medium in buses and street cars is now 393, Pellegrin said. New national advertisers to the
(Continued on Page 12)

Bing Crosby Sponsored On 4 Alaska Stations

Liggett & Myers Tobacco Co. has extended its sponsorship of the "Bing Crosby Show" on CBS to include the facilities of the Alaska Broadcasting System: KFQD, Anchorage.
(Continued on Page 3)

Out-Of-Home Audience Vital, Beville Tells Research Men

The industry can no longer afford to ignore the out-of-home radio audience, because it is "substantially greater than generally surmised" and because overall radio listening, both in and out of home, "will come back into its own side by side with television viewing" as the novelty of the newest medium wears off, NBC director of research Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc.,

Members Of 3rd District, NAB, Hear Sales Even, Or Better, Than '48; Miller Cites 'Merchandising'

By FRANK BURKE
Editor, RADIO DAILY

Pioneers Launching Membership Drive

Potential membership of the Radio Pioneers Club was estimated at more than 1,500 yesterday by Carl Haverlin, president of BMI and chairman of the club's membership committee. The usual \$10 initiation fee has been waived for the duration of the current membership drive, Haverlin disclosed. Instead a special "pack-
(Continued on Page 9)

Coast Toy Maker Plans \$100,000 Radio Campaign

West Coast Bureau of RADIO DAILY
Los Angeles—The local office of Buchanan & Co. has been appointed by Toy Productions of Hollywood, Inc., to handle a \$100,000 Christmas toy promotion to begin Nov. 7 and run until Dec. 13. Radio will be used exclusively. The product, to be marketed nationwide,
(Continued on Page 2)

Continental Renews 'Grand Slam' On CBS

Continental Baking Co., New York, for Wonder Bread and Hostess Cakes, has renewed its sponsorship of "Grand Slam," CBS musical quiz.
(Continued on Page 3)

Skytop, Pa.—If the attitude of broadcasters attending the 3rd District NAB convention at Skytop Lodge is any indication of the commercial outlook for radio, the business of broadcasting is a growing institution. A survey of NAB members attending the meeting indicates that commercial
(Continued on Page 2)

4-A Postpones Vote On Tele Authority

Resolution to postpone action for not more than three weeks on the formal creation of Television Authority was unanimously passed by the International Board of the Associated Actors and Artistes of America at the Hotel Astor yesterday, it was announced last night by Paul Dullzell, president of the 4A's. The matter will not come up again
(Continued on Page 11)

Women Broadcasters Set Annual Confab, Nov. 5-6

The Assn. of Women Broadcasters of the NAB, District 2, will hold its annual conference, Nov. 5 & 6, at the Hotel Astor, New York City, it has been announced by Doris Corbett.
(Continued on Page 9)

Salesmanship

Schenectady, N. Y.—Earl Pudney, WGY disc-jockey, learned last week that listeners are apt to take things literally, no matter how playful the statement. Pudney remarked one morning that he'd be happy to stand on his head on a busy street corner if it would help the lagging Community Chest drive. Pudney did: it helped—he collected \$45.31.

(Continued on Page 12)



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

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL
(October 26)
NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp, Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, etc.

Howard P. Fraser
Montgomery, Ala. — Howard P. Fraser, 57, auditor, Montgomery Broadcasters, Inc., died of a heart attack at his desk. A native of New Hampshire, he had been a resident of Montgomery for 19 years.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Optimism Keynotes Opening Of 3rd District, NAB, Meet

(Continued from Page 1)

sales this year are holding up well, and in many instances, running higher than last year. The broadcasters, almost to a man, admit that they have had to get out and sell but their salesmanship has paid off in new local business, increased national spots, and program innovations that are paying off.

Justin Miller, president of NAB, who has been making a swing

conflict between radio and TV and is happy about the radio billings.

One thing certain in surveying the broadcasters' opinion is the fact that those operating FM stations, in addition to AM, are not finding FM profitable and are using it as a supplementary service. All seemed to think that high fidelity has a place in radio communications but that it is a tough sale commercially.

Pioneer Spirit
Skytop, Pa.—Carl Haverlin, BMI president, not only did a good job of presenting a progress report on the industry music organization, but landed some new members for the Radio Pioneers. Among those signed up at the session were Vic Diehm of Hazleton, Pennsylvania, who has been in radio for 23 years.

around the circuit of NAB district meetings, shares the business optimism of the meeting. Judge Miller recalls that AM broadcasters were pretty glum after the Chicago NAB convention but this pessimism disappeared as the summer progressed and today they are merchandising their radio and local business is on the upgrade.

Declaring that intensified sales and creation of new time users is the answer to radio's economic problems, Victor Diehm, general manager of WAZL, a potent 250-watter at Hazleton, Pennsylvania, shares Judge Miller's enthusiasm. Diehm said that business at his station had increased this year and that his sales force had been able to induce many new accounts to use radio for the first time. He spoke of automobile accessory firms, home appliance retailers, and florists as examples of new time users.

Another broadcaster who believes that radio is potent as a sales force and will remain so for many years is Thomas Tinsley, general manager of WITH, Baltimore, Md. Tinsley emphasizes the importance of getting out and selling as the cure-all for any ailing station. He said it was always the policy of his station to bring the advertising message of radio to the advertiser and through this personal contact many new accounts have been added to the station's time users.

George D. Coleman, NAB district director for the 3rd District, is also an optimist regarding the potentialities of radio. His enthusiasm is likewise shared by Clair McCullough, NAB director at large, who sees no

Coast Toy Maker Plans \$100,000 Radio Campaign

(Continued from Page 1) tionally, is a singing and talking mechanical toy set of Bugs Bunny and Porky Pig, Warner Bros. cartoon characters.

COMING and GOING

HUGH A. MITCHELL, manager of the McCann-Erickson offices in London, Paris and Frankfurt-am-Main, is en route to his London headquarters following a five-week visit at the agency's main offices in New York.

NORMAN BLACKBURN, national television program director for NBC, is spending this week in Chicago on business. He'll be back Monday.

CARL MARK, vice-president and general manager of WTTM, Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, are in town for conferences with station reps and officials of NBC.

PETE FINNEY, Kudner agency executive on the Admiral account, is in Chicago for a few days on business.

AL HUGHES, radio editor of the Christian Science Monitor, a visitor yesterday at the headquarters of NBC. He'll be here for the rest of the week.

JEAN MEREDITH, radio publicist in the Hollywood office of Benton & Bowles, is spending two weeks in New York to co-ordinate publicity for West Coast programs.

JIM LUCAS, director of programming for Associated Program Service, is back in New York following a trip to Philadelphia, Baltimore and Washington, where he visited Associated subscribers.

Wedding Bells

Joanne Himmel, researcher for Tex and Jinx McCrary, yesterday announced her engagement to Michael Dann, trade press editor of NBC. They plan to be married before the end of the year.

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.
WITH
BALTIMORE, MARYLAND
Tom Tinsley, President - Represented by Headley-Reed

AGENCIES

JOHN E. PEARSON, owner of the John E. Pearson Company, radio and television representatives, has announced the appointment of Russell Walker, Jr., as manager of the New York office of the organization. The appointment is effective immediately. Walker has been with The Pearson Company for one and a half years and prior to joining the company was on the sales staff of WMGM and WQXR.

JOHN G. STILLI, JR., Philadelphia, has been named advertising and sales promotion manager for Westinghouse stations WBZ and WBZA, Boston, and the affiliated FM and television stations. Stilli assumes his new position immediately, replacing Lynn Morrow, who is leaving the company to take up permanent residence in Florida.

YOLEN, ROSS AND SALZMAN, INC., announces the appointment of Helen Shapiro as public relations coordinator of the Ronson Art Metal Works, Inc., activities. Prior to joining YR&S Miss Shapiro was associated with David Malkiel Advertising Agency in Boston.

LOWE RUNKLE COMPANY, Oklahoma City, Okla., has been elected to membership in the American Assn. of Advertising Agencies.

DONALD L. LUFTIG, formerly with the Mutual Broadcasting System, and more recently with the Art Franklin Associates and Paul Benson publicity offices, has joined the public relations firm of Walter Kaner Associates, New York.

HOMASOTE COMPANY, Trenton, N. J., makers of insulating and building boards, have appointed R. T. O'Connell Company as their advertising agents.

ALFRED PAUL BERGER COMPANY, INC., has been appointed advertising agency for Paveau, Inc., New York, distributors of fountain pens and mechanical pencils.

GEORGE R. BROWDER has been named assistant director of advertising and merchandising for the Hudson Motor Car Co., Detroit.

New Gov't Lab.

Washington—The House has passed and sent to the White House a bill to authorize construction of a new \$4,475,000 radio laboratory by the National Bureau of Standards. The lab will be used for radio wave-propagation studies, both for commercial and military purposes. The bill does not appropriate the funds for the project, which will have to be provided by a separate bill.

Bing Crosby Sponsored On 4 Alaska Stations

(Continued from Page 1)
chorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, it has been announced by Pan American Broadcasting Co., international station reps.

This is the second national advertiser to announce the extension of its CBS network program to include the four Alaska stations. Coca-Cola Co. extended its "Charlie McCarthy" program to Alaska two weeks ago.

The agency representing Liggett & Myers is Newell-Emmett.

New CBS Drama

"Pursuit," a new half-hour weekly adventure series on CBS, will bow on Thursday night at 10:30. On Dec. 1 "Pursuit" will make way for "Skippy Hollywood Theater," and move into a new time slot to be announced later by CBS.

Continental Renews 'Grand Slam' On CBS

(Continued from Page 1)
program, effective Nov. 21, it has been announced by William C. Gittinger, CBS vice-president in charge of sales. Agency is Ted Bates & Co. of New York.

Two Join WHOK

Lancaster, Ohio—Don Christian, former manager of WOUN, Athens, Ohio, has joined the announcing staff of WHOK, along with Jim Allread who has joined the engineering staff. Allread was formerly with WMRN, Marion, Ohio.

Commercial Contract Set

Amsterdam, N. Y. — WCSS announces that the Dobler Brewing Company, through its agency Woodward & Fris, Inc., has purchased a daily spot schedule to air the new Dobler transcriptions.

SOUTHWEST

Blaine Cornwell, former manager of St. Louis stations KMOX, KXOK and KXLW, has been appointed program manager of KWFT, Wichita Falls, Texas, according to Charles Clough, general manager of the CBS North Texas outlet. Cornwell will continue his daily transcribed deejay show on KXLW in addition to a similar show on KWFT and associated stations.

"Bill Ring Time," strip program featuring the well known radio personality of that name, has been signed on WBAP, Fort Worth, by Young & Rubicam Agency for Purity Baking at 11:45 a.m., across-the-board. Program originates at KXYZ, Houston, and has Ring in his usual style backed by a 3-piece combo. Newspaper and billboard promotion are being used to spark the program.

POUGHKEEPSIE'S

*only a few
blocks away*

A TRUE TALE THAT—TO US
ANYWAY—PERSONIFIES
THE POWER OF WOR
AND WOR-TV



Let's call her Mrs. G.—though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie* just about twice a year and today it occurred to me that I might drop into WOR and tell you

people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us

have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

*WOR reaches the most people
where the most people are*

*which is 86 miles up the Hudson from a city called New York

LOS ANGELES

By ALLEN KUSHNER

L EONARD SHANE, ABC news and special events dept. has resigned to operate Leonard Shane Agency, specializing in radio and TV bookings and packaging. The agency also will handle all media and publicity exploitation and promotion. Before joining ABC, Shane was sales manager for an eastern manufacturing company, and prior to that was Indiana-Kentucky manager of United Press.

Clair Weidenaar, ABC producer of "Breakfast in Hollywood" has been added to the contingent of the show flying to Honolulu, October 28th to originate the popular Jack McElroy ailer from the Hawaiian metropolis during Aloha Week, October 24 through 31.

William D. Shaw, KNX-CPN assistant sales manager, addressed the monthly meeting of the Southern California Association of Advertising Agencies at the Rodger Young Auditorium on Monday, October 24. He spoke on "How Radio Pays Off."

Chet Huntley, KNX-Columbia Pacific Network reporter and news analyst, will leave October 31 for a six-week tour of Europe where he will interview world leaders, record news spots and gather material for future broadcasts.

Robert Howard, NBC head of National Spot Sales, announced the following sale: Five one quarter hours weekly on KOA, Denver, to the Los Angeles Soap Co. through Raymond R. Morgan Co.

Searle & Parks Acquires Whodunit Sales Rights

(Continued from Page 1)

territory except the 11 western states and British Columbia.

The show, now aired on the Don Lee Mutual network, has been sponsored by Standard Oil Company of California since September, 1946 and now is beginning its fourth year under that banner.

Searle and Parks are making the show available to network accounts east of the Rockies.

Bennett In HPL Post

Minneapolis, Minn. — Wendell Campbell, general manager of WCCO, CBS outlet, has announced that Roger Bennett will be director of the Housewives' Protective League at the Twin Cities station. Bennett replaced John Trent who assumes the Housewives' Protective League directorial post at WCAU, Philadelphia.

AC-DC Transcription Players
Tape, Wire, Disc Recorders
Sales—Rentals—Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● Bill Eddy is in Washington attending the FCC's color hearings. Reports that he is going to Brownsville, Texas to do some TV work for the oil millionaires are untrue even though Bill has purchased property down there. He's still continuing his

Chicago Television Associates from Michigan City, Indiana and still has the same secretary, Marge Durnel, who joined him at WBKB five years ago. . . . Congrats to Carroll H. Marts on his appointment as sales manager of Mutual's central division. Carroll succeeds Ade Hult who moved to New York Monday as the network's sales head. The new Mutual sales head in Chicago joined the network seven years ago. . . . Melvin Miles, six-year-old child prodigy, goes to New York this week-end to assist Joe Kelly on the "Quiz Kids" show.



● ● ● The Radio Playshop of Northwestern University will celebrate its tenth anniversary this Sunday with a special show titled "A Murderous Marriage" and broadcast over WEND. Walter Kerr, author of "Touch and Go," wrote the script. Don Feddersen, chairman of Northwestern's School of Speech radio department, is faculty supervisor. . . . Art Holland, head of the Malcolm-Howard ad agency, planning to open a Los Angeles branch of the agency in the near future. Discussing television, he predicted that Chicago will reach the 300,000 mark before the end of the year. Latest figures released by the Electric Association show there are now 223,610 sets in the area. . . . Philco cancelling their "Multiscope" show over WBKB. . . . Insiders feel that Sealtest is making a mistake in cancelling the "Kukla, Fran and Ollie" for a two month hiatus in the middle of winter to concentrate on summer ice-cream sales. Who's going to watch a show in summer at six in the evening, they say, no matter how good it is? Bill Tillstrom reported not too happy about going off in middle of winter after establishing six o'clock time here on NBC.



● ● ● W. H. Stellner, Motorola veepee, says TV set sales for his firm in September were highest in the company's history. They quadrupled last year's September set sales. . . . Admiral president Ross D. Siragusa toying with the idea of coming out with a plastic cabinet to house his TV set. . . . Stan Levey, WBBM's new assistant commercial manager, back from Florida where he escorted his ailing mother. . . . Les Weinrott has been appointed producer of the new College Inn show which will present a salute to itself instead of to Irving Berlin. The Sherman Hotel just couldn't get a legal okay from Berlin. . . . Producer Weinrott will use top radio and TV talent for his show including ace comic Cliff Norton.



● ● ● All Chicago Class "B" stations have banned together in an unofficial boycott outlawing guest stars from local entertainment spots on their stations. Their theory is that if the theaters, night-clubs, etc. want publicity let 'em pay for it. The Class "A" stations realize the value of interviewing celebrities and are continuing to do so—and are happy to throw in a "plug" for the spot at which the star is currently appearing. . . . Louis Marget, son of the KVOX station manager, Manny Marget, is taking up radio and speech studies at Northwestern University. The elder Margets will come here from Moorhead, Minnesota on Nov. 5, to attend N. U.'s big homecoming game.

NEW BUSINESS

WNBT, New York: The P. J. Ritter Company, to advertise their Chili Sauce, has signed a 37-week contract for the 11:30 a.m. station break on Sundays. The order was placed through the Clements Company.

The American Tobacco Company, for Lucky Strike, has signed a 13-week contract renewing the 8:30 p.m. station break on Thursdays and contracting for the 10:30 p.m. break on Sundays. N. W. Ayer is the agency.

The Quaker Oats Company has signed a 13-week contract for 1-minute announcements at sign-on Sundays. The order was placed through the Ewing Agency in Chicago.

The Henry Heide Company, to advertise their candy, has contracted for one-minute announcements at station sign-on at 5:15 p.m. Wednesdays. The 13-week order was placed through Kelly, Nason Inc.

The local Chevrolet Dealers has signed a 13-week renewal for station breaks. The order, calling for the 8:00 p.m. break on Tuesdays and Wednesdays and the 9:30 p.m. break on Fridays, was placed through Campbell Ewald.

The Bowery Savings Bank has signed a 13-week contract for sponsorship of the 7:45 p.m. station break on Mondays. The order was placed through the E. B. Wilson advertising agency.

Lamont Corliss, for Ever-Ready Cocoa, has signed a 13-week contract for station breaks. The order, placed through Cecil & Presby, calls for the 5:30 break on Tuesdays, the 7:00 p.m. break on Fridays, and the 6:00 p.m. break on Thursdays.

The Forstner Chain Corporation has signed a 13-week renewal of the 8:30 p.m. station break on Saturdays. The order was placed through A. W. Levin Co.

WNBC, New York: The Premier Food Products Company signed a 13-week contract to sponsor the 9:00-9:15 a.m. portion of WNBC's Tex and Jinx McCrary program, Tuesdays and Thursdays, to advertise Sauce Arturo, and placed through the Peck Advertising Agency with William Rich representing the station.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Piracy-Copyright

INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive.
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For details & quotations write
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Insurance Exchange Bldg., Kansas City, Mo.

A NEW ERA IN
Thesaurus



FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star **TEX BENEKE**...and more big names will soon arrive!



recorded
program
services

RCA celebrates the addition of m

"FRAN WARREN SINGS"



Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth . . . couples a warm, intimate vocal style with a matchless orchestral accompaniment . . . and comes up with a fifteen-minute program your advertiser will be proud to sponsor.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran's personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor's advertising message.



Allen Roth, noted maestro of radio & television.

Here are two exciting *New Thesaurus* features, drawn from Victor recording talent . . . wrapped in radio showman's sale. The *New Thesaurus* brings you "the stars who are most-promoted, best-known to your listeners, easiest to

re and more big-name performers to the "THESAURUS FAMILY"

"CLAUDE THORNHILL *presents* WIN A HOLIDAY"



CLAUDE THORNHILL

his Piano and his Orchestra
featuring

Russ McIntyre, Nancy Clayton, and The Snowflakes

A new Thesaurus star and a new program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music—sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

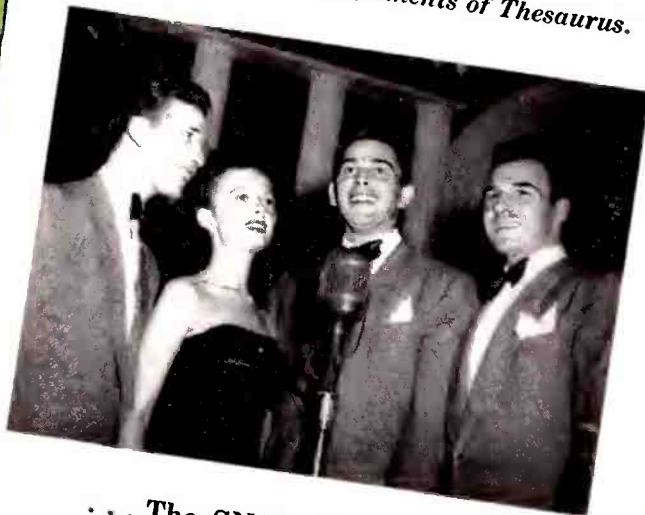
HERE'S THE BIG IDEA...

"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

- ★ round trip to New York City
- ★ accommodations at the Statler Hotel
- ★ show and supper at Billy Rose's Diamond Horseshoe
- ★ tickets to a top Broadway show
—all with the compliments of Thesaurus.



... The SNOWFLAKES

from the vast fund of RCA
ship, designed for local
"take the hits"... names
sell in your market!



recorded
program
services

You enjoy these programming advantages

ONLY WITH

Thesaurus

1. Programming on a continuing basis. Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. Steady flow of weekly continuity and special shows. Your scripting problems are taken over by our staff of network-experienced writers.

3. Greater number of broadcast hours. Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. Promotion that ensures commercial sales. You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

These features make Thesaurus a unique programming service . . . a means whereby you can offer your *own* powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.



RCA's great "new era in Thesaurus" can help you to *more* sponsored programming—more economically, more effectively, more profitably . . . Inquire now for full details!



recorded
program
services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago · Hollywood

Pioneers Launching Membership Drive

(Continued from Page 1)
age" deal has been set at \$15, covering 1950 dues and the silver microphone lapel insignia. Prospective members must have been in the radio field for 20 years, "more or less consecutively."

Present membership of the club is well over 300. Haverlin said. New members include three CBS vice-presidents—the first to represent that network within the club: Lawrence W. Lowman, Herbert V. Akerberg, and Hubbell Robinson Jr. Other new members: J. Harold Ryan, Fort Industry Co.; John Elmer, president and commercial manager, WCBM, Baltimore; Clair McCullough, president, WGAL, Lancaster, Pa.; Sydney M. Kaye, vice chairman of the board, BMI; M. E. Tompkins, president, Associated Music Publishers; L. B. Wilson, president, WCKY, Cincinnati, and John V. L. Hogan, president, WQXR, New York.

Also Jules Seebach, program director, WOR, New York; Wayne Latham, program director, WSPR, Springfield, Mass.; F. E. Spencer, George P. Hollingbery Co.; R. Sanford Guyer, president and general manager, WBTM, Danville, Va.; Charles A. Wall, vice-president in charge of finance, BMI; George Nixon, Jarrett Hathaway and Russ Johnston, NBC; Les Biederman, president and general manager, WTGM, Traverse City, Michigan; Max Bastel, RCA Victor; C. K. Beaver, general manager, KTBS, Shreveport, La.; Sam Hayes, NBC Hollywood; Howard Hildreth, Mohawk Carpet Mills, Amsterdam, N. Y.; Eldon Park, vice-president and manager, WINS, New York; Al Nicoll, BMI, and Walter Benoit, Westinghouse Radio Stations.

Also Emilio Azcarraga, director, Radio Programmas de Mexico; Sol Taishoff, editor and publisher, "Broadcasting"; Jerry Franken, radio editor, "The Billboard"; T. R. Kennedy, "The New York Times"; Martin Codell, publisher, "TV Digest"; Frank Burke, editor RADIO DAILY.

'Superman' Not For Tots In Its New ABC Format

(Continued from Page 1)
Mutual, going off the air in June. Bud Collyer, who has enacted the title role for nine and a half years without missing a broadcast, will resume his chores in the ABC version.

Groucho Marx On CBS As De Soto Simulcast

West Coast Bureau of RADIO DAILY
Hollywood — The Groucho Marx show has definitely been sold to De Soto starting January 1st. The show will remain at CBS at same time and when it returns to air in fall of 1950, it will be simultaneously televised and broadcast.

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 Peatman, Director. Survey Week of October 14-20, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Downhearted.....	Orten Music
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Georgia On My Mind.....	Peer
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
It's A Great Feeling.....	Remick
Jealous Heart.....	Acuff & Rose
Just One Way To Say I Love You.....	Berlin
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Maybe It's Because.....	Bregman-Vocco-Conn
My Bolero.....	Shapiro-Bernstein
Nothing Less Than Beautiful.....	Henry Spitzer
Now That I Need You, (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
She Wore A Yellow Ribbon.....	Regent
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Ball Ha'i.....	Chappell
Five Foot Two, Eyes Of Blue.....	Feist
Give Me A Song With A Beautiful Melody.....	Witmark
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can't Believe It.....	Claremont
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Meadows Of Heaven.....	Laurel
My Own My Only My All.....	Paramount
Over The Hillside.....	Dreyer
River Seine.....	Remick
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
So In Love.....	T. B. Harms
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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AWB Annual Meet Scheduled Nov. 5-6

(Continued from Page 1)
with, conference chairman of AWB. The central theme for the 1949 conclave is "The Woman Broadcaster Looks Ahead." Highlighting the two-day meeting will be the panel discussions scheduled for Saturday morning and afternoon with leading women broadcasters and executives participating.

"This Week's Paycheck—Who Earns It, And How! Who Pays, And Why!" is the subject for the Nov. 5th morning meeting. The panel includes Gertrude Grover, of WHCU, Ithaca, N. Y.; Barbara Wells, Nancy Craig, Linnea Nelson, Mary Eileen Ranney, and Maurice Mitchell, director, Broadcast Advertisers Bureau.

The subject for the Saturday afternoon discussion will be: "Tomorrow's Pot Of Gold—TV." The speakers will include Mrs. Geraldine Zorbaugh, ABC, who will act as moderator, Ruth Crane, Frances Buss, Dorothy Doan, Elizabeth Neebe, and Jack Poppele, chief engineer, WOR.

A business breakfast for AWB members will be held Sunday morning. Representatives from NAB member stations in New York and New Jersey, comprising District 2, are expected to attend. Sally Work is chairman of District 2.

Committee members are: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman and director of publicity; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson, and Agnes Law, CBS.

Carol Adams In Drama

Canton, Ohio—Carol Adams, women's editor at WHBC, will appear in the forthcoming production of the Canton Players' Guild on November 17. She has been cast as Winifred Talbot in "Portrait in Black," a murder mystery thriller.

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
HENRY GREENFIELD, Mg. Director N.Y. 19

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

PLUG TUNES

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

**WHERE ARE
 YOU BLUE EYES?**

Recorded on RCA-Victor #25-1134
KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe an RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!
**Rudolph the Red-Nosed
 Reindeer**
 St. Nicholas Music Co. 1619 B'way, NYC.

**TOOT, TOOT,
 TOOTSIE!**
 (GOOD-BYE)

Featured By
AL JOLSON
 In The Columbia Picture
 "Jolson Sings Again"
 on
Decca Records
 LEO FEIST, INC

WORDS AND MUSIC

By PINKY HERMAN

● ● ● William Esty & Co., has banned the country's number one song, "That Lucky Old Sun," from its Camel programs. . . . two years ago, the firm asked Vaughn Monroe NOT to play a song titled, "Lucky," which Vaughn had already arranged and which he had aired with much success via remotes from the Palladium. . . . Paramount Music has started work on two songs from Bob Hope's Paramount picture "The Great Lover," and one of the songs, "Lucky Us," will not be heard on any Camel program. . . . whenever Vaughn sang the standard, "Pocketfull of Dreams," he was obliged to substitute the phrase 'happy happy me I could live in luxury,' for the original 'lucky lucky me etc. etc.' . . . the producer of the Camel shows? Thomas LUCKinbill.

★ ★ ★ ★

● ● ● TIN PAN ALLEY OOPS:—Peer International, very wise in having the lyrics of "Slipping Around" revised, thus removing the cause of its being banned by the networks. . . . The number, written by Floyd Tillman, who wrote, "I Love You So Much It Hurts," is now a cinch for top honors soon. . . . ● Lovely Marsha Roen, women's program director of WORZ and wife of deejay Sam Roen, is now editor of the Orlando Post Women's Page. . . . ● Last week we wrote about a new song by Dick Liebert and George Blake and inadvertently titled it 'Come With Me' instead of its true handle, "COME DANCE WITH ME." . . . well, at least we credited the number to the correct firm, Ben Bloom Music.

★ ★ ★ ★

● ● ● Of the four Fred Fisher songs, featured in the forthcoming 20th Century-Fox musical, "Oh You Beautiful Doll," look for the resurgence to popularity of "There's A Broken Heart For Every Light On Broadway," originally penned back in 1915 by Fisher and Howard Johnson. . . . number is now published by Fred Fisher Music Co. . . . ● Bandleader Johnny Long has been named an aide-de-camp on the staff of Earl K. Long, Governor of Louisiana. . . . ● Elliot Music will publish "Got You Right Where You Want Me" and "Your Life Is My Life," penned by Clay Boland and Bix Richner for the Mask & Wig Society (U. of Penn.) musical, 'Adamant Eve.' . . . ● Deejay Rex Dale currently winning lots of listeners and influencing sales via his "Make Believe Ballroom" series over WCKY, Cincinnati, is Bern Enteline, former program director of WSOY, Decatur, Ill. . . . ● Johnny Green is the professional manager at Stasny Music. . . . firm's current plug tune is the oldie "In A Shady Nook" (Beside A Babbling Brook). . . . ● Jerry Cooper gets the coveted singing lead in the musical version of "Gentlemen Prefer Blondes," which opens at the Ziegfeld Theater Dec. 8. . . . back staggers at rehearsals inform us the Leo Robin-Julie Styne score is a honey. . . . ● Milt Stein is in charge of the Hollywood office for Kramer-Whitney Music. . . . firm is pushing "I Never Heard You Say," clefied by Alex K. and Joan W. . . . ● John Redmond has written the words and music to an Irish number titled, "On The Other Side of the Water" which should prove a musical gem for Jewel Music. . . . ● Lou Comito, little dynamo of Gala Music doing a fine exploitation job on Bill Gale's waltz, "Honey, Why Can't You Be Sweet To Me?" . . . already has platters on London, Capitol, Columbia and Mercury.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Ted Steele's Columbia disk of "Let's Harmonize" flipped with "I Know I Know I Know," will make the market Bullish where Steele is concerned. . . . Ted's warbling with an assist by a vocal group is easy on the ears and we advise deejays to latch on. . . . ● Tony Martin follows up his click platter of "Circus" with another Victor honey. . . . this waxing has "There's No Tomorrow," the English version of "O Sole Mio" backed with "A Thousand Violins." . . . ● Frankie Laine sneaks thru with another important disk for Mercury via a great rendition of a western ballad, "Mule Train." . . . reverse is the folk tune "Carry Me Back To Old Virginny."

PLUG TUNES

**Give Me Your
 Hand**
 LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Des-
 mond, Jo Stafford, Doris Day
Are All On
THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Mesner

— ◆ ◆ —
JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

COURT VOIDS STATE CENSORSHIP

TELE TOPICS

TV PROGRAMMING took another great stride forward Tuesday nite when WNBT aired "City At Midnight," a bold, exciting experiment in documentary drama. Aired live, beginning at 11 p.m., from Rivington Street on Manhattan's teeming lower east side, the program brought the stark reality of life in a human jungle into the homes of its viewers. The atmosphere of the neighborhood became alive and so pervaded the hour-long program that its many faults were all but overlooked. A story about Col. David Marcus, West Point graduate who was killed in the war in Israel, the show opened in a synagogue during a memorial service for the Jewish hero. Through a flashback, it then unfolded an account of Marcus' last visit to the neighborhood, where he was born and raised. Unable to make up his mind about a Haganah request that he return to Palestine, Marcus roams the street. He meets old friends, thrashes a racketeer who has been terrorizing the merchants, awakens the residents to their collective ability to defeat the gangster and his henchmen and decides to go back to the war.

THE SPRAWLING, disjointed script would have been far more effective if it had been shortened considerably. Considering the enormous obstacles inherent in the nature of the show, the four-camera production was commendable, indeed, but there were many bugs that will have to be ironed out in future stanzas. Action occurred mainly at three points—the synagogue, a saloon and the depressing, rain-dampened streets. . . . Outstanding in the rather large cast was Wolfe Barzell, who was superb as an aged shopkeeper. Others, all fine, were David Kerman, as Marcus; Greg Robbins, as his rabbi friend; Lewis Charles, as the racketeer, and Lee Rhodes, as a wayward youth. Program is a Sheek, Dahlman and Black package, with Lou Dahlman, executive director, and Doug Rogers, director for WNBT. Alfred Jackson was technical supervisor. Sponsors are Bedford Stores and Stromberg-Carlson.

BECAUSE RCA Victor and Sealtest want to make a pitch for summer sales, "Kukla, Fran & Ollie" will take an eight-week hiatus Dec. 30 and will continue on the air through the summer. . . . The proposed AFM scale for TV films will be discussed tonite at the monthly meeting of National Television Film Council at the Fifth Ave. Brass Rail. . . . Milton Berle will present a check for \$10,000 from the Damon Runyon Memorial Cancer Fund to the Jewish Hospital, Brooklyn, today. . . . Jack Carter, emcee of DuMont's "Cavalcade of Stars," has been signed for a December stint at the Paramount Theater, and is huddling with Ray Golden about a lead in "Alive and Kicking," upcoming B'way musical.

DuMont "Spinning Wheel" And 5 H. P. Motor Not Funny, Says Chairman Coy, And Leaves

Washington—The FCC angrily walked out on a DuMont color demonstration yesterday, with Chairman Wayne Coy showing more color in his face than DuMont put on its screen.

DuMont unveiled a four-foot spinning wheel for a 20-inch deluxe TV set, intending to ridicule the CBS color system. The converter, which carried a five horsepower motor driving the wheel at a speed up to 210 miles per hour, promptly blew a fuse. A new line was rigged and DuMont's research director Dr. T. T. Goldsmith, suggested the Commissioners move back in case anything went wrong.

Angrily Coy snapped "We are not in the side-show business. We call this demonstration off."

Flicker-less Color TV Now Near; Goldsmith

Washington Bureau of RADIO DAILY
Washington—A new technic to reduce flicker in color TV systems now before the FCC is nearing perfection in the DuMont Laboratories, Dr. T. T. Goldsmith, research director, told the FCC yesterday. Principles used in the continuous motion picture projector offer "high promise" he said.

The DuMont presentation, which included the unveiling of a king-size converter, was greeted by many as a further effort at delay.

The FCC will meet in executive session today to decide what to do on the pending RCA motion for a two-month delay in the comparative demonstrations of the CBS and RCA color systems and DuMont black and white. The demonstration currently is slated for November 14.

Dr. Goldsmith said the equipment to be used in his suggested system includes storage tubes to store energy and release it as needed. To eliminate flicker, line interlocking probably would be used, he said.

Miss Hennock Aid For Jones In Color TV Bout With Smith

(Continued from Page 1)
minced no words in saying they think Philco and other manufacturers prefer to see color delayed. Jones said he wants "to hasten the day when the pocketbook will lie where the conversation lies"—meaning the day when the manufacturers will put all their resources behind a real drive to bring color into TV.

Miss Hennock said she had come to the hearings with an impression that the manufacturers do not want color soon, and that has not been dispelled. Of the three systems ad-

4-A Postpones Vote On Tele Authority

(Continued from Page 1)
before the Board until its meeting of Nov. 16.

Representatives of Screen Actors Guild and Screen Extras Guild voted for the resolution along with representatives of Actors Equity, Chorus Equity, AFRA, AGVA and AGMA.

According to the resolution, this action was taken "to preserve continued unity among 4A unions in the interests of the public and of our entertainment profession."

Board also decided that during the three weeks' postponement of action on TVA, membership meetings of all 4A unions will be called in 12 key cities to afford a forum for full discussion by all sides of the current issues, and to educate all 4A members on the problems and methods of organization in video.

Meetings will be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

Pa. Rule Violates Federal Policy, Court States

Philadelphia—United States District Court yesterday ruled that television programs are interstate commerce and therefore not subject to state censorship. In deciding a suit brought by five Pennsylvania stations, the Court held that the State Board of Censors does not have the power to regulate TV films.

State regulation that all films aired by stations in the state must be submitted to the censorship board is an infringement of "a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television," Judge William H. Kirkpatrick ruled.

Adopted Jan. 24 of this year, the state regulation held that all TV films originating within the state must be submitted to censorship three days before airing, and that films distributed outside the state must be shown to the board five days before air time.

NBC And French Radio To Exchange Newsreels

A new agreement for the exchange of television newsreel films between NBC and Radiodiffusion Francaise, the French broadcasting system, was announced by the network in New York yesterday.

The entire newsreel supply of French Television, which produces a 15-minute daily program, has been made available to NBC, which in turn will make its staff newsreel coverage available to the French system. The deal was concluded in Paris on Tuesday by William F. Brooks, NBC vice-president in charge of news and international relations, and Wladimir Porche, director general of Radiodiffusion Francaise.

During his stay abroad, Brooks has also had talks with officials of the BBC, with whom NBC has had a long-standing TV newsreel reciprocal agreement and with representatives of Dutch, Swiss, and Spanish companies which supply film for the "Camel News Caravan."

Con Ed Buys WNBT Seg

Consolidated Edison Co. of New York has signed a 52-week contract for sponsorship of the "WNBT Weatherman" series across-the-board, beginning Nov. 8.

Beville Cites Non-Home Listening, Also AM Audience In TV Dwellings

(Continued from Page 1)

home itself," i. e., that "radio listening has become essentially a personal rather than a family habit."

He backed his contentions of a continued growth of radio listening, both within and without the home, with quotations from a half-dozen surveys, including one by NBC in Washington which showed that 12 per cent of the population listened to a car radio on a typical weekday on an average of 50 minutes per day. He also cited a Pulse survey made for WOR last May showing that, between 7 & 9 a. m. and 5 & 7 p. m., from 35 per cent to 41 per cent of cars had radio sets in use. This New York automobile audience, he pointed out, represented a 14 per cent bonus over the home audience in each of the two periods.

Compares With Newspapers

After discussing the various surveys on out-of-home listening Beville asked the luncheon gathering: "What medium, aside from economical radio, could dismiss audiences of this magnitude as 'bonus' circulation? Consider what would happen to the circulation of the New York newspapers if the reading which takes place on subways and commuter trains were not included. I don't think radio can afford to throw away the audience represented by people who listen while driving to work anymore than I would expect the newspapers to throw away the subway reader. And do you think that the 'juicy' figures produced by the Magazine Audience Group for the Nation's weeklies could possibly be obtained if reading in barber shops, beauty parlors, on trains and in other people's homes were eliminated? More and more America becomes a nation on wheels. We who live in New York are prone to forget that one-third of America's cars, more than 11 million automobiles, are used daily by workers going to and from work. As the figure grows, the radio listening potential grows. . . ."

Outlines Reasons

"Here are the reasons why this portion of radio's audience can no longer be overlooked by any collector or user of radio statistics:

"1. Radio listening has become essentially a personal rather than a family habit.

"2. With increasing mobility of

sets and inexpensive receivers, ability to listen prevails virtually everywhere today.

"3. Broadcasters can no longer afford to give away, as bonus, such substantial listening—by seeing that it is counted we will get credit for it (and may be able to charge for it.)

"4. In the period of intensive media competition which I am certain lies just ahead, the aural medium must put its best foot forward.

"5. A substantial portion of outside-the-home listening will be unaffected by the advent of television. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition.

"6. Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will become a greater share of all listening. . . ."

Criticizes Research Technique

"Certainly this (out-of-home listening) is the most serious omission in the measurement of radio audiences today. On the other hand, it's not the only omission. Most radio research techniques have failed to keep up with the development of radio listening habits within the home itself. In my estimation there is still considerable improvement to be made in the manner all of our present research techniques are employed to obtain home listening. Those who pay for audience measurement, those who are measured, and the measurers themselves are all slow to change their ways of thinking about the radio audience. As radio has moved out of the parlor into the bedroom, the den, the kitchen and other rooms throughout the house, techniques which were primarily developed to measure family listening based on a single home receiver in the living room have proved to be inadequate to meet the changing situation.

"Here is just one example. A special study by Hooper revealed that a rating for a certain juvenile program more than doubled when additional questions were asked to find out from the telephone respondent whether or not listening was taking place on other sets within the home."

Attacks "Tele Fanatics" Glibness
In discussing multiple-set homes, Beville attacked what he described as "the glibness with which television fanatics write off radio." All rating services report a "healthy amount" of radio listening in TV homes, he continued, adding "I believe there is need for a full measurement of listening away from the room where the TV set is located in order to truly evaluate today's aural audience."

He expressed the belief that tele-

vision and radio audience measurement must operate side by side in the future when radio and TV sets are spread throughout the house.

"Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the living room and picks up approximately where the radio receiver with the horn-type loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family will gather as a unit hour after hour, night after night before the home television set. As certain members of the family tire of watching someone else's choice of program they will abandon the family circle in favor of an activity which they can control to their own liking. As this development occurs, radio listening will come back into its own, side by side with television viewing."

WNJR Revises Programs

Newark, N. J. — WNJR has announced a revision of its program structure to provide more variety in its musical programs and to establish better continuity in its program setup. Major changes have been made in the nine to noon and 1:00 p. m. to 5:00 p. m. programs.

Transit Radio Adds 128 New Sponsors

(Continued from Page 1)

bus and street car radio medium include Swift & Co. Vigoro, Fanny Farmer Candy Shops and Ford Dealers Association, through J. Walter Thompson Company; Musterole, through Erwin, Wasey; Bond Stores, through Neff-Rogow; Bristol-Myers' Ipana, through Doherty, Clifford & Shenfield; Fehr Baking Co. through Ruthrauff & Ryan; Miles Laboratories, through the Wade Agency; Mrs. Filbert's Mayonnaise through Sullivan, Stauffer, Colwell & Bayles, and Feltman & Curme Shoes, direct.

In addition, J. Walter Thompson has renewed its Swift & Co. campaign for Jewel Shortening; McCann-Erickson has ordered a 26-week renewal for Hyde Park Beer; and Arthur Cohn & Associates has renewed for Baker Brush Co. Household Finance Corp. through LeVally, Inc., and Miles Laboratories through the Wade Agency, have added additional Transit Radio markets.

"Success stories and definite increases in consumer sales as measured and verified by store-audit services rendered by Transit Radio stations without extra cost to sponsors have been principally responsible for these renewals, expanded schedules and new advertisers," Pellegrin said.

Thanks to the 13th Annual School Broadcast Conference for Selecting WEW as the Prize Winning Commercial Station in the United States for the Programs "Our Missouri Constitution" and "Science For You."

WEW AND WEW-FM

Owned and Operated by St. Louis University

Represented by John Pearson Co.

Nicholas Pagliara, General Manager

WBAL

means business
in Baltimore



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 19

NEW YORK, FRIDAY, OCTOBER 28, 1949

TEN CENTS

FREE-TIME-TO-POLITICIANS CRITICIZED

New BB-Airing Rules End Anti-Trust Action

Washington Bureau of RADIO DAILY
Washington — Suspension of the Justice Department probe of alleged anti-trust law violations by organized baseball club owners in assigning radio and TV rights was announced yesterday by Attorney General J. Howard McGrath. Substantial changes in the major league broadcasting and telecasting rules were adopted by representatives of the two major leagues to eliminate the causes of complaints, McGrath said. The department was interested both in freeing radio and TV sta-

(Continued on Page 7)

N. Y. Stations Schedule Home Studies Series

The New York State Education Department's "radio-assisted" home study course in contemporary living will be carried by five NBC affiliates in New York State starting Sunday, Oct. 30, with two other New York stations to pick it up later.

Enrollment is free to New York state residents; out-of-state residents must pay a \$5 fee. The Education Dept. will furnish home study material to be used in conjunction with the broadcasts. The 26-week series will be carried at the outset

(Continued on Page 2)

WBKB Names Weed & Co. As National Sales Rep.

Chicago—John H. Mitchell, general manager of WBKB, yesterday announced the appointment of Weed & Co. as exclusive national sales representative, effective Nov. 1.

At present, New York sales for WBKB are handled by Paramount,

(Continued on Page 2)

Wrong Pew

Boston—Roger Harrison, WBZ farm director, arrived late the other night at the Hotel Bradford, where he was to speak at the Dairymen's Banquet. Ushered in by a waiter, he dined at the speaker's table with other guests, and was ready for oratory when he discovered that he was in the right hotel but at the banquet of the Housewares Club.

On The Button

Washington—Joseph Katz, president of WWDC, Washington, yesterday climaxed his one-man "anti-depression talk" campaign by pinning on President Truman's lapel a button labeled, "Business is Good." Katz started his drive on Sept. 22 by pinning one of his buttons on Maryland's governor, and since then has distributed more than 10,000 to business.

BMB May Reorganize To Offer Stock Shares

Chicago—Mel Brorby, vice-president of Needham, Louis & Brorby, speaking at the Chicago Radio Management Club luncheon meeting at the Tavern Club, in discussing the future of the Broadcast Measurement Bureau, announced that BMB may be organized soon as a stock-holding organization similar to the present set-up of BMI.

At least, he said, that is one of the

(Continued on Page 2)

150-Kw. VOA Transmitter In Operation At Munich

The State Dept. has put a new, 150-kw. transmitter into operation at Munich, Germany, to strengthen the "Voice of America" signal in Eastern Europe and Russia, it was disclosed yesterday by the RCA International Division, which developed and installed the equipment.

The new transmitter will augment existing "Voice" facilities in the Munich area, which consist of four

(Continued on Page 6)

RCA, Westinghouse, Motorola Sales Up For First 9 Months

Two major set manufacturers—Westinghouse and Motorola—yesterday reported record-breaking profits for the first nine months of 1949, while a third, RCA, reported an increase in gross income but a drop in net profit.

RCA's gross income for the first nine months of 1949, as reported by its president, Frank Folsom, amounted to \$275,673,666, as against \$256,968,537 during the same period in

Broadcasters Urged To Combat Trend Spreading To Non-Political Fields; Motives Called Questionable

NRDGA Announces Radio Contest Rules

Rules and other particulars of the fourth annual radio program contest for retailers were announced in New York yesterday by the National Retail Dry Goods Assn.

Deadline for entries in the contest, which is co-sponsored by the NRDGA and the NAB, is Dec. 1, 1949. Its purpose is "to reward good, resultful radio advertising by retailers." Any regularly scheduled, typical show sponsored by a NRDGA

(Continued on Page 6)

WAGA Gets All Rights To Crackers' Games

Atlanta — WAGA has signed a five-year contract with the Atlanta Crackers baseball team for exclusive radio and television rights to all games.

Jim Bailey, WAGA's managing director, said the station plans full-

(Continued on Page 6)

Penn Broadcasters Assn. Elects Officers, Directors

Skytop, Pa.—The Pennsylvania Broadcasters Assn., meeting here yesterday, elected the following officers: president, Frank R. Smith,

(Continued on Page 2)

Skytop, Pa. — Increasing demand for free time for non-political broadcasts by Senators and Representatives in Washington is one of the problems of broadcasters in the 3rd District, NAB, it was revealed at its Skytop Lodge meeting yesterday. While the requests bear the label of

(Continued on Page 6)

Transit Radio Hearing Opens In Washington

Washington Bureau of RADIO DAILY
Washington—The District of Columbia Public Utilities Commission yesterday opened hearings on the desirability of a transit radio system in Washington. Several hundred local street cars and buses have been equipped for several months to carry a 12-hour daily commercial and music schedule from WWDC-FM.

In a bitter hearing yesterday, it is

(Continued on Page 2)

CBS Programs Take Nielsen's 'Top Eight'

A. C. Nielsen Co.'s "eight top-ranking" radio programs for the week of Sept. 18-24 were all CBS shows, half of which were aired Mondays and the remainder on Thursdays.

Lux Radio Theater headed the list with a rating of 23.9, followed by

(Continued on Page 2)

Longevity

Bill Henry, MBS newscaster, will mark his 1500th five-minute news broadcast tonight, 8:55-9 p.m., EST, for the same sponsor, Johns Manville Company, manufacturers of asbestos products. He started under the sponsorship of Manville in 1943 when the program was heard on the Columbia Broadcasting System. He shifted to MBS in 1947.

(Continued on Page 2)



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

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WEST COAST OFFICES
 Allen Kushner, Manager
 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlgonega Rd.
 Phone: Wisconsin 3271

CHICAGO BUREAU
 Hal Tate, Manager.
 360 No. Michigan Ave.
 Phone: Randolph 6-6650

SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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

FINANCIAL
 (October 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 1/8	8 1/4	+ 1/8
Admiral Corp.	28 5/8	28 1/8	28 1/2	+ 3/8
Am. Tel. & Tel.	144 5/8	144 1/4	144 5/8	+ 3/8
CBS A	24 3/8	23 1/4	24 3/8	+ 1/8
CBS B	24 3/8	24 1/4	24 3/8	+ 1/8
Philco	30 3/4	30 1/4	30 1/2	+ 1/8
Philco pfd.	81	81	81	— 3/4
RCA Common	13	12 3/4	12 3/4	+ 1/4
RCA 1st pfd.	70 1/2	70 1/2	70 1/2	— 1/4
Stewart-Warner	13 1/4	13	13	+ 1/8
Westinghouse	29 3/8	29	29 1/4	+ 1/2
Westinghouse pfd. 100	100	100	100	+ 7/8
Zenith Radio	29 1/2	29 1/4	29 1/4	— 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	14 3/4	14 1/2
Nat. Union Radio	2 7/8	2 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/4	15 3/8
Stromberg-Carlson	13 3/4	15

N. Y. Stations Schedule Home Studies Series

(Continued from Page 1)
 by the following stations: WNBC, New York; WBNB, Buffalo; WHAM, Rochester; WBNR, Binghamton, and WENY, Elmira. WGY, Schenectady, will start the series Nov. 1, and WSYR, Syracuse, will pick it up at a later date.

WBKB Names Weed & Co. As National Sales Rep.

(Continued from Page 1)
 but Weed & Co. will take over representation for this territory in addition to the rest of the U. S. WBKB affiliated with CBS-TV earlier this month.

Transit Radio Hearing Opens In Washington

(Continued from Page 1)
 established that there is a sharp division among citizens' groups and among individuals, with feeling extremely high on both sides. Spokesmen for the two viewpoints were alternately booed and hissed in what was easily the best attended hearing of the PUC in many years.
 Several opponents of transit radio seriously threatened a court test if the PUC finally okays the installations.

BMB May Reorganize To Offer Stock Shares

(Continued from Page 1)
 plans being discussed now. He reported that BMB spent \$1,300,000 on the first BMB Study and admitted that the organization is in financial difficulties.

Penn Broadcasters Assn. Elects Officers, Directors

(Continued from Page 1)
 WBVP, Beaver Falls; vice-president, C. G. Moss, WLTR, Bloomsburg; secretary, David E. Bennett, WKBO, Harrisburg; treasurer, George E. Joy, WRAK, Williamsport; directors: Leonard Kapner, WCAE, Pittsburgh; Gordon Gray, WIP, Philadelphia;

Three Mfrs. Report Sharp Sales Increase

(Continued from Page 1)
 that Westinghouse is considering raising the regular quarterly dividend from 25 cents per share to 40 cents. For the quarter ended Sept. 30, 1949, Westinghouse reported a net income of \$20,554,447. Net income for the like period a year ago was \$9,855,245.
 Motorola, Inc., registered record-breaking sales totaling \$51,795,564 for the first nine months of 1949, as against a sales volume of \$39,848,775 for the like period in 1948, according to Paul V. Galvin, president.

CBS Programs Take Nielsen's 'Top Eight'

(Continued from Page 1)
 Arthur Godfrey's "Talent Scouts" with 19.7; "Mr. Keen" with 18.0; "My Friend Irma" with 16.7, "Suspense" with 16.1; "F.B.I. In Peace & War" with 15.9; "Inner Sanctum" with 15.9; and "Crime Photographer" with 15.2. Ninth and 10th places were taken by Jack Benny with 14.8, and "Mystery Theater" with 14.6.

Clair R. McCullough, WGAL, Lancaster; John S. Booth, WCHA, Chambersburg; Vic Diehm, WAZL, Hazelton; W. K. Ulerich, WCPA, Clearfield; David M. Baltimore, WBRE, Wilkes-Barre.



"Say! Whose nest is this?"

It looks as if this hen has to find another nest. The cat just moved in and is rapidly taking over.

The cat is behaving exactly like a lot of smart advertisers these days. They are moving into tough, competitive markets and taking over, too.


And to do this in Baltimore, they are using W-I-T-H. You see, you can do MORE on W-I-T-H for LESS money than on any other station in town.

W-I-T-H regularly delivers the LARGEST number of listeners-per-dollar. That makes it the big bargain buy in this rich market.

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

• faces • facts • figures • wins •

wins • faces • facts • figures • wins •



ALLEN BROWN'S CORNER

Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

wins • faces • facts • figures • wins •

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

AM  FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

JET PROPELLED...AND HEADING YOUR WAY!



FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace . . . making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows — and bought 'em! Scores and scores of alert,

bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U. S. A.

Glamorous Paulo Stone, of the noted "Stepping Stones," in intimate interviews with film-dom's great stars and personalities. Five 15-minute programs per week.

THE STORY OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One half-hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY

The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone . . . A half-hour, once weekly.

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives MUSIC CORPORATION OF AMERICA

598 MADISON AVENUE
NEW YORK
PHONE PLAZA 9-7500

430 N. MICHIGAN AVENUE
CHICAGO
PHONE DELAWARE 7-1100

9370 SANTA MONICA BLVD.
BEVERLY HILLS
PHONE CRESTVIEW 6-2001

105 MONTGOMERY ST.
SAN FRANCISCO
PHONE EXBROOK 2-8922

UNION COMMERCE BLDG.
CLEVELAND
PHONE CHERRY 6010

2102 N. AKARD ST.
DALLAS
PHONE CENTRAL 1448

1612 BOOK TOWER
DETROIT
PHONE WOODWARD 2-2604

1044 LITTLE BLDG.
BOSTON
PHONE LIBERTY 2-4823

NORTHWESTERN BANK BLDG.
MINNEAPOLIS
PHONE LINCOLN 7863

Today there is even
listening to Network
than a year ago- but
more people are
to CBS than ever

*On CBS, radio's greatest
sponsored by America's biggest
consistently get the largest
at the lowest*

en more
ork Radio

ecause

istening

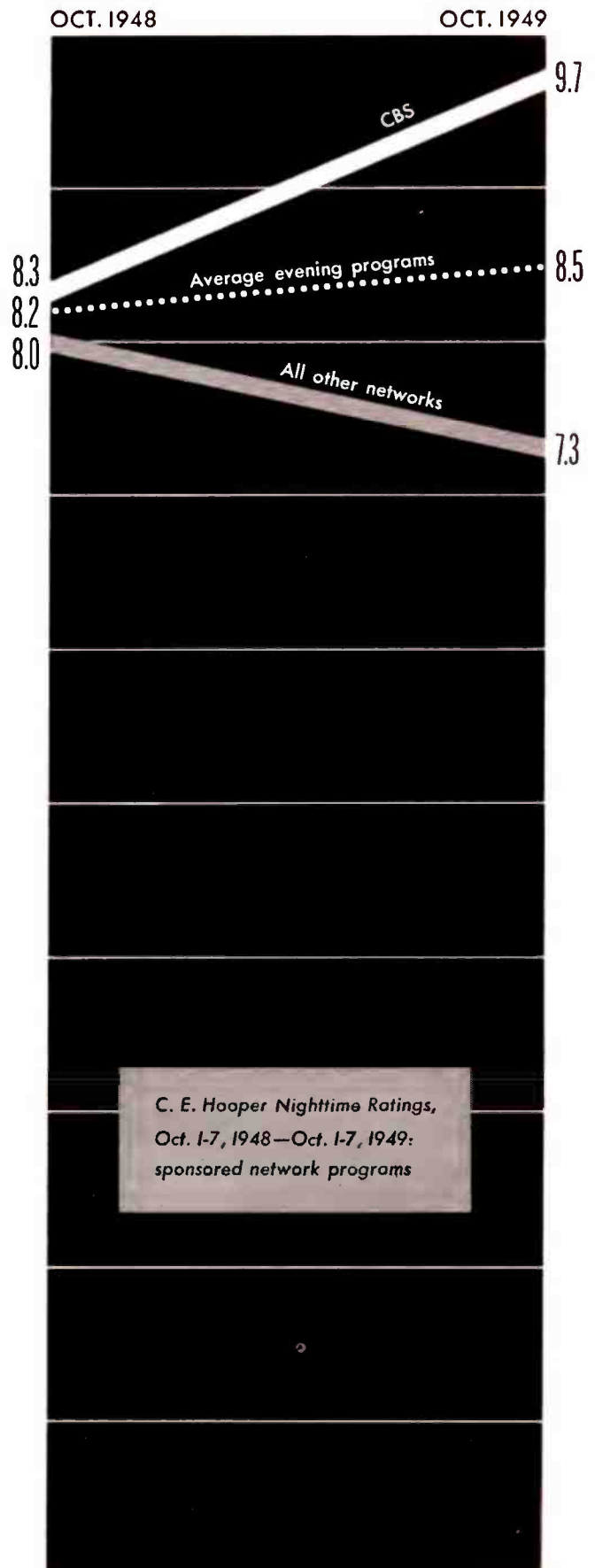
before..

programs—

advertisers—

audiences

cost in all radio.



Free Political Time Criticized At Skytop

(Continued from Page 1)

being non-political and are offered as public service programs, broadcasters are questioning the motives behind the programs. The consensus of opinion seems to be that the programs come under the classification of commercial time and should be paid for at prevailing station commercial rates.

One broadcaster in the Pennsylvania area reported that the Republican Committee was agreeable to pay the time charges for the presentation of a program which featured a Senatorial report. The Democrats, however, plead they had no funds available for local sponsorship and asked that the station give them comparable time as a public service gesture.

The trend, according to reports, does not apply only to political parties. Efforts are being made by servicemen's organizations, labor organizations and others to get air-time breaks under the public-service category. However, the broadcasters in many instances have been able to convert these requests into commercial business and local sponsors have been procured.

Mitchell Talks For BAB

Yesterday Maurice Mitchell, head of the Broadcast Advertising Bureau, presented his appeal to the broadcasters to support the Bureau and make a more determined effort to get a share of the advertising dollar. His talk followed an introduction by J. Robert Gulick, WGAL, Lancaster, who presided as 3rd District chairman of sales managers. Gulick said that today's radio sales called for "aggressiveness, ideas and ambition" and that the stations who adhere to this formula are producing increased time sales.

An interesting angle on the merchandising of music was developed by Carl Haverlin, president of BMI, who said that today's popular song hits are being made by the radio stations, juke boxes and record sales in the "grass roots areas" rather than by the song pluggers of New York, Chicago and Hollywood. He admonished the broadcasters to watch song trends and take advantage of the current popular hits included in the BMI catalogue.

Associated Press members of the 3rd District met with Tom O'Neil and other AP executives Wednesday afternoon and discussed plans for a newsmen's clinic which will be held at a later date. George D. Coleman, who has served as president of the AP group, is appointing a committee to formulate clinic plans.

WAGA Gets All Rights To Crackers' Games

(Continued from Page 1)

est coverage of the Cracker games over AM, FM, and TV. WAGA-TV will cover 23 local high school football games this fall, and the Golden Glove boxing tournament.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** When Harvey Stone was being complimented on the way his new schnoz came over on "Toast of the Town" telecast, he quipped: "Look, I don't wanna be beautiful. All I want to do is breath." . . . Bert Lytell signed by Carlton E. Morse to portray Father Barbour in the video series of "One Man's Family," which bows in via NBC-TV Nov. 4th. Anthony Smythe, who has handled the role for the past 18 years on radio had to go back to the coast on his medico's orders. . . . Prexy Frank Stanton had to be called in to settle the split opinion of CBS execs over Robert Q. Lewis' TV format. . . . The pros and cons regarding the future of RMP will be settled definitely within 6 weeks by an official announcement from RCA-Victor. . . . That big grin on Bill Gargan's pan these days is due to the news he just got about his "Martin Kane, Private Eye" series being the 4th highest rated show on NBC with a neat tag of 27.6. . . . Gruen Watch bowing out of "H'wood Calling" after Christmas? . . . Buick, which dropped Olsen & Johnson, eyeing video talent on the coast. . . . Larry Schwab, Bill Berns and Ted Estabrook branching out by investing in the American rights to the Danish film, "Ditte, Child of Man," said to be one of the greatest foreign imports in years. . . . Henny Youngman, unseen star of the Milton Berle show, guest-stars on "Celebrity Times" Sunday p.m. Isn't it about time Henny got his own show. . . . Recommended: Hank Sylvern's wonderful background music on Ralph Bellamy's "Man Against Crime," really pulls the show together.

☆ ☆ ☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Mal Boyd, "Somebody gave you a wrong steer when they told you that Mary Pickford had rejected an offer to star with Buddy Rogers in a new type of Mr. & Missus ainer. Actually, a program involving both is now in the making. As you know, Buddy is starring in 'Pick a Date with Buddy Rogers' on ABC and his TV show starts Jan. 4th. However, I have a package for night-time radio which stars both Buddy and Mary. In addition, Miss Pickford may also do a five-a-week five-minute daytime radio commentary."

☆ ☆ ☆ ☆ ☆

● ● ● **SMALL TALK:** It's a girl (their 2nd) at the Jack Wyatts, who have named her Claudia. . . . WWRL expects to be operating with its new 5,000 watt transmitter by the year's end. . . . Noro Morales, who waxes for MGM, formed his own disc firm, Rivoli Records.

150-Kw. VOA Transmitter In Operation At Munich

(Continued from Page 1)

100-kw. shortwave transmitters. An Armed Forces Network station and a German station of the same power also operate in the Munich area at the present time.

The State Dept. transmitters operate 12 and a half-hours daily, relaying "Voice" broadcasts from the U. S. after sunset and programs of the Armed Forces Network during the day. The new 150-kw. transmitter, operating on 1195 kc, uses a speech-clipper amplifier to maintain a high average percentage of modulation.

Correction

A story in RADIO DAILY for Oct. 19 referred erroneously to KFMV. That station is in Hollywood. It should have read "KFMB, San Diego."

NRDGA Announces Radio Contest Rules

(Continued from Page 1)

store and aired during 1949 prior to Dec. 1 may be entered, with the exception of syndicated programs or special programs, such as Christmas shows.

Each program entry should be represented by one transcription and three scripts, which will not be returned. Awards will be made in categories based on the annual volume of the store's business, and in the following classifications: Children's; General Family; Teen Age; Farm; Women's; Men's.

Winning entries will be selected by "a prominent jury of authorities" to be announced later by the NRDGA. Certificates will be awarded to the winners on Jan. 10, during the NRDGA convention to be held at the Hotel Statler, New York. All entries should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, together with a statement in triplicate giving the following information:

1. Name of program
2. Station
3. Time, Day of week
4. Type of program
5. Approximate date of first broadcast
6. Store volume classification
7. Objectives of program (what the store set out to do) Please elaborate. It may include (a) to build results for one department or group of departments; (b) to establish certain features; (c) to promote certain services; (d) to establish certain ideas in the minds of listeners.
8. Results (please elaborate) This may include (a) goods sold in dollars or units or increases in percentages; (b) traffic for store or department; (c) long range effect in attracting customers or business responses; (d) indication of audience response.
9. Store name, address and town
10. Submitted by (give name and title).

50,000 watts at 800kc.

Now covering a 17,000,000 population area
at the lowest rate of any major station
in the Detroit Area!

"WIN
With CKLW"
MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

B. B. ANTI-TRUST ACTION ENDED

TELE TOPICS

FAMOUS JURY TRIALS. on DuMont, is showing signs of successful adaptation to the visual medium. When it first went on the air a few weeks ago it was almost devoid of action, with the cameras picking up almost nothing but the various witnesses testifying from the stand. As a result, it was all talk, with very little to hold the eye. This week, however, several flashbacks were used as well as a bit of action that occurred out of court during a recess. The result was a vastly improved production. Script this week concerned a boxing handler falsely accused of killing a fighter during a bout. The material was there, but the characters didn't quite develop and the court action was loaded with legal inaccuracies. Sam Raskin was entirely believable as the handler, and King Calder and John Griggs were equally efficient as the opposing lawyers. Others in the cast were Winfield Hoeny, Sally Gracie and Joseph Downing. Sponsored by the Local Chevrolet Dealers Association, show does not employ film commercials because the producers feel it would disrupt the courtroom atmosphere. Instead, announcer Ron Rawson, on camera, delivers a pitch for Chevy service. Scripted this week by Al Ostrow, program is a Transamerican package. Charles Harrell directs for the producer and Frank Bunetta for DuM.

ALLEN FUNT, producer of "Candid Camera," is negotiating with Official Films for non-theatrical, non-TV distribution of his ad lib footage. Funt has made several additions to his staff, including Chan Buck, formerly with "Preview," as field supervisor; Ray Hall, formerly with CBS, as chief editor; Susan Lampman, treasurer; Russell Harknett and William de Dufour, sound engineers. Arthur Florman is chief cameraman. WFIL-TV has received the TV award of the Art Directors Club, of Philadelphia, for camera work and overall production on the Paul Whiteman TV Teen Club and the WFIL-TV Newsreel. The reel, incidentally, scooped the press this week when it broke a story about the coming boost in coffee prices. William Driscoll is director of the newsreel.

A NEW WRINKLE in automotive sales has been cooked up by a Chicago Chevy dealer. Firm has signed for a weekly half-hour show on WGN-TV during which two cars will be auctioned off to viewers. Cars will be shown on the air with list prices covered until the auction is completed and the car is sold. If the car goes for more than list, the buyer will pay only the top price and not the full amount that he bid. There will be a ten-minute time limit on each sale so that it will be possible for cars to be knocked down for less than list. Jack Gordon is auctioneer, and Don Cook will direct.

Don Lee Veepee Sees Color Many Years Off

Hollywood—Don Lee's KTSN is ready for a quick changeover to color when color is ready for the public, but that goal is many years away, Charles L. Glett, vice-president in charge of tele, said here on his return from the FCC hearings in Washington.

"Don Lee wants color, invites color and looks forward to color but is now satisfied that it will not be practicable for some time to come," Glett said. "We are now devoting our full efforts to the black-and-white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

Responsible for this same general attitude among those present at the hearings, he said, are many factors among which is the time element, even assuming that the FCC approves color after the current hearings. The various administrative, mechanical, legal and political entanglements involved are complicated and would consume considerable time before color would be fully emerged from the laboratory to consumers.

Nonetheless, he added, television will not be completely at its peak until color is added. Some demonstrations in Washington were eye-opening in their beauty, he said.

WBKB Signs 53 New Accounts, Sees Black Ink This Year

Chicago — John Mitchell, general manager of WBKB, who has stated publicly that he plans to put the station in the black by the end of this year, reiterated that stand yesterday in announcing that 53 new clients have been added to the station's fall roster of new business.

The new biz, he said, is an indication in Chicago of a "developing client market (which) is the best news we have had in the past three years of operation."

He added: "Hundreds of new, local clients seem to have discovered the medium overnight. This influx of new business, in addition to the ever-increasing activity on the part of national advertisers, is the surest sign we have had yet that television can meet its high operating costs and become a profitable operation."

Last year WBKB had 51 clients for

Hooper's Top Ten (Network-Sept.)

Texaco Theater, NBC.....	73.7
Godfrey Friends, CBS.....	39.8
Philco Playhouse, NBC.....	37.7
Stop The Music, ABC.....	37.7
Colgate Theater, NBC.....	34.9
Suspense, CBS.....	34.3
Chev. Theater, NBC.....	32.7
Fireside Theater, NBC.....	30.9
Morey Amsterdam, DuM....	29.5
Crusade Europe, ABC.....	29.1

Stowman Cites Gains For TV Advertisers

Philadelphia—Kenneth W. Stowman, sales manager of WFIL-TV, told the Television Association of Philadelphia this week that the cost of video advertising has decreased during the last two years, despite higher rates adopted by TV stations. He based his statement on figures which show that the cost to the advertiser per thousand sets is considerably smaller now than it was in October, 1947, and October, 1948, because of the rapidly growing number of television set owners in the Philadelphia area.

Stowman compared present and projected rates of Philadelphia's three stations with those of a year ago. He also compared with rates of October, 1947, when only two of the stations were on the air.

Clears Way For Full Telecasting Of Ball Games

(Continued from Page 1)

of unreasonable restraints in the conduct of this business, and in enabling the public to see and hear games of their choice without unreasonable restrictions, McGrath said, and stated that he hopes the new rules "will eliminate past restrictive practices and will greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Anti-trust chief, Herbert Bergson, emphasized, however, that the anti-trust division "will continue to follow closely the radio and television practices of baseball and may take appropriate action if it should appear in the future that the broadcast and telecasting of baseball games is being unreasonably restrained."

Complaints had been directed principally against a major league rule requiring each major league club to refuse to permit the broadcast or telecast of its games at any time from a station located within 50 miles of the ball park of another major or minor league club without the consent of the other club. This veto power was frequently used to prevent the broadcast in their home territories of ball games played by other clubs.

The Justice Department said yesterday that "under the revised rules each major league club is free to determine whether or not rights to broadcast or telecast its games shall be granted or sold at any time and in any area, without reference to any other club, major or minor, except during the time the other club is actually playing a game in its home park or is actually telecasting one of its road games."

Expect Decision Today On Color-TV Tests

Washington Bureau of RADIO DAILY

Washington—The FCC pondered the knotty TV problem yesterday but failed to come up with an answer. There was no official statement, and it appeared that there was no unofficial determination as to what to do with RCA's request for a two-month postponement in the comparative demonstrations slated for November 14. RADIO DAILY was told that Commission members were to sleep on the question and try to agree on some course to follow today.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, October 28, 1949

GE To Make 16-Inch Short Neck TV Tube

General Electric announced yesterday that it is joining the parade of TV tube manufacturers who have already entered the field with development of the short neck tube, with a new wide-angle 16-inch metal TV picture tube five inches shorter than conventional tubes of this size.

Development of this new tube by G. E. will allow for the manufacture of a more compact home receiver for the larger picture. Production in limited quantities is scheduled to begin in December at the company's Electronics Park plant in Syracuse.

The new tube (Type 16GP4) will also feature a "filter-glass" face plate, said to improve picture contrast and clarity by reducing halation and cutting down reflections from surrounding light sources.

The new tube's overall length measures roughly 17½ inches compared to 22½ inches for previous tubes of this diameter.

Goldberg Appointed V.P. Decca Distributing Corp.

Sydney N. Goldberg has been appointed a vice-president of Decca Distributing Corp., wholly owned subsidiary of Decca Records, Inc., it has been announced by Milton R. Rackmil, president of Decca Records, Inc. Goldberg has been general sales manager of the Distributing Corporation.

PRODUCTION PARADE

TV Studio Lighting System

Packaged studio lighting systems, designed for use with modern studio cameras are now available through the Broadcast and Television Studio Equipment Section of the RCA Engineering Products Dept. The new studio lighting fixtures include many specialized items of equipment needed in commercial TV operation. The company also revealed that RCA Broadcast engineers are available for consultation in planning correct studio lighting.

DuMont Names Oberndorfer

Frank A. Oberndorfer has been appointed to the post of assistant advertising and sales promotion manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., it has been announced. Oberndorfer will assist Henry R. Geyelin, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as the handling of sales promotional activities with the company's dealers and distributors.

Extensive Promotion By TV Distr.

The opening of a new TV station in Huntington, W. Va. next month, will be marked by a vigorous promotion and advertising campaign by the Tele-tone distributor there, Mountain Electronics Co., Inc., with headquarters in Charleston, W. Va. Charles A. Meyer, president of the distributing company, announced plans to run full page ads in the Huntington papers and will direct a publicity campaign in that area in the new low price Tele-tone video line. He indicated that the potential market in this territory would be greatly expanded by the opening of the new TV outlet.

Garod Allocates TV Sets

According to an announcement by Garod Electronics Corp., demand for their TV sets by distributors and dealers has made it necessary for the company to establish a factory allocation system which will probably be in effect for the next six months. According to Louis Silver, vice-president and general manager of the company, they "are now producing receivers at an accelerated rate, which is nearly 100 per cent higher than the turnout in October 1948."

Emerson Radio & Record Player

Emerson Radio & Phonograph Corp. has announced a new three-way portable radio with three short-wave bands, in addition to the standard broadcast band. Known as the Emerson Universal Portable, Model 643, the set will retail for \$59.95. In addition, the company announced a new automatic record changer (Model 625) which is a three-speed automatic record player, listing at \$54.95.

TV Ballast Replacements

Five new TV ballast replacement numbers are announced by Clarostat Mfg. Co., Inc., Dover, N. H., namely: Emerson 397022 and 397023, Motorola 17A485459, Teletone TPR 102D, and Belmont B9M 16067. These numbers are in addition to Motorola 17A47033 and Emerson 571-606 already listed in Clarostat literature. All numbers carry a list price of \$3.00.

Tricraft Antennas

A new "3000" Hi-Lo Conical Type X Antenna series has been announced by Tricraft Products Co., Chicago. These newly designed antennas are pre-assembled at the factory, ready to install. They match 72, 150 and 300 ohm impedance; are all-wave, high gain on all channels and are durably constructed of aluminum.

History Of Television Booklet

Frank A. D. Andrea, president of the Andrea Radio Corp., a pioneer in the radio and TV field, has just completed a four-color illustrated booklet, on "History and Manufacture of Television Receivers," which is now available to the public at all Andrea dealers. The booklet covers the background and development of TV and gives advice by Andrea on what the average video buyer should look for when purchasing a set.

Television "Rota-Tower"

A new television tower, the Model 300 "Rota-Tower," which elevates the video antenna approximately 30 feet above roof-tops and weighs only 40 pounds, has been introduced by the Easy-Up Company, Racine, Wis. Its use is primarily for residential markets where added height for the TV antenna is desired to secure the best possible signal. Incorporated in it is a new rotating feature, permitting the antenna to be oriented after the tower is completely installed. List price of the new model is \$64.50.

Stewart-Warner Electric Appointee

Erling G. Fossum, an employe of Stewart-Warner Corp., Chicago since 1926, has been appointed general manager of Stewart-Warner Electric, the company's radio and television division. This was announced yesterday by James S. Knowlson, president and board chairman of Stewart-Warner. Fossum's appointment as division head, effective Nov. 1, fills the vacancy created by the recent resignation of Samuel Insull, Jr. In his new position Fossum will be responsible for all phases of engineering, production and marketing of radio, TV and other electronic products of Stewart-Warner Electric.

Replacement Plan Established By Meck

A unique replacement policy for all purchasers of radios manufactured by John Meck Industries, Plymouth, Ind., ranging from their least expensive model, retailing at \$11.95 to their FM-AM combinations listed for up to \$44.95, has been announced by John Meck, president of the firm.

The plan allows any customer to bring his Meck radio to his dealer for repair, and, instead of having his set undergo repairs and perhaps wait weeks for the necessary adjustments, he'll be pleasantly surprised to find that he's presented with a brand new set at once, an exact replacement of the set he brings for repair.

Three Main Features Outlined

"The dealer, in turn, avoids costly service costs and time waste by simply returning the receiver to our plant, where it is completely reconditioned for resale," Meck said.

Features of the new plan, designed to enhance customer-dealer relations, are: (1) The retail patron gets a new set on presentation of the defective receiver, except in instances where willful damage has been done. (2) There is no service charge to dealers for adjustments made at the plant. (3) The set is thoroughly checked and reconditioned by Meck engineers, and is put in proper order for resale purposes.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 20

NEW YORK, MONDAY, OCTOBER 31, 1949

TEN CENTS

TV FREEZE TO CONTINUE UNTIL SPRING

'Spot' Market Data In NARSR Release

"The Spot Radio Estimator," the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the United States, involving the quotation of 13,980 rates, was issued last week without charge to agencies and sponsors by the National Association of Radio Station Representatives.

The 68-page contribution to the industry contains 50 pages of tables giving comparative rate charges on network and unaffiliated stations of different frequencies and in various geographical regions and population areas. The tables also give
(Continued on Page 6)

ABC Obtains Loan For TV Financing

ABC has completed arrangements with the Mutual Life Insurance Company of New York for a \$600,000, 20-year loan at 4½ per cent interest, it was announced Saturday.

Proceeds of the long-term loan, due in 1969, will be used by the network in the further development of the ABC Television Center in Hollywood, Cal., a 20-acre former motion
(Continued on Page 2)

James Leaves Radio Field For Merchandising Post

E. P. H. James, formerly vice-president in charge of advertising, promotion and research with Mutual, has been named advertising and promotion director of the Steuben division of the Corning glass company with headquarters in New York. James is widely known in radio.

Cooper Union Award

Brig. General David Sarnoff, chairman of the board of RCA will be honored on Wednesday evening, Nov. 2, when he will be awarded the Peter Cooper medal for the Advancement of Sciences and Art, of the Convocation ceremonies honoring Cooper Union's 90th anniversary. Dr. Edwin S. Burdell, director, will officiate at the presentation.

Web Buys Time

NBC and its parent company, RCA-Victor, have bought time on the wired music system of Grand Central terminal to plug the network's stars and programs and the RCA Exhibition Hall at Radio City. Deal calls for RCA announcements between 7 a.m. and 4 p.m., with NBC taking the spots between 4 and 8 p.m. RCA resumes its spots between the 8 p.m. to midnight period. Deal was made with the Terminal Broadcasting company which has 100 speakers placed in the Grand Central terminal.

Ford To Sponsor UN Sessions On CBS

Ford Motor Co., has signed with CBS to sponsor two daily pickups of the United Nations General Assembly sessions at Lake Success and Flushing Meadows beginning Nov. 7 and running through the end of the year, it was announced yesterday by Gen. Carlos P. Romulo, president of the Assembly. The deal was personally engineered by CBS
(Continued on Page 7)

Commission Won't Act On Charges By Atheist

Washington Bureau of RADIO DAILY
Washington—The FCC announced Friday that it has notified Robert H. Scott, San Francisco atheist, that it will not revoke the licenses of several stations in that city for refusing to grant him air time. The Commission
(Continued on Page 6)

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

The Internal Revenue Bureau's suit against the Broadcast Measurement Bureau for some \$73,000 in income taxes came to trial on Friday in a day-long session in U. S. Tax Court, New York.

The array of defense witnesses introduced by BMB included J. Harold Ryan, vice-president of the Fort Industry Co. and BMB board chairman; Frederick Gamble, AAAA president; Joseph Allen, Bristol-

Action Of FCC In Postponing Hearings On Color TV Until February Will Retard Industry

Video-Set Production Broke Record In Sept.

Washington Bureau of RADIO DAILY
Washington—Production of TV receivers broke all records last month, RMA said at the weekend, with RMA member companies reporting a weekly average turnout of 56,133 sets. Sales figures were not given, with no clear indication of what the publicity given the current FCC hearing has meant, if anything, to
(Continued on Page 6)

Sales, Program Execs. In Realignment At WOR

Realignment of duties and responsibilities for several executives in WOR's sales and program departments was announced Friday by Theodore C. Streibert, president of the station.

Robert Mayo, formerly sales man—
(Continued on Page 2)

Ripley Succeeds Asch At WPTR In Albany

Albany—Leonard L. Asch has resigned as vice-president and general manager of WPTR, and Fred R. Ripley has been appointed his successor. Asch, who helped to organize the Patroon Broadcasting Corporation
(Continued on Page 8)

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday virtually killed all hope for an early lifting of the freeze on new TV stations when it announced that it will hold additional color comparison tests in February and will continue hearings on color at that time. Final decision on color is thus put off at
(Continued on Page 7)

Kenway ABC Veepee In Charge Of New Biz

Ivor Kenway has been named vice-president in charge of new business for the American Broadcasting Company and in his new post will report to Fred Thrower, vice-president in charge of sales for the network, Robert E. Kintner, executive vice-president, announced Friday. Kenway formerly served as vice-president in charge of advertising
(Continued on Page 8)

'Transit' Case On Today; High Court Test Expected

Washington Bureau of RADIO DAILY
Washington—Washington's crucial hearing on transit radio will go into a third—and probably final—day today as spokesmen for WWDC-FM go before the District of Columbia Public Utilities Commission. Mean—
(Continued on Page 2)

'Monty' On Mutual

Sir Bernard Montgomery, war-time commander of the British army and currently commander of the Allied forces in Western Europe, will be heard on the Mutual network Nov. 29, 9:30-10 p.m., when the web picks up the speech which he will deliver at a dinner of the English Speaking Union in the grand ballroom of the Waldorf-Astoria Hotel.

Myers vice-president in charge of advertising; Justin Miller, president of the NAB, and Hugh Feltis, general manager, KING, Seattle, and former president of BMB.

The sole witness for the Internal Revenue Department, which is attempting to prove that BMB is not a non-profit organization, and hence is subject to income tax regulations, was C. E. Hooper, who appeared
(Continued on Page 5)



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager

360 No. Michigan Ave. Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg., Dallas, Texas

Phone: Riverside 3518-9

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FINANCIAL

(October 28)

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, Philco pfd, RCA Common, RCA 1st pfd, Stewart-Warner, Westinghouse, Westinghouse pfd, 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.

ABC Obtains Loan For TV Financing

(Continued from Page 1)

picture lot, which ABC acquired late in 1948 and has remodeled extensively and converted for television use.

Joins WQAM Staff

Kirby Brooks, disc jockey, has joined the staff of station WQAM, Miami, and will be heard Monday through Saturday from 6:00 a.m. to 9:00 a.m. on his program "Babbling Brooks." Brooks got his start in the entertainment business as featured vocalist and clarinet player with the bands of Dick Jurgens, Lawrence Welk, Hal Kemp, and others. He started in radio in Dayton, over WHIO.

COMING AND GOING

HARRY MAIZLISH, general manager of KFVB, Hollywood, left Saturday for New York. While in the East, he will attend the luncheon to be given President Truman Nov. 11 by the National Conference of Christians and Jews at the Mayflower Hotel in Washington. Chairman will be John L. Sullivan, former Secretary of the Navy.

WILLIAM F. BROOKS, vice-president of NBS in charge of news and international relations, is expected back today from a three-week trip to England and France.

ED GREIF, of Banner & Greif, publicists, left Saturday for Hot Springs, Ark., where he will address the 13th Annual Post Graduate VD Clinic. He plans to stay over at the resort for about a week.

ALVIN Q. EHRlich, vice-president in charge of radio and television for the Kol, Ehrlich & Merrick advertising agency of Washington, D. C., is in New York on a short business trip.

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., is in town for the meeting of the Audio Engineering Society's board of directors.

ROGER SHAFER, general manager of WSPA, Spartanburg, S. C., was welcomed Friday at the headquarters of CBS, with which the station is affiliated.

F. C. SOWELL, general manager of WLAC, Nashville, Tenn., in New York late last week on station and network business.

RICHARD H. ROFFMAN, publicist and commentator on WEVD, has returned from Philadelphia and Wilmington, where he discussed his plan for a students vs. experts program on local stations.

JOSEPH MOSS, president of Moss Associates, advertising agency, is back from Washington following completion of conferences at several Government departments.

'Transit' Case On Today; Expect High Court Test

(Continued from Page 1)

time, the threat of a test case against transit radio loomed larger as a Justice Department attorney claimed that street-car radios are unconstitutional. The lawyer, Franklin S. Pollak, was speaking on his own, and had taken annual leave from his Justice Department assignment in order to help in the battle against transit radio. He said both the Fifth and Fourteenth Amendments of the Constitution are violated, but admitted that previous Supreme Court rulings are difficult to fit to the present situation. Because there is no precedent, it was freely predicted that a test case will be made. As yet, however, no one has indicated willingness to step forward and bring suit if the PUC decides to okay transit radios here.

Payment Scale Outlined

Meantime the Capital Transit Company said it plans to install equipment in 1500 cars and buses if permitted. There are presently 212 installations, with the transit company receiving a minimum payment of \$6 per month for each. The contract with the station calls for that minimum per bus. On the basis of gross advertising revenues, the company would receive ten per cent of the take up to \$100,000, plus 20 per cent of everything between \$100,000 and \$200,000, plus 33 per cent of everything between \$200,000 and \$400,000, plus 35 per cent of everything between \$400,000 and \$500,000,

LYMAN BRYSON, Columbia network's counselor on public affairs, on Friday was in Sweetwater, Va., where he delivered the Founders Day address at Sweetwater College. Today's he's in Hanover, N. H., to discuss "Freedom of Information" at Dartmouth.

ERNEST de la OSSA, director of personnel for NBC, is expected back today from Dearborn, Mich., where he attended a meeting of the NBC personnel group.

ERIC SEVAREID, Columbia network analyst, will broadcast his newscasts of today and tomorrow from WCCO, owned-and-operated station of CBS in Minneapolis.

TOM HARKER, national sales manager of the Fort Industry Co., with offices in New York, spent several days last week in Detroit, where he conferred with Dick Jones, managing director of WJBK and WJBK-TV.

JACK PERLIS, radio and video publicist, is back from Washington, D. C., where he went for yesterday's premiere of Ted Granik's NBC simulcast of "The American Forum of the Air."

ERNE HARWELL, sportscaster for CBS, on Saturday was in Chapel Hill, N. C., for the game between Tennessee and the Tarheels.

DON COOPER, engineer in charge of NBC-in-Washington, arrived in New York late last week on business.

MAURICE C. DREICER, commentator on WEVD, on Saturday conferred with station executives in Kansas City, Mo., and on Sunday met with representatives of Premier Radio Enterprises in St. Louis.

HERMAN JAFFE, featured on several video programs showing reproductions of paintings and postage stamps, has returned from Miami, where he attended the convention of the Jewish War Veterans and handled public relations for the organization.

Sales, Program Execs. In Realignment At WOR

(Continued from Page 1)

ager, has been appointed director of sales for WOR and WOR-TV, working under R. C. Maddux, vice-president in charge of sales.

Succeeding Mayo as WOR sales manager is John P. Nell, who has been with the station since 1938, first in promotion and more recently as an account executive. Nell will supervise all WOR time sales.

Donald Hamilton, who has been WOR's assistant program director, has been appointed manager of program operations for WOR and WOR-TV. In this position he will assist Julius F. Seebach, Jr., WOR vice-president in charge of program operations.

Robert Brewster, formerly executive producer for WOR and WOR-TV, has been appointed radio programs manager for WOR. In his new capacity Brewster will concentrate on the WOR schedule, supervising existing programs and developing new ones. The new radio programs manager has been at WOR since 1948, when he joined the station after 12 years at J. Walter Thompson as radio producer and account executive.

Eugene Fitts of the program department has been appointed executive producer, while Robert A. Simon will continue as program development manager.

plus 45 per cent of the take between \$500,000 and \$600,000 and 50 per cent of everything over \$600,000.



Bored to tears

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W-I-T-H. We'll just give you a few fast facts:

W-I-T-H is the BIG BARGAIN BUY in the rich Baltimore market. Why? Because W-I-T-H delivers more regular listeners-per-dollar than any other station in town.

This means that a LITTLE bit of money goes a LONG way on W-I-T-H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W-I-T-H story.

Advertisement for W-I-T-H Baltimore 3, Maryland. Includes logo with a stylized face and the text 'AM FM WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.



Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

CHICAGO

By HAL TATE

JOHN BALABAN, head of WBKB, was awarded the third annual Laurel Award by the Actor's Club of Chicago—local counterpart of the New York "Lamb's Club—at the 8th Street Theater Monday night. The placque was given Balaban "in recognition of his outstanding work as a pioneer in television in Chicago and his furthering of the ideal presentation of entertainment."

Ed Voynow, Petry head in Chicago, breakfasting in the London House, reports that the new sales manager of WHAS, Louisville, is Neil Cline, who is leaving his post as commercial manager of KTBS, Shreveport, La., to accept the Louisville position. Cline at one time was on the sales staff of WHAS.

NBC Notes: Eddie Cantor, star of NBC's "Take It Or Leave It" show for Eversharp, was in town to address the National Safety Council at the Stevens Hotel Wednesday night. . . . Visiting here is Ernest de la Ossa, director of the web's personnel. . . . Everett Mitchell will address the annual farmer-businessmen's banquet of Sioux City, S. D., Chamber of Commerce on November 22.

Johnny Desmond's weekly 5-minute Ronson show on Mutual has been renewed again. Johnny finally found an apartment on North State Parkway near the Ambassador East Hotel.

One way to succeed at WGN is to be a publicity man. Manager Frank Schreiber held that post. And now Bruce Dennis, publicity director before he became a Naval officer during the war, has been appointed program director in addition to his present duties as Frank's assistant. Present publicity director is Jim Hanlan. What's his next post at WGN? Dennis succeeds Walter J. Preston, who has resigned to enter the management end of the business. Anyone know of a good station for Walter? He's interested in buying one.

Paul Brines, Schreiber's assistant, is still on leave of absence downstate. His father is still on the ailing list.

Claude Kirschner's co-op TV show on WNBQ called "Hi, Ladies," which originates at the Home Arts Guild, going over so well that it may expand to a five-time weekly deal. It's now televised from 3:45 to 4:15 p.m. Mondays and Thursdays.

Local TV executives anxiously awaiting the next BMB Report which is reported to contain television surveys in addition to the radio research statistics.

Out of town guests at the Chicago Radio Management Club luncheon held at the Tavern Club Wednesday included: Don Davis, WHB prexy; Bill Pirie, Jr., director of national sales for WFBR, Baltimore; and Ralph Weil, manager of WOV, New York.



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Station reps are reported annoyed at the references Maurice Mitchell, director of Broadcast Advertising Bureau, makes about them in his radio sales pitch at the NAB district meetings. Mitchell, who makes a forceful presentation of radio's shortcomings in getting their share of the advertising dollar, gives the station reps a light brush-off. The future of Broadcast Measurement Bureau will be one of the problems the NAB board will have to cope with at its Nov. 15th meeting. Staff of BMB in New York is reported to be on notice with the suggestion they find new jobs by Jan. 1st. . . . Rumors that ABC is interested in acquiring the Mutual web are treated lightly by execs of both networks. . . . "The Fat Man" may head for the coast and wind up on video as well. . . . Alan Young to get the kinescope treatment. Colgate's interested. . . . Lanny Ross returns to the air on Mutual today at 12:15-12:30 p.m. His first airing will be from Detroit where he's making personal appearances. . . . Paul Denis has an article in the Nov. Pageant tagged "Does TV Make You Gag?" Incidentally, his B'way column goes into 24 semi-weeklies of the Chicago North Side Newspapers Chain on Nov. 15th. . . . Emilio Azcarraga of Mexico City and John Royal of NBC seen watching the fights at Madison Square Garden Friday night.

★ ★ ★ ★

● ● ● Martin Gosch, the "Tonight on B'way" TV producer, has good reason for his broad smile these days. The just-released Bernays report on the theater tagged Gosch's telestanzza, which brings actual scenes from the B'way shows into your parlor, as one of the best remedies for the box-office slump around Shubert Alley. Result is that many legit producers who originally hesitated at permitting him to telecast highlights from their plays are now co-operating fully.

★ ★ ★ ★

● ● ● Just about a year ago Kathi Norris brought her "Television Shopper" stanza to WABD-DuMont as a half-hour sustainer. Practically everybody (with the exception of her producer-husband, Wilbur Stark, natch) were skeptical as to how a daytime video show would latch on to the busy house-wives at that hour. But the series did click and big, as a look at the record books will show you. The program was increased to a daily hour recently and now, on her first ann'y, Kathi Norris' "Television Shopper" is the only daytime participating TV series completely sold out—not to mention a waiting list of five or so sponsors.

★ ★ ★ ★

● ● ● OUR HAT'S OFF DEPT': Milton Douglas' talented production job for Stanton B. Fisher, Inc., on the Jack Carter Sat. nite TV series, "Cavalcade of Stars." . . . Bob Poole's lively Mutual series, "Poole's Paradise," produced by Larry Dorn. . . . Maria Neglia's sensational violin at the Persian Room. . . . The show-stopping of crooner Ralph Young in the Strand's "Make Mine Manhattan" revue. . . . Ted Steele's Columbia platter of "Down the Old Green River." . . . Peter Donald's first kiddie record album, "Chummy," out this week.

★ ★ ★ ★

● ● ● SMALL TALK: After 12 years of radio writing, Irv Tunick has been invited to appear on CBS' "You and Hobbies" to talk about his pet hobby—stamp collecting. . . . Elliott Lewis, top radio actor, will produce and direct "Broadway's My Beat" starting on CBS Nov. 5th. . . . Ted Green at the Beth El hosp. in Bklyn for minor surgery. . . . The success of ventriloquists on radio and TV simply proves that a wood to the wise is sufficient, points out songstress Valaida Snow. . . . Morey Amsterdam had a sandwich named after him at Arnold Reuben's. A ham sandwich, natch.

AGENCIES

GEORGE L. MILLER, (Aesop Glim), vice-president, R. T. O'Connell Company, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York today, October 31st. His subject will be "Fundamental Appeals and Principles in Copy Writing." The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

THE ANAHIST COMPANY has engaged Foote, Cone & Belding as its advertising agency. National magazines, newspapers and radio will be used for the nationwide promotion of the first anti-histamine for treatment of colds and hay fever to be made available to the public without a prescription. The new product will be called Anahist.

MILLER ADVERTISING AGENCY, INC. has been appointed by the Renault selling branch to handle all promotion and public relations for the Renault automobile in North America.

ALLEN DUCOVNY has joined the radio production staff of Kenyon & Eckhardt, Inc. He was formerly with Robert Maxwell Associates and Superman, Inc.

ROBERT W. BUCKLEY has resigned as business manager of Benton & Bowles' radio and television department, effective Nov. 15, to join the Ludlow Typograph Co., Chicago.

THE NAT M. KOLKER ADVERTISING AGENCY, Philadelphia, has been appointed by Pride, Inc., makers of dog and cat food.

DONALD SCANDLIN has joined Ted Bates & Co. as media buyer. He was formerly with Owen & Chappell, & BBD&O.

FRANK KIERNAN & CO. has moved to 92 Liberty St., New York.

TRACY, KENT & CO., INC. has been named by Excelsior Quick Frozen Meat Products for its quick-frozen steaks. Television will be used.

CARL REIMERS CO., INC. has resigned the Firth Carpet account.

HICKEY-MURPHY-ST. GEORGE, INC., New York, has moved to larger quarters at 216 E. 45th St.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC. has been named by the Marlboro Shirt Co., Baltimore.

LENHART ADVERTISING, York, Pa., has been named by Herb's Keystone Brewery for New York Pilsener Beer.

EILEEN NOLAN, formerly with Grey Advertising, has joined Robert W. Orr & Associates.

THE WEEK IN RADIO

UN Day Saluted

By AL JAEGBIN

THE corner stone laying ceremonies of the new United Nations quarters in New York City in which President Truman and high ranking U. S. and world dignitaries participated was given wide coverage by both radio and television. It was estimated that an audience of 50,000,000 people throughout the world heard the broadcast. The program was aired by 2,000 stations in the United States and staff members of the U. N. radio division described the ceremonies in 26 languages for broadcast via shortwave around the world. . . . Skytop Lodge at Skytop, Pa. was the scene last week of a two-day session for over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas to attend the Third District NAB meet, called by George D. Coleman, general manager of WGBI, Scranton, district chairman. The sessions differed somewhat from previous NAB district meetings in that they did not adhere strictly to the "off the record" procedure advised by NAB executives in Washington. A survey of members attending the meetings indicated that commercial sales this year were holding up well and in many instances running higher than last year. . . . The final session of the NAB Third District meeting at Skytop brought forth criticism from many of the NAB members with regard to an increasing demand for free air time for non-political broadcasts by Senators and Representatives in Washington. The consensus of opinion seemed to be that the requests for such free time comes under the classification of commercial time and should be paid for at prevailing station commercial rates. According to reports, the trend does not only apply to political parties, but to servicemen's organizations, labor organizations and others, who seek free time under the guise of public service programming. . . . President Harry S. Truman and Charles E. Wilson, president of the General Electric Company broadcast addresses over the major networks yesterday, launching the "Religion in American Life" Campaign. The program originated with CBS studios in New York, with the exception of the President's speech, which was heard direct from Washington. . . . The Dolcin Corporation completed one of the largest contracts ever signed in New England for radio with the Yankee Network for twelve quarter-hours a week, the program being aired for the first time yesterday. The 52-week program on WNAC and the complete Yankee net included six different programs for morning, afternoon and evening listening. . . . Joseph H. McConnell, new president of NBC, met the press during the week at a luncheon held in the Flamingo Room of the Waldorf-Astoria. Invites to

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

(Continued from Page 1)

under subpoena. His testimony, which ended the long courtroom session, was more damaging to the government's case than otherwise. After oral testimony for both sides concluded on Friday, each was given 45 days to submit briefs.

One of the main points of the government's case, as stated by the special attorney of the Internal Revenue Bureau, Sheldon V. Ekman, is an allegation that BMB was formed to carry out functions now performed by private groups operating for profit, and that the Bureau is performing functions ordinarily done for profit.

Crux of BMB's defense, as stated by its attorney, Lawrence F. Casey, is that the Bureau was organized not for profit "but to improve business conditions in broadcasting and advertising." Thus, according to Casey, BMB has had "neither net income nor gross income."

All BMB Testimony Similar

The testimony of Ryan, Gamble, Allen, Miller, and Feltis, as brought forth in direct examination and cross-examination, followed this general line. Ryan, testifying first, said that the original subscriber contracts drawn up by the Bureau for Study No. 1 provided for an "adjustment" if the study cost more or less than anticipated. Enlarging on this, he said it was understood that a refund would be made to subscribers if a cash surplus remained after completion of the study, and that an additional charge of up to 25 per cent would be levied if it cost more than anticipated.

The government attorney's objection to that interpretation of "adjustment," which he raised at intervals during the hearing, was overruled by the presiding judge, Samuel B. Hill. Ryan denied the government's suggestion that BMB was doing business in competition with private groups such as the Hooper and Nielsen firms—a denial that was echoed by the other BMB witnesses in turn, and finally by Hooper himself.

In tracing the origins of BMB, Ryan described the "chaotic" conditions in radio before the Bureau's formation, which conditions he attributed to the wide conflict in station coverage claims and measurement methods. This point was simi-

ly stressed by the other defense witnesses. . . . Joseph Allen, the Bristol-Myers executive who is the ANA representative in BMB, declared that the Bureau was set up with the purpose of providing industry-wide benefits, and not for the interests of any special group or segment of the three industry associations which created BMB—the NAB, ANA, and AAAA. Asked to explain his interest as an advertiser in broadcasting, he said: "Advertisers are interested in all forms of media. . . . No other medium covers an audience as well as radio. . . . a peculiarly powerful medium."

Judge Miller Heard

Fred Gamble, the 4-A president, testifying next, made substantially the same points, from the standpoint of the agency rather than the advertiser. Judge Miller, following Gamble to the stand, presented the broadcasters' viewpoint as to BMB's functions and worth, and denied a series of questions by the government attorney seeking to show that BMB was operated from profit motives and to serve certain segments rather than the industry as a whole.

Hugh Feltis, who was BMB's first president, traced for the court the steps leading up to the Bureau's birth, from the time in 1944 when he, as chairman of an NAB research committee, presided over a meeting which explored the problem of finding a uniform yardstick for station coverage membership.

"Customer," Says Hooper

Final witness of the day was C. E. Hooper, called by the government attorney. Asked by the latter, "Do you consider BMB a competitor?" Hooper replied: "Actually, if you looked in our books, you'd find they are a customer." Conversely, he said, "BMB measurements have been used as a source by us." The general effect of his testimony was to refute suggestions by the government attorney that Hooper and BMB measure the same things, or that their measurements are roughly comparable. Asked in conclusion by the Internal Revenue Bureau's attorney if he had any idea that BMB might constitute competition for him in the future, Hooper replied: "It's nothing I'm lying awake at night worrying about."

stations as a public service. . . . NBC's director of research, Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc., held at the Hotel Biltmore in New York that the industry can no longer afford to ignore the out-of-home radio audience, because it is "substantially greater than generally surmised" and because overall radio listening both in and out of home, "will come back into its own side by side with television viewing" as the novelty of the newest medium wears off. . . .

NEW BUSINESS

WGN-TV, Chicago: Ford Dealers of Chicago will sponsor "Big Ten" football for a half-hour on Fridays, 7:30 to 8 p.m., with Wilfred Smith predicting the next week's gridiron scores. The contract began Sept. 23 and continues for 10 weeks. J. Walter Thompson Co. is the agency. Burke Motor Sales Company, Chicago, sponsoring the musical show, "Sunday Night Date," on Sundays from 6:45 to 7 p.m., on WGN-TV for 13 weeks. It began Sept. 25. Continental Clothing Company is sponsoring "Continental's Date Night," on WGN-TV, for 52 weeks, from Sept. 28. Jones-Frankel, Chicago, is the agency.

WGN, Chicago: William Wise Company, New York, will sponsor "Get More Out of Life" Monday thru Friday 10:15 to 10:30 a. m. and Sunday 10:45 to 11:00 p. m. for 13 weeks, beginning this week. Thwing and Altman, Inc., New York, is the agency.

The Chicago Tribune has renewed "Interesting Facts," on Sundays from 10:15 to 10:30 a. m. beginning immediately for 52 weeks. George H. Hartman Company, Chicago, handles the account.

WQXR, New York: Vim Electric Co., operating 21 appliance stores in the metropolitan area, will sponsor Pru Devon's "Nights in Latin America," Monday and Friday, 10:05-10:30 p.m., starting Oct. 24. The 52-week contract was placed through Sternfield-Godley, Inc. Gambarelli and Davitto has renewed for the 12th consecutive year of its contract for "Music to Remember," a program of recorded light concert melodies. The one-year contract, effective Oct. 26, covers the 6:05-6:28 p.m. period, Monday, Wednesday, and Friday. Platt-Forbes, Inc. is the agency.

Electric Co. Sponsoring New ET Series in Canada

Montreal—A new radio program, sponsored by Northern Electric Company, Ltd., Montreal, and produced with a view to "reaching" the Canadian housewife, will be given its official premiere in Vancouver, B. C., early next month, it was announced here by E. H. Woodley, advertising manager of the company. The program, named "The Northcraires" will be broadcast via transcription, three times weekly and will be of 15 minutes duration. It is planned to stage the shows during the morning.

Will Represent WSKB

The Friedenburt Agency has just been appointed national representative for radio station WSKB, McComb, Miss., a 5,000-watt station with studios in New Orleans and Jackson, Miss. It is one of the oldest stations in the state, a station that started with 100 watts and is now up to 5,000 watts.

'Spot' Market Data In NARSR Release

(Continued from Page 1)
a breakdown of rates in four time units: 30 minutes, 15 minutes, one minute and station break. Special formulas are provided for estimating "with reasonable accuracy" other classifications, such as night-time rates, early morning rates, late evening rates; time units of one hour, 10 minutes and five minutes; and frequency discounts from 13 times to 260 times.

In announcing the release of the publication, NARSR managing director T. F. Flanagan told RADIO DAILY that "this is the first time that a complete and authoritative set of tables has been made available to advertising agencies and advertisers by which they can tell at a glance what it will cost them to buy time on stations in various classifications throughout the country. 'This is a service,' he explained, 'that agencies and advertisers have wanted for a long time. It will be of inestimable value, particularly to time buyers.'"

Markets Are Listed

The Estimator has three principal tables: a division by geographical groups, a division by metropolitan markets, and tables giving Spot rates in 1160 places in the United States in which there are one or more radio stations. Each table shows the rate for the highest cost station, the average rate for affiliated stations, and the average rate for non-network stations.

From this book, you can tell how much it will cost to buy any time unit in any day-time or night-time classification, in the 35 metropolitan markets of 500,000 population and more, or in the 70 markets in the 250,000 to 500,000 list, or the 150 markets of over 100,000 in population, or in a total number of 1005 markets, two-thirds of them being in places with less than 25,000 population.

Examples Cited

The figures show, for example that you can buy 15-minutes, day-time, at the one-time rate in 150 markets of 100,000 and over for \$7,979, subject to frequency discounts. That is the price of the highest cost station in each of those markets, but the average rate for the network affiliated stations would be \$5,931, and the average cost for non-network stations, \$3,010.

Each of the 178 metropolitan markets is listed, together with the number of network affiliates, and non-network stations in each, the population, and the cost for various time units and various types of stations.

There are 35 markets in the United States of 500,000 population and over. A 30-minute program on the highest cost station in each of those 35 markets, subject to frequency discounts, will cost \$5,200; a one-minute announcement—\$1,363; a station break—\$1,150.

Texas has the largest number of

PICTURE OF THE WEEK



T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives; Richard C. Grahl, radio time buyer of William Esty Co.; and Lewis H. Avery, president of Avery-Knodel, Inc. are showing their satisfaction with the new NARSR publication, "Spot Radio Estimator," a 68-page contribution to agencies and sponsors giving comparative time rates for 1,874 stations in 1,160 places throughout the country.

network affiliated stations, 77, with Pennsylvania taking second place in the list, New York third and California fourth.

Texas also has the largest number of non-network stations, 81, with California second with 74, and New York third with 46.

The formulas indicate that night-time rates are 72 per cent higher than day-time rates.

The total number of rates quoted is 13,980.

Punch-Cards Used

The tabulation of rates was done by machine from punch cards prepared by Statistical Tabulating Company, using rates published by Standard Rate & Data Service, Inc. The rates for 1,874 stations were tabulated on 7,208 cards, with an estimated number of holes punched or data recorded of 423,320. The total number of computations made is roughly 75,000.

The book also includes two pages of high-spot "advantages" of spot radio as an advertising medium, with examples of its use and success in several industries.

Headley To Address Ohio Broadcasters

Frank M. Headley, president of Headley-Reed Co., station reps., and president of NARSR, will address the luncheon session of the Ohio Association of Broadcasters at Cleveland, Nov. 10, on the general subject of the spot radio sales problem.

Producer Returns

Marilyn Gusten has resumed her duties as producer of "Betty Clark Sings," Sunday at 3:15 p.m., on ABC, after an absence of several months, during which Bob Smith filled in. P. J. Ritter Co., sponsors the show, through the Clements Co.

Hanna Quits CBS For NAM

Newsman Ted Hanna will leave the CBS news staff, Oct. 31, to join the National Association of Manufacturers, where he will write and broadcast a weekly 15-minute program.

Video-Set Production Broke Record In Sept.

(Continued from Page 1)

set sales. RMA said production continues to be below demand.

Total production for the month was 224,532 sets, bringing the 1949 total to 1,402,840 sets. It is estimated that total production for the industry—including manufacturers not in RMA—totalled about 265,000 sets. RMA members turned out only 185,706 during the five-week period surveyed in August.

A total post-war output of 2,750,000 TV receivers is estimated as of one month ago, with the figure probably close to 3,000,000 today.

FM and FM-AM receiver production went from 64,179 in August to 70,936 last month, for a 1949 total of 583,339. In addition, 43,436 TV receivers had continuous tuning to bring in the FM band.

Production of AM-only sets fell to 461,532, from 559,532 a month earlier.

Commission Won't Act On Charges By Atheist

(Continued from Page 1)

sion said in a letter to Scott that there was no indication "any program broadcast by the named stations was directed against you personally or against the petition which you espoused."

No situation was presented, the Commission said, "in which the station has denied an opportunity to afford equal time for the presentation of a controversial issue of public importance. There is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matter in which they may be interested."

It was Scott's earlier protest which led to the controversial 1945 decision regarding attacks on atheism.

WQXR Music Series

WQXR, New York, will again broadcast the "Twilight Concerts" series from Carnegie Hall this season on Sunday afternoons, 5:30-6.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of
TELEVISION OWNERS
in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL
INTERNATIONAL LIST CO.
565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

FREEZE TO REMAIN UNTIL SPRING

TELE TOPICS

THE CLOCK, NBC series recently sold to Lever Brothers, is an ultra-smooth production that too often is superior to the dramatic quality of the stories it presents. Last week, for example, was about a basically good but not overly bright boxer with an overpowering yen for the female of the species. He is led astray by a beautiful, greedy and libidinous Park Ave. matron who kills her husband and frames the fighter's manager for the foul deed. The fighter, conscience-ridden and out of condition, is knocked for a loop in his bid for the title. He returns to the girl's apartment in time to make a clean breast of the murder to a waiting detective and save his manager from the chair. . . . Bill Thunhurst and Bob Morgan turned in effective performances as the pug and his manager, while Brook Byron was properly attractive as the femme fatale. Films of training scenes and a fight, made by Ted Estabrook, were truly exciting and neatly integrated in the script. Direction by Laurence Schwab, Jr., pointed up the action neatly and used the Zoomar lens to great dramatic effect. Ernest Walling produces the series and Larry Semon is the voice of the clock. Adaptation for "The Fighter" was by Bob Wald.

ONE OF THE LARGEST WEBS ever assembled has been signed by Ford Dealers of America for the Kay Kyser show which bows on NBC Dec. 1 in the Thursday, 9-10 spot vacated last week by Buick's Olsen & Johnson show. Total of 48 stations will carry Kyser's musical quiz which will be produced and directed by Earl Eby. J. Walter Thompson is the agency. . . . CBS will drop "Sports Special" after the Nov. 4 airer and replace it with the Kirby Stone quintet, Tuesday, Wednesday and Friday, 7-7:15 p.m., beginning Nov. 8. . . . Screen Actors Guild board of directors will report on the TV Authority negotiations at the SAG's annual membership meeting in H'wood Nov. 13. Announcement of the meeting said TVA "would conflict with and challenge SAG in the field of motion pictures."

WORLD VIDEO'S "Actors Studio," hit last week by the ABC economy axe, moves to CBS beginning tomorrow nite in the spot vacated by "We The People," Tuesday, 9-9:30 p.m. . . . Two residents of Manhattan's Stuyvesant Town housing development are helping to pay off their church's debts by collecting a dollar from each couple visiting their apartment to watch Saturday afternoon football games. . . . WNYC's TV film unit, headed by Cliff Evans, has completed its documentary film on housing. The 40-minute reel, titled "For The Living," is narrated by Fredric March.

Ford To Sponsor UN Sessions On CBS

(Continued from Page 1)

prexy Frank Stanton and the contract was signed through Kenyon & Eckhardt.

The daily pickups are planned—from 11 a.m. to 1 p.m. and from 3 to 4 p.m. TV recordings of the programs are to be made available to other member states of the UN throughout the world.

Statement by Gen. Romulo In announcing the series, Gen. Romulo said, "The Ford Motor Co. has undertaken to assume the entire cost of presenting these programs. This sponsorship includes a stipulation by the company itself that these programs are to be presented as a matter of public service and not as a method of product advertising. We are appreciative of the spirit that has made these arrangements possible. These daily programs are quite frankly to be considered experimental."

Stanton said, "The sponsored television broadcasts present a great and exciting challenge and constitute a landmark in television's growth in the field of public affairs."

New Film Series

Ted Mack is planning to produce a series of 30-minute film versions of his "Original Amateur Hour" to augment the show's radio, TV, and stage unit lineup, it was announced yesterday. The films will be made by Reemack Enterprises, Inc., for TV presentation.

TV's 'Silver Lining' In Sight—Swezey

New Orleans—Television, "is beginning to see the silver lining," Bob Swezey, general manager of WDSU-TV, said last week in an address before the New Orleans Business Men's Association.

National and local advertisers are speedily providing the answer to the question of who will pay for TV, Swezey said. These sponsors will pay even though the costs are far in excess of those in radio because they are finding out that they get their money's worth."

Wants Justice To Monochrome

Although the continued growth of the medium is assured, Swezey said, there may be deterrents. "If for example the FCC should adopt standards now for any color system, compatible or otherwise, it would seriously retard the normal healthy development of the industry. We must have a reasonable opportunity first to do justice to the black and white system."

Ruggles On ABC Web Starting Thursday, Nov. 3

"The Ruggles," weekly half-hour domestic comedy series scripted by Fred Howard and starring Charlie Ruggles bows on ABC web Thursday, Nov. 3, 9:30 p.m. Featured in the cast will be Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins and Margaret Kerry. Network airing will be via recording.

FCC Sets Further Color Tests For February

(Continued from Page 1)

least until spring. The Commission also denied the RCA application for postponement of comparative demonstrations scheduled for Nov. 14 and called off its scheduled San Francisco trip to study the Color Television, Inc. system.

The freeze is certain to be retained for many additional months, with all testimony in the hearing to be held off until February 13, when the color phase will be reopened. A week earlier CTI will demonstrate in Washington, with comparative demonstrations of the CBS, RCA and systems to be held beginning February 8. Direct testimony on the color issue will be resumed tomorrow, running three days and again on Tuesday, Wednesday and Thursday of next week. DuMont is still to complete its direct presentation, with Dr. Lee DeForest slated to follow. In addition A. T. & T. and Western Union have been invited to appear, and it is likely that some of the witnesses who have already appeared will be recalled for further questioning.

The Commission's notice of Friday stated that there might be further direct testimony in February, before the cross-examination gets under way.

The new schedule means that it will very likely be April at least before testimony on the UHF channels, separation and other issues than color will be heard.

Friday's action, Commission sources said, would have been taken even if there had been no RCA petition for delay. Testimony thus far has demonstrated that no final decision can be made now, it was explained. Next week the Commission will issue a notice outlining further information it wants from participants in the color hearing.

RCA, Friday issued the following statement on the FCC order:

"In setting the date of February 8, 1950 for a demonstration of the three color television systems being proposed, the Commission has resisted Columbia Broadcasting System's invitation to haste. As RCA stated on October 26th, the public interest can be served only by a sound decision and not necessarily by a quick decision."

"The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC."

The Week In Television

Receiver Sales, Production Reach Record High

Receiver sales and production are at an all-time high with demand—undiminished by the color hearings before the FCC—still exceeding supply. Industry total for the year is expected to exceed the 2,000,000-set goal and may go as high as 2,300,000. . . . AFM established a wage scale for TV films of \$27 per man for each "film program of 15 minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour." . . . Fireworks between Commissioner Robert F. Jones and Philco v-p David B. Smith enlivened the color hearings in Washington as Smith accused Jones of "pitching" for the CBS system. . . . U. S. District Court in Philadelphia ruled out a Pennsylvania regulation that would force censorship of TV films and held in effect that TV programs are interstate commerce and not subject to state regulation. . . . Substantial changes in major baseball league broadcasting rules were made with the result that the Justice Dept. suspended a probe of alleged anti-trust violations. . . . Action by the 4-A on formation of Television Authority was postponed for not more than three weeks "to preserve continued unity among 4-A unions in the interests of the public and of our entertainment profession."

Charges Mfrs. With Ignoring FM Radios

Washington Bureau of RADIO DAILY

Washington — FMA said Friday that radio manufacturers are "courting economic suicide by stubbornly ignoring public demand for thousands of FM receivers."

Edward L. Sellers, FMA executive director, declared the "lack of foresight by some of the manufacturers is working a hardship on many FM broadcasters and the public as well as overlooking a tremendous source of added income and profits for the set makers themselves."

He said FMA has "black and white figures to show that in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers."

Reporting that one distributor of a popular FM receiver has said it will be after January before present orders can be filled, Sellers charged the manufacturers with "shortsightedness and/or downright refusal to heed the demand of the public."

Ludens Buys 15 Minutes Of CBS Quiz Program

Ludens, Inc., will assume sponsorship of the 10:45-11:00 p.m. segment of the CBS network's hour-long musical quiz series, "Sing It Again," starting Nov. 26, it was announced Friday by William G. Gittinger, web vice-president in charge of sales. Agency for Ludens is J. M. Mathes, Inc., New York.

Named To WHAS Post

Neil Cline has been appointed sales director of station WHAS, Louisville, Kentucky, it was announced by Victor A. Sholis, director of the station. Cline replaces J. Mac Wynn who resigned from the position to become advertising manager for the Atlanta Journal, Atlanta, Georgia.

Sholis also announced the appointment of J. Rodney Will of the sales department as the head of regional sales for the station.

Send Birthday Greetings To—

October 31

Murry Carpenter Mary McCoy

Douglas Hope

November: 1

Stan Shaw Ray Sinatra

Barry McKinley

November 2

June Lyon Benton Ferguson

Clyde Scott Mary Steele

November 3

Donald Dickson Ed Smalle

Milton Herth M. B. Hudson

Morgan L. Eastman

COAST-TO-COAST

N. O. Visit For Two

Birmingham, Ala.—A new five-day a week WSGN program, titled "At Your Request," is giving a two-day visit in New Orleans with all the trimmings, offered by emcees Bill Wright and Schaff Gregory, as a prize to the winner. The winner can take along a companion at the station's expense. Both will ride a luxury train, stop at hotels and dine at Crescent City's French restaurants.

Talent For The Week

Hartford, Conn.—Jeanne Miller, 19, was talent "find" discovered by WDRG for the week of October 24. Several of Jeanne's songs were played over the station on all locally-produced programs during the week. She sings "pops" and semi-classical numbers.

Cooper Appointed To WTTM Post

Trenton, N. J.—WTTM-NBC announces the appointment of Vivian J. Cooper as the station's director of promotion, publicity and women's activities, replacing Mary Wilson, who will continue airing her early-morning "Meet Mary" program only. The program "It's A Woman's World," broadcast daily at 1:45 p.m., will now be taken over by Cooper.

"Get More Out Of Life"

Milwaukee, Wis.—A new and different series, "Get More Out of Life" has made its debut on WISN. This program is heard Saturdays at 8:30 a.m. and Sundays at 10:15 a.m. The broadcast features discussions of various general subjects such as home repairs, first aid and legal difficulties. The program is sponsored by William Wise Company, publishers.

Football On WWBZ

Vineland, N. J.—Nine Bridgeton, Vineland and Millville high school football games broadcast play-by-play on WWBZ, have been bought by Harry Spiegel Enterprises, contractors and builders, and Morie-Viola Co., cement specialty manufacturers. Play-by-play is handled by Dick Shindler with commercials miked by Fred Wood.

WOSU Man Returns

Columbus, O.—William F. Heimlich, program director of WOSU, the Ohio State University campus radio station before the war, is returning to the United States after serving several years as chief of the Berlin radio station.

New Contract For WBS

Moorehead, Minn. — The World Broadcasting System announces that KVOX has signed a contract for the use of World's extensive transcribed library service. This is the first time this station has subscribed to the World service.

WCOP Adds Weather Report

Boston, Mass.—In response to listeners' requests, WCOP has changed its late evening lineup to include an 11:05 p.m. weather report, to be conducted by Ralph Barker, WCOP's "Old Salt." This forecast, to be heard seven nights a week, is in addition to the Old Salt's 7:40 a.m. and 6:10 p.m. weather reports.

New Program News On WOAI

San Antonio, Tex. — "Americans, Speak Up," has been added to the schedule of WOAI sponsored by the Associated Employers, Inc., and is being heard for a quarter-hour each Friday evening. Bill Slater is emcee and prominent American figures appear as speakers. Each week \$200 in Government Savings Bonds and other prizes are awarded on the airing.

"Bums" Are Good Mikemen

Greensboro, N. C.—The all-Negro baseball club now barnstorming through the South includes a quartet of men who are as good at the microphone as they are at the plate. When the team recently played a game in Greensboro, N. C. Wally Williams, who conducts the daily Sports Parade on WCOG, arranged a round-table interview with Jackie Robinson, Roy Campanella, Don Newcombe and Larry Doby. The resulting broadcast was of such high calibre and general interest that a recorded portion of it will be incorporated into Joe Hasel's regular ABC Sports Review at 11:15 p.m. October 31st.

Whiffenpoofs To Be Aired

Hartford, Conn.—The Yale Whiffenpoofs, college singing group, will do a special 15-minute program over WDRG, November 23, at 6:30 p.m. The Whiffenpoofs will be in town for an engagement, and will do the WDRG show prior to their nighttime performance.

Trinity Radio Forum Set

San Antonio, Tex.—The Trinity University will again this season present "The Trinity University Radio Forum" for a full-hour each Monday night over KMAC. The broadcasts originate from the auditorium on the campus of the school.

Kenway To New Post As ABC Sales V.-P.

(Continued from Page 1)

ing, promotion and research for the web.

Ted Oberfelder will continue in the post of director of advertising, promotion and research and in addition will assume the duties in these departments handled by Kenway, Kintner said.

In his new capacity, Kenway will coordinate and direct the network's sales activity toward prospective advertisers in the radio and TV fields and will also head the company's sales efforts directed at sponsors whose business and advertising is seasonal.

Kenway joined ABC in January, 1944, and has served in the network's sales and station relations departments as well as advertising, promotion and research departments. Oberfelder, who has been ABC's director of advertising, promotion and research since June, 1948, joined the web following several years with Philadelphia radio stations.

Ripley Succeeds Asch At WPTR In Albany

(Continued from Page 1)

and to get WPTR into operation as a 10,000-watt station in 1948, will again head WBCA-FM in Schenectady. He continues as a director and stockholder of the Patroon company.

J. Myer Schine, president of Patroon, selected Ripley, a native of Cleveland, to replace Asch. Mr. Schine is also president of the Schine Theaters Chain of Gloversville.

The new manager has been active in radio for more than 20 years, during this time he has been an announcer, chief announcer, sports commentator, and station manager—the latter in Cleveland and Providence. Ripley worked for Harry C. Wilder of WSYR, Syracuse, for more than a decade. In this capacity he supervised the early operation of WTRY in Troy. Later he managed WPRO in Providence, R. I. and more recently had managed WERE in Cleveland.

WPTR went to 50,000 watts last summer. An independent station, it has studios in the Ten Eyck Hotel.

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